HITTING A HOME RUN WITH

MLB'S CULINARY STRATEGY

FOR VENDORS

Our Team

Ayushi

Hemanshu

Pooja

Ramya

Sonali

Srivatsava

Vasatika

Major Issues

Post-pandemic Slowdown

MLB reached the All-Star break with an average attendance of 26,409 in 2022. That represents a drop of 5.4% from the All-Star break of 2019.

The MLB Lockout effect

If a lockout lasts for a month during the regular season, it could result in approximately 240 games being cancelled.

Food waste, high costs and low sales

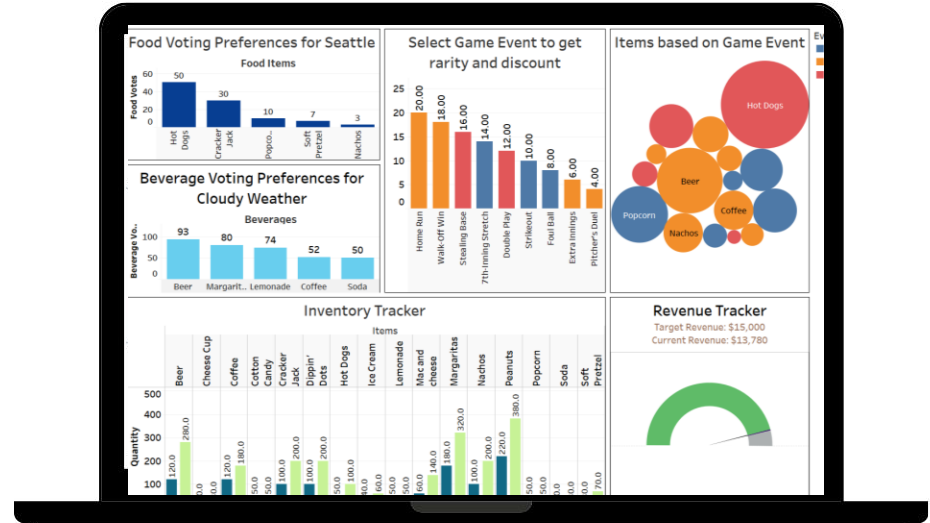MLB stadiums generate more than 40,000 tons of food waste each year.

Need for an innovative **Solution!**

Vendor Dashboard

- Improved sales
- Improved inventory control
- Reduced operations cost and food waste
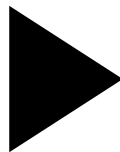- Increased customer satisfaction

Why the dashboard?

- Gain valuable insights into customer preferences

- Get access to data from past 5 years

- Quick, easy and safe optimization of vendor inventory data

Demo

How it all **works**

How we get Voting Data

Weather wise beverages & City wise food

Data is filtered by game location

Extract popular food items

Get those items for voting and later append the votes
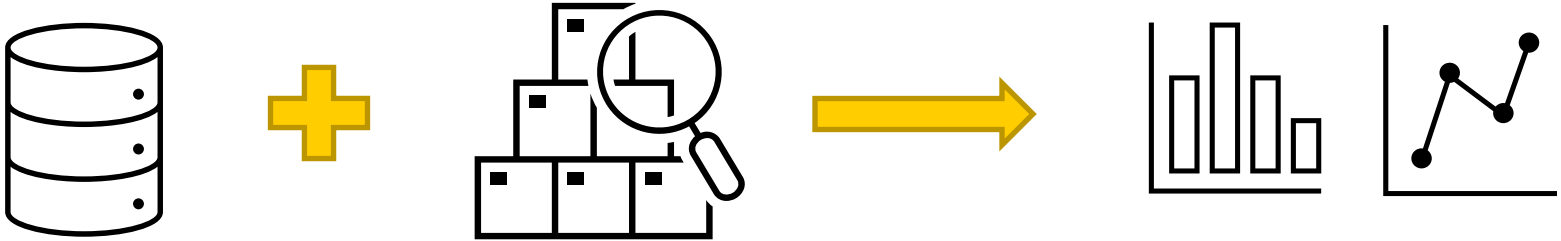
Voting for Food!

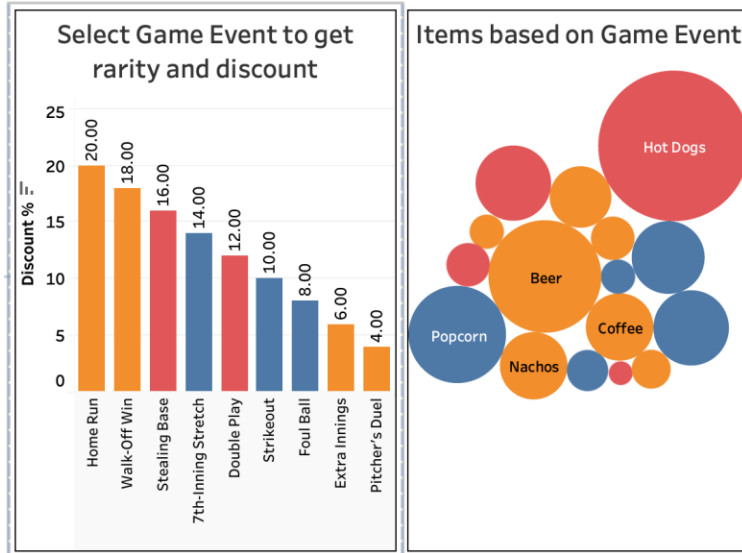Audience will scan the QR code from their seats to vote for their desired food item.

Getting Hungry?
Scan Me!
To Vote for your
Favorite Food

QR Code

Vote for your Fav!

ENJOY THE GAME

○ Hot Dogs

○ Soft Pretzel

○ Popcorn

○ Cracker Jack

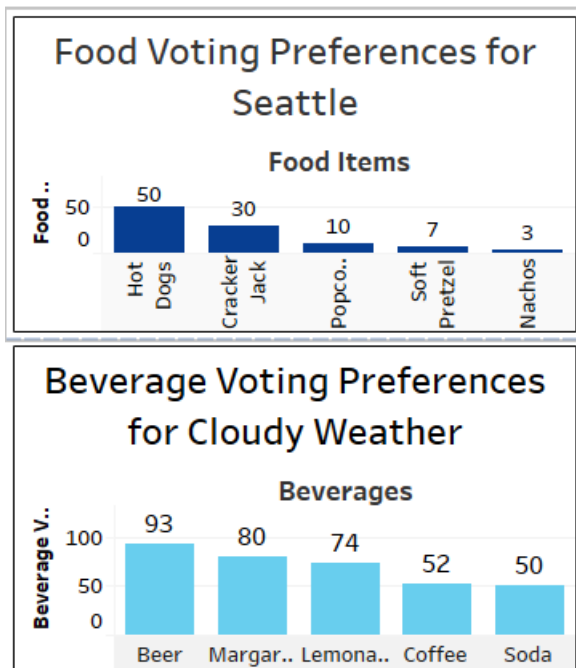○ Nachos

Integration

Our dashboard can be easily integrated with vendor inventory management system.
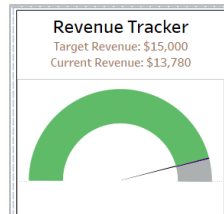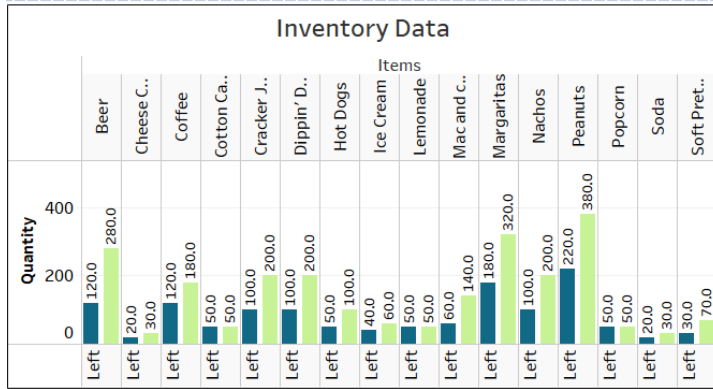
Maximize Sales

- Hit a home run with crowd pleasers like Hot Dogs, Beer and more

- Make the most of game events by offering food that the crowd loves

- Create promotional offers and discount for food items based on game event rarity

Food Voting Preferences for Seattle

Beverage Voting Preferences for Cloudy Weather

Bring the Excitement Back to the Game

- ◉ What gets people more excited than the game itself?
- ◉ It's the food and the experience!
- ◉ Heighten fan experience by providing their favorite during the game

Minimize Food Waste

◉ Track inventory of food items

◉ Clear out low selling items

◉ Get insights on food sales

Future Possibilities

◎ Introducing Food Betting: We can introduce betting on game events. Whoever wins a particular bet in guessing a game event, will get an additional discount on the food associated with it.

◎ Order management: A dashboard should allow vendors to manage their orders efficiently. They should be able to see all their orders in one place, and easily mark them as fulfilled once they have been delivered to the customer.

Thank You!

Any **questions** ?