

# Orange

Introduction	Revenue M/Y	F&B Minimum per Room	Number of Booked by Event Type	Leads Comparison	Forecast Dashboard	Organic vs Private Guest Count	Suggestions/Next Steps
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For my capstone, I analyzed data from a small growing business's private dining program. As private dining is one of two avenues of revenue, the other being organic business, in this business model it is an important part of this business's longevity and growth.

The findings of this data were used to make suggestions for future business practice including marketing and strategy.

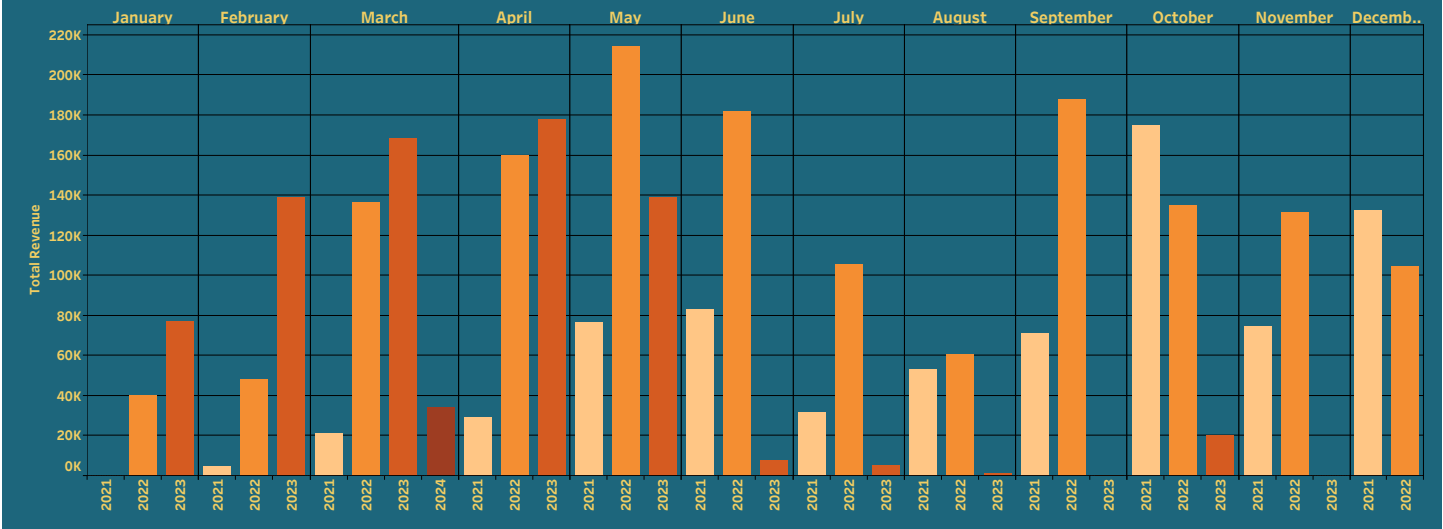
As this is proprietary data, the restaurant names have been aliased as colors to protected anonymity.



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Orange Revenue Per Month and Year



### Orange

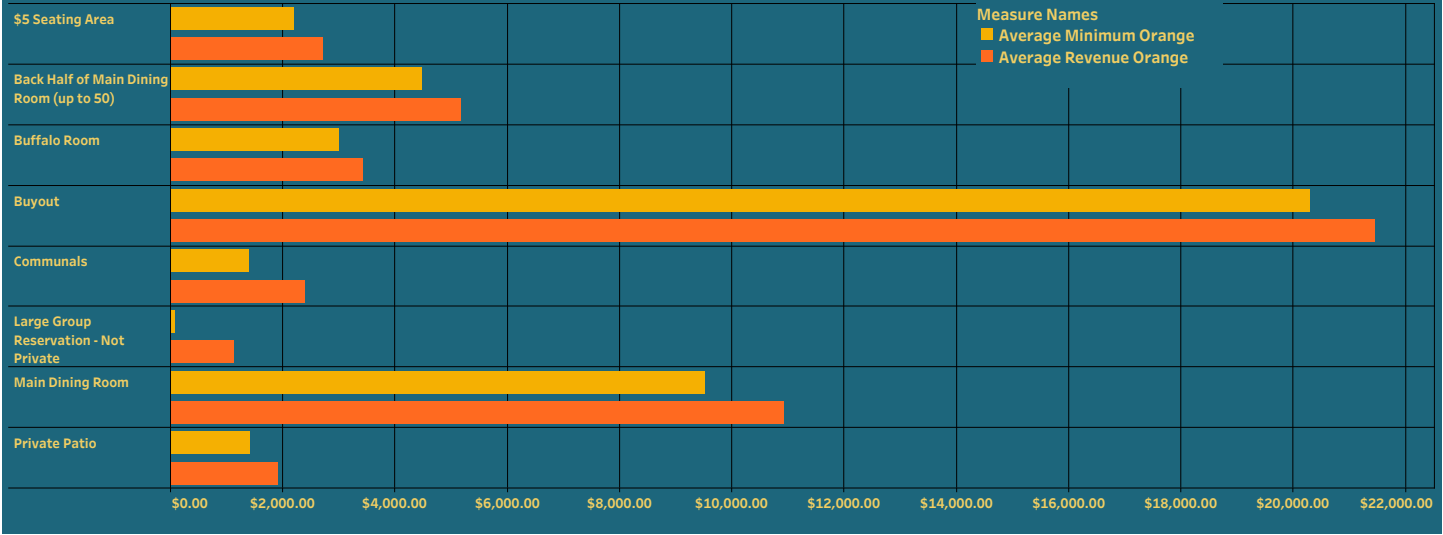
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#### Orange Average Revenue vs Average Minimum per Room

**Measure Names**

- Average Minimum Orange
- Average Revenue Orange

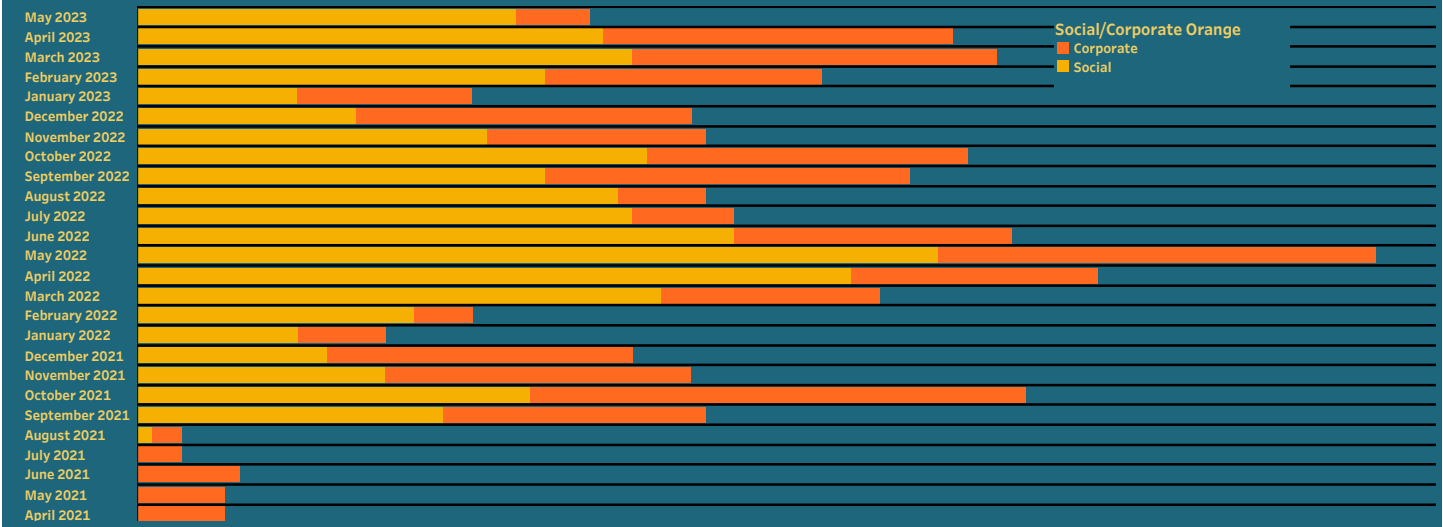
Measure	\$5 Seating Area	Back Half of Main Dining Room (up to 50)	Buffalo Room	Buyout	Communals	Large Group Reservation - Not Private	Main Dining Room	Private Patio
Average Minimum Orange	\$2,200.00	\$4,500.00	\$3,000.00	\$20,500.00	\$1,300.00	\$100.00	\$9,500.00	\$1,300.00
Average Revenue Orange	\$2,800.00	\$5,200.00	\$3,500.00	\$21,500.00	\$2,500.00	\$1,000.00	\$11,000.00	\$1,800.00



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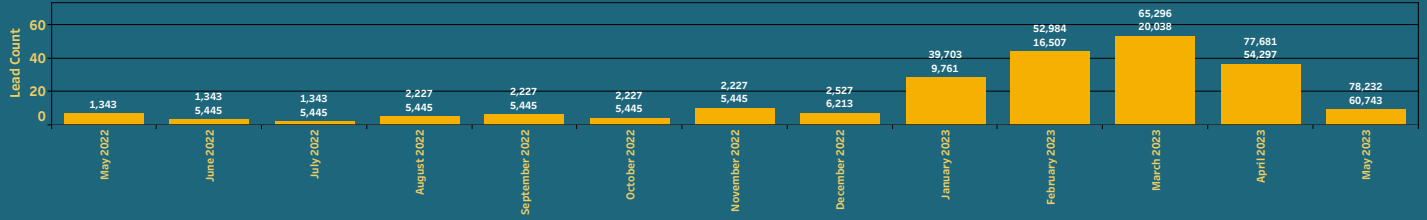
Orange Booked by Event Type



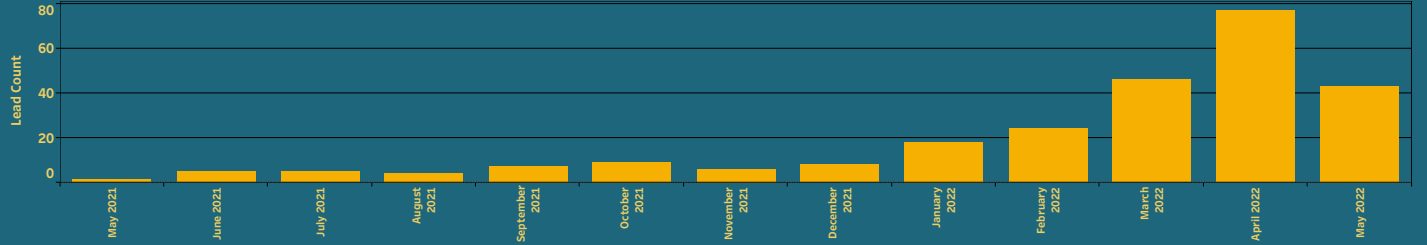
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### Orange Leads May 2023



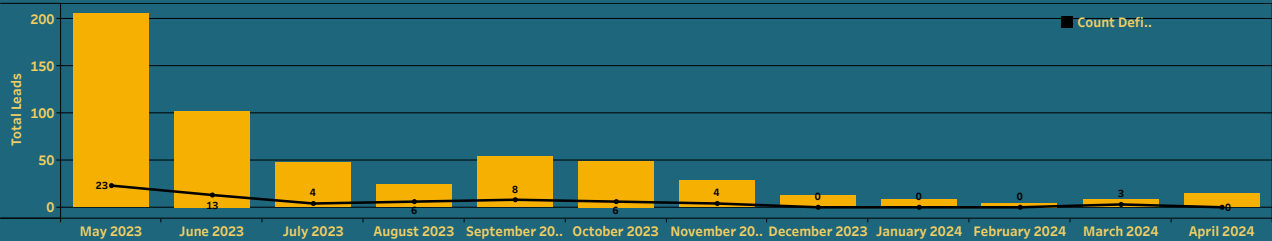
### Orange Leads May 2022



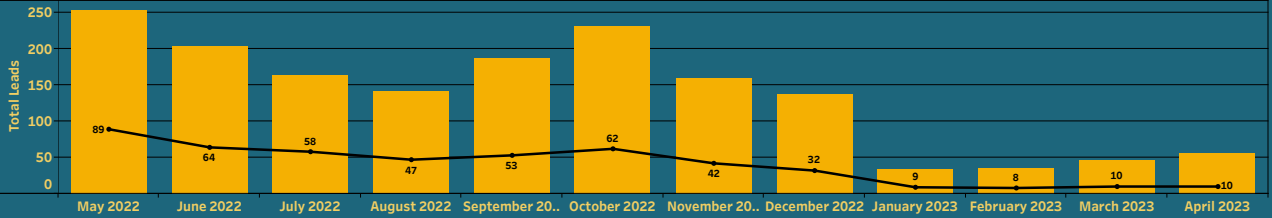
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Orange 12 Month Forecast



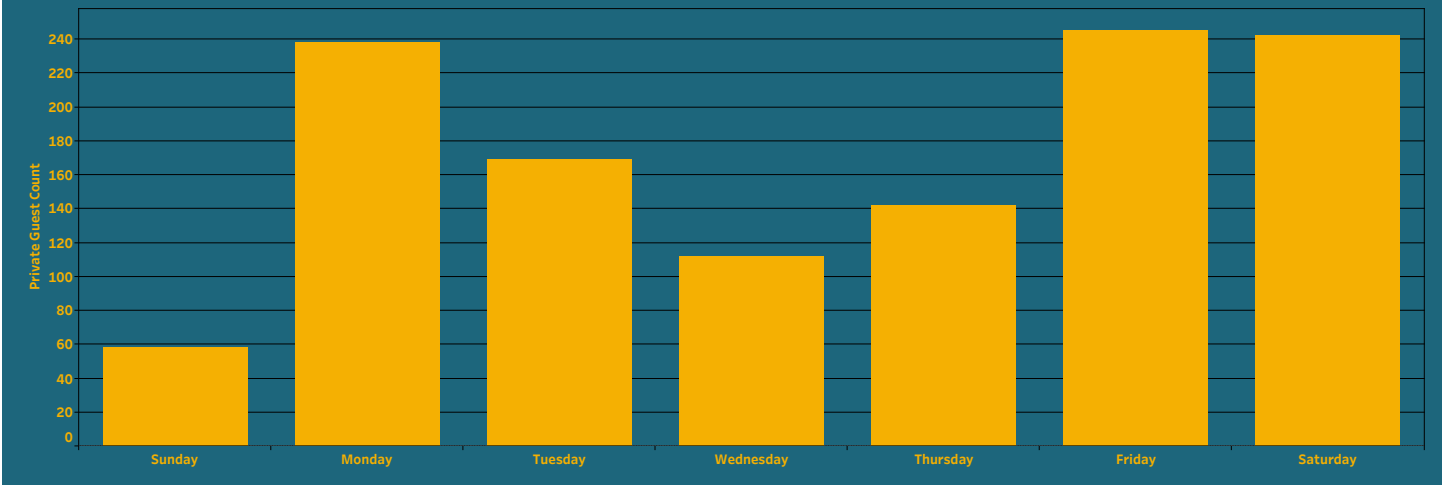
Orange Booked/Total Leads Current Month Last Year to Last Month



Orange

<a href="#">Introduction</a>	<a href="#">Revenue M/Y</a>	<a href="#">F&amp;B Minimum per Room</a>	<a href="#">Number of Booked by Event Type</a>	<a href="#">Leads Comparison</a>	<a href="#">Forecast Dashboard</a>	<b><a href="#">Organic vs Private Guest Count</a></b>	<a href="#">Suggestions/Next Steps</a>
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Orange Organic vs Private Guest Count April 2023



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### Suggestions:

Suggested time for outreach is generally going to be 1-2 months before a spike in inquiries.

Adopt "season-based" approach to marketing social and corporate event types.

Potentially raise minimums.

Take advantage of organic sales dips on specific weekdays.

### Next Steps:

Integrate organic and private dining sales numbers.

Continue process of automation of data collection and visualization.

\*Data Collection and Visualization automation information available