



# Putting the 'R' in bar

In partnership with Suckerpunch  
St Albans



# Jasmine Pengelly

- Data Analyst
- Used to work for Stack Overflow and DAZN
- Currently teaching *Data Analytics* and *Data Science* at General Assembly

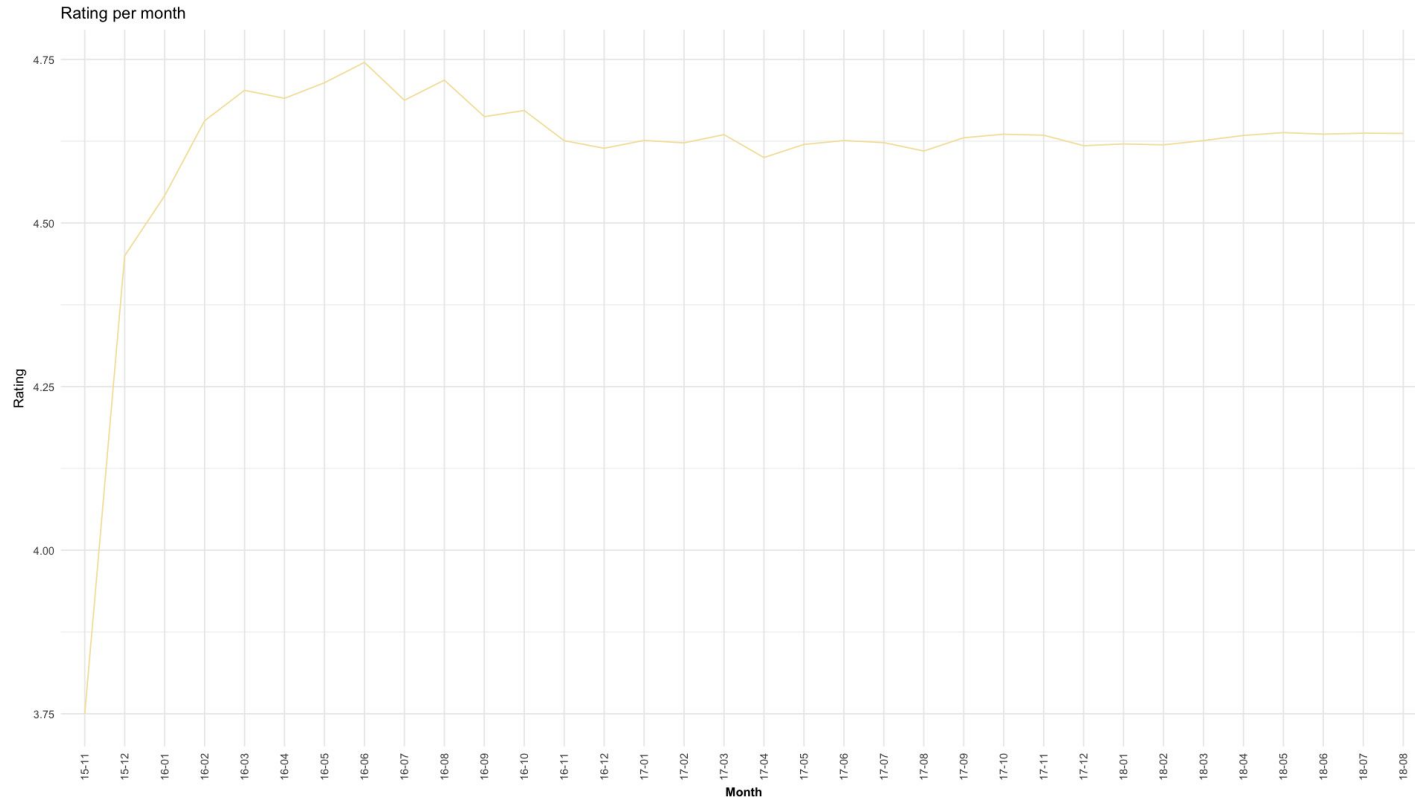
# How R helped Suckerpunch

- Suckerpunch is an award-winning cocktail bar in St Albans
- Have all of their customer reviews spread across four separate online review platforms but have no way of getting a Net Promoter Score
- They have a till system that has a backend displaying topline stats, but wanted some more in-depth analysis

# Reviews

- Four main review locations were Google Reviews, DesignMyNight, TripAdvisor and Facebook
- I used different methods to access them, from using APIs to web scraping

# What did the ratings tell us?



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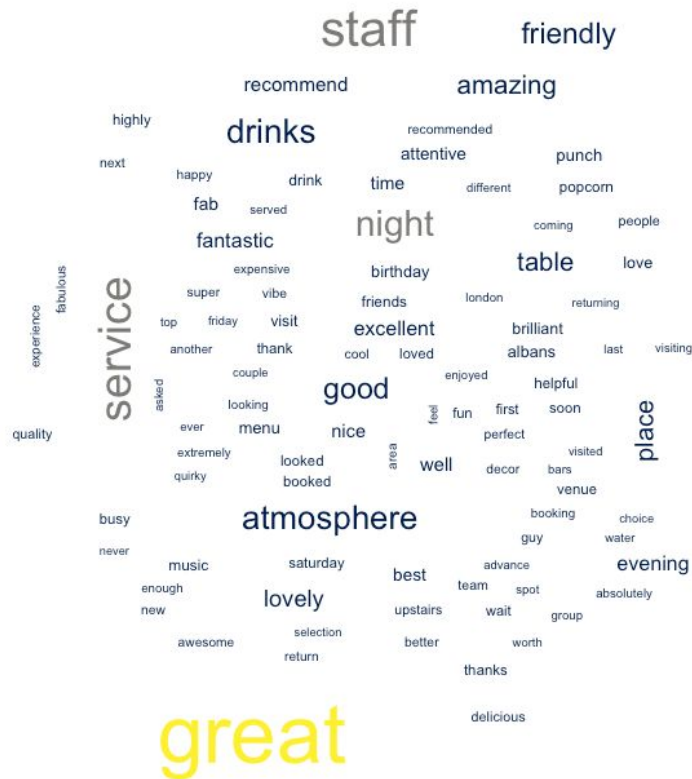
## Net Promoter Score analysis

What is the overall score?

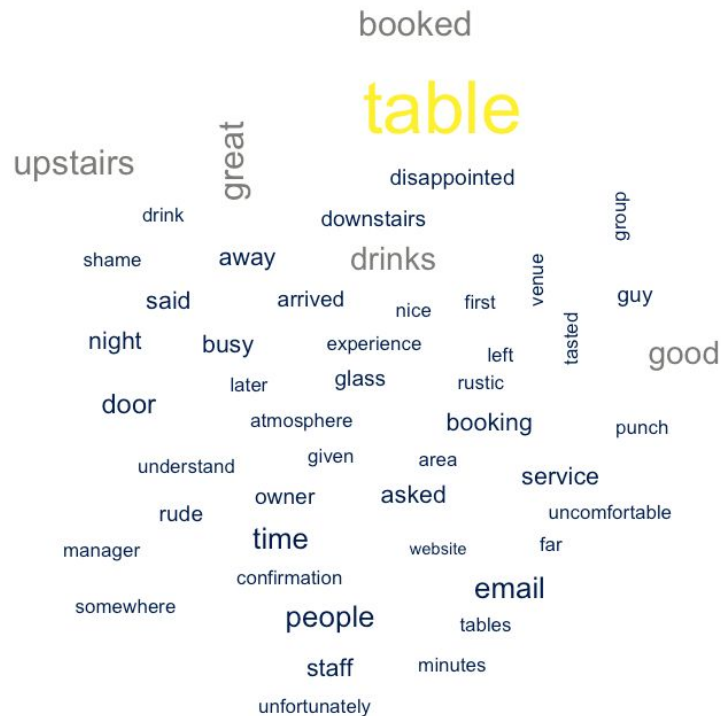
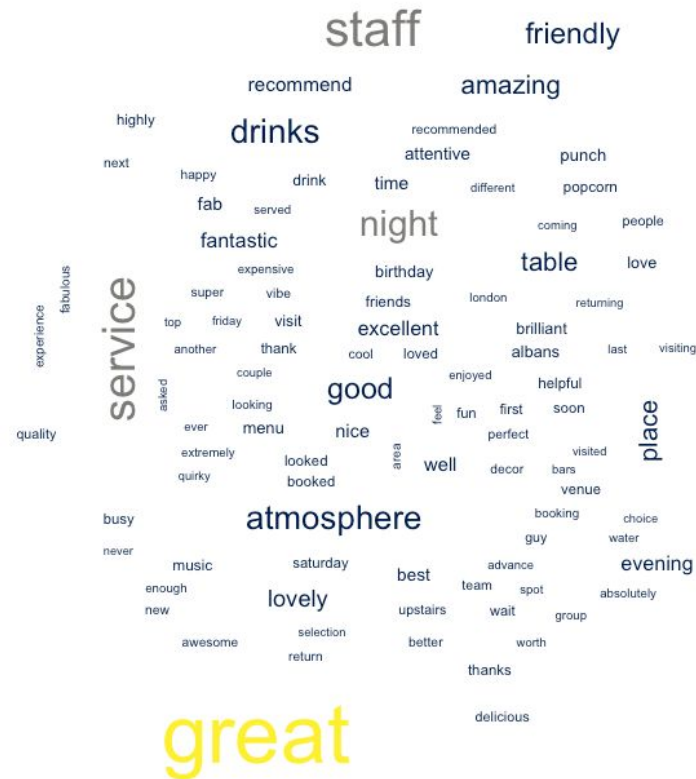
```
nps <- round(summarise(reviews_df, NPS = mean(Rating)), 1)
nps
```

NPS
4.6

# What did the reviews tell us?

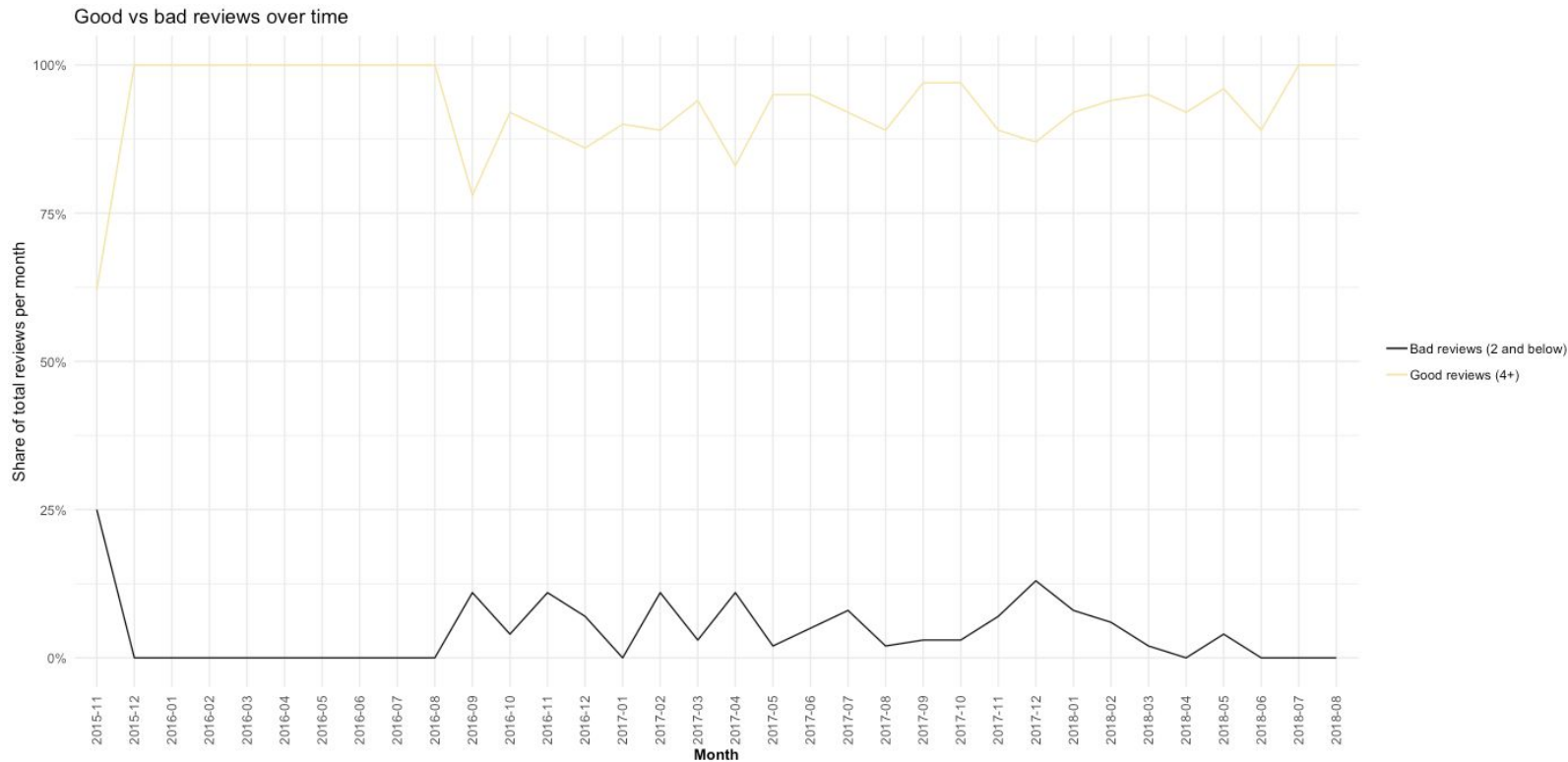


# What did the reviews tell us?





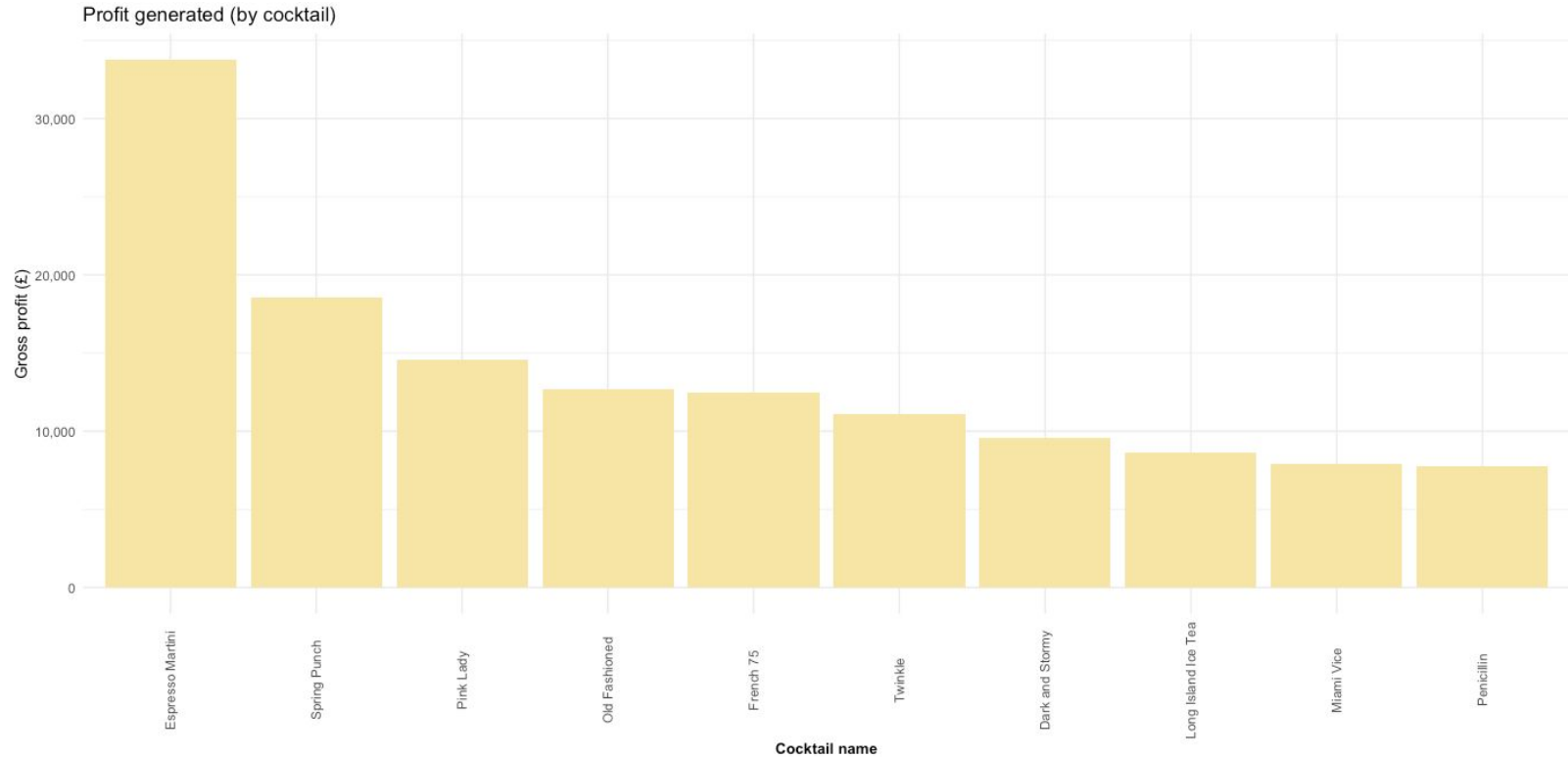
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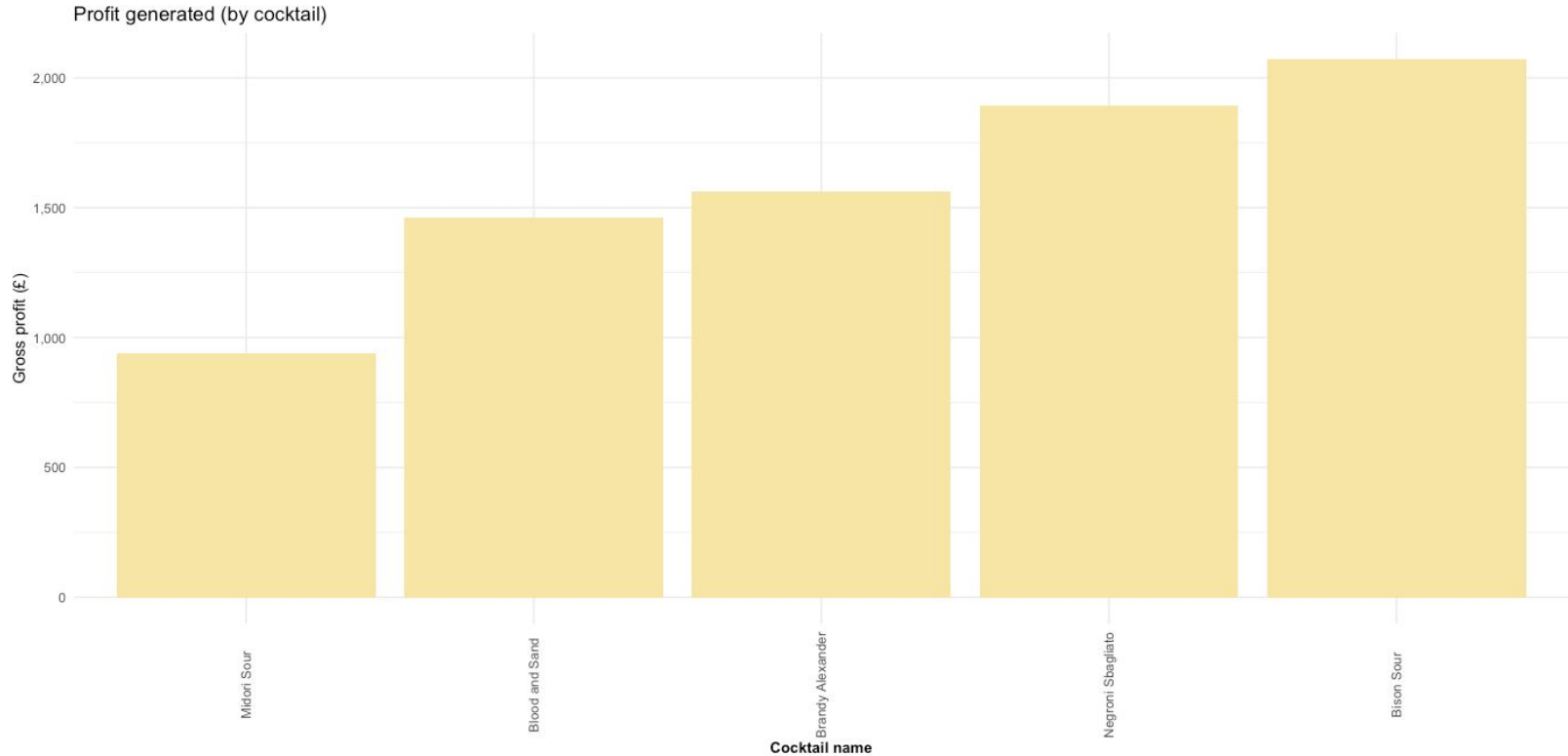
# Sales

- Since April 2017, Suckerpunch has had all of their sales recorded in a till system which provided some basic exploratory data analysis
- They also had all of their cocktail ingredients, the costs and the gross profit percentages set up in a spreadsheet
- I combined the two data points into three main dataframes to work with
- Suckerpunch planned for these insights to inform cocktail choices for the next menu

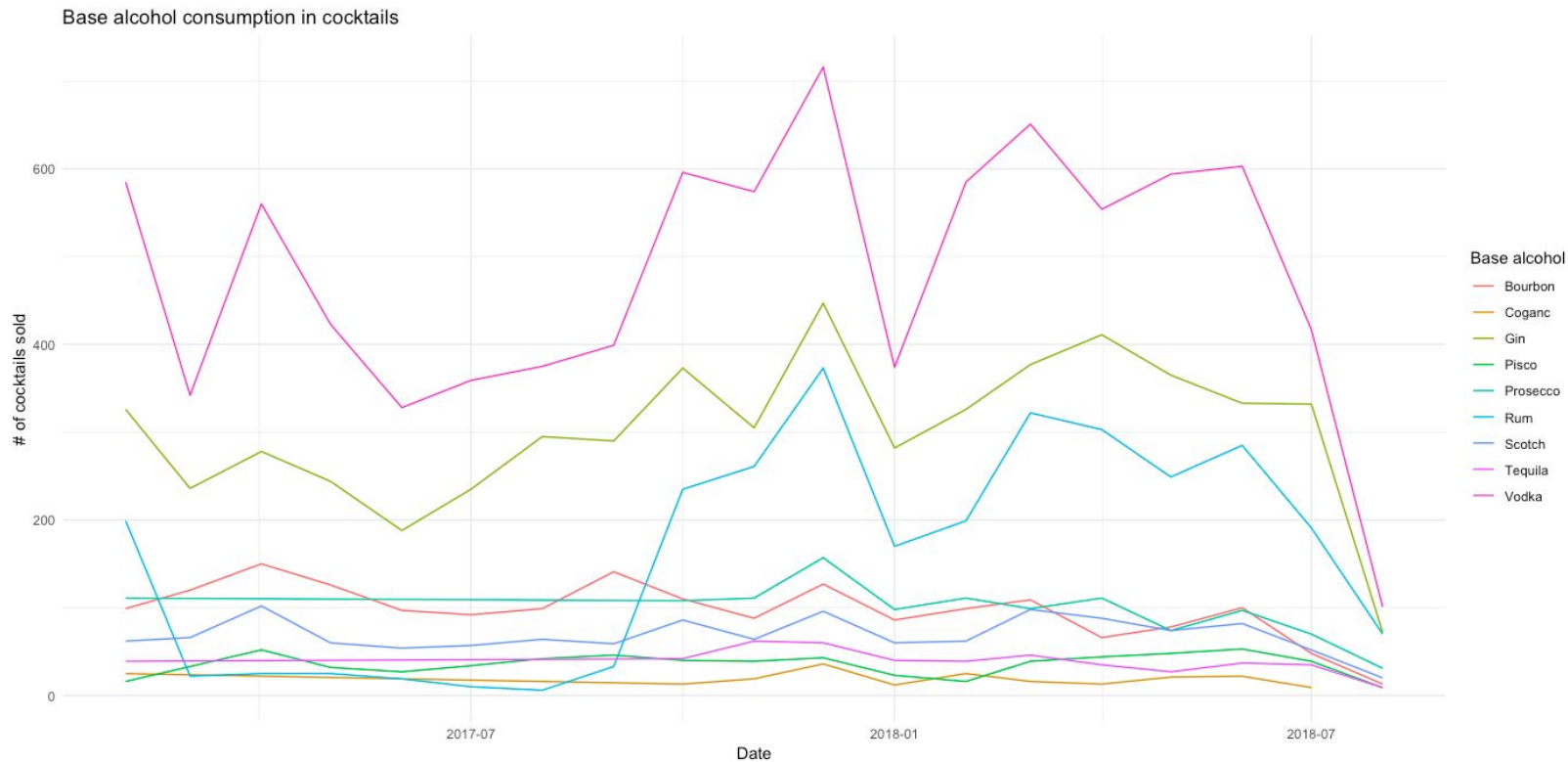
# What did the sales data tell us?



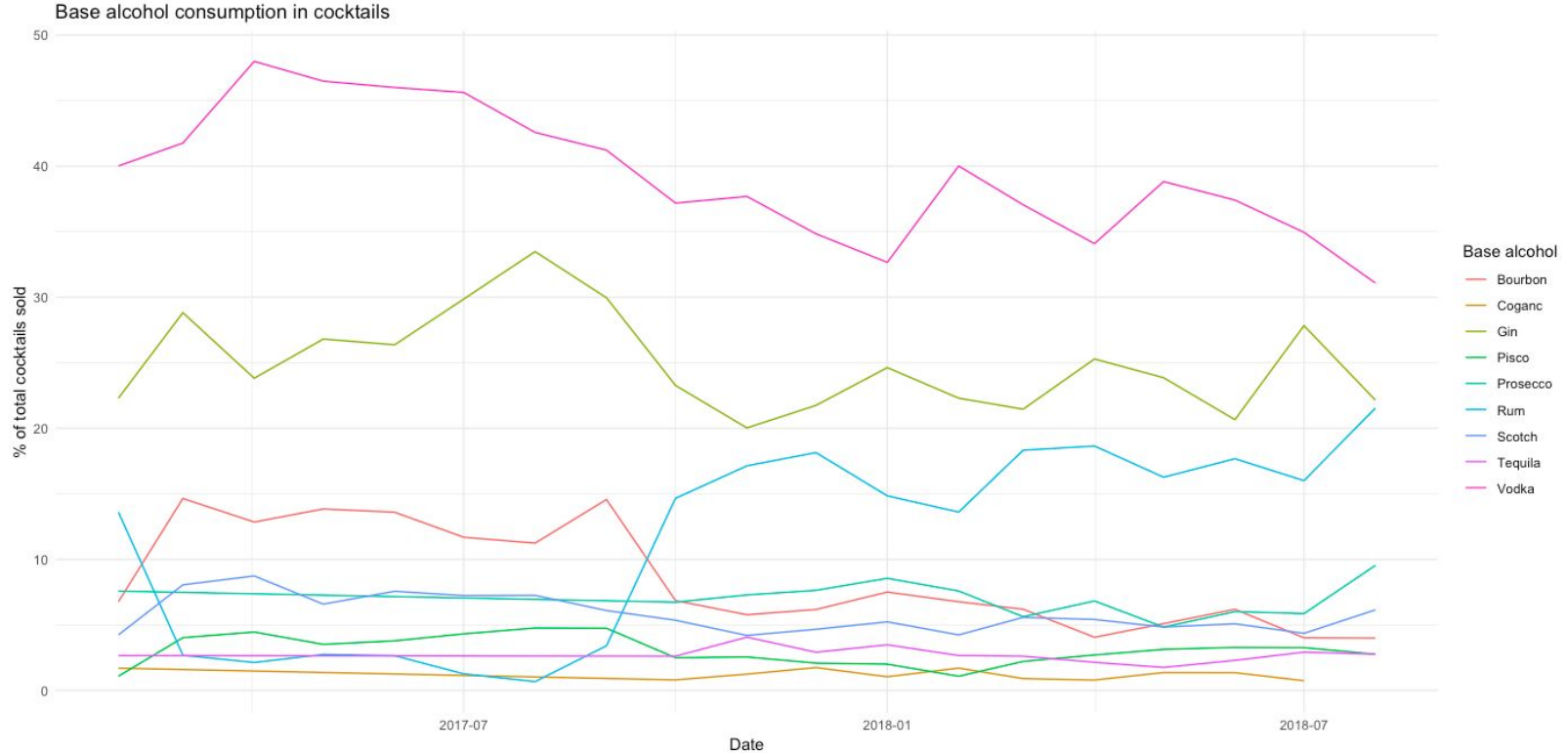
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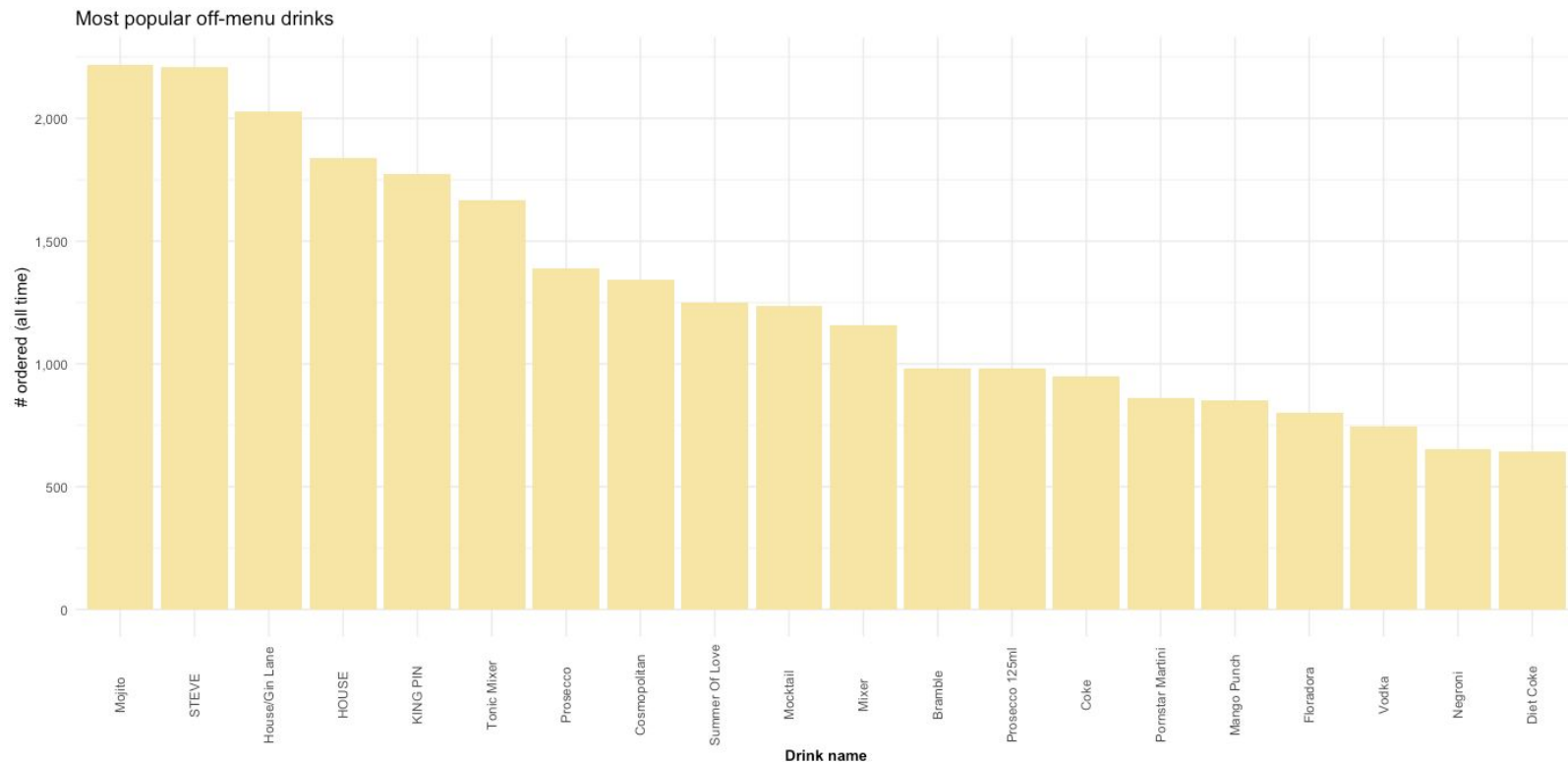
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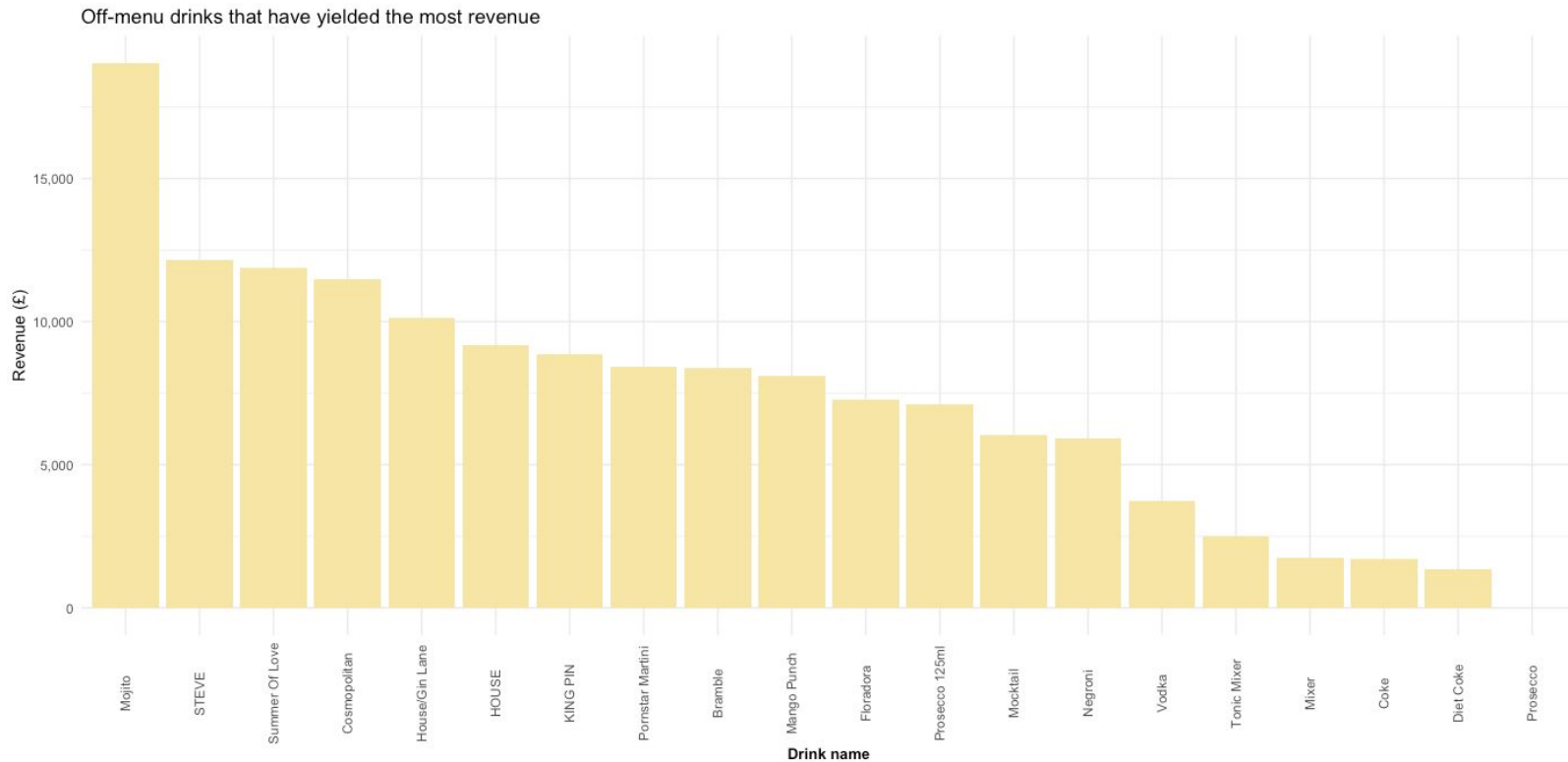
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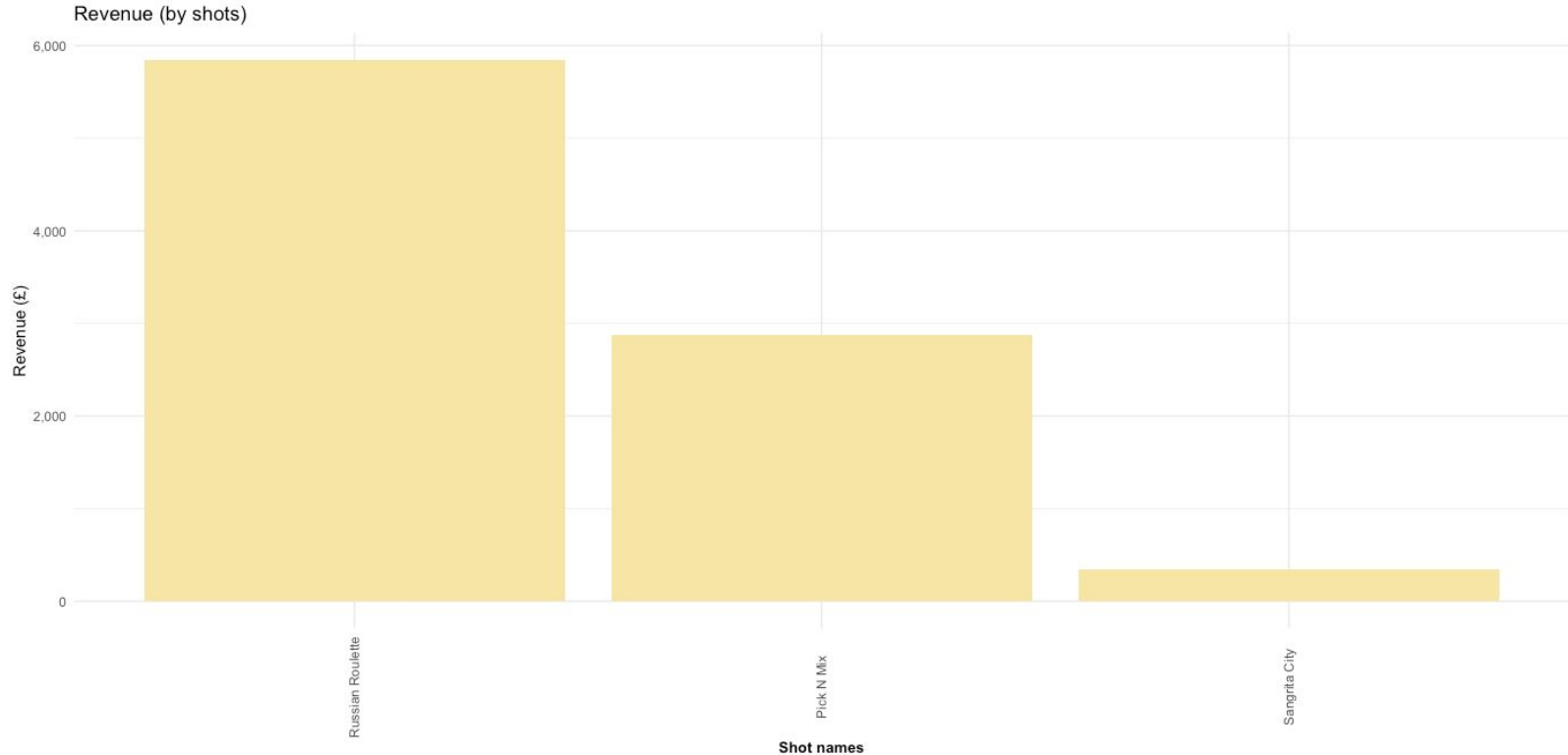


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# Next steps

- Plans to create an interface using shiny that will dynamically update with new data every quarter
- Actions taken from sales data (next menu iteration) and reviews (team meeting and updated training plan)
- Experiment with regression using ingredients as features (limitations)
- Add data from the second bar - any trends or differences?

# Thank you for listening!

- More technical details on my portfolio - **[jazpeng.github.io](https://jazpeng.github.io)**.
- Follow me on Twitter - **@StackJaz**
- Email me on **[jasminepengelly@gmail.com](mailto:jasminepengelly@gmail.com)**