



Quisine Analytics

Montreal Food Festival Customer Engagement and Revenue Projection Report

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Executive Summary

Quisine Analytics plans to operate a fast-casual stall at a major 3-day food festival in Montreal, serving patrons continuously 7–8 hours each day. Montreal is known for large food events – for example, the POCHA street-food fest attracts “over 20,000 fans every year,” and a new downtown food festival expects 200,000+ attendees over four days. These benchmarks suggest thousands of visitors per day. This report outlines the strategic approach Quisine Analytics will take to showcase its innovative fusion of data science and culinary arts at an upcoming international food festival in Montreal and project customer traffic, revenue, and digital engagement at the festival.

Engagement Strategy

To maximize customer engagement and word-of-mouth, Quisine will implement several interactive tactics:

Live Menu Voting: Set up a digital poll (e.g. via tablets or QR codes) so guests can vote on featured dishes or future special ingredients. Display real-time results on a screen. This turns ordering into an interactive experience and draws crowds.

Feedback Interactions: Encourage quick feedback by offering a small discount or token (e.g. a free drink sample) for completing a short survey or feedback form (paper or digital). Given high attendee social media use, also prompt them to “Tell us what you think on Instagram/Facebook!” with a custom hashtag.

Social Media Activation: Promote a festival hashtag (e.g. #QuisineMTL) on stall signage. Run a photo contest: guests who tag Quisine on social media get entered to win a prize. Millennials at festivals are “especially active across social networks” during events

Live Poll Stats: Occasionally share live polling stats (e.g. “50% voted for the Chipotle Slider”) to sustain interest. This data-driven approach highlights Quisine Analytics brand and encourages ongoing participation.

Together, these tactics should convert a portion of the crowd into engaged customers. For example, if ~400 patrons visit the stall (over 3 days), even a 10–20% engagement rate would yield 40–80 votes/feedback and potentially 100–200 social posts tagged with our festival hashtag.

Team Strategy

Cross-Functional Coordination

Team Member	Key Role at Festival
Bob	Ensures fresh, ethical sourcing & smooth supply flow
Alice	Crafts innovative dishes aligned with customer trends
Eve	Drives digital engagement & real-time sentiment tracking
Charlie	Delivers exceptional service & gathers guest feedback

To achieve these goals, the team will implement a cross-functional strategy that leverages the individual strengths of each department while maintaining tight collaboration. Bob will oversee the optimization of the supply chain to ensure ingredient availability and timely preparation, while Alice will lead the creation of data-driven dishes that balance creativity with customer preferences. Eve will manage the digital outreach, using live updates, interactive content, and social media campaigns to engage attendees before and during the event. Charlie will focus on refining the front-of-house experience by using customer data to anticipate needs and personalize service. By integrating menu customization, real-time feedback collection, and operational efficiency, the team will uphold a 15-minute table turnover target and deliver a festival experience that is both smooth and memorable.



Revenue Projections

Assumptions

- 1. Festival Duration: 3 days, 8 hours per day
- 2. Avg. Spend per Customer: \$47.87 (based on historical data)
- 3. Traffic Scenarios:
 - Conservative: 100 customers/day
 - Expected (Base): 200 customers/day
 - High Turnout: 300 customers/day
- 4. We estimate additional revenue from combo-upsell offers (e.g. dessert, drink, or size upgrade):
 - Upsell rate: 15% of customers.
 - Upsell value: \$7 extra per customer who buys.

1. Base Revenue Calculations

Scenario	Customers/Day	Calculation	Base Revenue/Day	3-Day Base Revenue
Conservative	100	100×47.87	\$4,787	$\$4,787 \times 3 = \$14,361$
Expected	200	200×47.87	\$9,574	$\$9,574 \times 3 = \$28,722$
High Turnout	300	300×47.87	\$14,361	$\$14,361 \times 3 = \$43,083$

2. Upsell Revenue Calculations

Upsell Rate: 15% of customers \times \$7 each

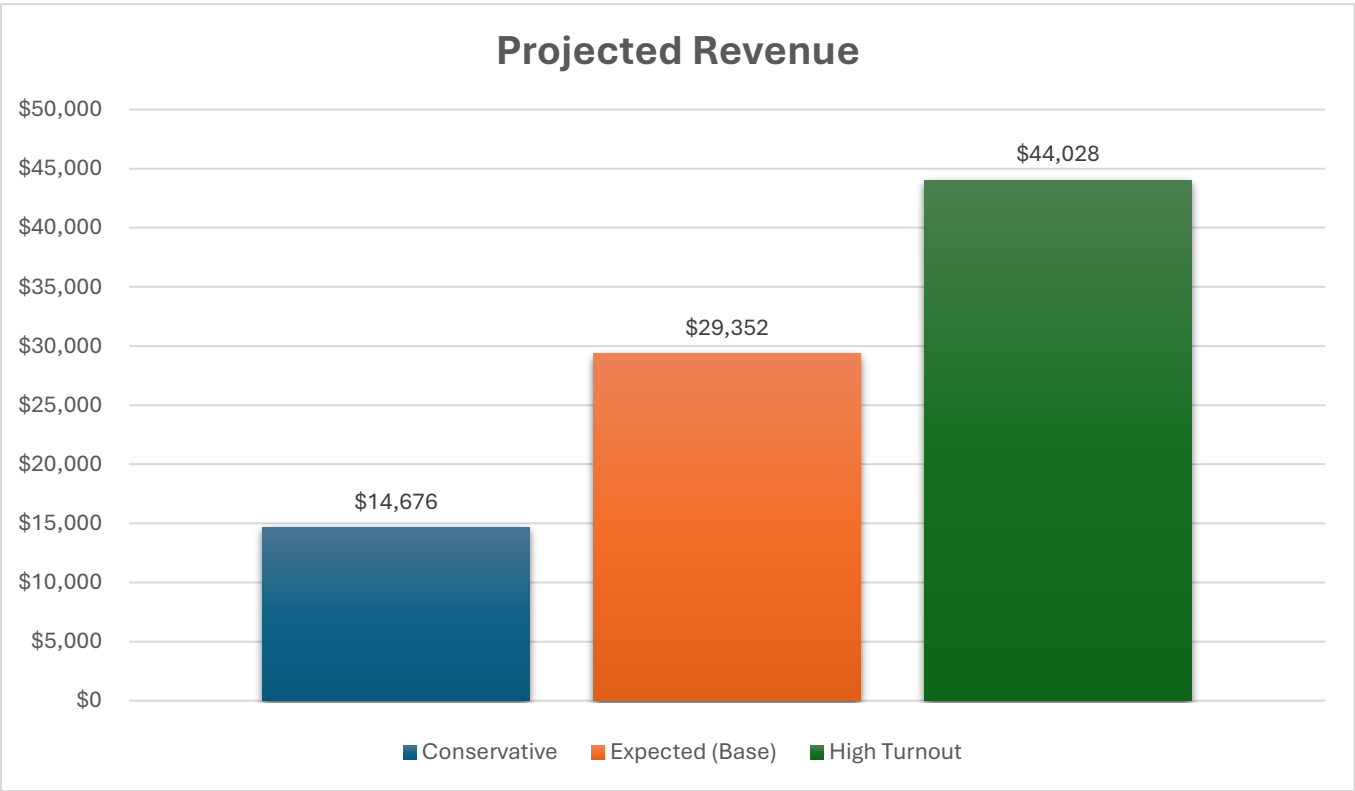
Scenario	Customers/Day	Calculation	Upsell/Day	3-Day Upsell
Conservative	100	$100 \times 15\% \times 7 = 15 \times \7	\$105	$\$105 \times 3 = \315
Expected	200	$200 \times 15\% \times 7 = 30 \times \7	\$210	$\$210 \times 3 = \630
High Turnout	300	$300 \times 15\% \times 7 = 45 \times \7	\$315	$\$315 \times 3 = \945

3. Total Revenue (Base + Upsell)

Scenario	Daily Total Revenue	3-Day Total Revenue
Conservative	$\$4,787 + \$105 = \$4,892$	$\$14,361 + \$315 = \$14,676$
Expected	$\$9,574 + \$210 = \$9,784$	$\$28,722 + \$630 = \$29,352$
High Turnout	$\$14,361 + \$315 = \$14,676$	$\$43,083 + \$945 = \$44,028$

Summary

Scenario	Customers/Day	Base Revenue (3 Days)	Upsell Revenue (3 Days)	Total Revenue (3 Days)
Conservative	100	\$14,361	\$315	\$14,676
Expected (Base)	200	\$28,722	\$630	\$29,352
High Turnout	300	\$43,083	\$945	\$44,028





Risk Assessment & Mitigation

One of the key risks is low engagement with experimental or unfamiliar menu items. While Quisine Analytics is known for innovation, not all customers may respond positively to dishes that are too unconventional. To mitigate this, the team will ensure that popular, well-received items such as the Algorithmic Apple Tart and Trendy Tempura Taco are prominently featured. These best-sellers will serve as dependable options to balance out the more adventurous offerings and ensure customer satisfaction remains high.

A second risk involves potential technical failures during the festival, particularly with digital systems used for collecting real-time feedback and processing orders. Technical glitches could disrupt the flow of operations and reduce the quality of data collected. To address this, the team will prepare offline data collection tools, such as paper feedback forms and manual logging sheets, as a contingency plan to ensure continuity and reliability.

Lastly, there is a risk of understaffing during peak hours, which could lead to slower service and reduced customer satisfaction. In response, a detailed staffing schedule will be developed in advance, taking into account projected peak times based on historical and predictive data. Real-time monitoring will also be in place to make on-the-spot staffing adjustments, ensuring smooth and efficient service throughout the event.

Conclusion

Quisine Analytics is uniquely positioned to make a dynamic and memorable impact at the upcoming Montreal Food Festival. By fusing culinary creativity with data-driven innovation, the team will not only deliver high-quality food but also create a deeply engaging, interactive experience for festival-goers. Revenue projections indicate strong potential returns, with total 3-day revenues ranging from \$14,676 under conservative estimates to \$44,028 in high-traffic scenarios—further enhanced by strategic upselling.

With a thoughtful engagement plan, cross-functional team coordination, and proactive risk mitigation strategies in place, Quisine is well-equipped to maximize both customer satisfaction and brand visibility. By aligning operational excellence with real-time feedback, digital engagement, and adaptive service, Quisine Analytics aims to transform casual dining into a festival highlight—setting the stage for future growth and continued innovation in the culinary-tech landscape.