



Bean & Bloom Cafe

Welcome to the Bean & Bloom Dashboard

Explore your café performance through interactive visuals that reveal customer behavior, sales trends, and time insights.

Navigate across sections to analyze patterns, enhance experiences, and make data-driven decisions.



RECOMMENDATIONS





Overview Year 2024 - 2025



Distinct Customers
1.32K

Average Visits per Customer
2.76

Repeat Customers %
0.41



Total Sales
\$115.43K



RECOMMENDATIONS

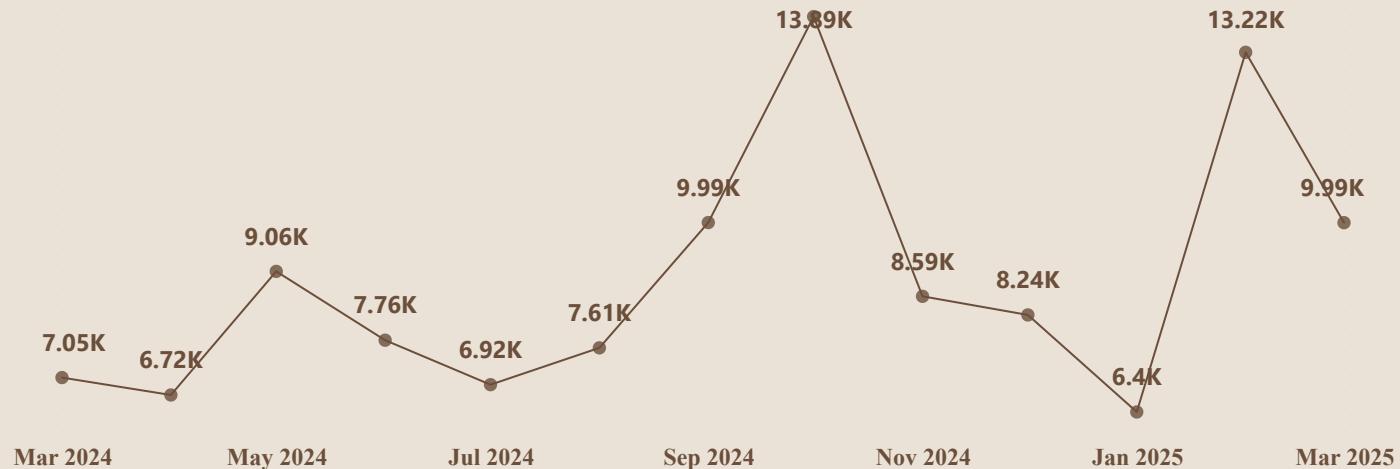
Month
All

Time of Day
All

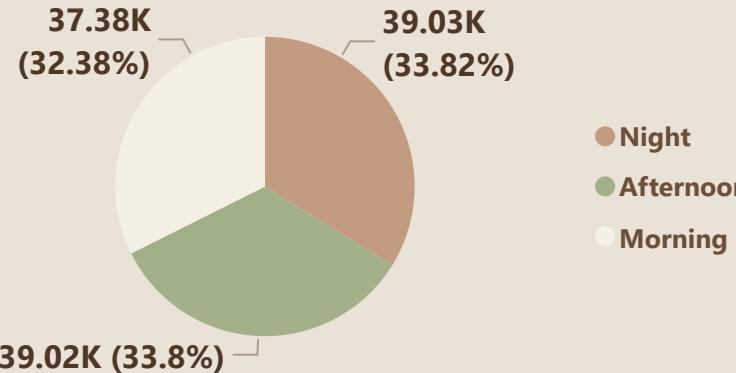
Difference Monthly Sales

204.76%
Goal: 14.70 (+1,292.93%)

Total sales for each month during the year 2024 - 2025



Total Sales by Time of Day



New vs. Repeat: Monthly View



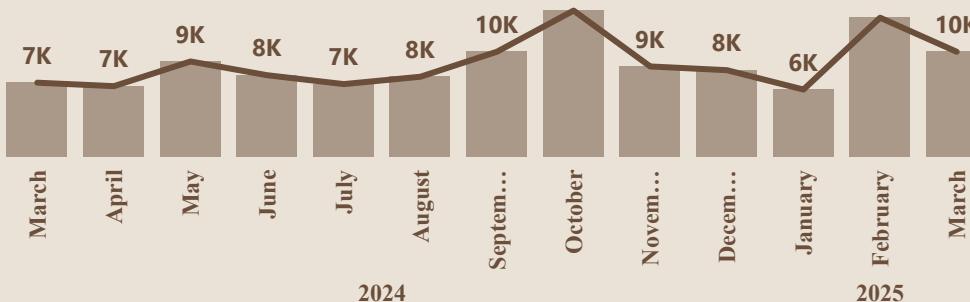


Time Dashboard



Monthly Sales and Sales Difference by Year and Month

● Monthly Sales ● Sales Difference



Top Time of Day %
Night (33.82%)

Year, Month

All

coffee

All

Number of coffee by Time of Day

Afternoon

1.23K

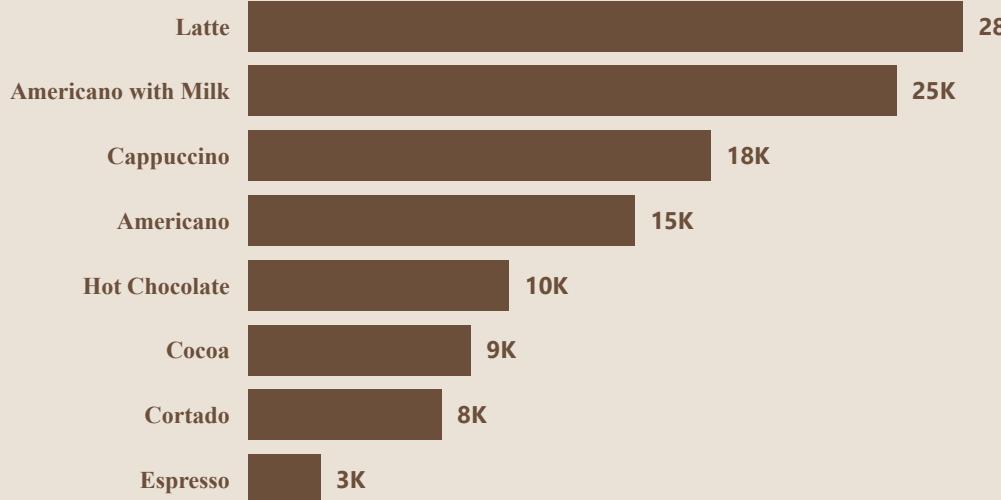
Morning

1.22K

Night

1.18K

Monthly Sales by coffee name



Sum of Sales Amount by Month and Time of Day

● Afternoon ● Morning ● Night





New Customers Dashboard

- Home
- Search
- Calendar
- Users
- Recommendations
- Info
- Help

New Customers
1K

New Customers %
100%

Avg Spend
\$39.97

First Purchase \$
\$40

Top First Coffee
Americano with Milk (304)

Top Time of Day
Afternoon (475)

Year, Month
All

Weekday
All

coffee

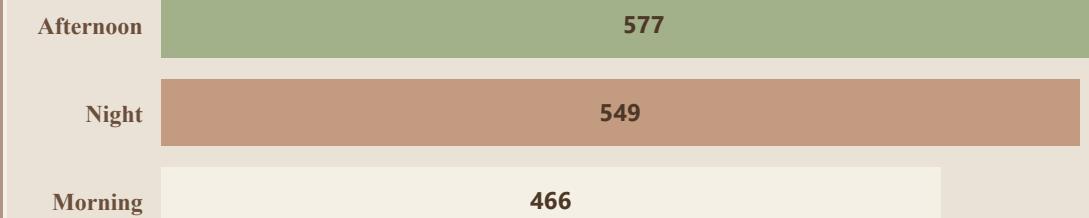
- Americano
- Americano ...
- Cappuccino
- Cocoa
- Cortado
- Espresso
- Hot Chocolate

Time of Day
 Afternoon
 Morning
 Night

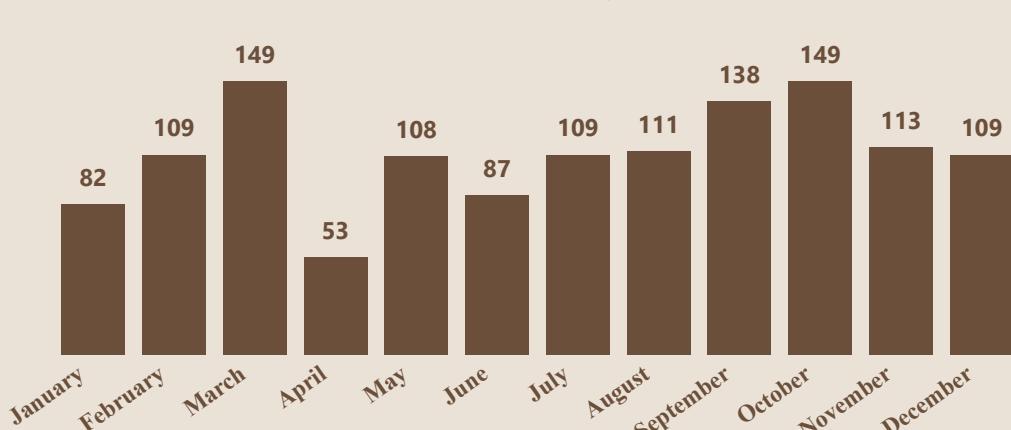
Payment me...
 card
 cash

New Customers by Time of Day

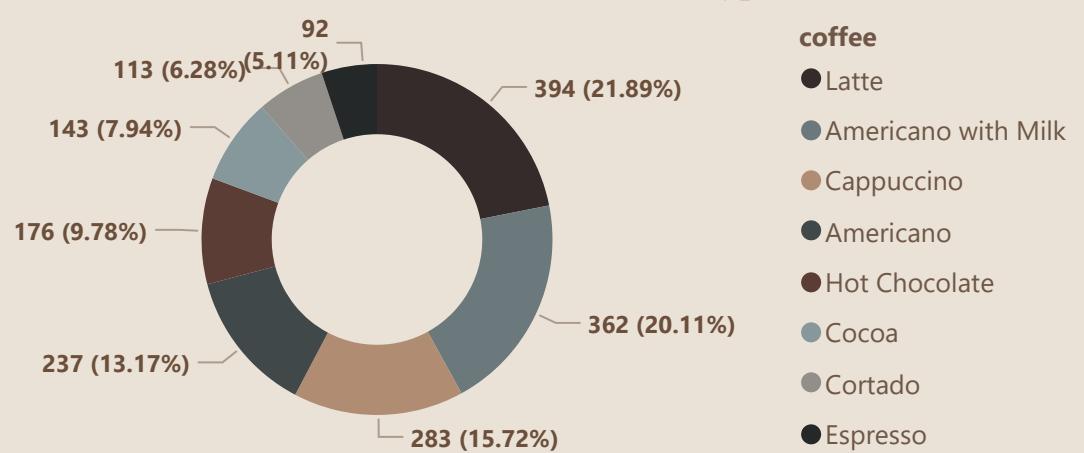
● Afternoon ● Night ● Morning



New Customers by Month



New Customer and Coffee Type





Repeat Customers Dashboard



RECOMMENDATIONS

Customers
546



Repeat Customers %
41.46%

Avg Visits
5.25

Avg Spend
\$35.75



Top Coffee
Latte (221)



Top Time of Day
Night (296)

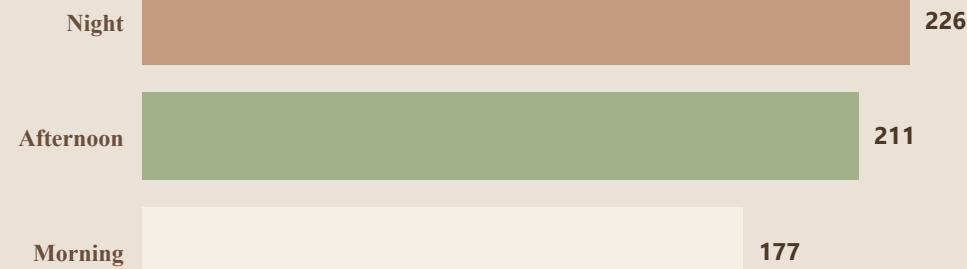
Year, M...
✓ 2024
✓ 2025

Time of ...
□ Afternoon
□ Morning
□ Night

Coffee Type

Americano	Cocoa	Hot Chocolate
Americano with Milk	Cortado	Latte
Cappuccino	Espresso	

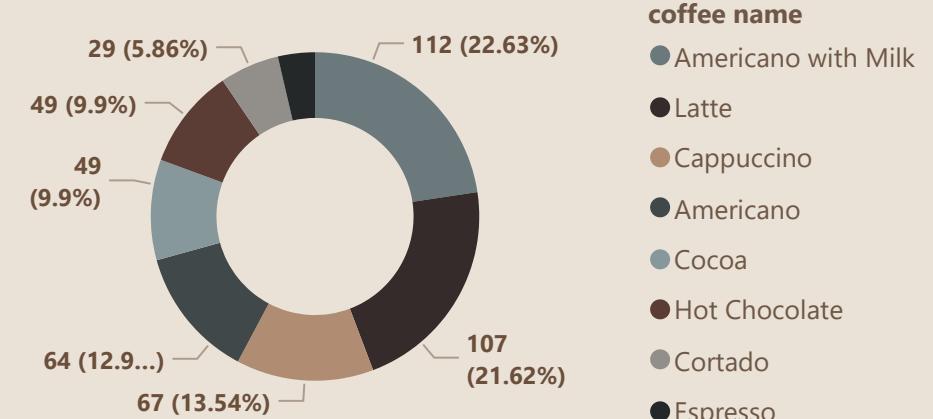
Repeat Customers by Time of Day



Repeat Customers by Month



Customers by Coffee Type





Recommendations



Happy Hours

Special deals during off-peak times (afternoon or early evening) to drive traffic and encourage visits at quieter hours.

Loyalty Points Program

Customers earn points with every visit and redeem them for drinks or discounts, creating incentives for repeat visits.

Personalized Discounts

Exclusive offers tied to birthdays or special occasions, making customers feel valued and part of the café family.

Bean & Bloom App

A dedicated mobile app offering:

- Loyalty points tracking
- Personalized notifications and discounts
- Warm welcome messages to strengthen the sense of belonging

Seasonal Drinks & New Flavors

Introduce limited-time beverages or innovative flavors to attract attention, spark curiosity, and diversify customer choices.

Sharing Bundles

“Buy One, Get One” or “Bring a Friend” promotions to increase footfall and encourage social visits.