

Analysis of Café Harmony

- **Presented by Omolara Buhari**
- **Data analytics EU –class B-Cohort 25-04**
- **Excel capstone project: Analysis of a Café Harmony**



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What does café harmony
do?

Introduction

- **Café Harmony** is a growing virtual café chain offering a variety of drinks, snacks, and light meals, with multiple citywide locations and unique customer preferences.
- The café has experienced rapid growth and seeks data-driven insights to support its continued expansion.

Aim of the project

Project Objective: Provide support to Café Harmony in making smart, data-driven decisions through effective data analysis and visualization.

Key Objectives:

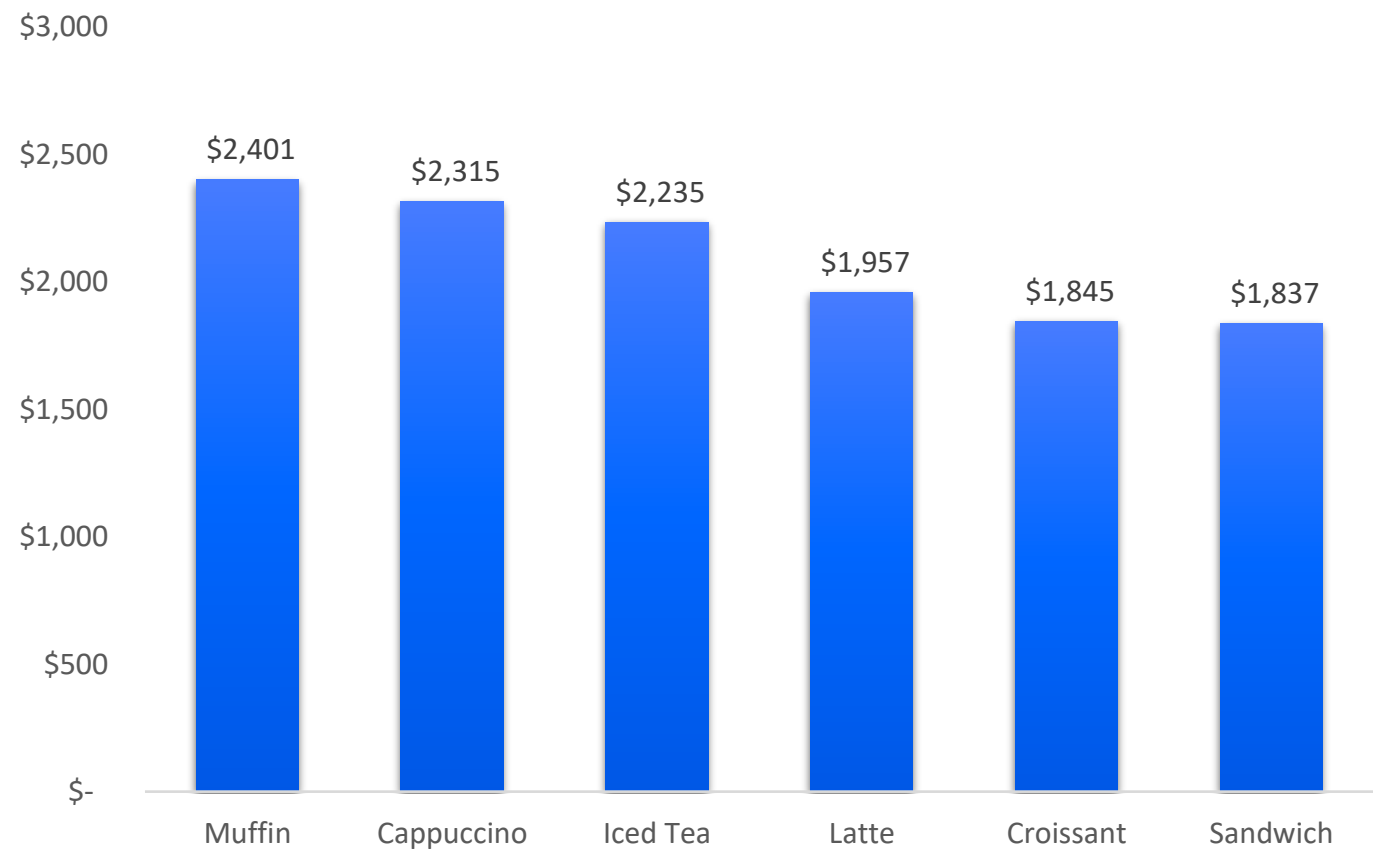
- **Data Cleaning:** Prepare clean, accurate datasets for reliable analysis.
- **Data Analysis:** Use Excel tools (SUMIF, COUNTIF, VLOOKUP, INDEX/MATCH) to uncover trends and patterns.
- **Dashboarding:** Design a clear visual dashboard using charts, pivot tables, and slicers to present insights.
- **Business Insights:** Deliver actionable recommendations based on data findings to guide strategic decisions.

Presenting the café harmony business challenge through key business questions

1) Which top-selling menu product generates the most revenue?

The analysis of sales graphs shows that muffins generate the Highest revenue, indicating strong customer demand. In contrast, croissants and Sandwiches have the lowest revenue, suggesting a need for review or improvement. Cappuccino, iced tea, and latte fall in the middle range, performing steadily but not as strongly as muffins.

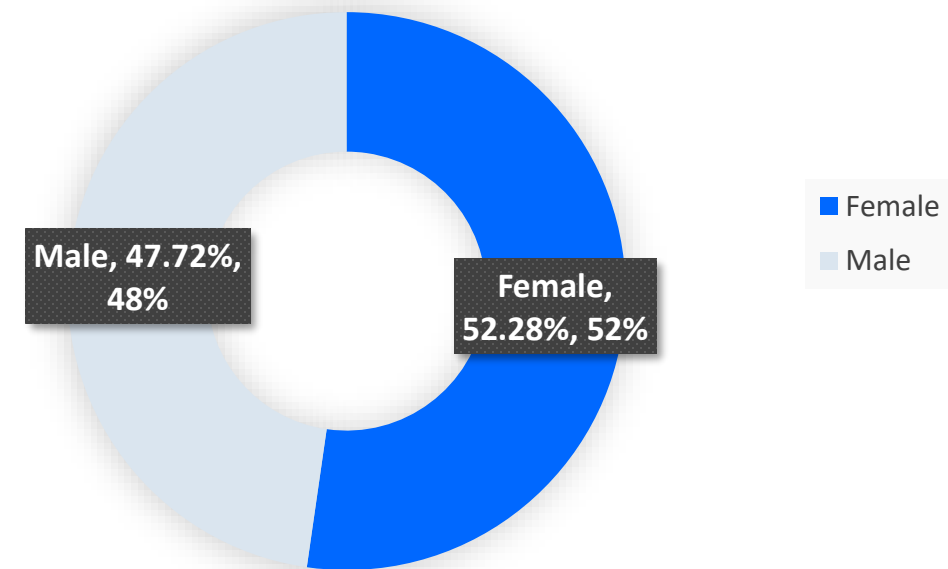
Revenue Comparison by Product



2) Which customer demographic gender is driving the highest sales?

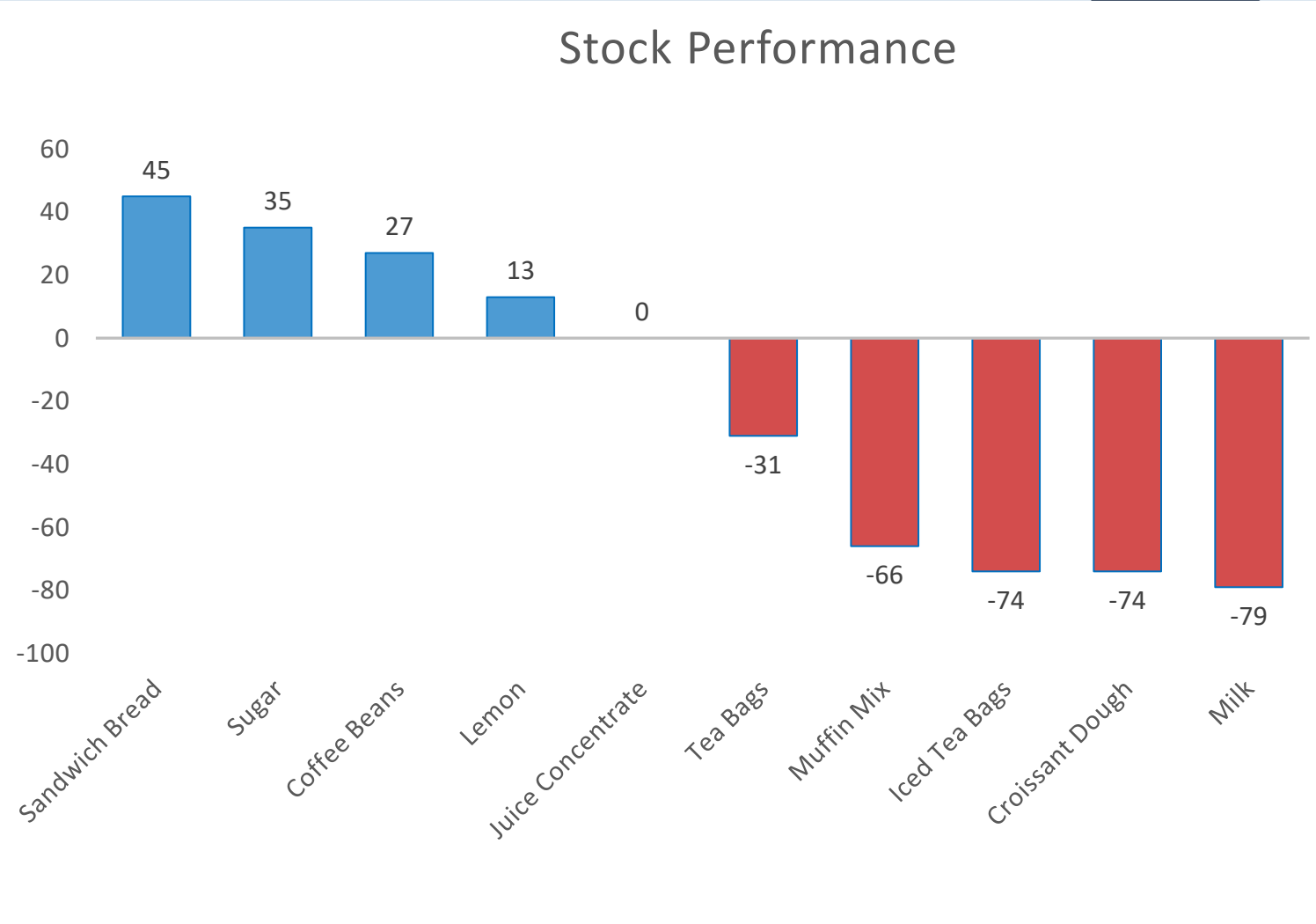
The analysis of the customer gender demographics reveals that female customers drive the highest sales. Female makes up to 52 percent of our customer base, compared to 48 percent of male customers. This slight majority indicates that women play a more significant role in customer spending performance

Gender Demographics



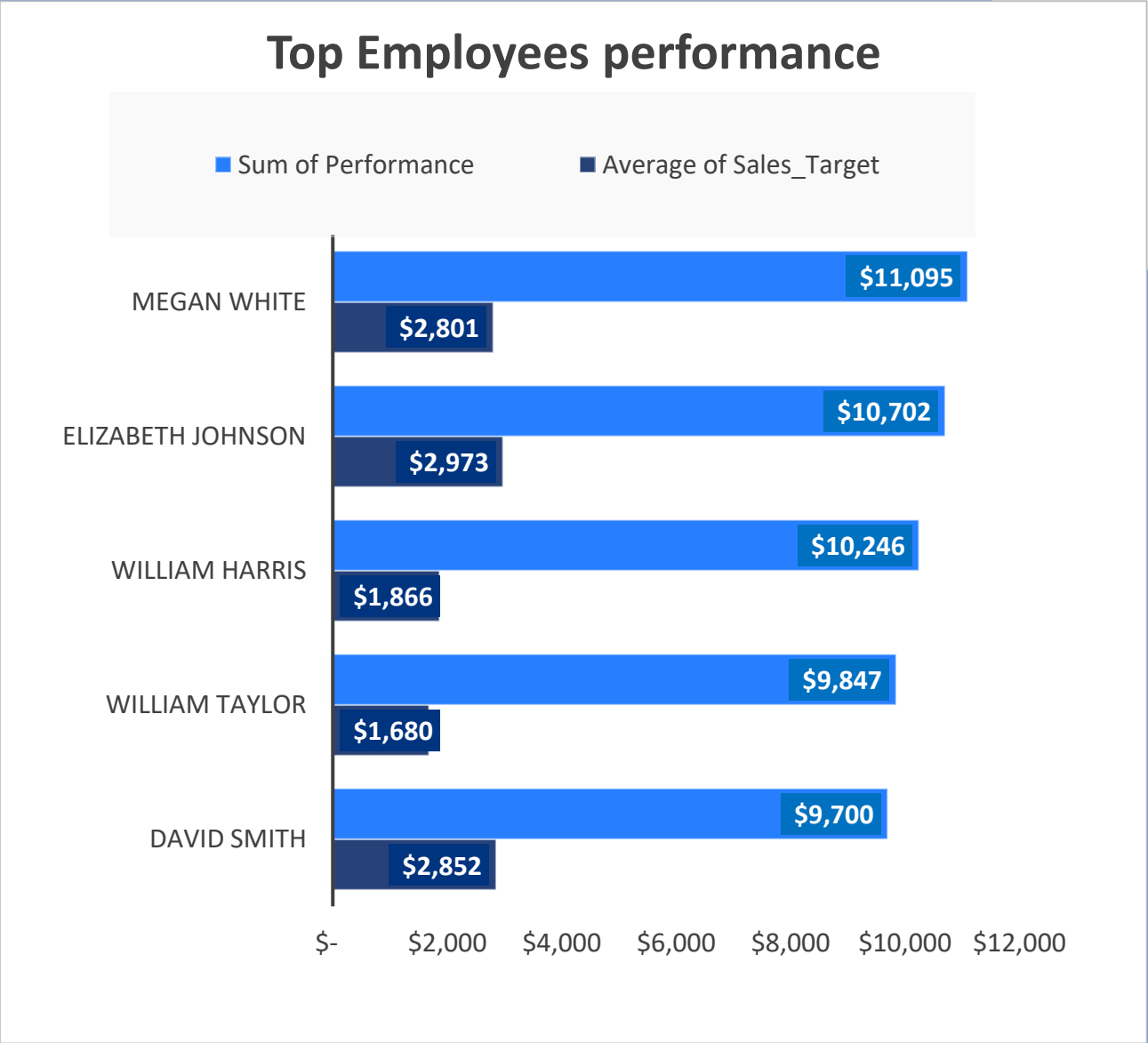
3) Which ingredients or products are most commonly running low across locations?

Based on the analysis of the graph, milk is considered the lowest-performing product, followed by croissant dough, iced tea bags, muffin mix, and tea bags. The negative values indicate a significant drop in stock performance, suggesting a decline in customer demand or issues related to stock management or pricing. In contrast, sandwich and sugar, coffee beans are performing strongly, showing strong customer demand across locations.



4) Identify which locations or employees are performing above or below the average sales target

According to the Top employee performance graph, Megan White stands out as the top – top-performing employee, exceeding the average sales target by a significant margin. Her outstanding results highlight consistent efforts and effectiveness in driving sales. Followed by Elizabeth Johnson, who has also surpassed the sales target and demonstrated strong performance. Furthermore, the data identifies the top 5 employees who are performing above the average sales targets, showcasing their valuable contribution to the team’s success



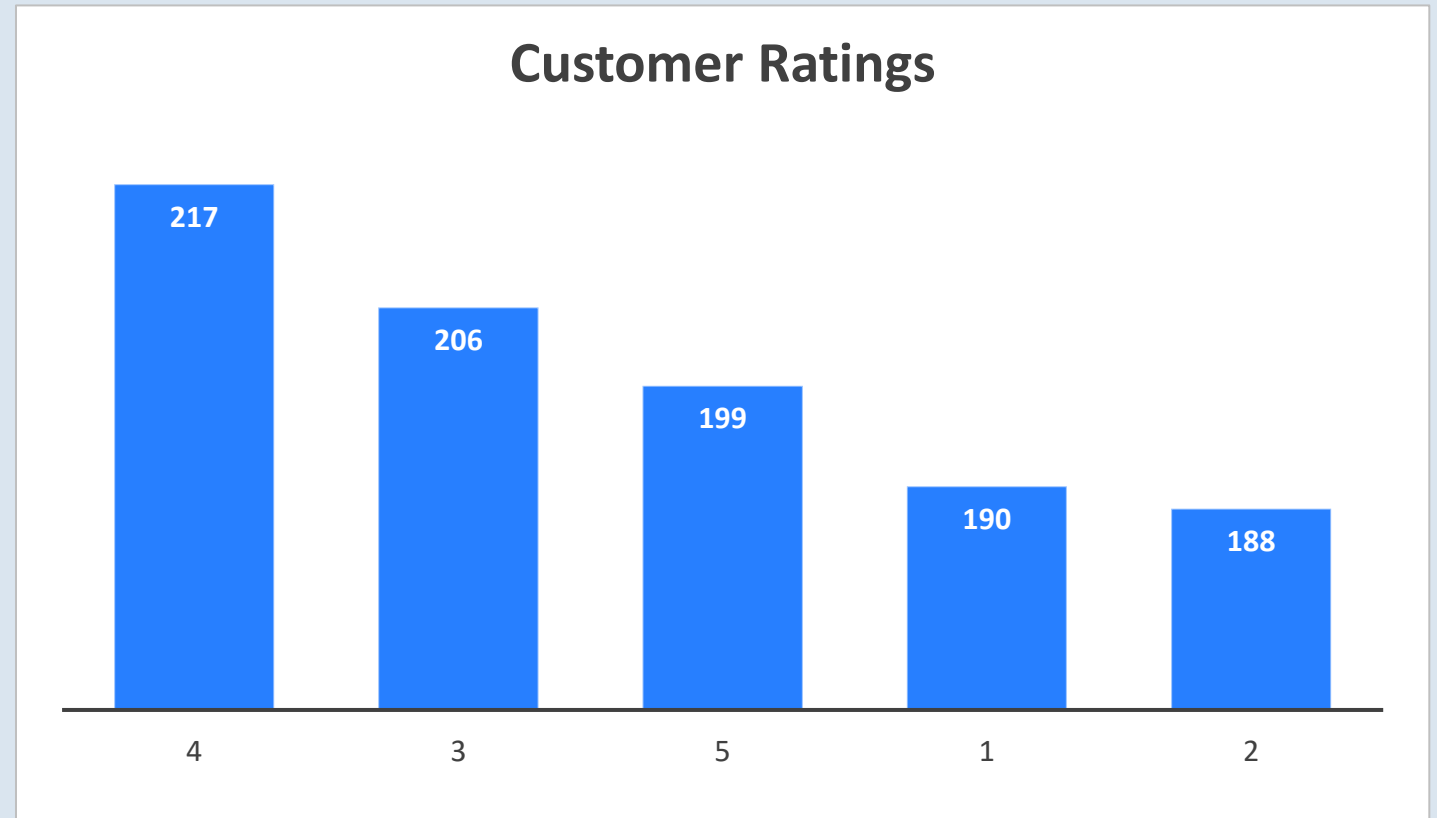
5) Analyze customer feedback to identify common themes in satisfaction or dissatisfaction

The analysis of customer feedback shows that the majority of the customers rated their experience with a score of 4, with a total of 217 ratings. This indicates a generally positive customer satisfaction.

Following that, a total of 3 received 206 counts, showing a moderate level of satisfaction among a significant portion of customers.

Furthermore, the rating of 2 had the fewest responses, with 188 ratings.

Overall, the average customer rating is 4, which is a strong indicator of overall customer satisfaction.



CAFE HARMONY

SALES ANALYSIS DASHBOARD

\$ 12,590

Total of Sales Revenue

1000

Total of Customers ID

1000

Total of Employees ID

10

Total of Stock Items

Product

Cappuccino

Croissant

Iced Tea

Latte

Muffin

Sandwich

Location

Airport

Downtown

Suburbs

Uptown

Months (Sale_Date)

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

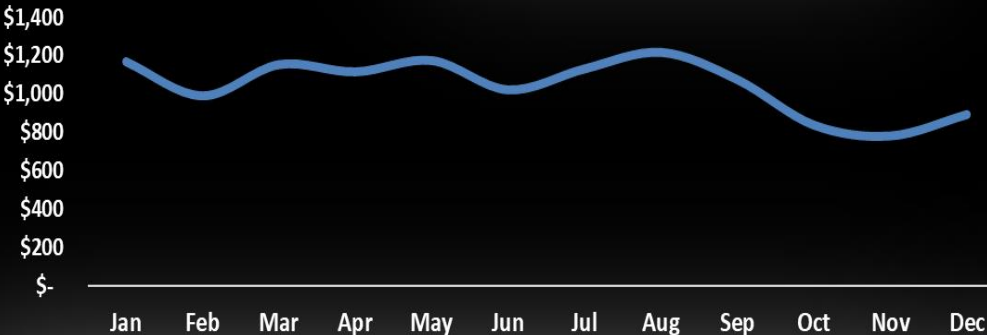
Sep

Oct

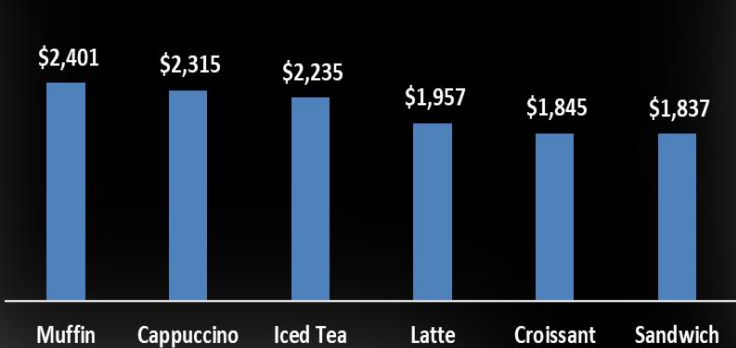
Nov

Dec

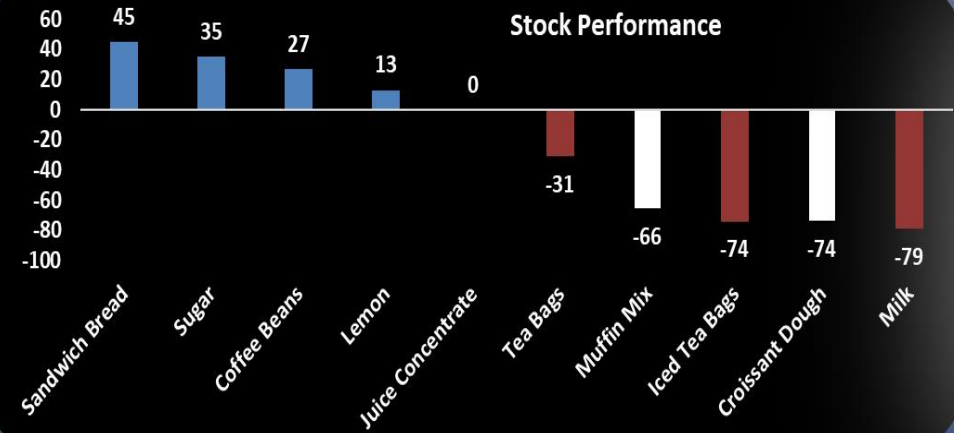
Monthly Sales Trend



Revenue Comparison by Product



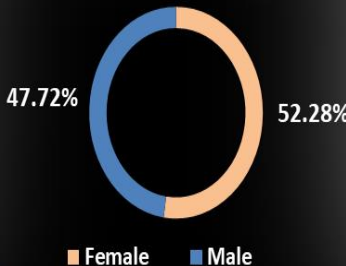
Stock Performance



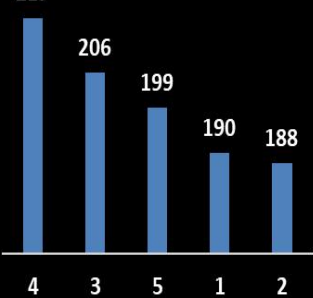
Top Employees performance



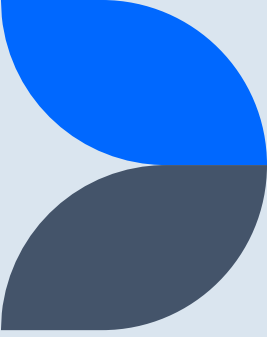
Gender Demographics



Customer Ratings



Recommendation for café harmony



Café Harmony should continue to leverage high-performing products. As Muffins are currently the top-selling item, So I recommend the following:

- Introduce new and exciting muffin flavours to keep customers interested
- Offer weekly deals or promotions on muffins to increase sales
- Place muffins in more visible spots in the café to catch customers' attention easily

On the other hand, sandwiches have the lowest revenue. I recommend that Café Harmony:

- Reassess the pricing of the sandwiches to make them more attractive to customers
- Improve the packaging of the sandwiches and display them better for increased visibility
- Offer discounts or meal deals to encourage customers to try them
- Ask for customer feedback after they eat the sandwiches in the café, or run an anonymous survey online to gather honest opinions

Contd

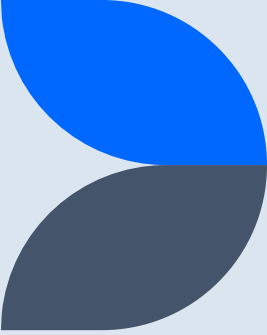
Based on employee performance, Megan White and Elizabeth Johnson were among the top five performers. I suggest Café Harmony encourage mentorship or knowledge-sharing sessions, where high-performing staff can support and guide those who may be struggling.

Since female customers account for 52% of total purchases, Café Harmony should focus more on this group by:

- Tailoring marketing campaigns that appeal to women, whether online or in lifestyle magazines.
- Creating promotions and offers that match female customer preferences.

To improve customer experience based on feedback, I noticed that the average rating is 4, with many customers also giving a 3. I recommend Café Harmony:

- Focus on understanding the reasons behind ratings of 2 and 1 to reduce dissatisfaction.
- Set up a system to track and respond to negative feedback quickly.
- Organize regular mentorship and training sessions for staff to improve overall service quality.





Thank you

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