Stonegate Group vs Marston’s

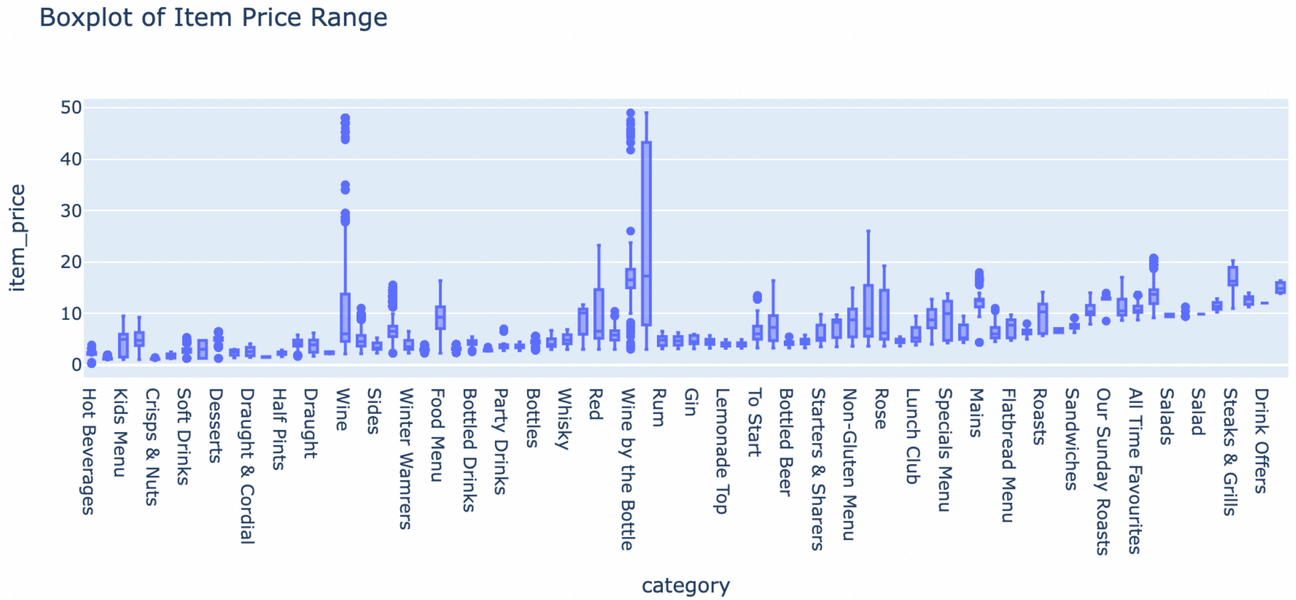
Data engineering of publicly available Marston’s Pub data

By Michael Amos 17/09/2022

How Do Prices Vary Within and Across Product Categories?

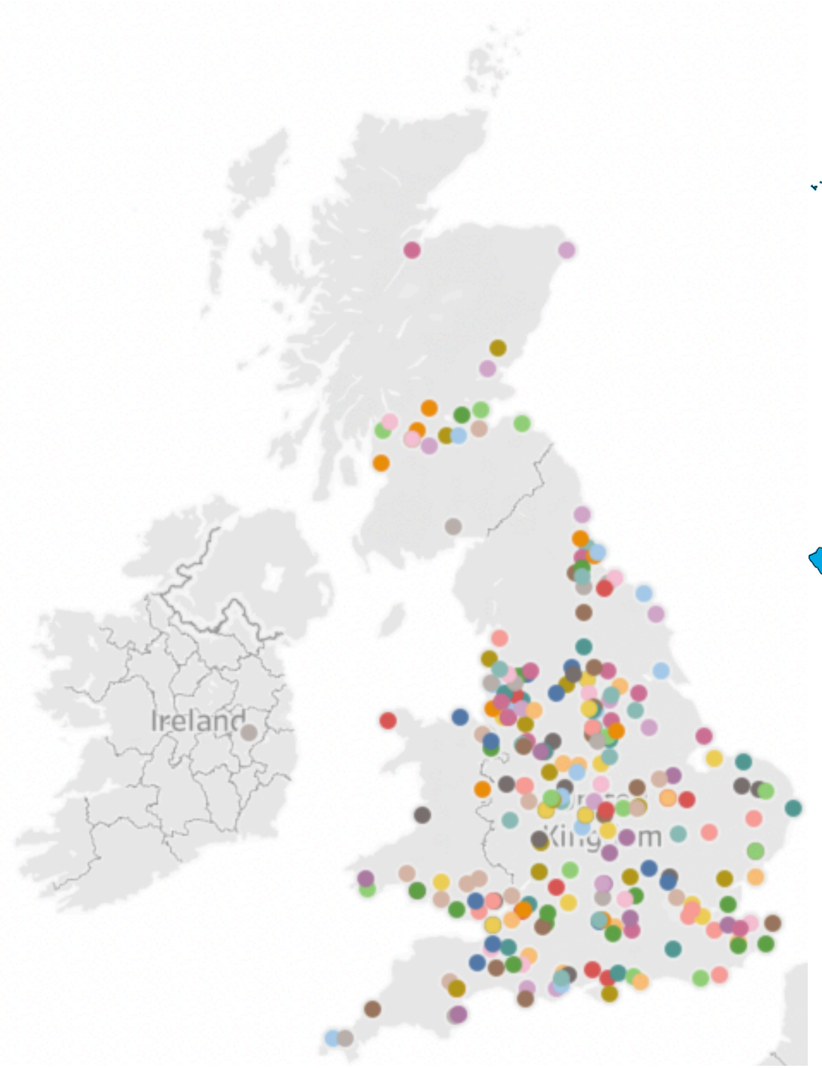
- "Crisps & Nuts" has the lowest median price of £1.05
- "Sparkling" has the highest median price of £17.25
- "Sparkling" has the largest price range (max = £49, q3 = £43.25, median = £17.25, q1 = £7.75, min = £3)
- "Wine by the Bottle" and "Wine" ranges should also be noted
  - "Wine by the Bottle" has the same max and min outliers of £49 and £3 respectively - Possible menu overlap with "Sparkling"
  - "Wine" has a notable max and min prices of £2.1 and £48 respectively

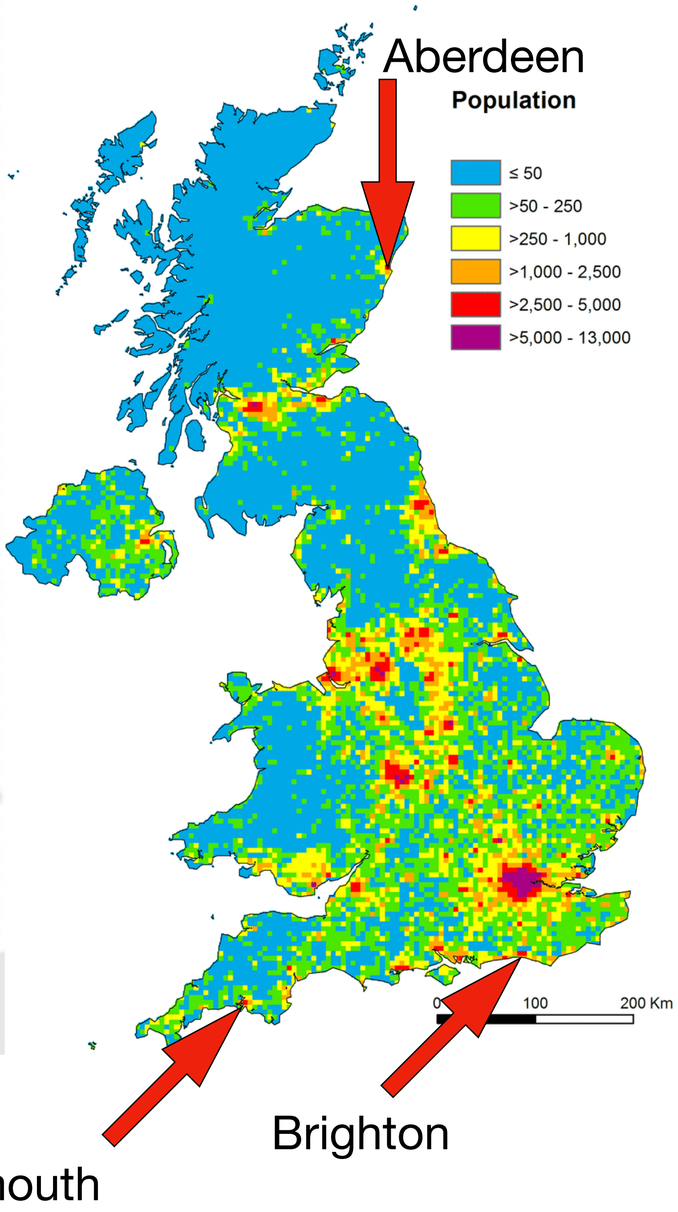
Are there any pricing anomalies that you think could be interesting to exploit? - I don't know! HELP??



Pub Location - UK

- Pub locations generally have a higher density in locations with a higher population.
- London locations seem to be lacking for the given population
- No locations in Plymouth, Brighton, or Aberdeen, despite high population.



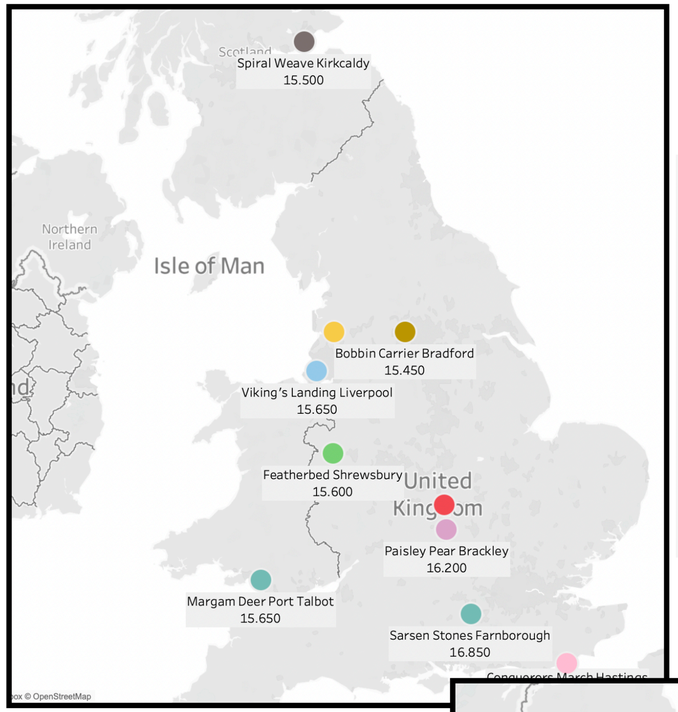


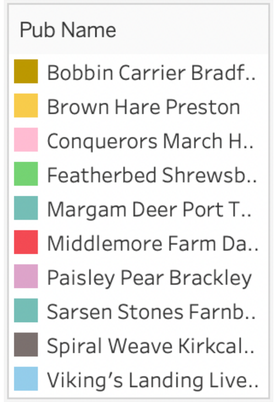
https://www.researchgate.net/figure/Gridded-UK-population-density-based-on-the-UK-census-at-the-5-km-5-km-grid-spatial_fig8_281137363

Location vs Pricing

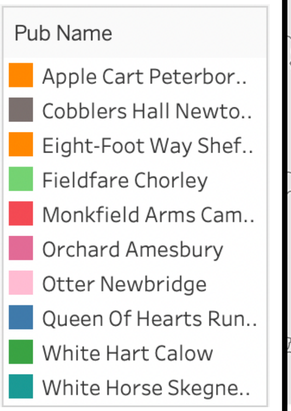
- Plotted 10 pubs with highest median price for a burger and draught.
- No discernible trend with ‘Most Expensive’ pubs.
- ‘Cheapest’ Pubs have a slight tend to be in the North of England

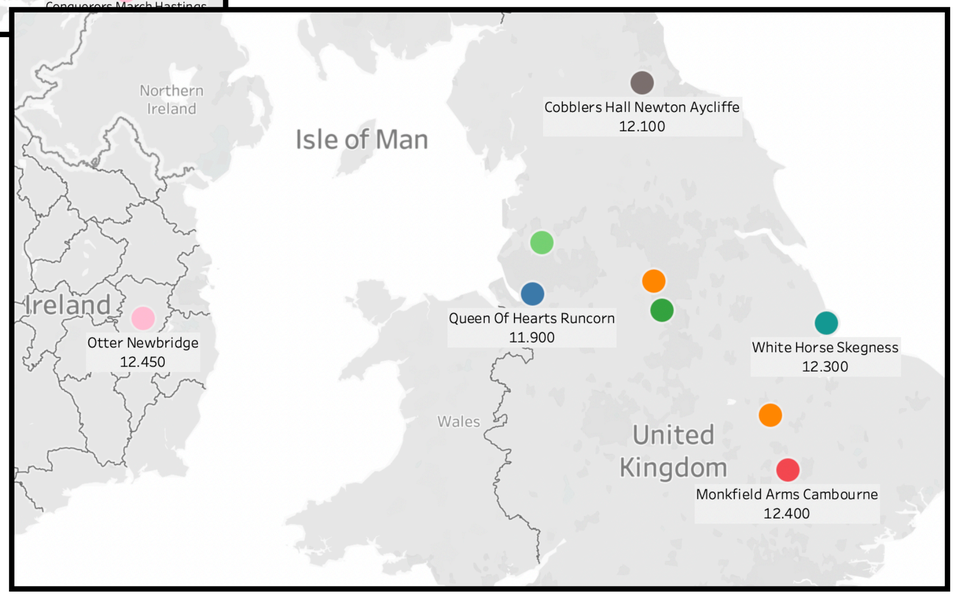
Most Expensive





Cheapest





https://public.tableau.com/app/profile/michael7363/viz/MartsonsBurgerandPintPriceMedian/BurgerandPintPriceMedian?publish=yes

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Recommendations to Stonegate Group

Scale up analysis to capture prices for other competitors?

- Scrape other pubs of particular interest

How could you use data from Stonegate (e.g. site list, till data, app data) to make your dataset more powerful?

- Plot Stonegates pub locations and see how they compare to Martsons pub locations.
- Have sales data from Stonegate track location and time to better price items according to demand.

What are the limitations of your analysis? What would you do next to develop and validate your recommendations?

- Marsons website changes with available menus
- Some categories are labeled differently

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