



9 Essential Café Metrics & KPIs Every Café Owner Should Track *By Cirelli Coffee Roasting Co*

Running a successful café isn't just about great coffee—it's about keeping an eye on the right numbers.

Here are 9 key café metrics and KPIs (Key Performance Indicators) that every café owner should understand, track, and act on. These will help you spot what's working, fix what's not, and grow profitably.

1. Food Cost Percentage

Formula: $(\text{Cost of Food Sold} \div \text{Food Sales}) \times 100$

Target: 28–35%

How to Improve It:

- Standardise portions and recipes
- Reduce spoilage and over-ordering
- Audit suppliers and negotiate better deals

2. Labour Cost Percentage

Formula: $(\text{Total Labour Costs} \div \text{Total Revenue}) \times 100$

Target: 28–35%

How to Reduce It:

- Use rostering software to match staff to peak times
- Cross-train team members for flexibility
- Track idle time and overstaffing

3. Revenue per Employee

Formula: $\text{Total Revenue} \div \text{Number of Employees}$

Target: \$2,500–\$4,000 per week

What to Watch:

- Is each team member contributing to sales or efficiency?
- Introduce staff incentives and upselling training
- Streamline workflows to boost output

4. Cost of Goods Sold (COGS)

Formula: $\text{Opening Inventory} + \text{Purchases} - \text{Closing Inventory}$

Target: 25–35% of revenue

Pro Tips:

- Track inventory weekly
- Identify high-waste items
- Improve ordering accuracy and supplier pricing

5. Average Transaction Value (ATV)

Formula:

$\text{Total Revenue} \div \text{Number of Transactions}$

Target: \$10–\$20

How to Increase It:

- Offer product bundles (e.g. coffee + pastry)
- Use strategic upsells at the counter
- Redesign menu boards to highlight high-margin items

6. Table Turnover Rate

Formula: $\text{Number of Customers} \div \text{Number of Tables}$

Target: 3–5 turns per day, per table

Optimization Tips:

- Improve speed of service
- Offer takeaway incentives during busy times
- Train staff to gently speed up low-turnover tables

7. Wastage Percentage

Formula: $(\text{Value of Waste} \div \text{Inventory Used}) \times 100$

Target: <3%

How to Keep It Low:

- Use daily waste logs
- Apply FIFO inventory practices
- Create accurate prep lists for each shift

8. Daily Break-Even Point

Formula: $\text{Fixed Costs} \div (1 - (\text{COGS\%} + \text{Labour\%}))$

Why It Matters:

- Helps you understand how much you need to sell each day to cover costs
- Enables smarter pricing and cost control

9. Net Promoter Score (NPS)

Formula: $\% \text{ Promoters (9–10 rating)} - \% \text{ Detractors (0–6 rating)}$

Target: 50+

Boosting Your NPS:

- Ask for feedback via QR codes or receipts
- Follow up with unhappy customers
- Train staff on consistent service and friendliness

Final Word: Know Your Numbers

These metrics aren't just numbers—they're your café's story in data. Track them weekly, review monthly, and use them to make smart, proactive decisions.

Looking for tools or help setting these up?

Cirelli Coffee Roasting Co offers wholesale coffee supply, consulting, and café support services to help your business thrive.