



ANALYSIS DONE WITH EXCEL FOR: CAFÉ HARMONY



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Analysis on Café Harmony





Business Overview

Café Harmony is a new and exciting virtual café chain. It specializes in offering a variety of drinks, snacks, and light meals to customers. Over the past year, Café Harmony has seen impressive growth but now faces new challenges as the company is scaling to meet customer demand. The café has multiple locations across the city, each with its own performance metrics and unique customer preferences.



Data Description



I have collected data across all the locations of Café Harmony. The datasets have been cleaned and process free from errors. Insights have been extracted using formulas and functions such as **xlookup**, **sumif**, **countif**. Datasets include:

Sales Data: This contains information on sales transactions across different locations, including items sold, prices, quantities, and sales dates.

Customer Data: Customer details such as age, gender, location, and preferred drink items.

Employee Data: Information about employees (e.g., name, role, salary, location).

Stock Data: Inventory of raw materials and supplies needed to prepare the café's menu items.

Feedback Data: Customer satisfaction ratings and comments after each purchase.





Business Problem

Café Harmony has grown rapidly and now faces the challenge of improving its overall operational efficiency and customer experience. The company needs to identify the following key business questions:

- Which menu items are performing the best across different locations?
- What is the customer profile that tends to spend the most (age, gender, or preferred product)?
- How can the café improve its stock management to avoid running out of popular items while also reducing overstock?
- Are there any locations or employee performance issues that require attention?





Aim of Project

This Project is aimed at generating actionable insights that will help Café Harmony improve its Operational Efficiency which in turn will boost customers satisfaction and revenue. I will use the below metrics to answer the business problems and proffer solutions for a trackable progress:

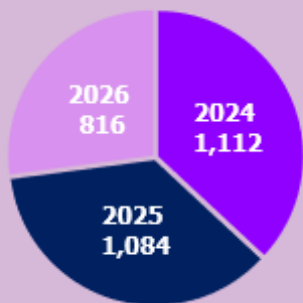
- Identify the key factors leading to customer dissatisfaction
- Determine the root causes of the problem and design a practical measure to stop same from happening.
- Develop and implement targeted solutions and recommend actionable strategies from the insights generated.



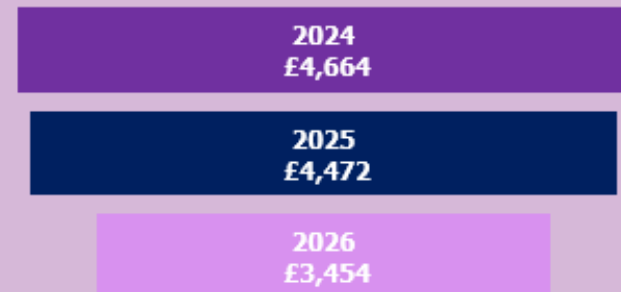


KEY PERFORMANCE INDICATORS

3,012 Total Quantity Sold



£12,590 Revenue By Year



A total of 3,012 quantity was sold between 2024 and 2026 generating a total sum of £12,590. It is evident the business is experiencing a continuous decline in both transaction and revenue.

Number of Customers

1,003

Number of Employee

1,000

Number of Products

10

Rating



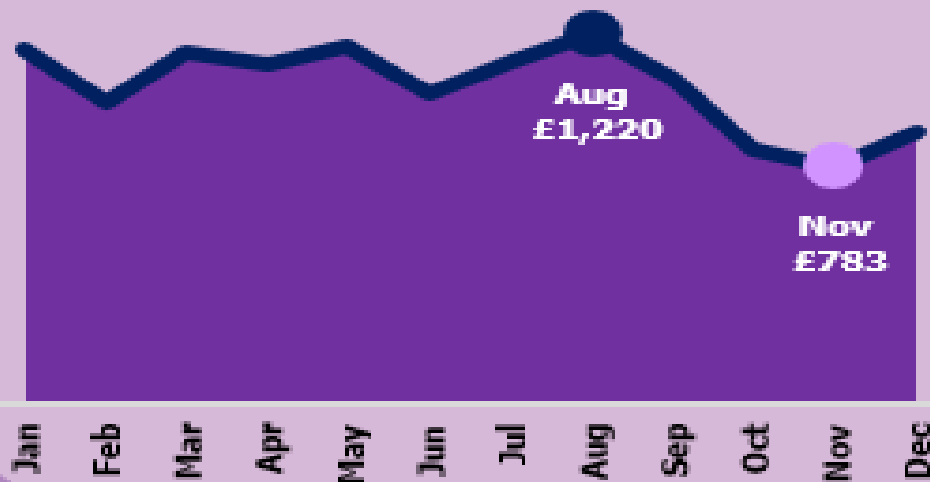
Café Harmony has a total number of 1,003 customers on record and an overall 3 stars rating across the customers category. It is noted that about 1,000 employees are also in the service, while 10 types of menus are sold.



SALES TREND



Sales Trend



INSIGHT:

- The business experienced its highest sales in August with the sum of £1,220 .
- A sales of £783 was made in November which is a significant decline in revenue.
- Overall sales fluctuate across the year with no clear upward or downward trend.
- There is a sharp drop between August and November, suggesting a seasonal dip or external disruption.
- Product sales vary across locations.

RECOMMENDATION:

- Examine internal and external factors that may have led to low sales: fewer promotions, weather changes or holidays, and customer feedback.
- Replicate what worked in August. Identify the activities that led to sales and use same strategies to plan for future boosts in slower months.
- Introduce targeted seasonal promotions or loyalty offers in months like November to prevent dips.
- Forecast and prepare for future months using the trend, adjust staffing, inventory, and marketing plans accordingly.
- Regularly sample customers opinion to understand what is missing in low months. Send personalized offers based on past preferences.
- Focus on location preferences as most menus perform poorly across locations, manage stock effectively by focusing on what sells in each location which will in turn boost overall sales.





REVENUE BY PRODUCT

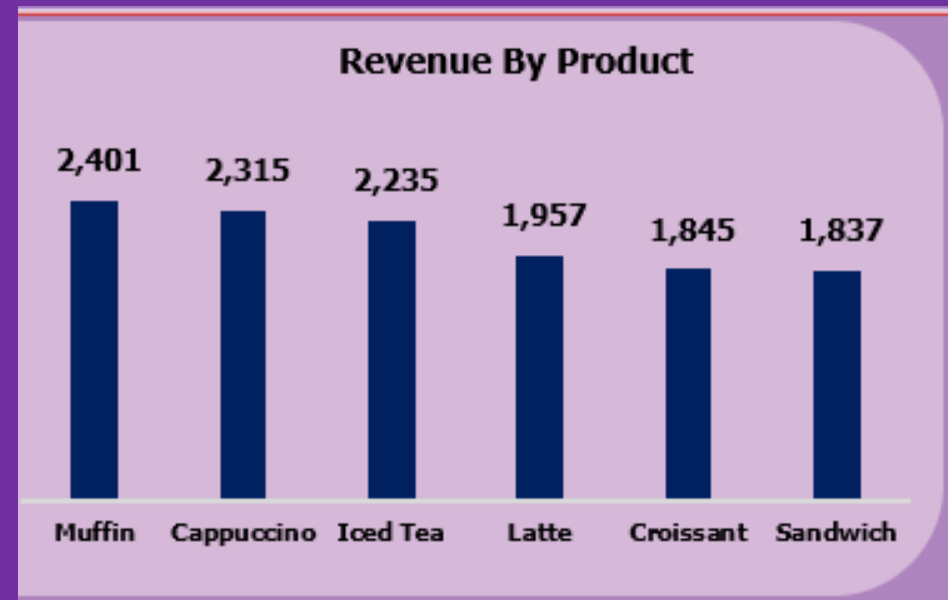


INSIGHT:

- Muffin is the best-selling product at Airport with 143 transaction generating £626 and 180 transaction making revenue of £729 in Uptown, while Iced Tea had 145 transaction with revenue of £645 in Downtown and 154 transaction with revenue of £659 in Suburbs.
- Cappuccino is also relatively popular across all locations, one reason it is the second-best performing menu by overall revenue.
- The spread between the top and bottom products is modest, but noticeable, suggesting core menus perform consistently well.

RECOMMENDATION:

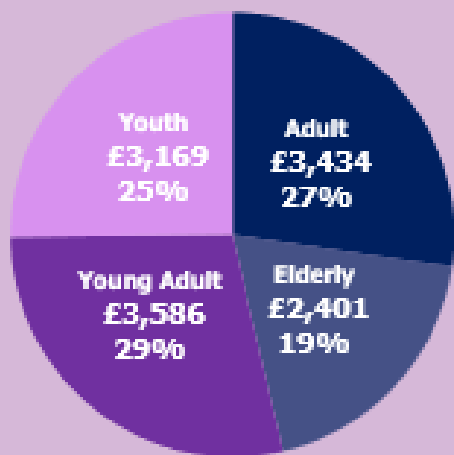
- Standardise the top performing menus across all locations, bundle menus like Muffins, Cappuccinos, and iced Tea to drive higher average spend.
- Localise or test new menus based on regional preferences.
- Promote underperforming but profitable menus via targeted marketing.
- Cross-Sell strategically by training staff or app to suggest popular pairings at checkout.





SALES BY CUSTOMER AGE GROUP

Sales By Customer Age Group



INSIGHT:

- Customers age are distributed as Youth, Young Adult, Adult and Elderly.
- Young Adult category generates the highest revenue of £3,586 accounting for 29% of the total revenue.
- Adult and Youth categories contributed 27% and 25% respectively, while the Elderly contributed the lowest fraction of the revenue with 19%.
- It is noted that Muffin and Iced Tea are the most preferred menus by the Young Adult which is driving the highest revenue.

RECOMMENDATION:

- Launch loyalty program targeting top-spending categories.
- Introduce personalised offers, for example, giving them 20% discount off their usual menus.
- Create upsell bundles for popular combinations e.g Muffin and Iced Tea.
- Consider customer feedbacks by age categories to refine the menus and services.

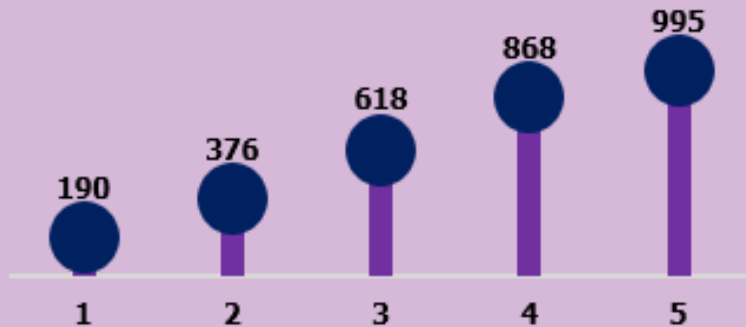




CUSTOMER RATINGS



Customer Ratings Category



INSIGHT:

- While 5-star ratings (995) are the most frequent, the average rating is only 3, which suggests that lower ratings are pulling the overall score down.
- A significant number of customer rated the service 2 stars (376) or even 1 star (190) which is 566 low ratings, nearly 30% of total responses.
- The high number of 3 star ratings (618) implies many customers are having a neutral experience, they are neither delighted nor dissatisfied.

RECOMMENDATION:

- Investigate negative experiences by collecting and analysing feedback from 1 – 2 star reviewers to understand key pain points.
- Turn neutral (3 star) into positive by reaching out to 3 star raters with follow-up questions or incentives to revisit, little details like friendliness, presentation, or wait times can shift neutral customers to positive.
- Focus on improving customer experience. Calibrate and build on 5 star feedbacks, highlight and reinforce what is going well by reading into 5 star reviews.
- Offer customers a quick way to rate and leave feedback immediately after purchase, possibly via receipts link or app. Act quickly on poor rating to show responsiveness and care.



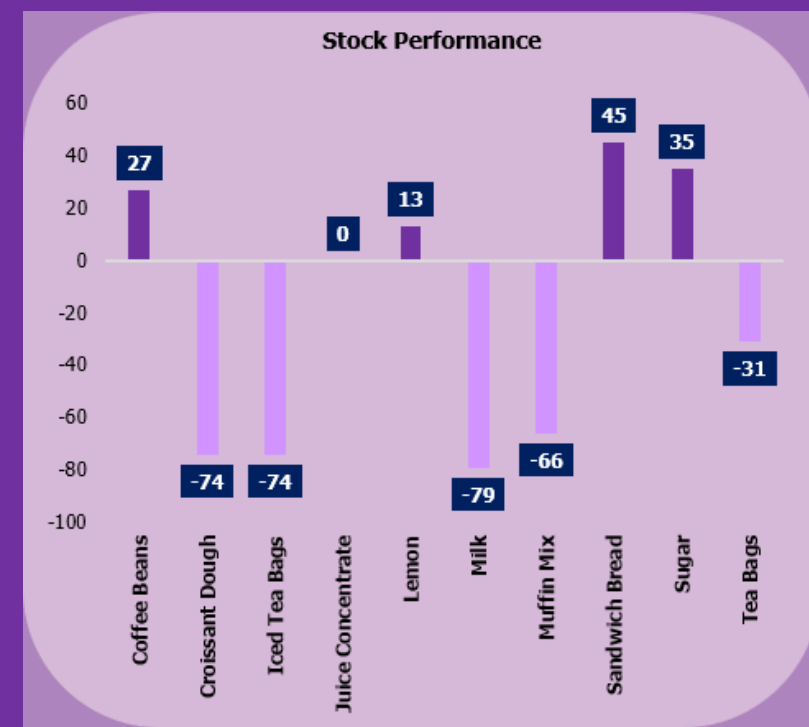
STOCK PERFORMANCE

INSIGHT:

- The overall stock performance is negative, suggesting significant poor stock control.
- The biggest negative contributors are milk with - 79, croissant dough - 74, Iced tea bags - 74, Muffin mix - 66.
- Only a few items have positive performance, such as Sandwich Bread +45, Sugar +35 and Coffee beans +27, while juice concentrate is neutral with 0 stock.

RECOMMENDATION:

- Review stock ordering and forecasting, reassess how you forecast demand for milk, croissant dough, Iced tea bags, and Muffins mix.
- Improve stock rotation and handling, investigate whether poor storage practices, expiration or spoilage are leading to loss.
- Set stock thresholds and alerts, introduce minimum and maximum stock levels in the inventory system.





EMPLOYEE PERFORMANCE



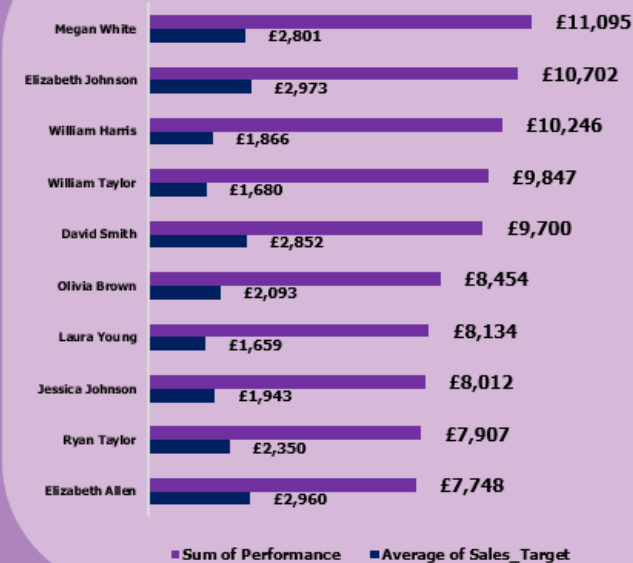
INSIGHT:

- The top 10 performers contributed a combined £91,845 in sales with an average individual performance of over £9,000.
- Interestingly, many of these top performers exceed their sales targets by a large margin, despite some having relatively low average targets.
- There is no clear link between higher targets and better performance. Motivation, strategy or location could play a bigger role.

RECOMMENDATION:

- Identify what drives top performers, conduct interviews or surveys with top employees to uncover strategies they use, training or tools they find most helpful, mindsets or incentives that motivate them.
- Review sales targets setting, target might be too low for so many which can demotivate high achievers or fail to reflect true potential or market opportunity.
- Introduce personalised target setting based on historical data, location and role.
- Introduce peer coaching mentorship by pairing high performers with mid/low performers for coaching or tip sharing.

Top 10 Employees Performance





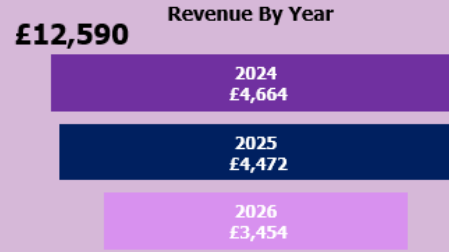
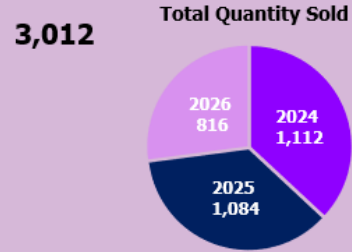
Cappuccino... Croissant Iced Tea Latte Muffin Sandwich

Airport Downtown Suburbs Uptown

Barista Mana... Waiter

Negative Neutral Positive

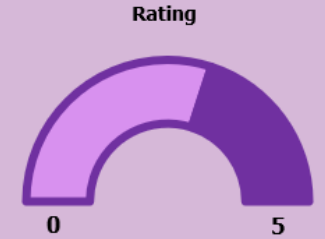
High Low



Number of Customers
1,003

Number of Employee
1,000

Number of Products
10



DASHBOARD

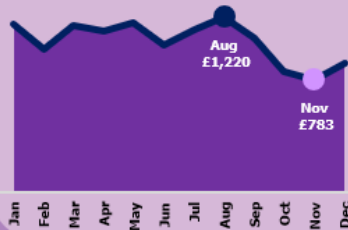
ANALYSIS

DATASETS

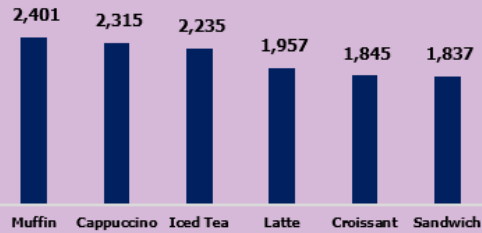
SALES
CUSTOMER
EMPLOYEE
STOCK
FEEDBACK

Yinka Faniyi

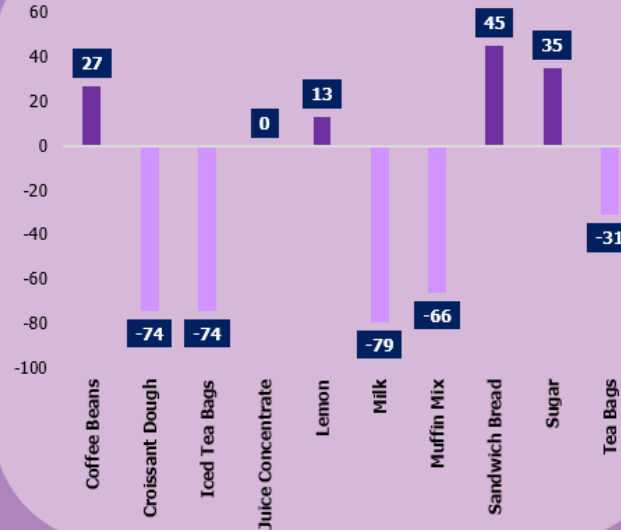
Sales Trend



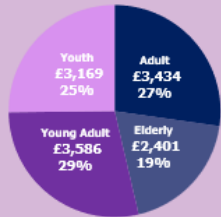
Revenue By Product



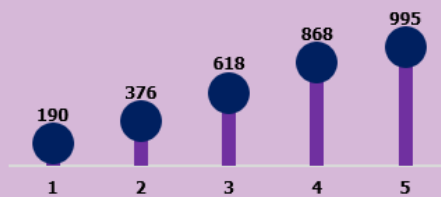
Stock Performance



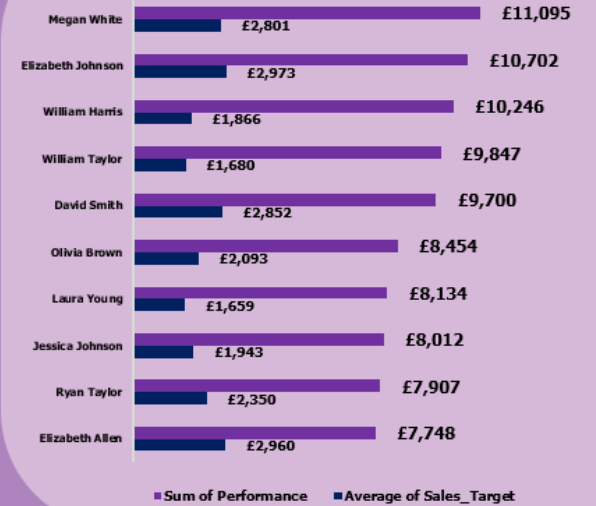
Sales By Customer Age Group



Customer Ratings Category



Top 10 Employees Performance



Café Harmony Interactive Dashboard showing key metrics guiding stakeholders to make data driven business decision



THANK YOU

