| **Gumbo Social** | |
| --- | --- |
| **Analysis methods** | **Data Audit**  Analyze your brands’ online presence, demographics,etc  **Data Visualization**  Insights via live dashboard  **Growth Analysis**  Identify growth opportunities via data from online properties and analyze competitive landscape for opportunities  **Client Acquisition**  Report on effectiveness for acquisition and retention  Analyze channel effectiveness based on goals  **Data Consulting**  Remove corrupted, incorrectly formatted, duplicate, or incomplete data within a dataset  Conversion of raw data to machine-readable form  Restructuring data frames to improve reporting |
| **Unique Prompt** | Identify at least 2-4 unique insights, see [sample](https://docs.google.com/spreadsheets/u/0/d/1gJFNN6fN2hLVe5T1yGYNQmg4j06Cmwlv-afsCWgPI8k/edit) document for ideas to craft a prompt tailored to your business needs. |
| **Timeline** | **Oct 31 - Dec 5 2022** |
| **Team** | Pods of 4-5 led by cohort captain (COOP alumni) |
| **Pod Lead** | **Michelle Lei, captmlei@coopcareers.org** |
| **Assets** | Please use [**linked Google Drive Folder**](https://drive.google.com/drive/folders/1R5DiOf4_CSKbSZkRGp2JUe-uR0VVUwct?usp=sharing)to provide assets throughout project period |
| **Project Guide** | Please review the [**linked resource guide**](https://docs.google.com/document/d/1NTNgDKqzMQEYsSAAYiO1W3FGNkjHJHY9GYiV0SD9FE8/edit?usp=sharing) ***before*** your kick off call |
| **ZOOM** | [**https://us06web.zoom.us/j/81357523425**](https://us06web.zoom.us/j/81357523425) |

**Client Info**

**Date of Call:** 10/6

**Point of Contact:** **Dontaye Ball**

**Email:** Gumbosocial415@gmail.com

**Phone:** 415-845-9357

**Business Info:** catering

**Website:** [www.gumbosocial.com](http://www.gumbosocial.com)

**Instagram:** <https://www.instagram.com/gumbosocial/>

**Facebook:** <https://www.facebook.com/GumboSocial/>

**Yelp:** <https://www.yelp.com/biz/gumbo-social-san-francisco>

**Proposed Service:** Data Analytics

**Competitors:** yes pudding, boug cali, gumbo bros, romes kitchen

**Challenges:** sales

**Past Client Project(s):** [Copy of Gumbo Social Internal Presentation](https://docs.google.com/presentation/d/1JMh8Yv9eMwY4Zryb1uBkPmmG7SC0R-8-GX1HwvMme4o/edit?usp=sharing)

**Dates:** 10/31, 11/14, 12/5 - 7PM ***Client prefers 12/6 for final presentation***

**Notes:** Client opening restaurant location in Bayview Area in SF ( District 10 ).

Hired a marketing person in house ( website, email marketing, kickstarter ). Client has ran ads on Yelp for 1 year. Client is open to sharing data, just need to be communicative

| **Project Timeline** | | |
| --- | --- | --- |
| **Kick Off Call**  **Oct 31 7pm** | Introduction to Client | Clients will meet with teams and provide an overview of company and business needs. |
| **Mid Point Check In**  **Nov 14 7pm** | Incorporating Feedback + Hands on support | Pods will begin incorporating feedback from clients and provide hands on support |
| **Final Presentation**  **Dec 6 7pm** | Presentations | Present findings, insights, and next steps to Clients. |

**\*\*Client Facing nights are when clients are invited to join via ZOOM/Google Meet at 7pm**

| **Pod Teams** | **Deliverable** |
| --- | --- |
| **Team 1**  **\*\*\*** | * **Analyze site data to identify opportunities to capitalize on business goals.** |
| **Team 2**  **\*** | * **Create audience insights by looking at online properties & trends in the gumbo space - avatar/persona**   + **What demographics would be ideal clients for Gumbo Social?** |
| **Team 3**  **\*\*** | * **Analyze the analytics data and identify ways to increase sales/conversions and inform future marketing strategies** |
| **Team 4**  **\*\*\*\*** | * **Analyze YELP data to identify ways to capture audience engagement [ subscriptions, sales, inquiries, etc ]** |

Interesting observations about the website:

* Only at farmer markets
* Uses square up for customer outreach
* Menu changes weekly
* Only open Sundays and Thursdays (farmer market days)
* Tik-tok: no more than 500 views per tik tok, possible better advertising team
* Customer feedback appreciated (love that)

Manager: Brittney

Producer: Jackie

IT technicians: Le

Administrator: Sheila

Questions for clients:

* Main business goal: food stand or catering
* How many employees are currently employed? Any plans for more? If so, what positions?
* Where and how is the food cooked/prepped? On the spot or pre-cooked?
* How do you determine the food rotation of the menu? (new every week)
* Any plans to release new menu items?
* Any plans to expand to other farmer markers, off-the-grid, or micro kitchens?
* Any plans for a brick-and-mortar shop and deliveries?
* Any specific locations you want to expand to?