

# Cafe Harmony Sales Capstone Project Data Analysis Presentation

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Program: 10Alytics Excel Capstone Project

C25-08 DATA ANALYTICS POD LUNA

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# Business Problem

## The Challenge:

Café Harmony has experienced rapid growth, but this expansion has led to operational "blind spots." Despite strong revenue, the business is struggling with inconsistent customer experiences and a chaotic inventory system.

## The Objective:

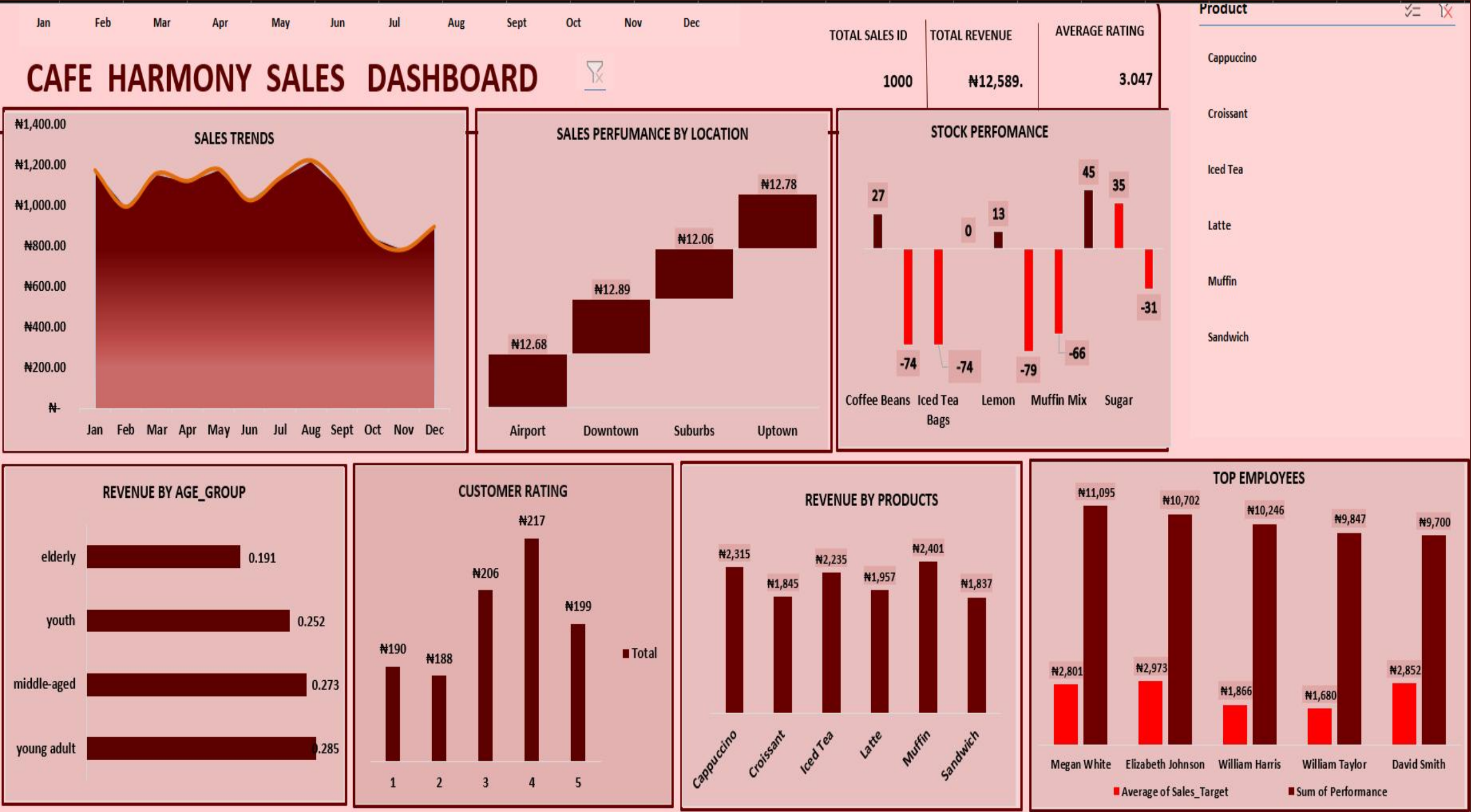
This analysis was designed to move Café Harmony from "guessing" to "knowing." By auditing the sales data across three locations, I set out to identify the friction points in the supply chain, uncover the true drivers of revenue, and provide a data-backed blueprint for sustainable, high-quality growth.

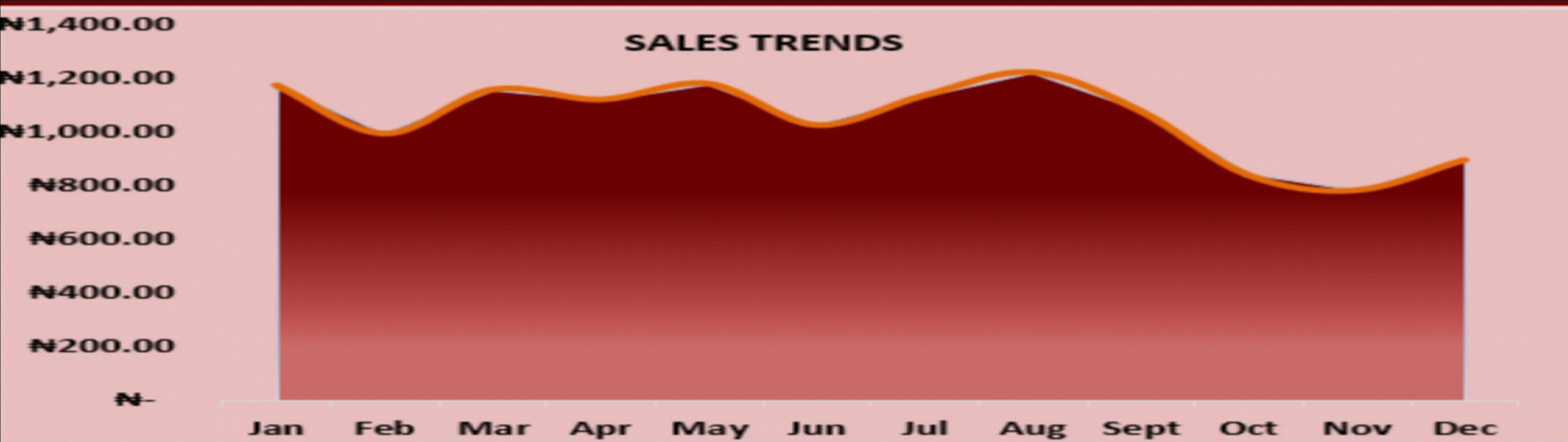
## Key Focus Areas:

**Operational Sync:** Aligning stock levels with actual customer demand.

**Market Precision:** Identifying which demographics are actually fueling the bottom line.

**Service Consistency:** Bridging the performance gap between top-tier and underperforming staff.





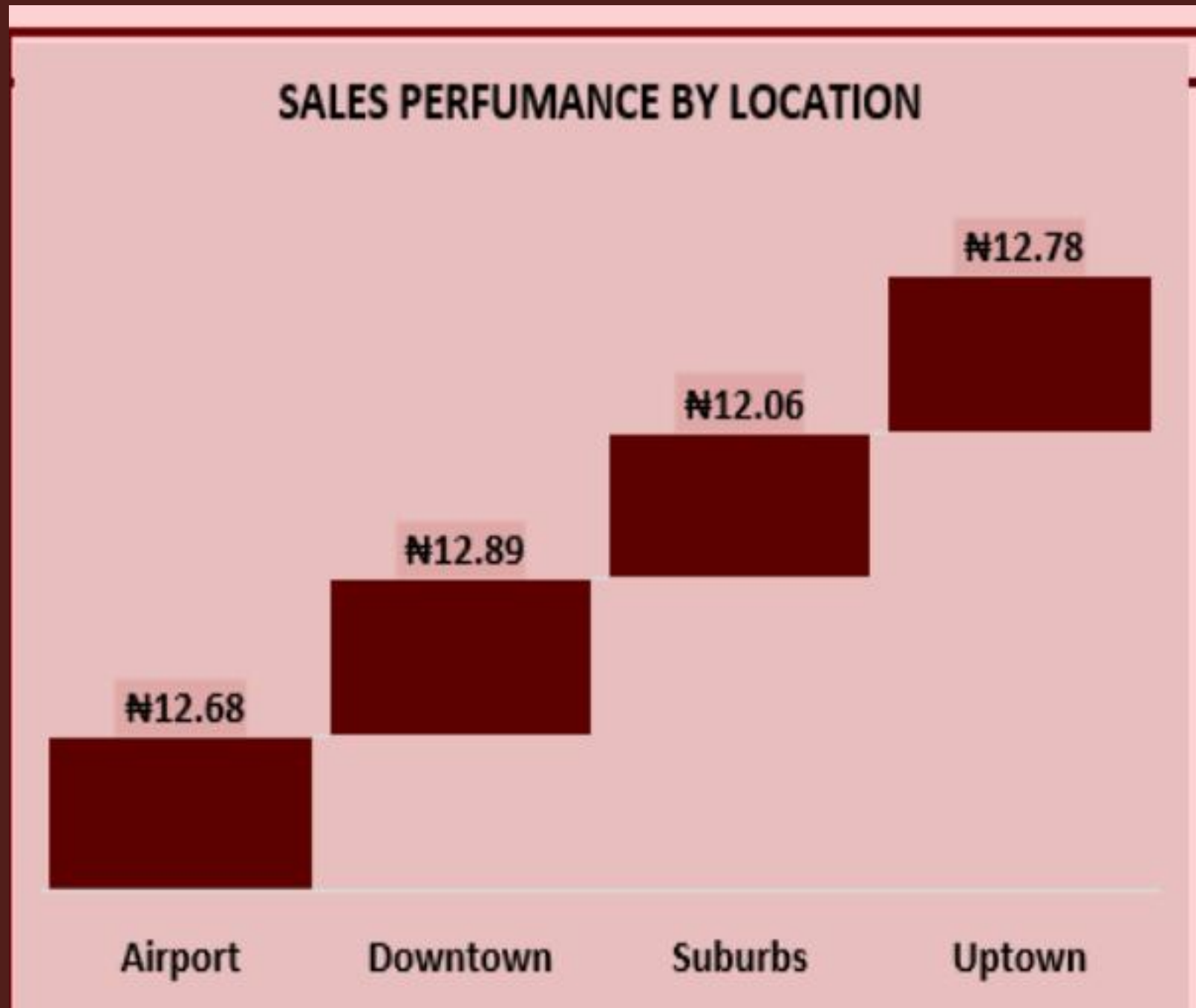
Insight: We are a "Summer Business." Our peak revenue happens between May and August. The massive crash in October and January suggests we don't have enough "indoor" or "hot" product appeal to keep customers coming back when the weather turns.

Recommendation: Stop the October "Bleed." Launch a "Café Cozy" campaign in September—introduce 3 new hot seasonal drinks (like Spiced Chai or Caramel Apple) to give people a reason to visit when the summer heat fades.

# SALES PERFORMANCE BY LOCATION

Insight: Downtown is our gold mine (₦12.89), likely due to office foot traffic. The Suburbs and Uptown are ghost towns by comparison. This means our current "fast-paced" model works for office workers but fails to attract the "sit-and-stay" neighborhood crowd.

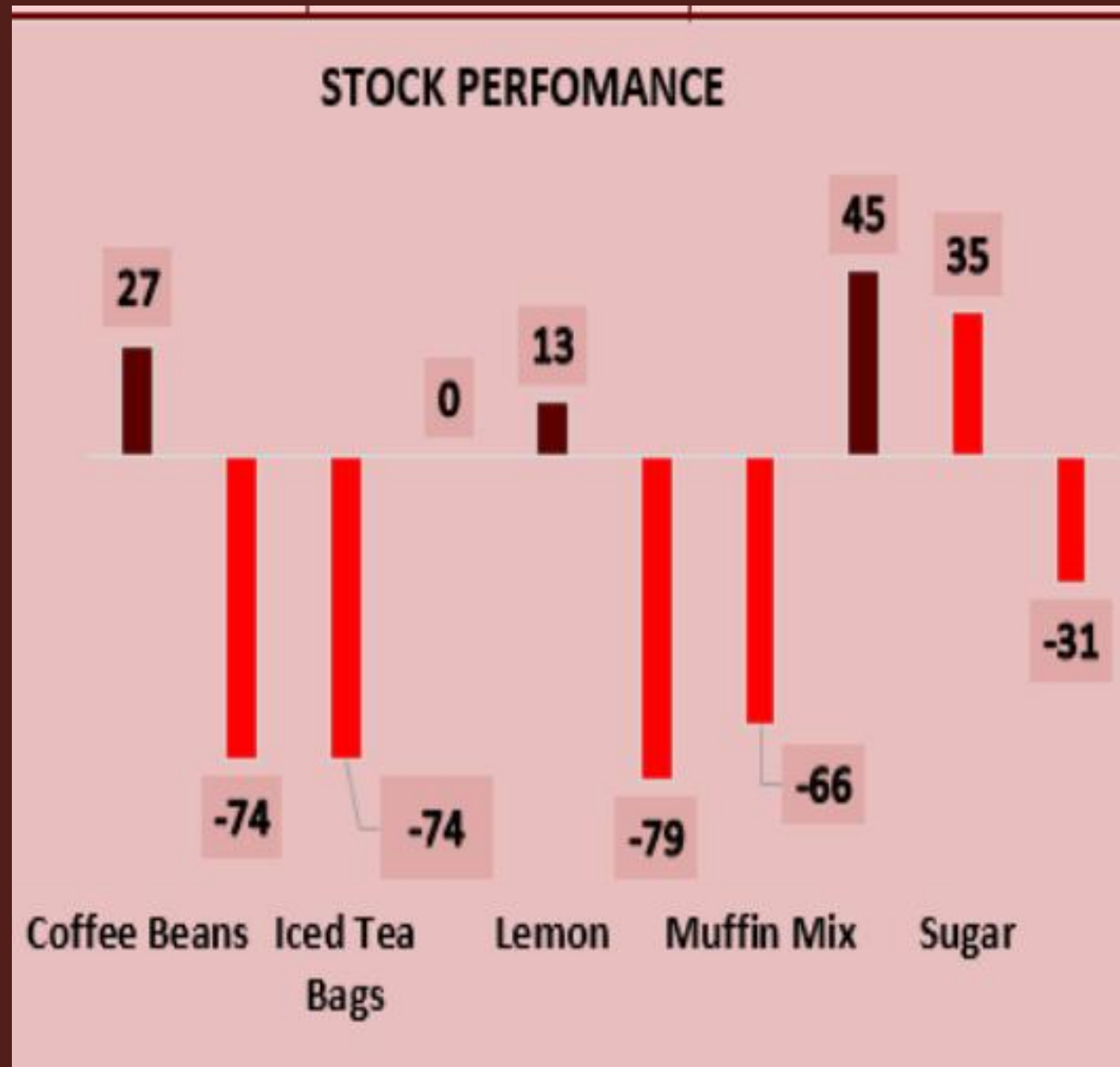
Recommendation: Turn the Suburbs into a "Third Space." Add "Remote Work" bundles (Unlimited coffee + a snack for 2 hours of Wi-Fi). If we can't beat Downtown's speed, we should beat them on comfort.



# STOCK PERFORMANCE

Insight: We are "Heavy" on Coffee Beans/Iced Tea and "Empty" on Muffin Mix/Sugar. Every time a customer asks for sugar or a muffin and we say "No," we aren't just losing \$100; we are losing their trust.

Recommendation: Rebalance the Cash Flow. Cancel the next month's order for Coffee Beans. Use that exact cash to buy a bulk surplus of Sugar and Muffin Mix. We need a "Never-Out" policy for our top-selling snack items.

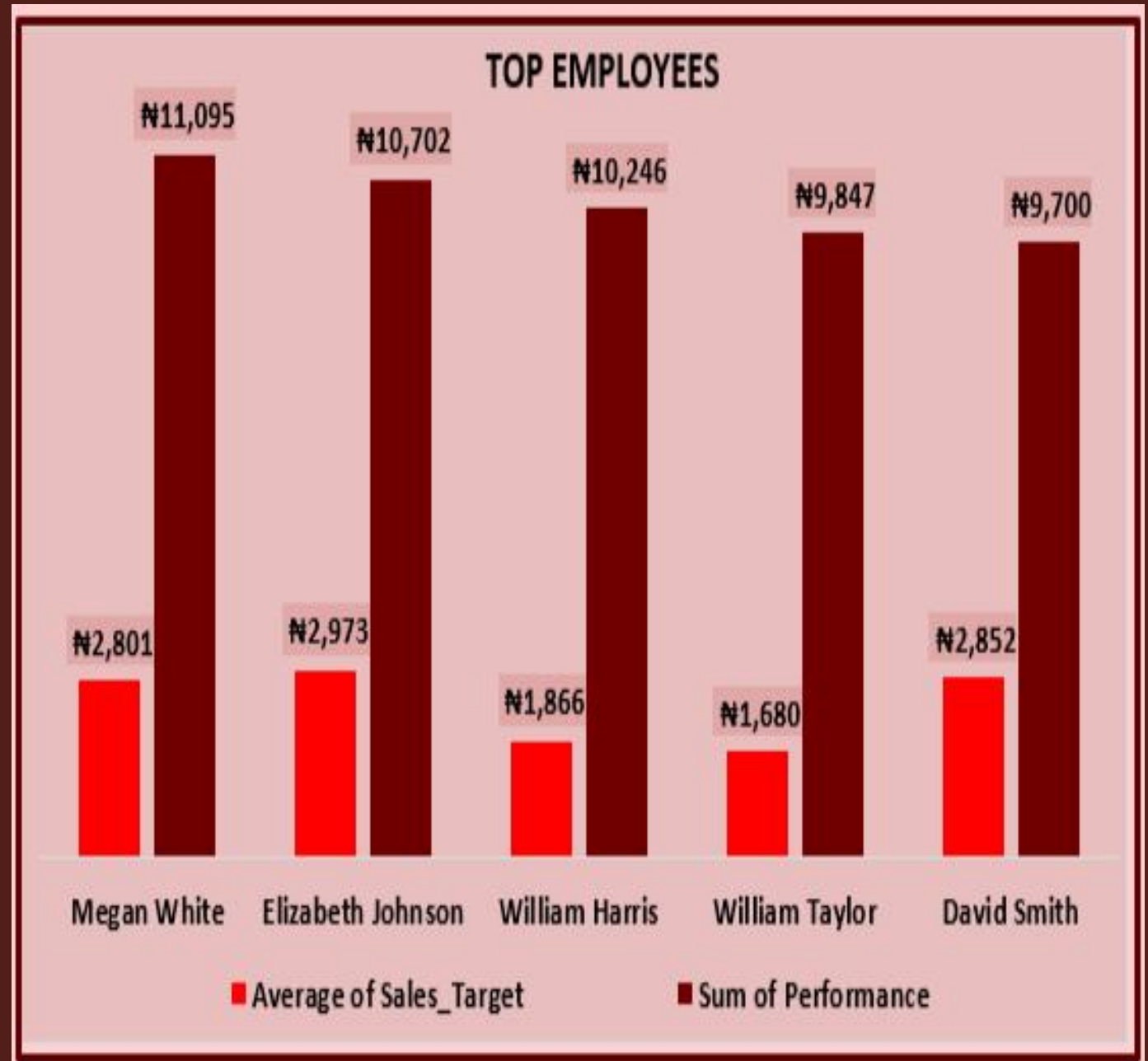




# TOP PERFORMING EMPLOYEES

Insight: David Smith and William Taylor are the only ones hitting targets. This is a risk; if they leave, the business collapses. The low ratings (3.05) likely happen when the "Lower Performers" are on shift.

Recommendation: Peer-to-Peer Training. Don't lecture the staff. Instead, have David and William lead a 30-minute "Efficiency Workshop" for the others. Incentivize the whole team: If the Monthly Rating hits 4.0, everyone gets a "Team Bonus."



# CUSTOMER RATINGS

Insight: Our rating is average, but the distribution shows many 1s and 2s.

This indicates "Service Failure."

Customers aren't bored; they are annoyed—likely by the stockouts and the inconsistency in staff performance.

Recommendation: "Recover the Review." For every 1-star review received, the manager should be authorized to offer a "Recovery Voucher." More importantly, fix the stockouts from Slide 3; you cannot get a 5-star rating if you don't have sugar for the coffee.

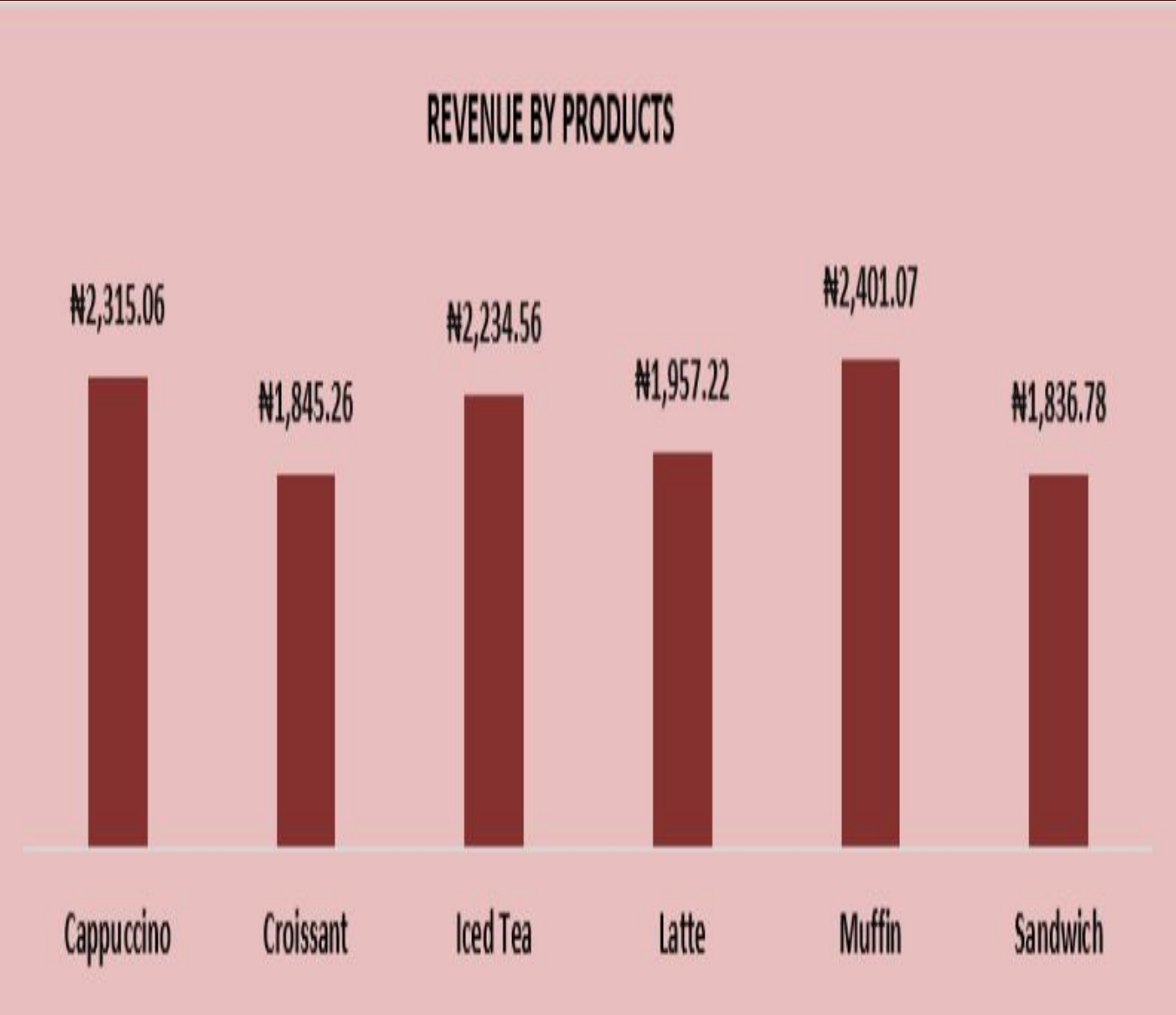




# REVENUE BY PRODUCT

Insight: Cappuccinos and Croissants are the stars. However, Sandwiches and Muffins are barely moving. If we only sell a drink, our margins are thin. We need "Attach Rates"—selling a second item to every customer.

Recommendation: The "Harmony Bundle." Place a "Meal Deal" sign at the register: Add a Muffin to any Cappuccino for 15% off. This moves the slow-selling inventory while increasing the total cash collected per transaction.

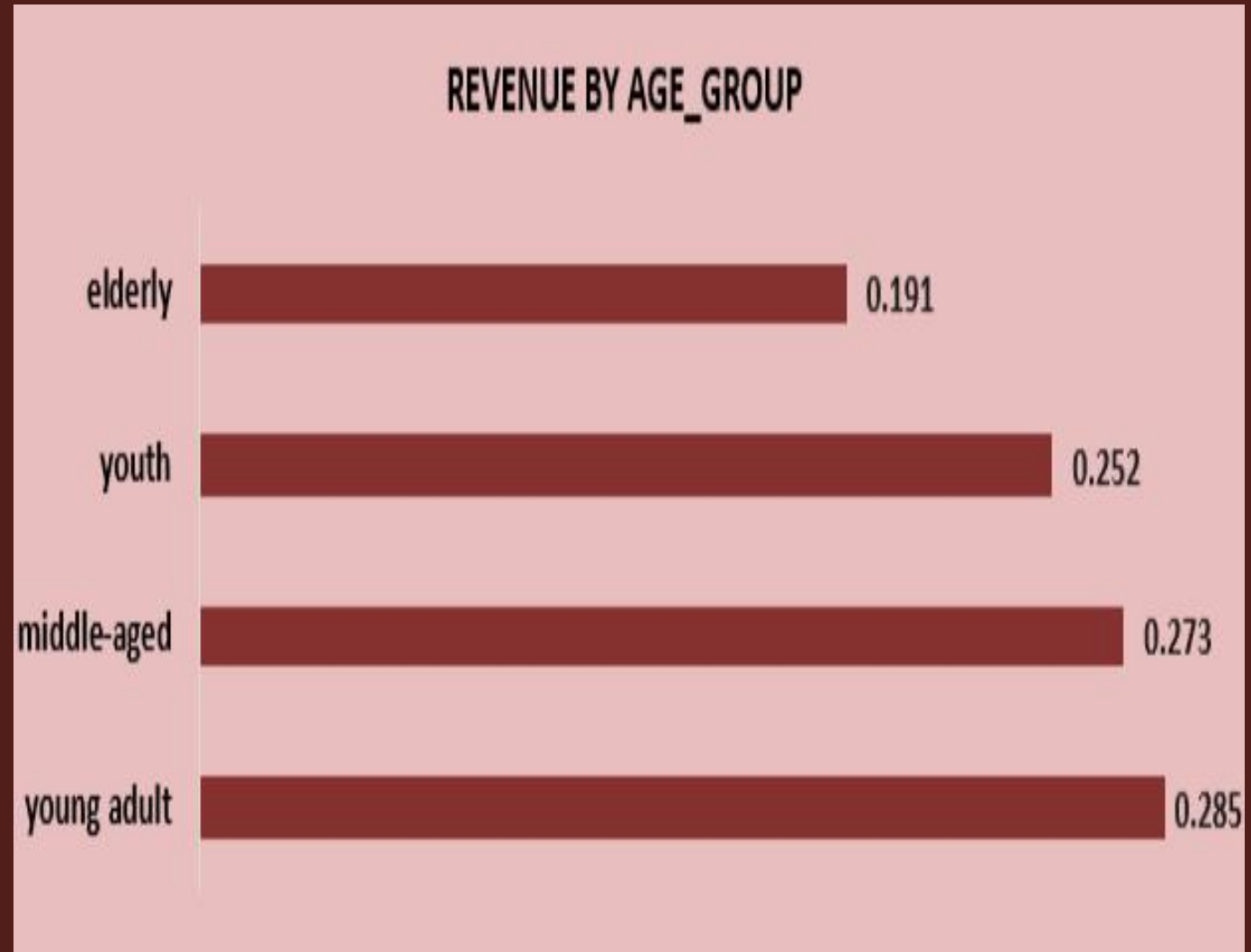


## TOTAL REVENUE BY AGE GROUP

Insight: Young Adults and Middle-aged professionals pay our bills. The Youth (students) and Elderly (pensioners) are absent. We are currently a "Working Class" brand.

Recommendation: Micro-Targeting.

For the "Youth," offer a 10% student discount from 3:00 PM to 5:00 PM (after school). For the "Young Adults," create an "Aesthetic Corner" in the shop—good lighting and plants—to encourage Instagram tagging, which is free marketing.



# Recommendations

## I. Inventory Realignment:

Immediately implement a "Dynamic Ordering" system. We must pivot capital away from overstocked Coffee Beans and Iced Tea to secure a 20% buffer in Muffin Mix and Sugar. We are currently losing sales because we lack the basic components of our most popular orders.

## II. The "Neighborhood Hub" Pivot:

Since the Suburbs and Uptown locations underperform compared to Downtown, we should transition them into "Remote Work Hubs." By offering "Loyalty Work-Passes" (e.g., discounted refills for 2-hour stays), we can fill the mid-day "dead zones" identified in our sales trends.

## III. Strategic Bundling (The Harmony Deal):

To increase the Average Transaction Value, launch a permanent bundle: "The Morning Harmony" (Any Cappuccino + a Croissant or Muffin). Our data shows these are high-volume items that, when paired, will significantly boost the profit margin per customer visit.

## IV. Performance Mentorship Program:

Rather than traditional training, pair our high-performers (David and William) with the rest of the team for "Efficiency Shadowing." The goal is to standardize the service speed that leads to the 4.0 rating target.

# Final Summary

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**The Conclusion:** Café Harmony is a healthy business with a strong core (~~\$~~12,589 total revenue and an 82% success rate in its top products). However, the "3.05" customer rating and the inventory stockouts act as a "leaky bucket," where potential profit is escaping due to operational inefficiency.

**The Path Forward:** By focusing on the **Young Adult** demographic and fixing the **Stock-to-Demand** ratio, Café Harmony can stabilize its seasonal dips and move from being a "good" café to a "top-tier" retail brand. The data shows that the customers are there—we just need to be ready for them with the right products at the right time.