Cafe Harmony Sales Capstone Project Data Analysis Presentation

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Program: 10Alytics Excel Capstone Project

C25-08 DATA ANALYTICS POD LUNA
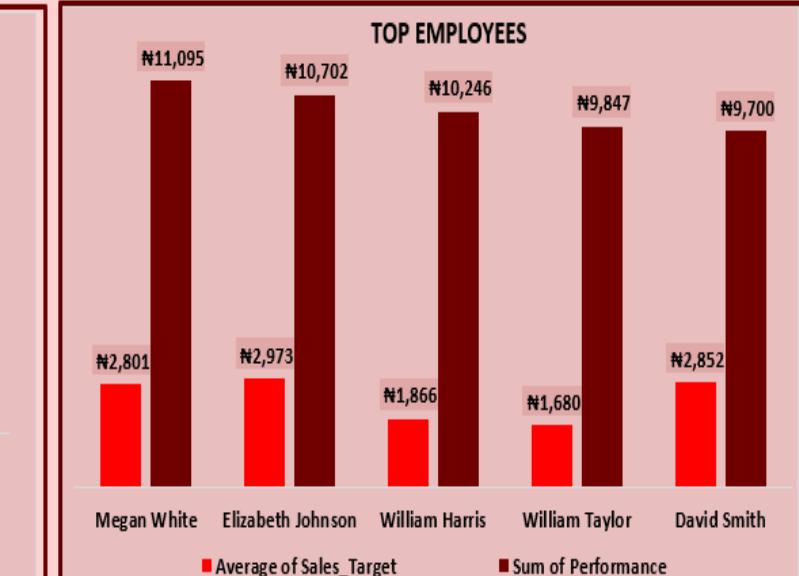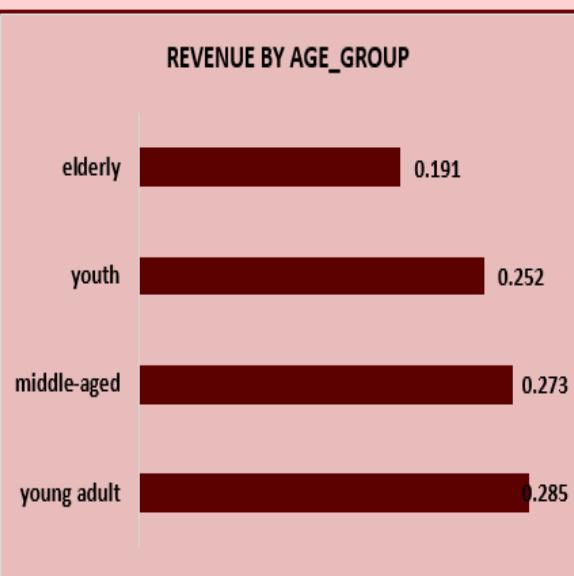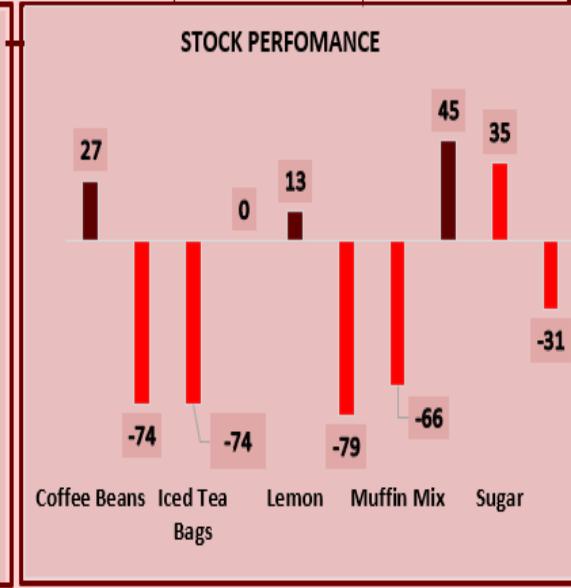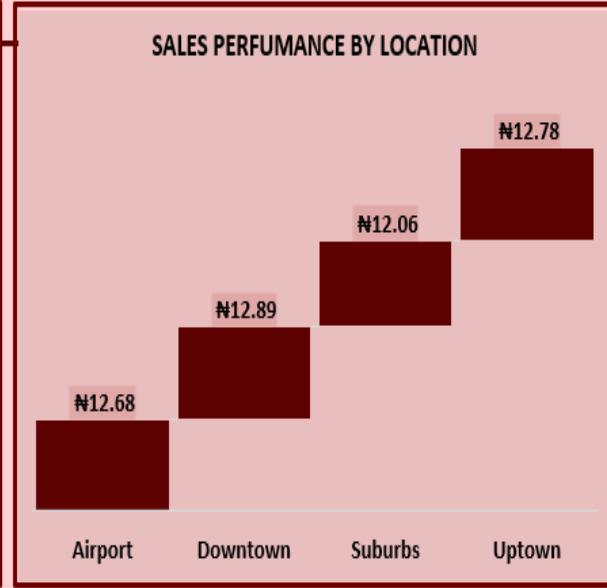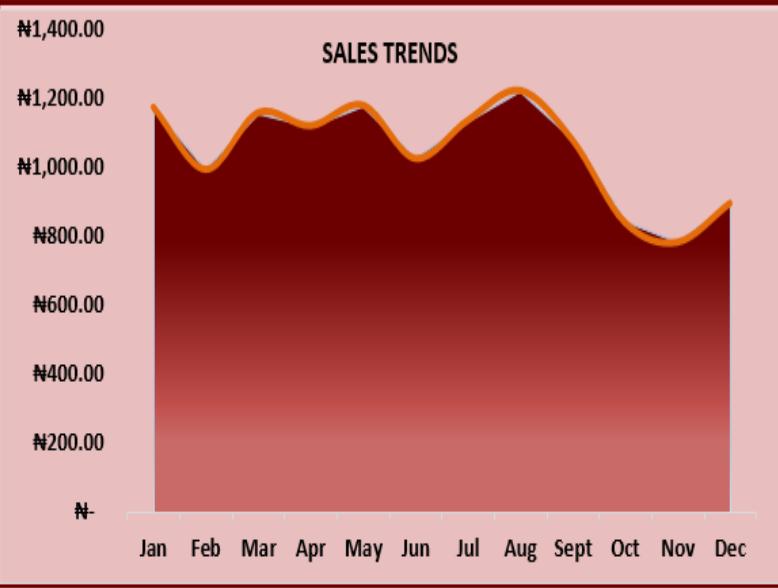
Date: September 2025

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 address the following key business questions :

- How is our overall sales trend looking?

- 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 reducing overstock?

- Are there any locations or employee performance issues that require attention?

CAFE HARMONY SALES DASHBOARD

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

TOTAL SALES ID	TOTAL REVENUE	AVERAGE RATING
1000	₦12,589.	3.047

Product

Cappuccino

Croissant

Iced Tea

Latte

Muffin

Sandwich

SALES TRENDS

(Y-axis: ₦1,400.00, ₦1,200.00, ₦1,000.00, ₦800.00, ₦600.00, ₦400.00, ₦200.00, ₦-)
(X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec)

SALES PERFUMANCE BY LOCATION

Airport	Downtown	Suburbs	Uptown
₦12.68	₦12.89	₦12.06	₦12.78

STOCK PERFOMANCE

Coffee Beans	Iced Tea Bags	Lemon	Muffin Mix	Sugar	
27	0	13	45	35	
-74	-74	-79	-66	-31	

REVENUE BY AGE_GROUP

elderly	0.191
youth	0.252
middle-aged	0.273
young adult	0.285

CUSTOMER RATING

1	2	3	4	5
₦190	₦188	₦206	₦217	₦199

■ Total

REVENUE BY PRODUCTS

Cappuccino	Croissant	Iced Tea	Latte	Muffin	Sandwich
₦2,315	₦1,845	₦2,235	₦1,957	₦2,401	₦1,837

TOP EMPLOYEES

	Megan White	Elizabeth Johnson	William Harris	William Taylor	David Smith
Sum of Performance	₦11,095	₦10,702	₦10,246	₦9,847	₦9,700
Average of Sales_Target	₦2,801	₦2,973	₦1,866	₦1,680	₦2,852

■ Average of Sales_Target ■ Sum of Performance

SALES TRENDS

Insight

Sales fluctuate throughout the year

.Mid-year (May–August) shows stronger performance, while January, February, and October are weaker months.

➡️ This indicates seasonal patterns and opportunities to increase sales during low periods.
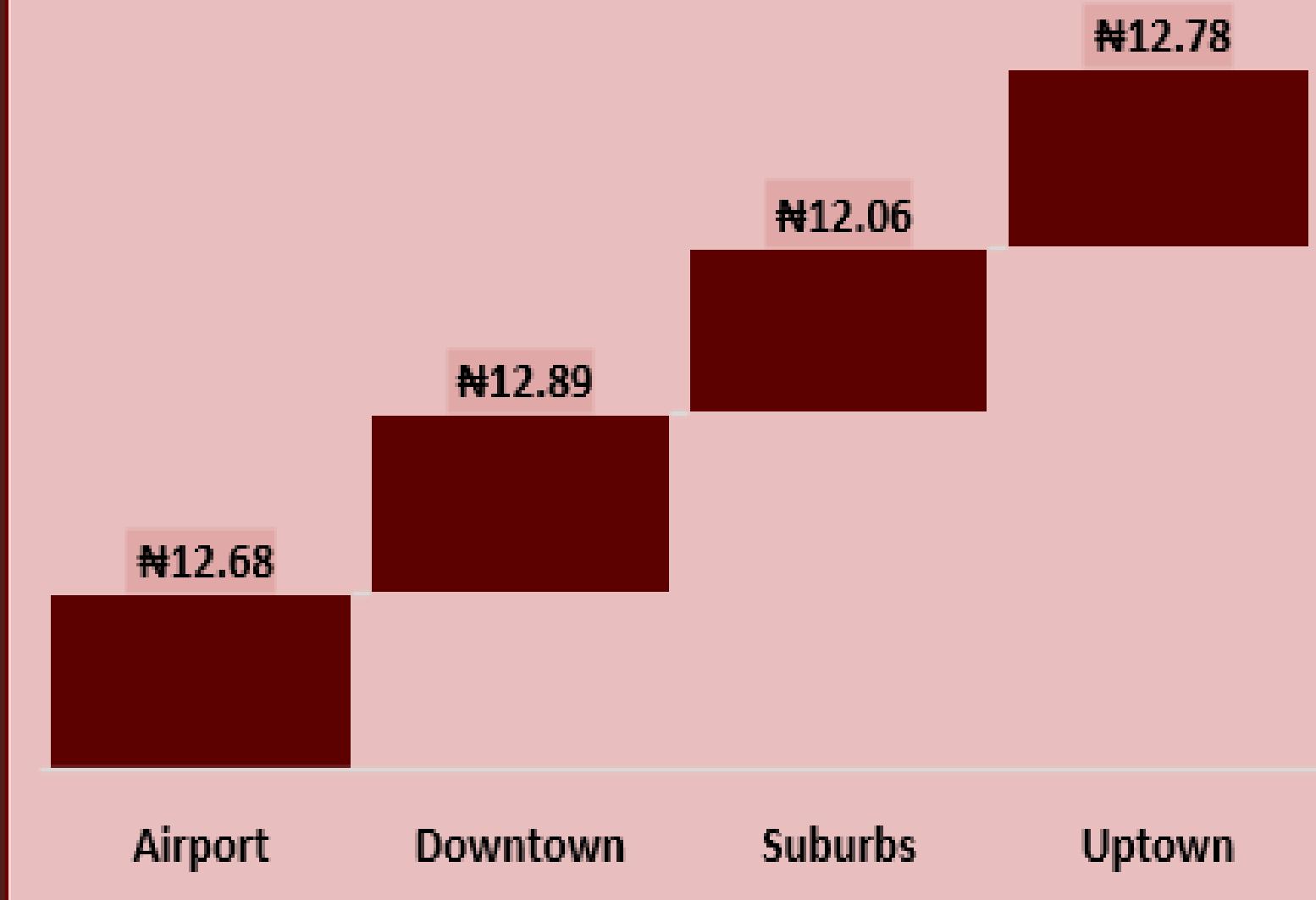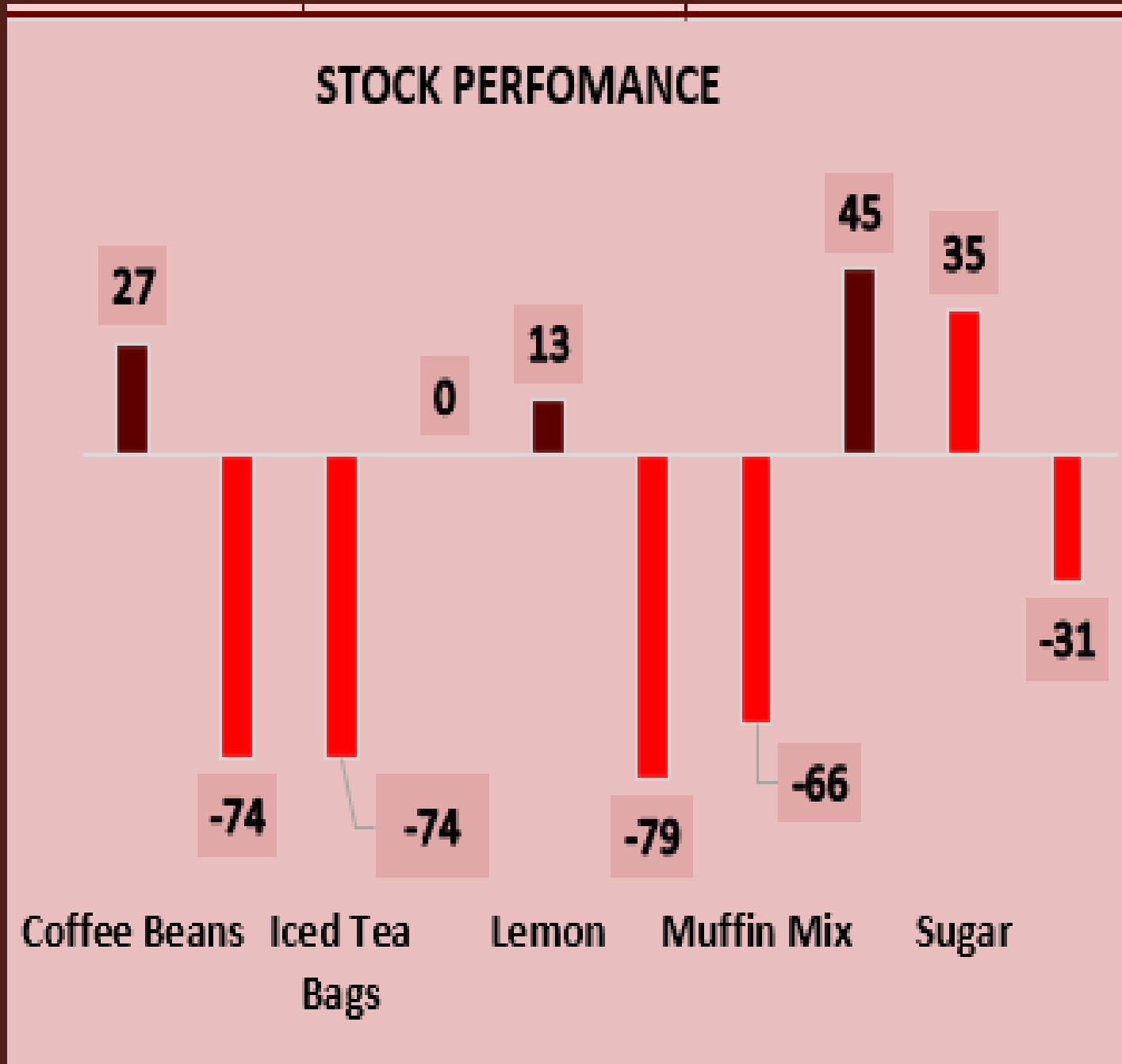
STOCK PERFORMANCE

Nsight

Coffee Beans and Iced Tea Bags show surplus inventory .

Muffin Mix and Sugar show shortages

➡️ Inventory management needs improvement to avoid waste and stockout
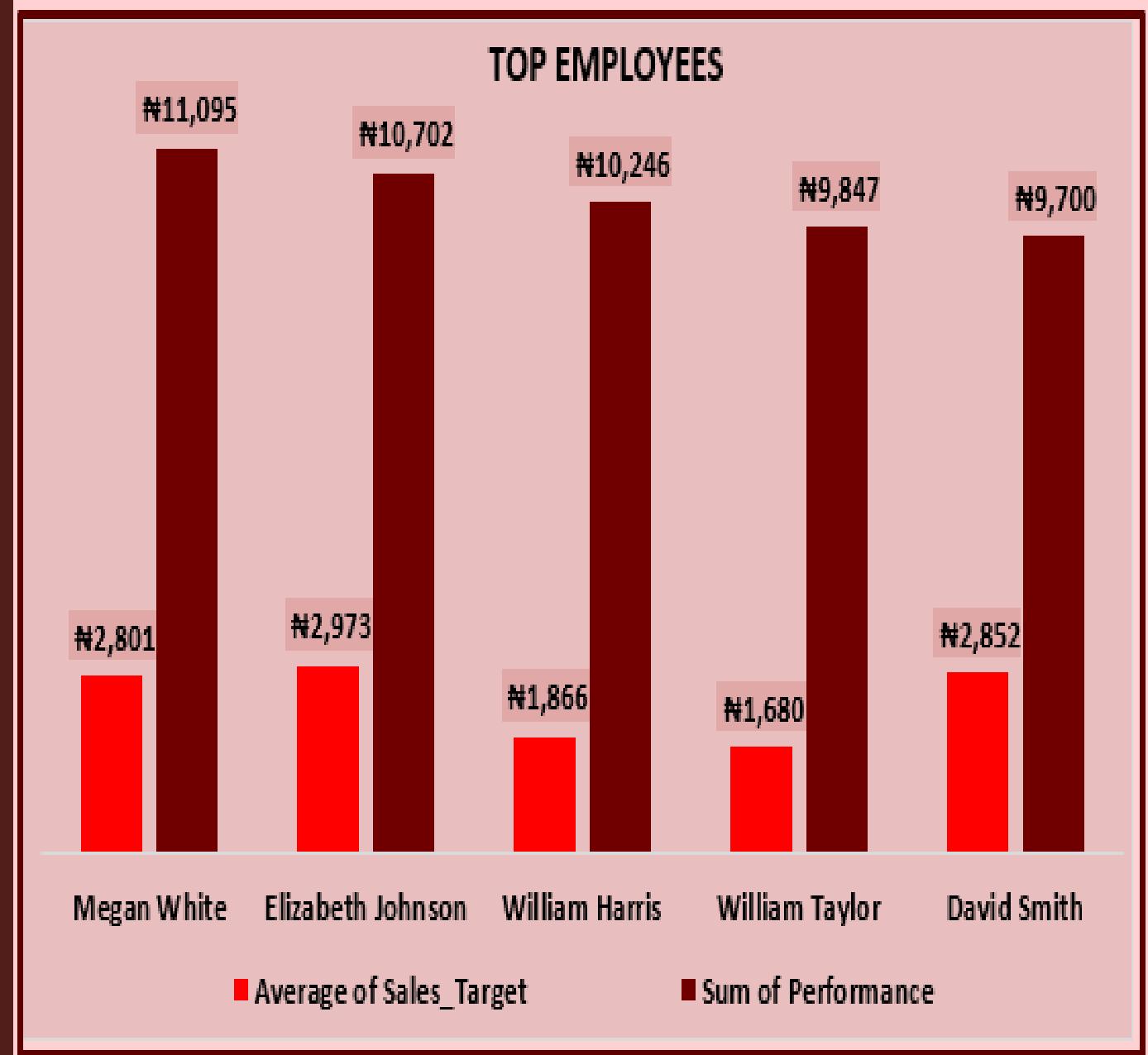
STOCK PERFOMANCE

27

0

13

45

35

-74

-74

-79

-66

-31

Coffee Beans   Iced Tea   Lemon   Muffin Mix   Sugar

Bags

CUSTOMER RATINGS

Insight

Average rating is 3.05, below the ideal 4.0 target.

➡️ Indicates need for improved customer service and product quality

CUSTOMER RATING

₦217

₦206

₦199

₦190

₦188

■ Total

1   2   3   4   5
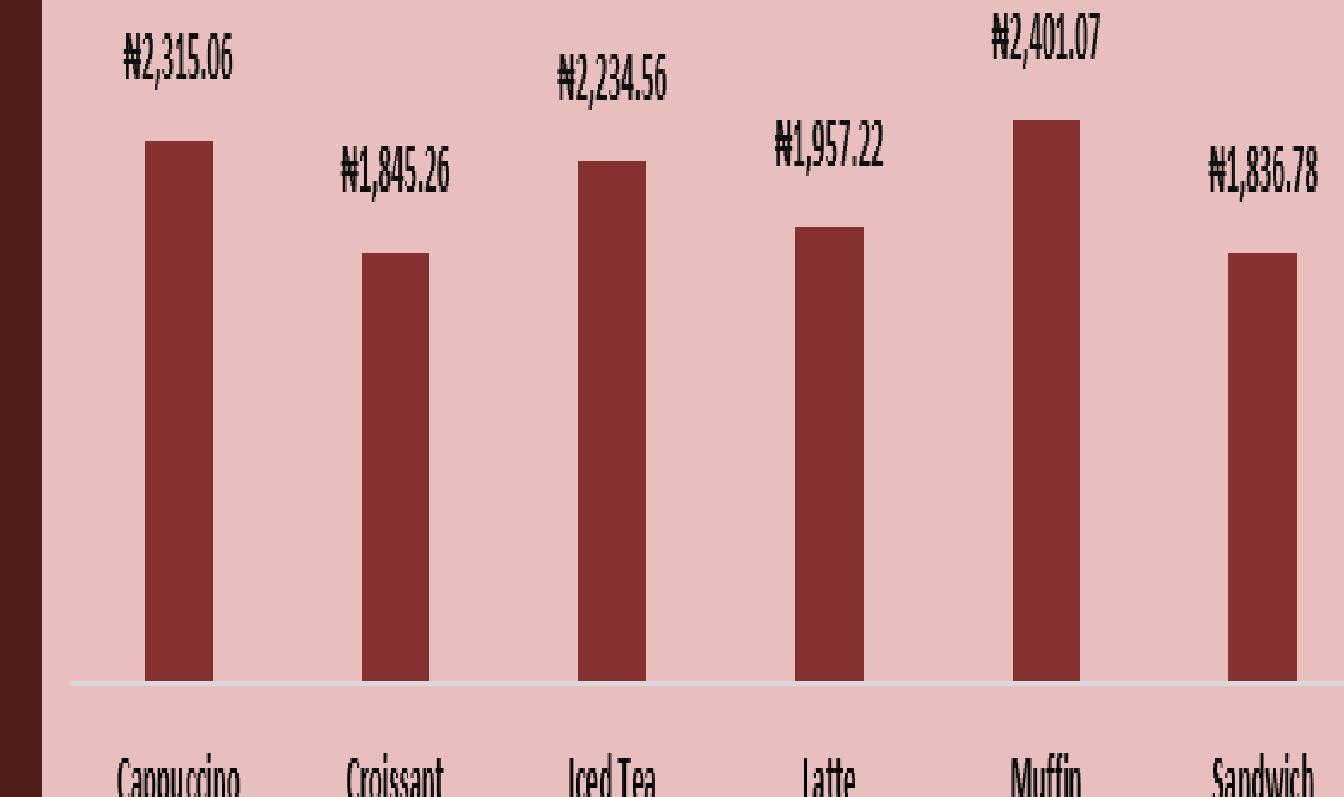
REVENUE BY PRODUCT

Insight

Cappuccino, Croissant, and Iced Tea are top revenue products

Muffins and Sandwiches underperform.

➡️ Consider promotions, bundles, or seasonal offers to boost low sellers.

REVENUE BY PRODUCTS
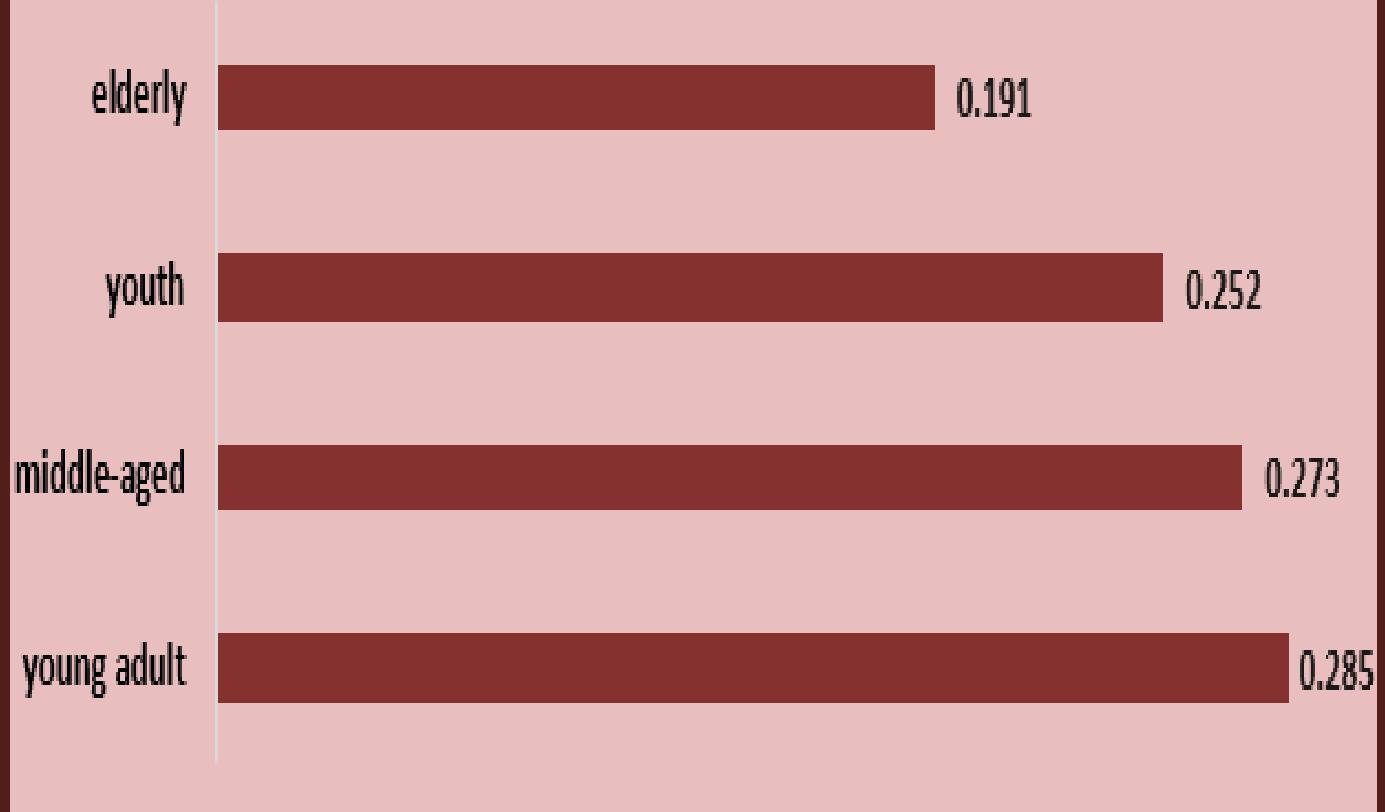
₦2,315.06   ₦1,845.26   ₦2,234.56   ₦1,957.22   ₦2,401.07   ₦1,836.78

Cappuccino   Croissant   Iced Tea   Latte   Muffin   Sandwich

Recommendations

✅ Focus marketing on young adults and middle-aged customers.

✅ Invest more in high-performing locations (Downtown).

✅ Improve inventory control to balance surplus and shortages.

✅ Enhance customer experience to raise average rating above 4.0.

✅ Promote low-performing products with bundles/discounts.

✅ Reward top staff and train/support low performers.