

Project Summary: Whitewalnut Café Sales & Spoilage Optimization

Objective

To identify profit loss due to product spoilage and low-margin sales, and to build a dashboard that delivers insights for improving product efficiency, pricing strategy, and waste reduction.

Tools & Skills Demonstrated

- **Excel** – Data cleaning, spoilage calculation, margin analysis
- **Tableau** – Data visualization, parameter setup, KPI dashboards
- **Business Analysis** – Identified underperforming products and margin inefficiencies
- **Scenario Modeling** – Simulated financial outcomes with reduced spoilage
- **Storytelling with Data** – Delivered insights through visual narratives

Outcome

Developed a dynamic Tableau dashboard that visualized product-level profit leakage and margin inefficiencies. Identified \$300+/month profit recovery potential and guided strategy for waste control, pricing, and product focus. Used by stakeholders to support decision-making in café operations.

