Café Harmony Dashboard Insights

Business Performance Review & Recommendations

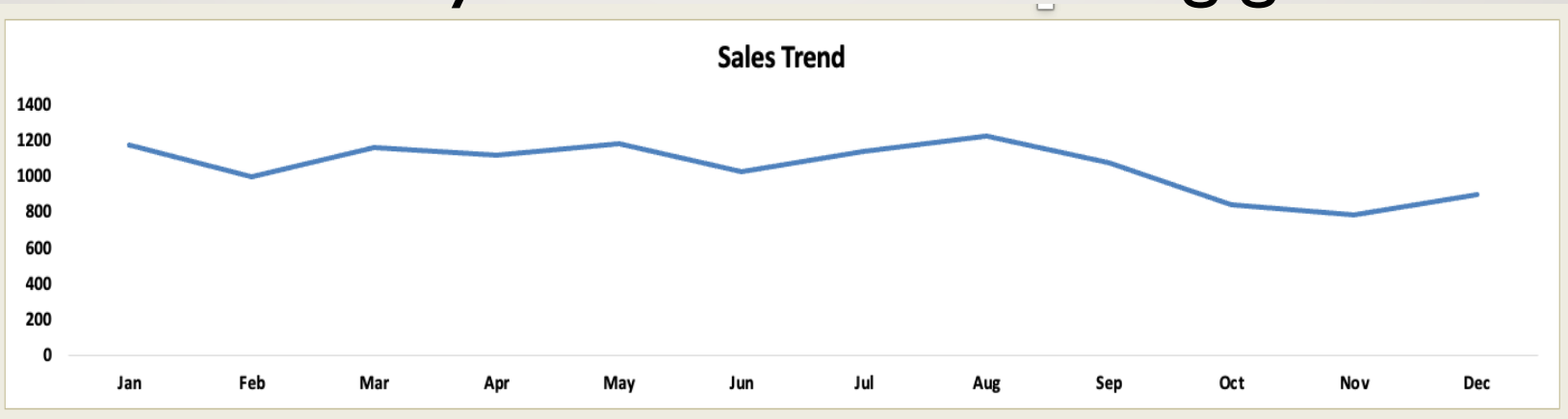
POD VEGA

SUMMARY

- - Stable sales, lacking growth momentum
- - Employee efficiency issues
- - Stock shortages in high-demand items
- - Customer satisfaction below target (avg 3.0★)

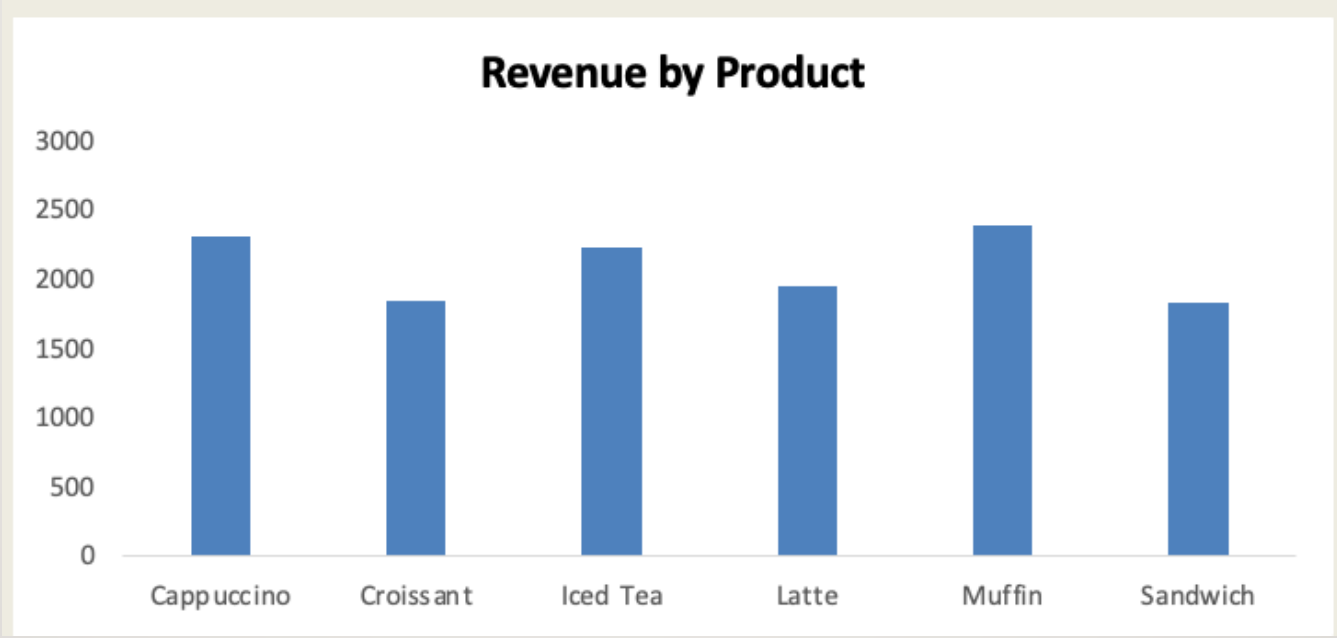
SALES TREND

- The trend exhibits fluctuations, with peaks in March, May, and August.
- A decline was observed in October and November, followed by a slight recovery in December.
- Sales are relatively stable but lack strong growth.



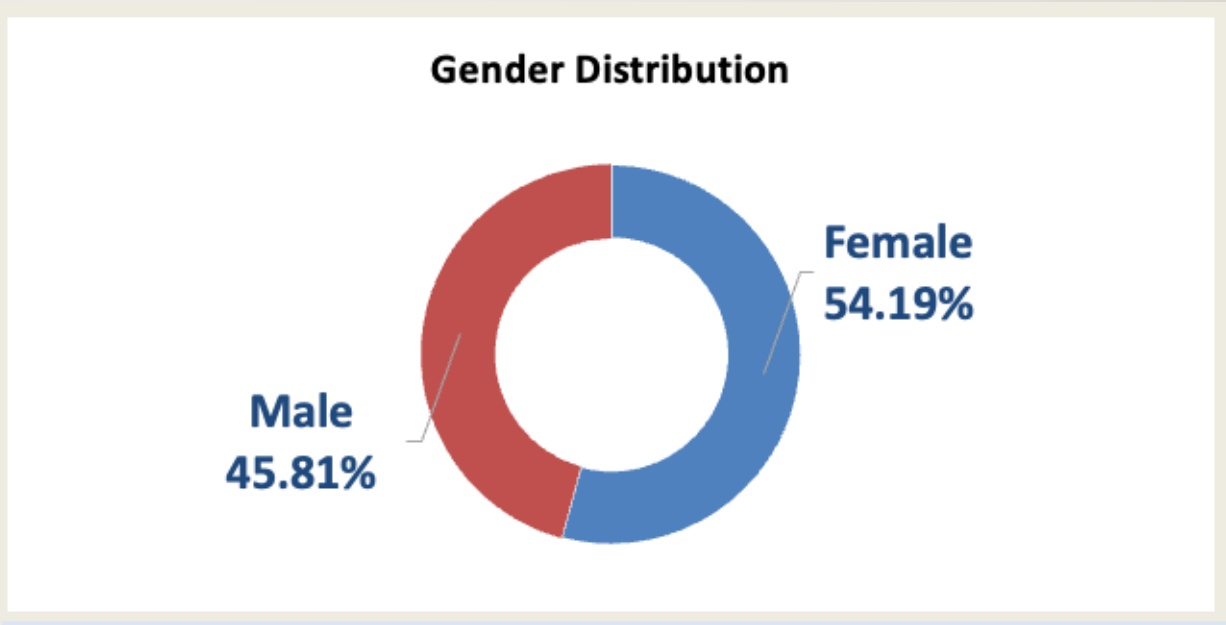
TOP-SELLING PRODUCTS

- Latte and Muffin generate the highest revenue.
- Cappuccino and Croissant are secondary performers.
- Sandwiches and Iced Tea contribute. moderately



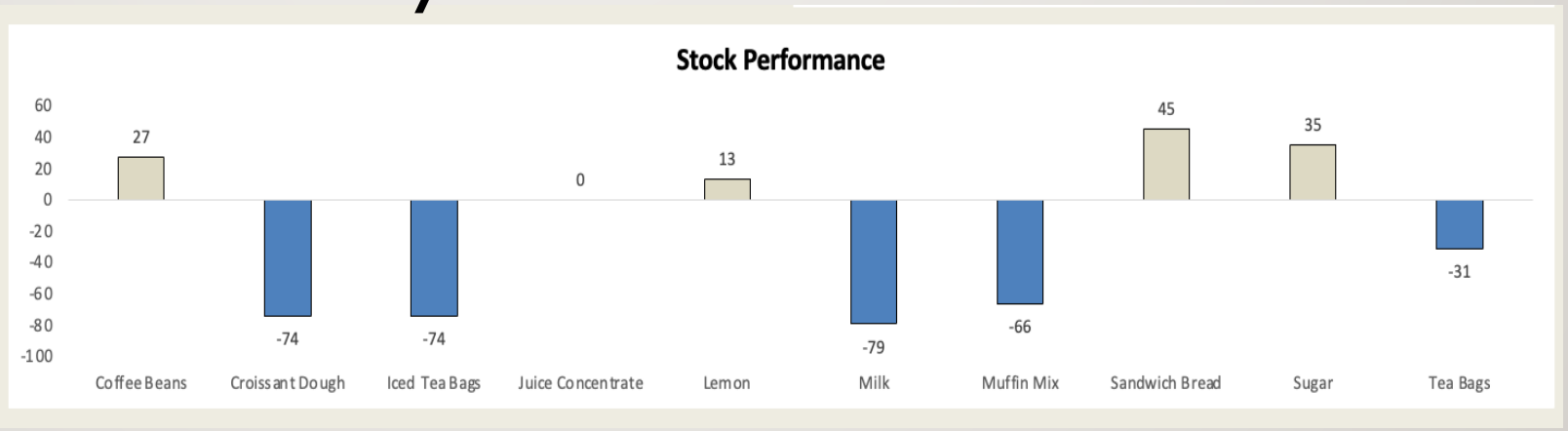
CUSTOMER DEMOGRAPHICS

- Gender split: Female 54.19%, Male 45.81%.
- Female customers slightly lead sales.
- Popular items include coffee drinks (Latte, Cappuccino) and muffins.



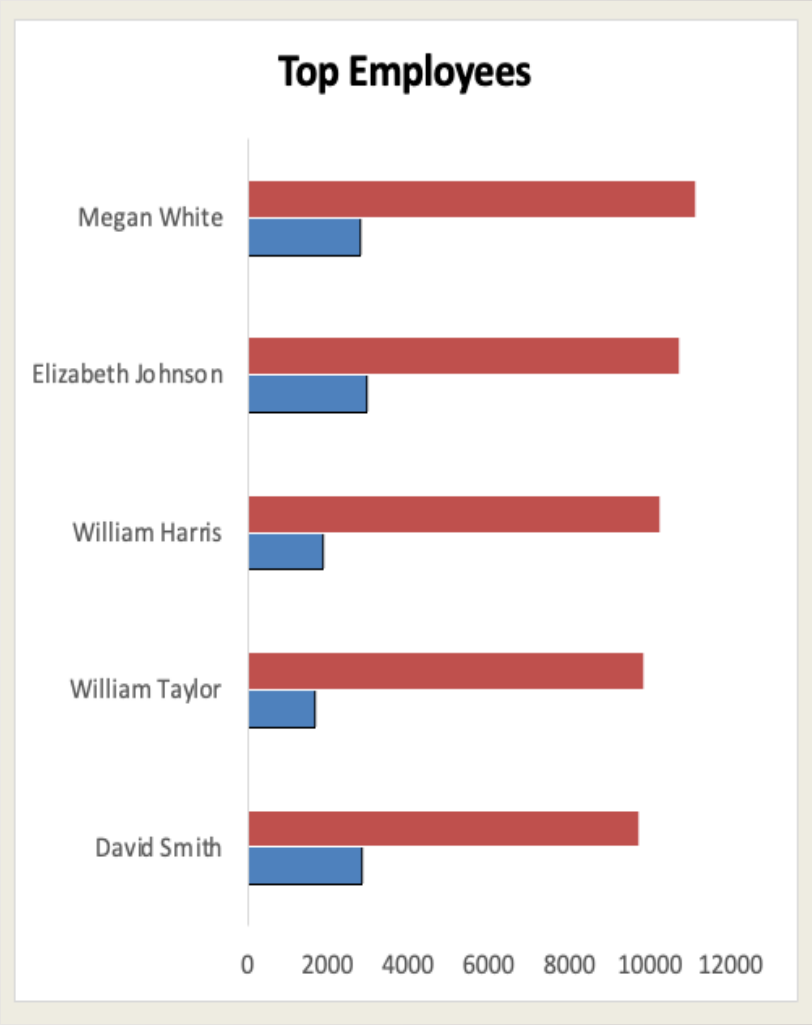
STOCK PERFORMANCE

- Frequently running low: milk, croissant dough, iced tea bags, muffin mix. Surplus observed in lemon, coffee beans, and juice concentrate.
- Risk of lost sales due to stockouts in high-demand items.
- KPI: Reduce stockouts by 30%

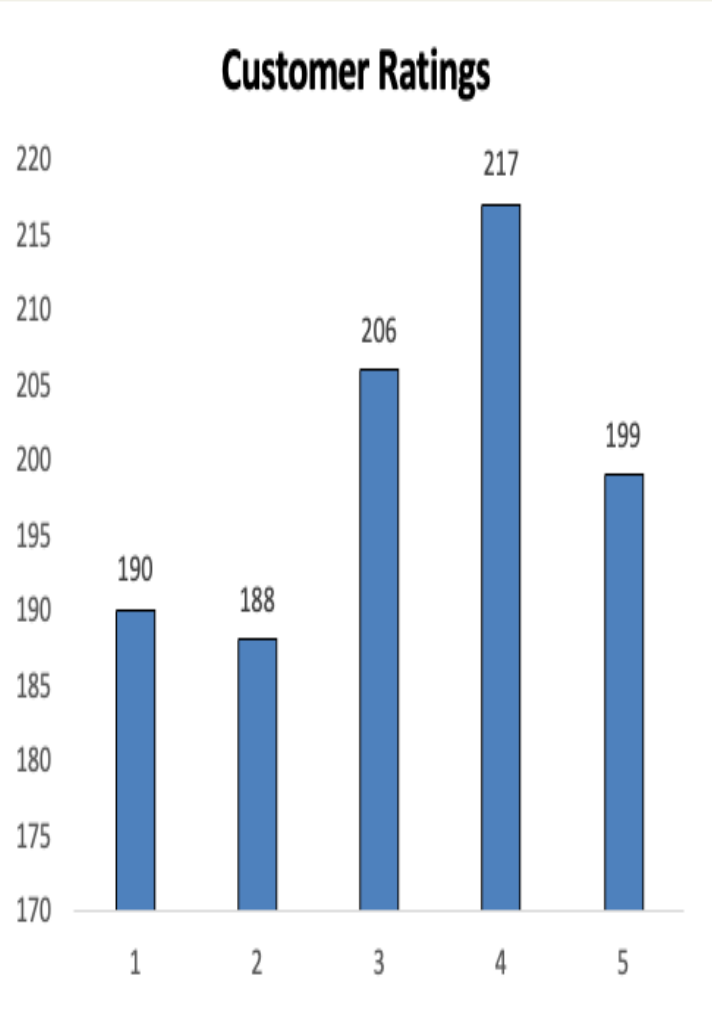


EMPLOYEE (TOP 5) PERFORMANCE

- Top Employees: Elizabeth Johnson, Megan White, William Harris.
- Underperforming: David Smith (below-average sales).
- KPI: Sales per employee / per shift



CUSTOMER FEEDBACK ANALYSIS



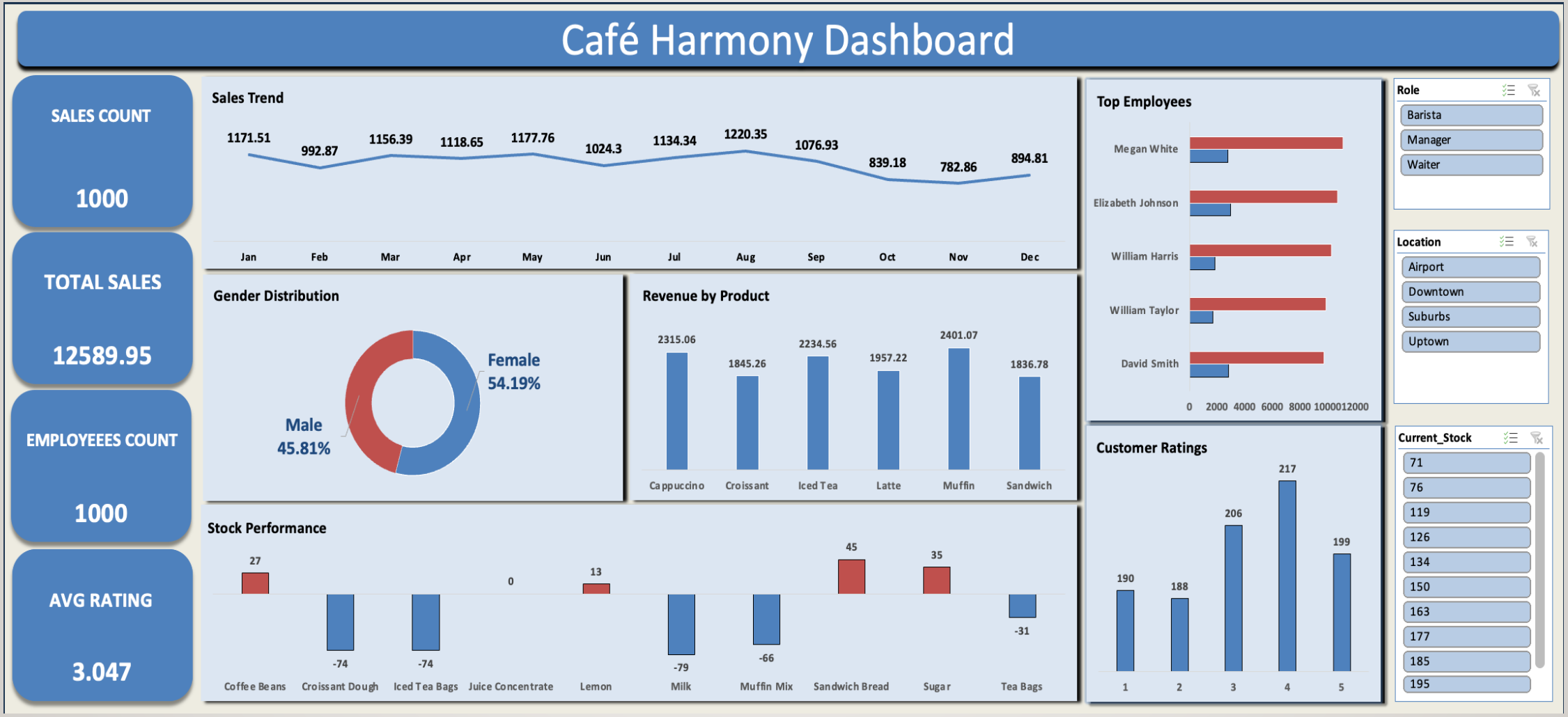
Average rating: 3.047 (room for improvement).

Most common rating: 4★ (217 customers).

High dissatisfaction: 1★ and 2★ from 378 customers combined.

KPI: Raise ratings to >4.0

DASHBOARD


Café Harmony Dashboard
SALES COUNT
1000
TOTAL SALES
12589.95
EMPLOYEEES COUNT
1000
AVG RATING
3.047
Sales Trend
1171.51
992.87
1156.39
1118.65
1177.76
1024.3
1134.34
1220.35
1076.93
839.18
782.86
894.81
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Gender Distribution
Female
54.19%
Male
45.81%
Revenue by Product
2315.06
1845.26
2234.56
1957.22
2401.07
1836.78
Cappuccino
Croissant
Iced Tea
Latte
Muffin
Sandwich
Stock Performance
27
-74
-74
0
13
-79
-66
45
35
-31
Coffee Beans
Croissant Dough
Iced Tea Bags
Juice Concentrate
Lemon
Milk
Muffin Mix
Sandwich Bread
Sugar
Tea Bags
Top Employees
Megan White
Elizabeth Johnson
William Harris
William Taylor
David Smith
0
2000
4000
6000
8000
10000
12000
Customer Ratings
190
188
206
217
199
1
2
3
4
5
Role
Barista
Manager
Waiter
Location
Airport
Downtown
Suburbs
Uptown
Current_Stock
71
76
119
126
134
150
163
177
185
195

WORKFORCE EFFICIENCY

- The employee-to-sales ratio shows 1 sale per employee, which is extremely low efficiency, suggesting overstaffing or underperformance.
- Optimising workforce size is required

BUSINESS RECOMMENDATIONS

– Improve Employee Productivity:

- Review staffing levels → too many employees for the current sales volume.
- Set sales/efficiency targets per role (Barista, Waiter, Manager).

– Boost Sales:

- Seasonal promotions.

BUSINESS RECOMMENDATIONS

- Launch holiday bundles in December.

– Customer Targeting:

- Focused promotions; expand Male engagement.
- Cross-sell via product bundles.

– Customer Experience:

- Investigate 1★–2★ reviews.
- Enhance service quality to raise ratings above 4.0.

CONCLUSION

- With strong customer demand and dedicated employees as its foundation, Café Harmony's future success depends on three pillars: optimising staff efficiency, securing reliable inventory, and elevating customer experience. By addressing these KPIs — raising service ratings above 4.0★, reducing stockouts by 30%, and improving sales efficiency by 20% — Café Harmony will be positioned for sustainable growth and lasting competitive advantage.