

The Correlation Between Food and Beverage Sales in Hospitality and The Weather - A study case with Machine Learning

Individual Reflective Report

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Salvador and I have been working together in the same department in the hotel for almost one year and a half. We are Meetings and Events Porters but sometimes we have to work in the restaurant or in the bar and that is how we came up with the idea of our project.

Working in the bar in different seasons I noticed that we had less customers whenever the weather was nice and the opposite occurred as well, having a full house on rainy days. After realising this I started to pay more attention to our customers, trying to figure out who they were and why they chose to be there. In the morning all of the hotel's guests were in the restaurant for breakfast, while in the bar all of our customers were from outside: attorneys and their clients taking coffee and pastries before the hearing, passengers from Heuston Station having lunch while waiting for their train and people from the area (workers and residents) who enjoyed a good meal.

As it was mentioned before, Salvador and I have been working together for a while. We both have great communication skills and we developed a good relationship based on honesty and trust. We try to be as clear and honest as possible every time we need to solve a problem and even though sometimes we have some misunderstandings we are always able to overcome this and get the job done. I came up with the idea of the CA and presented it to him, he liked it and immediately started to think about other variables that might impact the sales, such as: concerts in Dublin and events in the Phoenix Park.

The work did not progress as I wanted and imagined due to our tight schedules. We both are facing some personal problems in our lives and the balance between work and study is hard to maintain. But this is our dream and future so we made some sacrifices to get the job done. For the next steps in this project we need to find a way to match our schedules and work together at the same time so the problems could be solved quicker and our ideas could be more aligned.

Marketing and Data have been presented in my life throughout my college and work experience. In my Economics degree I was fascinated with econometrics and its usage in researches and in my eleven years working in Hospitality, the area that I liked the most was Marketing and Sales, it was amazing to see the real impact that advertisement had in sales and to study our customers behaviour and data to improve the campaigns.

I am very excited to aggregate Machine Learning and other techniques in my skills. The following steps in this CA will be even more challenging with the code and I am certain that will test the knowledge I am getting in the course and help me to enhance my technical skills reflecting in my future career.