



Capgemini







- . Meet the team (1')
- 2. Context and Objectives (3')
- 3. Deliverables and Milestones (14')
 - Roadmap & Technical Stack
 - As-is & To-be
 - KPIs
 - Market Analysis
 - Post-Covid Strategy
- 4. Future steps (2')
- 5. Q & A (10')







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Meet the team



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Context of the mission







BŌKAN ££ - £££ Bar - European

Rated 4.5/5 on TripAdvisor

Restaurant & food service industry

- The impact of Covid-19 hit the restaurant and food service industry the hardest
- Work from home increased the demand for food and beverages in residential areas & decreased demand in financial districts such as the City of London and Canary Wharf
- Almost 250,000 of those who work in the City live in other areas of London and over 100.000 live outside of Greater London

Bōkan

- As a bar and a restaurant, Bōkan is affected on all levels during the lockdown
- Accor faces multiple challenges that could be overcome thanks to an in-depth analysis of customers' post-Covid behavior, which will be performed with the help of state-of-the-art NLP techniques



Executive Summary



Ensure the continuity of business operations during lockdown

- · Create a simplified menu for new Delivery and Click & Collect services
- ·Sell pre-bottled bundles of cocktails to bring the 'bar' experience home
- ·Offer a music playlist to customers who want to recreate the Bokan atmosphere

Prepare for future opening by rebranding and building an online community

- ·Add a 'BōKlan' page to the existing website, targeting a younger clientele
- ·Launch an e-shop to sell kitchen supplies and apparel, promoting the 'BōKlan'
- · Digitalize on-site menu and payment to avoid physical contact

Understanding customers' preferences

- Extract & hierarchize trending customers' ideals to provide tailored experience
- · Perform sentiment analysis to identify preferences using Tripadvisor reviews







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Roadmap



25 Jan 01 Feb 08 Feb 22 Feb 01 Mar 15 Mar 08 Mar Scoping Analytics Deliverables Data Establish KPIs Visualisation SteerCo **Data Cleaning** Sentiment Analysis Track KPIs As is & To Be Market using internal Analysis Analysis Final data Deliverables Data Data Topic Collection Embedding Extraction

Legend:Business Developments | Technical Developments



Technical stack

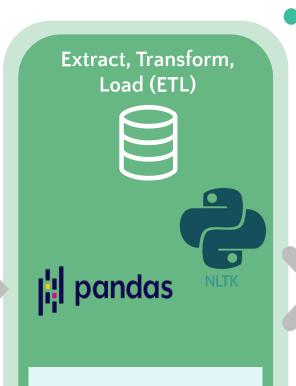
Data Collection



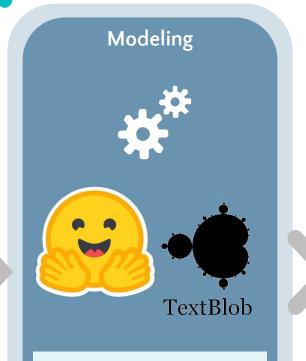




Data collection with Scrapy spider Collect restaurants, users & reviews informations



ETL operations in pandas to preprocess the data Cleaning and lemmatizing user reviews using NLTK



Embedding using
Gensim
Sentiment analysis using
Text Blob or Hugging
Face module

Business Implementation





Presentation of business insights
Update of the current market state by analysing competitors



As-is & To-be Analysis



What are the current problematics affecting Bōkan and what future opportunities are there?



Facing Accor's multiple challenges through an in-depth analysis of post-Covid behaviours



SUPPORTED BY ANALYSIS OF BOKAN'S TRIPADVISOR REVIEWS TO GENERATE MEANINGFUL INSIGHTS FROM LONDON RESTAURANT INDUSTRY



As-Is

TARGETED CLIENTS - Wealthy Customers

- + High margins | Word of mouth reputation
- Deeply impacted on City's financial activity

LOCATION DEPENDANCE - ON SITE DINING ONLY

- + Delivers a unique experience linked to the site
 - Vulnerable to **lockdowns** and restrictions

ONLINE PRESENCE – STRONG SOCIAL MEDIA BUT LIMITED WEBSITE

- + High number of instagram followers
 - Outdated website UX/UI

To-BE

Add a "brasserie" as part of the Bokan Klan concept to expand price segmentation, using price and reviews from data

A more limited on-site dining to account for a weakened restauration market

Launch delivery and click & collect services

Improve the **responsiveness** and **design** of the website

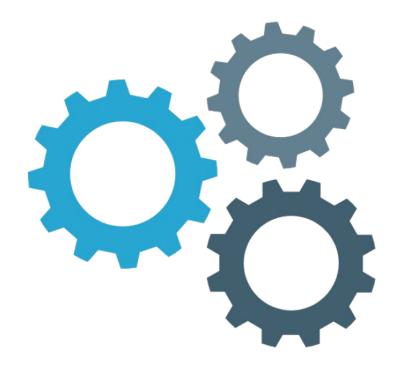
Expand Instagram campaigns by leveraging the tastes of **top Tripadvisor "influencers"**



KPIs



Which KPIs should Bōkan focus on to effectively achieve its new business goals?





Understanding Business Main KPIs



Social media & marketing

- · Online community via new website repeated visitor rate (%) using cookies, click-through rate (%) for menu and e-shop
- Develop social media presence 3 posts/week, IG stories of the cooks, meals and cocktail making masterclasses
- · Track social media engagement likes, comments, new followers, shares and engagement rate (%), #bokanklan hashtags

Customer experience

- · Operation bringing the restaurant & bar experience home e-shop selling pre-bottled sets of cocktails for home soirées
- · Focus on speed, safety and hygiene to boost satisfaction using on-time delivery, count ill employees, supply chain issues

Kitchen Management

- · Simplify menu, prioritize faster service and less costly dishes revenue by dish (£), evaluating competition menus
- · Maintain low cost of goods sold by prioritizing simpler and quicker-to-make dishes using cheaper ingredients COGS (£)

Staff Management

- · Staff compliance to hygiene and safety restrictions testing of the staff, supplying sets of hand sanitizers and masks
- · Track and support staff morale and engagement therapy sessions, team building activities

Profitability & Administration Management

- Track returning and new customers retention rate (%)
- · Keep track of cash on hand Cash Flow (£)
- · Launch promotions/bundles to boost sales through *BoKlan Instagram* page and *newsletters*



Useful Internal Data



Driving insights and measuring accurate KPIs would require:

Social Media & Marketing

 Analytics of social media accounts – to track customer-restaurant engagement and restaurant reachability

Customer Experience

 Supply chain data (weekly delivery data, logistics and transport costs) – to keep track of the supply chain and increase speed delivery, improve safety measures, and boost customer satisfaction

Kitchen Management

- Access to financial statements of the past 5 to 10 years – to assess revenue by dishes + maintain low costs of goods sold

Staff Management

- Survey of staff to measure morale and plan therapy sessions
- Weekly logs of staff testing to keep track of staff
 health compliance

Profitability & Administration Management

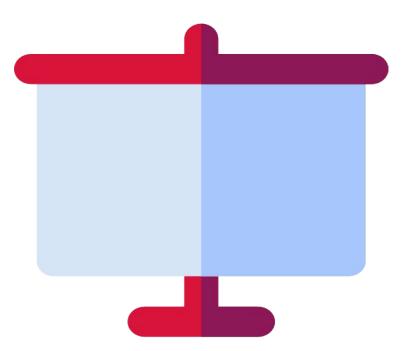
- Access to financial statements of the past 5 to 10
 years to assess the overall profitability of Bokan
- Sales and Expenses historical data to keep track
 of cash flow and formulate less costly dishes



Market Analysis



How is Bokan positioned in the market compared to its competitors?

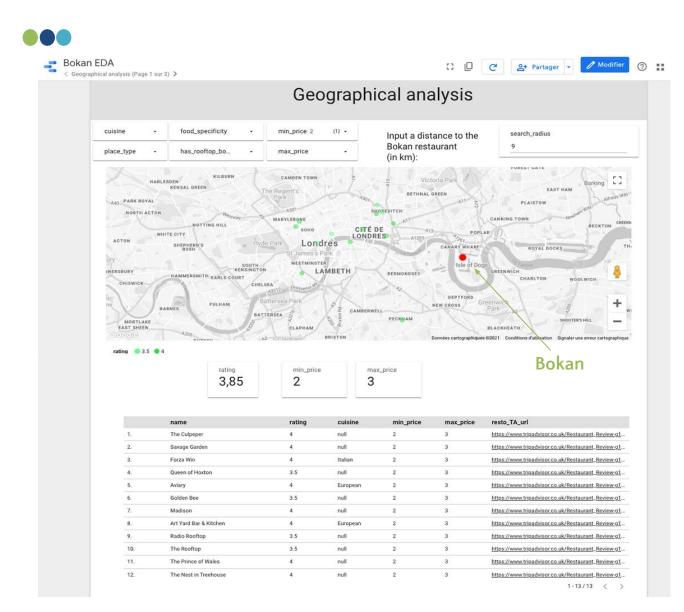




Competitive landscape

Methodology:

- 1. Automatic generation of a 13,000+ London restaurants database (source: TripAdvisor)
- Detection of restaurants with similar positioning as Bōkan:
 - a. Rooftops
 - b. Similar price ranges
 - c. Reasonable geographic distance
- Further by-hand analysis on the 12 remaining restaurants
- 4. Identification of the 4 main competitors





Current Competitors



Radio Rooftop ££ - £££ Bar - European



Rated 3.5 / 5 on 2036 reviews

Savage Garden ££ - £££ Bar - European



Rated 4 / 5 on 206 reviews

Aviary ££ - £££ European



Rated 4 / 5 on 465 reviews

Madison ££ - £££ Steakhouse Bar - European



Rated 4 / 5 on 2235 reviews

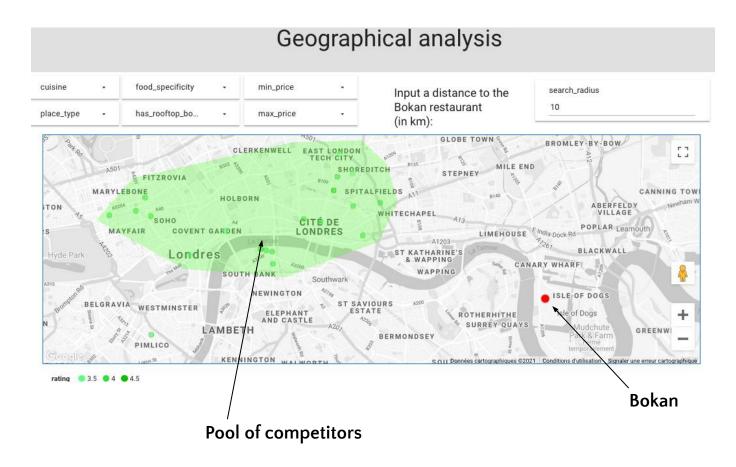


Geographical analysis



Bokan has a unique geographical positioning as opposed to the other London rooftops

- + Monopolistic position on the City workers...
- ... but weakened by the Covid and home office
- Far from London most animated districts





Post-Covid Strategy



How can Bokan face the new shift in consumer habits?





Post-Covid Operations



Update operating procedures

- Training the staff to adjust to new safety and hygiene protocols
- Digitalization of menu, online payment methods and health regulations information to reassure customers on safety procedures (QR codes)

Reactivate customers into dine-in services

- Inform loyal customers of menu changes and rebranding to encourage on-site dining via personalized messages
- Retain customers with loyalty programs and special offers

Optimize delivery capabilities

Addition of pickup lanes for Click & Collect services



Advanced analytics & Automation to drive efficiency

- IOT to forecast daily consumer demand, monitor changes in eating habits to achieve better adaptability
- Prioritize contactless solutions



Post-Covid Rebranding

Launch the BoKlan e-shop

Why?

- Decrease dependency on City workers
- Reach a larger audience
- Bring the bar experience home

How?

- Leverage delivery to reach a wider audience
- Sell kitchen supplies and apparel
- Sell pre-bottled cocktails

Rebranding Bōkan's rooftop to attract the new audience on-site

Why?

- Keep current high-end positioning for Bōkan's restaurant and bar
- Rebrand the rooftop following the e-shop positioning to enlarge price segmentation and attract a younger audience
- Capitalize on emerging food trends

How?

- Revamp menu to address the shift in customers' habits: develop a "brasserie" offer
- Develop a new atmosphere that suits younger customers (see moodboard)









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NLP & Market Analysis



Bokan's reviews' most frequent words



After a first quick analysis of the Bokan's reviews most frequent words, our next steps consist in making a sentiment analysis on the following topics:

- I. Food
- 2. Service
- 3. Ambiance / Atmosphere
- 4. Prices
- 5. ...

Further market analysis will be conducted in order to detect:

- 1. Best practices in the Covid-period by automatically detecting the restaurants, which rating increased in 2020/2021
- 2. Sentiment analysis on direct competitors reviews



Resources and monitoring





https://github.com/hehlinge42/nlp_consulting_project



https://datastudio.google.com/reporting/dfa1cb09-1c37-4251-a342-99aa105b09d7







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Q & A



