

Café Harmony Dashboard Insights

Business Performance Review & Recommendations

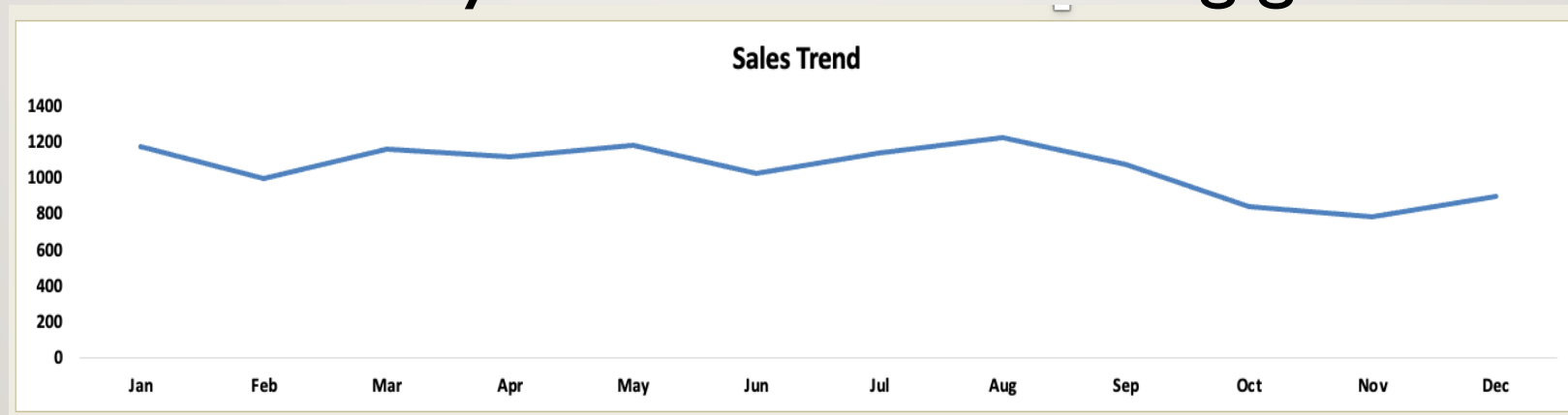


SUMMARY

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

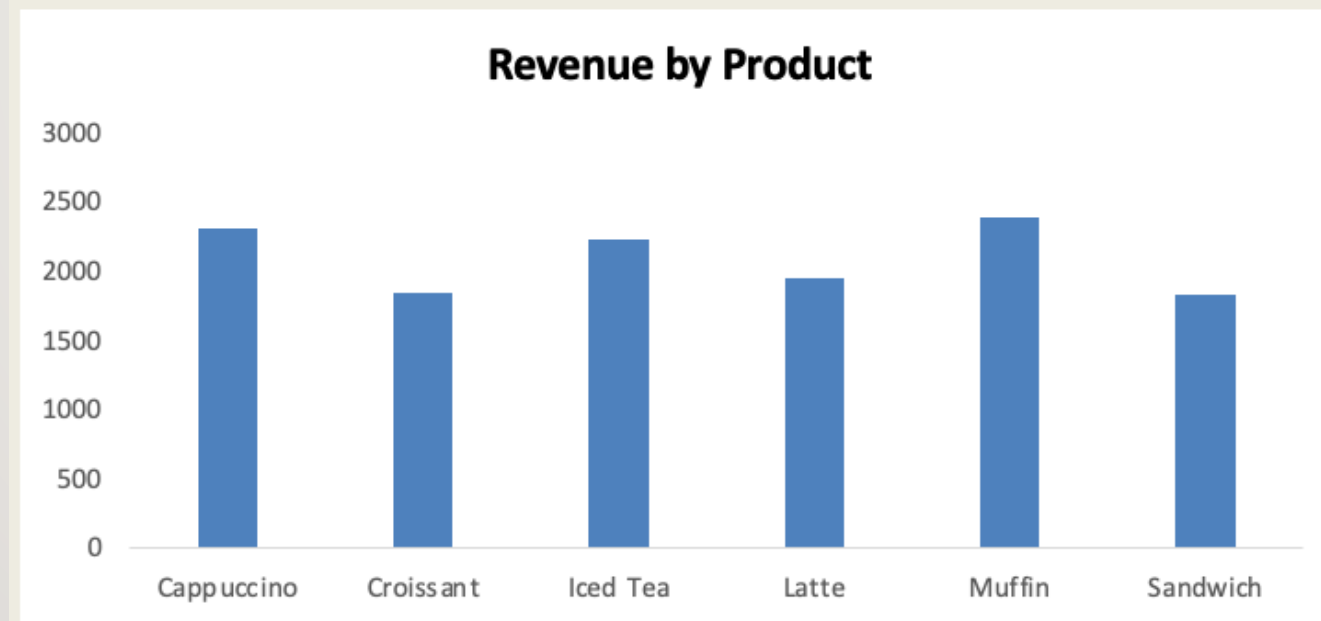
SALESTREND

- 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.



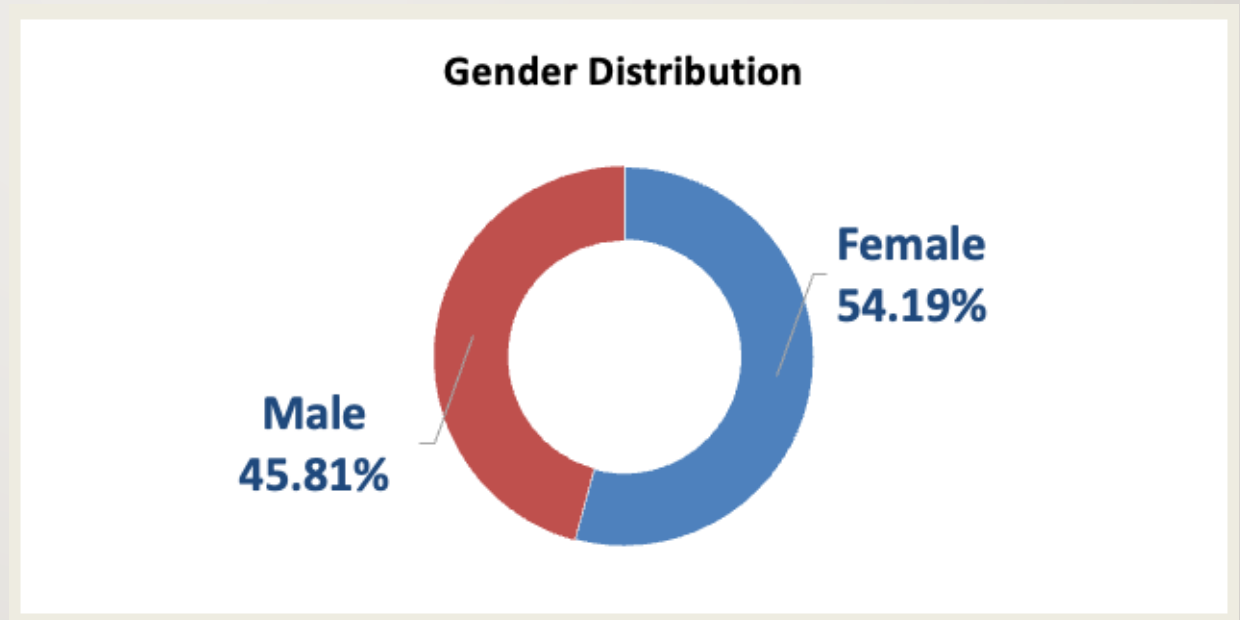
TOP-SELLING PRODUCTS

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



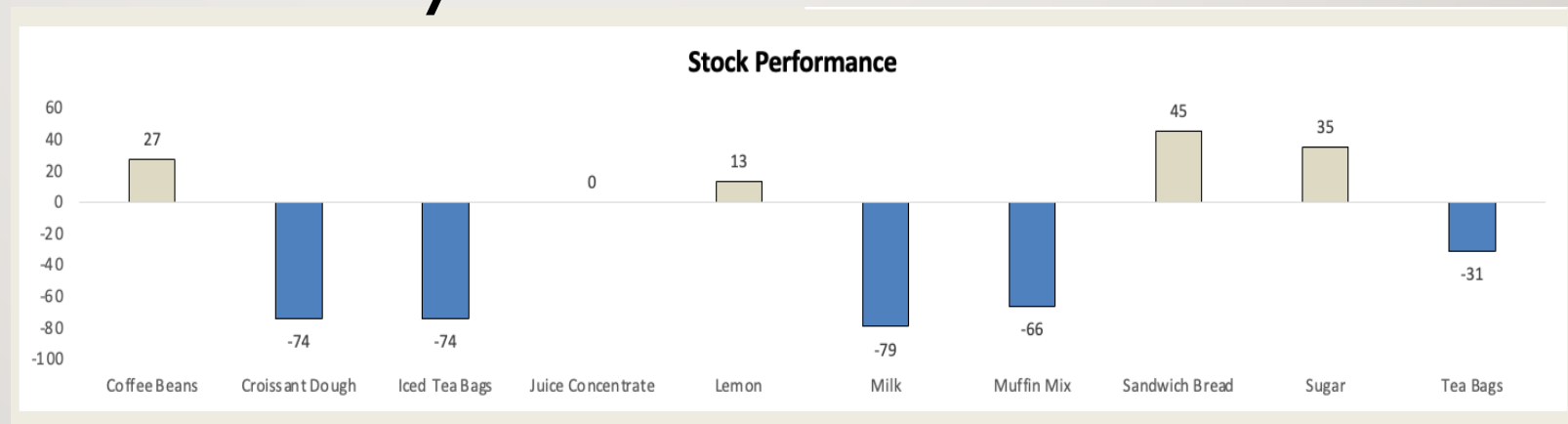
CUSTOMER DEMOGRAPHICS

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



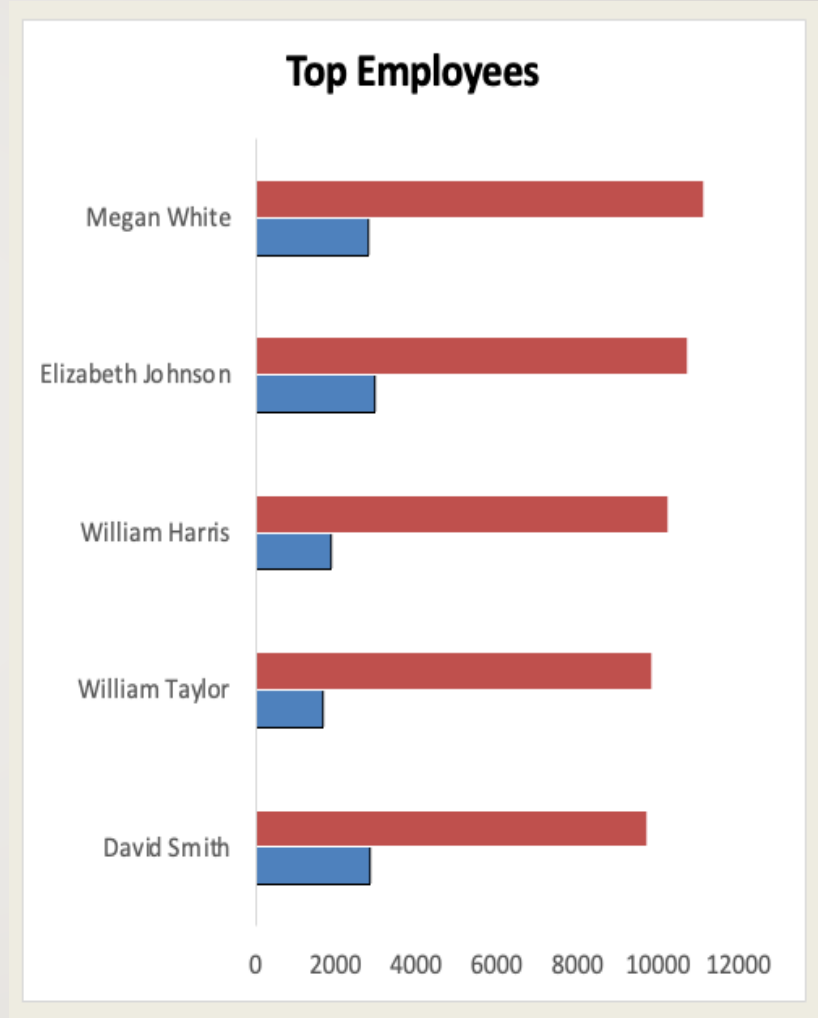
STOCK PERFORMANCE

- 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%

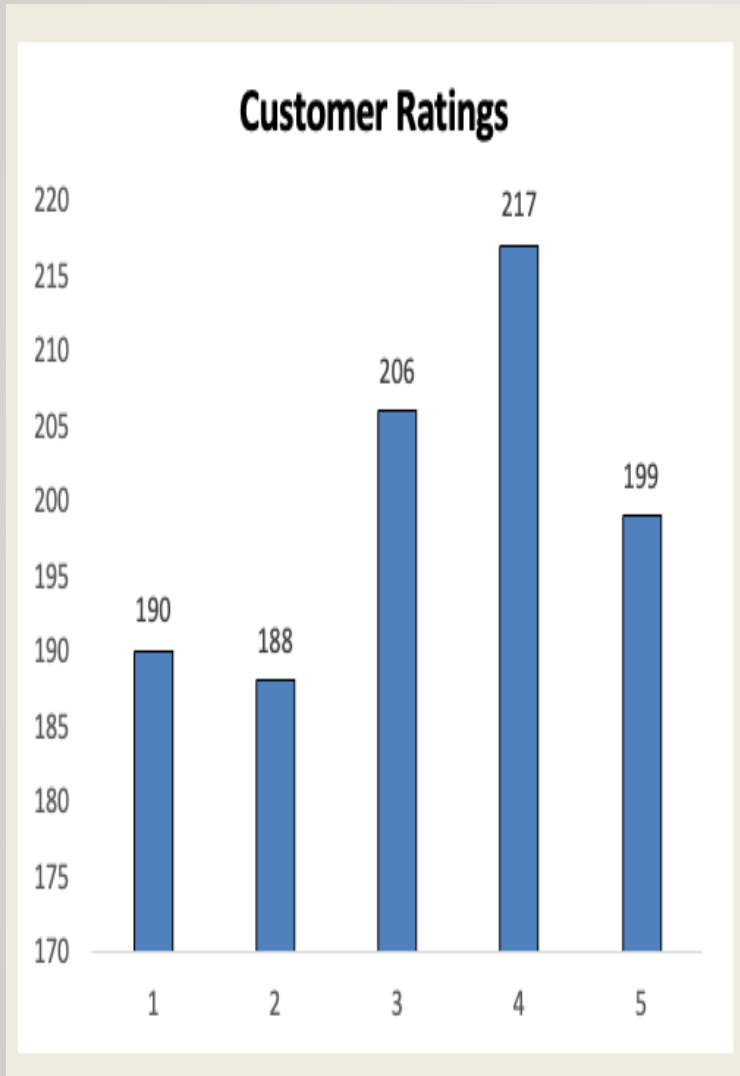


EMPLOYEE (TOP 5) PERFORMANCE

- 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

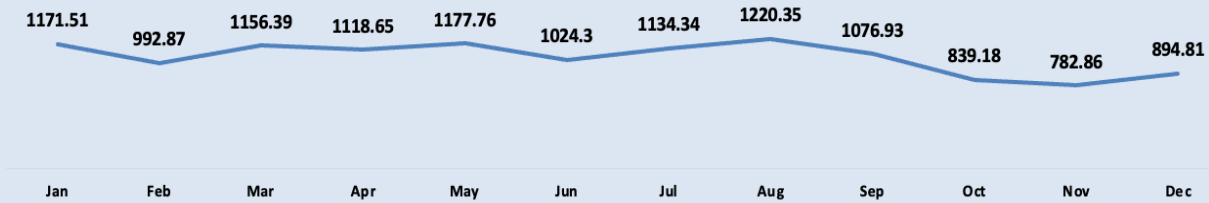
EMPLOYEEES COUNT

1000

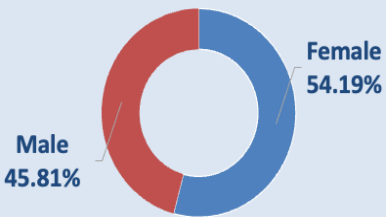
AVG RATING

3.047

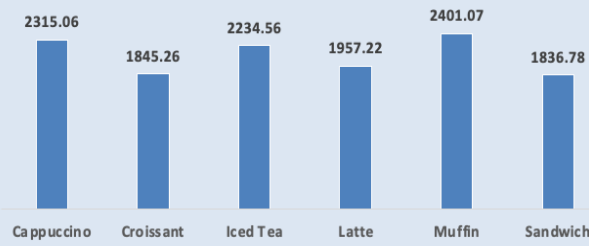
Sales Trend



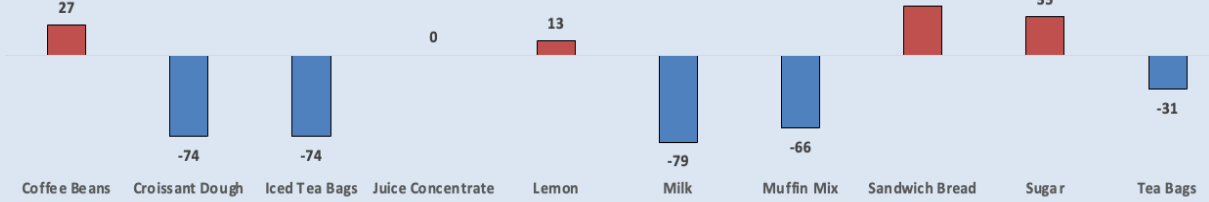
Gender Distribution



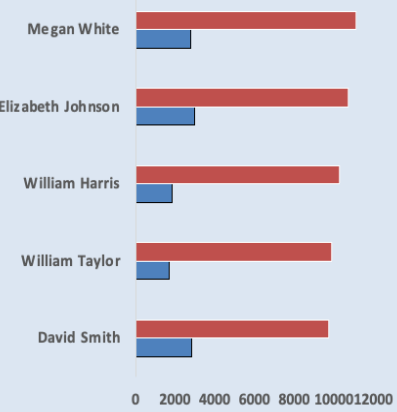
Revenue by Product



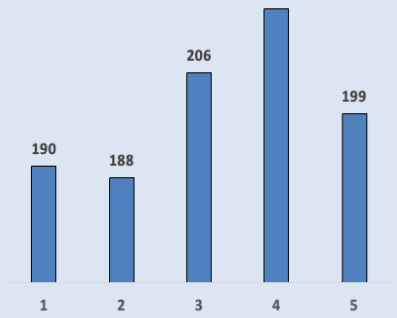
Stock Performance



Top Employees



Customer Ratings



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.