

Week 8

Applicable VLOs or EESs for This Week's Case Study

Apply business analytics, business intelligence tools and entrepreneurial strategies to support evidence-based decision making.

ESS:

- Communication
- Critical thinking & problem solving
- Information management
- Personal Skills

This Week's Detailed Case Study Information

Under a canopy of stars, in a quaint park nestled amidst the urban sprawl, you consultants find yourselves pondering the conundrum served up by Quisine Analytics. With the moon casting silhouettes of dormant food trucks, you reflect on the task at hand. Alice and Bob have noticed a worrying shrinkage in the once-robust lunchtime profits, particularly in bustling city locales. The average spend per customer, once a hearty \$47, is showing signs of an unwelcome diet.

Your musings are interrupted as you observe a street performer juggling flaming batons with the dexterity of a sous-chef. It strikes you that, like this entertainer, you must keep multiple factors airborne to maintain Quisine Analytics' lunchtime allure.

A few blocks away, at a 24-hour diner, Eve records a 12% dip in lunchtime social media check-ins and a 7% decline in hashtag mentions related to their midday menu. These

digital breadcrumbs lead to a feast of insights, suggesting Quisine Analytics' current lunch offerings may no longer be the flavor of the month.

As dawn breaks, you're perched on barstools at Quisine Analytics' flagship location, sipping artisanal coffee. Bob, ever the early bird, analyzes the Lunchtime Sales Velocity, which has decelerated to 15 meals per hour—down from a zesty 22. The Culinary Trend Adaptability Index, gauging menu reactivity to changing tastes, hovers at a lukewarm 0.6 on a scale of 1.

After a brainstorming session fueled by caffeine and creativity, Bob and Alice devise a plan: a data-driven, gourmet makeover for the lunch menu, complemented by a revamped digital marketing strategy to target the midday crowd.

They entrust you with an assortment of tasks, garnished with urgency and innovation. It's time to roll up your sleeves and forge solutions with the same fervor Quisine Analytics applies to its avant-garde dishes.

Your mission is to craft a strategy that will not only rejuvenate lunchtime profitability but also enhance Quisine Analytics' digital footprint to be as bold and enticing as their cuisine. With entrepreneurial spirit and business analytics, you embark on a quest for the ultimate evidence-based decision-making recipe.

Deliverables for This Week's Case Study

1. Generate a Lunchtime Profitability and Digital Engagement Report analyzing the recent decrease in average spend per customer and social media metrics.
2. Create a Lunch Menu Revitalization Plan with actionable steps to attract the midday crowd, based on culinary trend data.

3. Develop a Digital Marketing Strategy Presentation that outlines innovative approaches to increase lunchtime social media check-ins and hashtag mentions.