

# LAFC Food & Beverages Analysis



Problem/Challenges: LAFC's Food & Beverage (F&B) sales generate significant revenue, but are we leaving money on the table?

- **Inefficient Pricing Strategy:** Current pricing adjustments do not fully capture demand fluctuations, leaving potential revenue on the table.
- **Vendor Performance Gaps:** Some vendors generate 30–40% less revenue despite high foot traffic.
- **Product Mix Inefficiencies:** Certain item categories dominate revenue, while others underperform, leading to suboptimal inventory allocation.

Objective: Increase revenue per event by 10–15% through optimized pricing strategies, vendor realignment, and data-driven product mix decisions.

Key Recommendations:

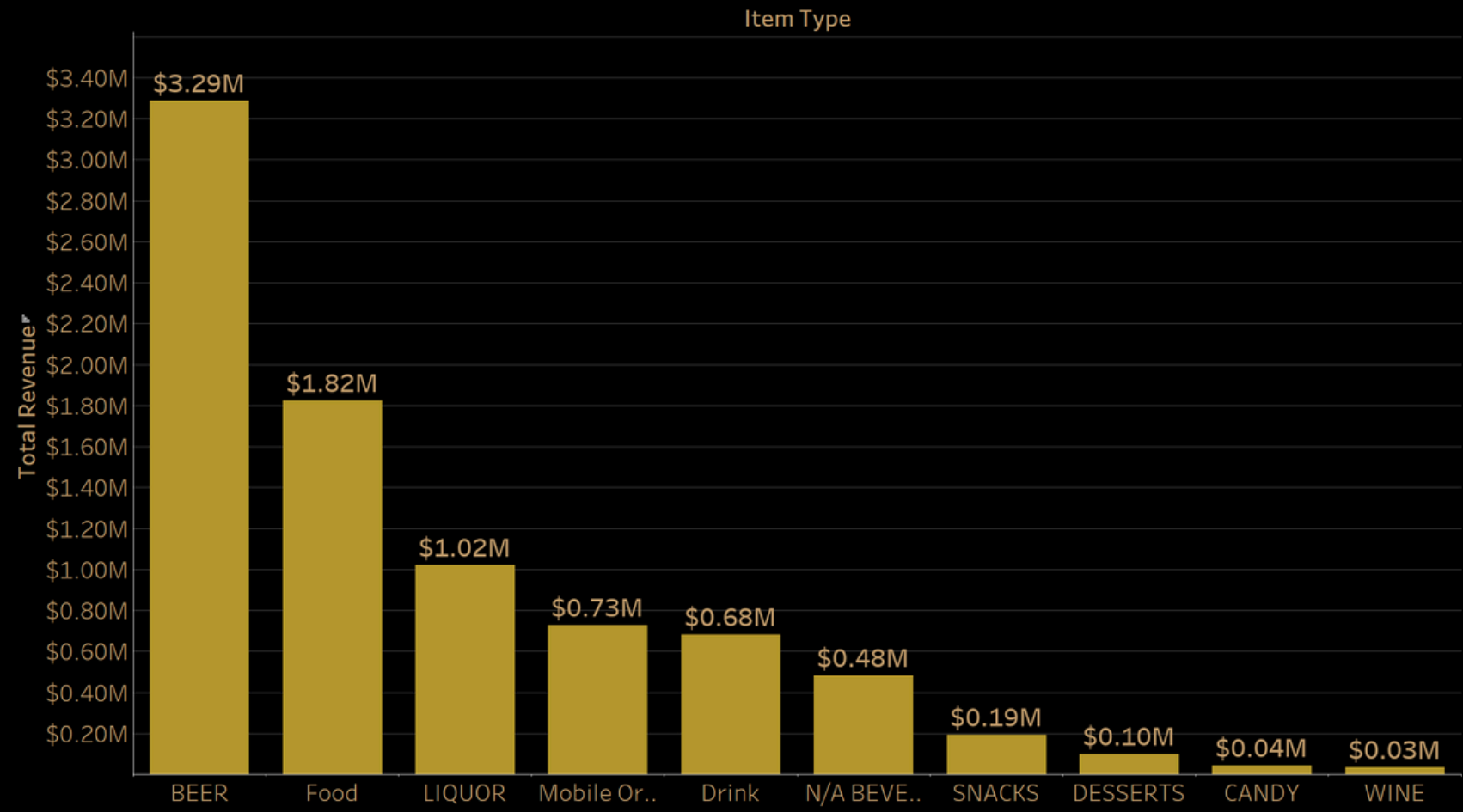
- Refine dynamic pricing to better align with real-time demand.
- Optimize vendor distribution to match high-traffic areas.
- Adjust product mix based on top-performing item categories.

Projected Impact: Implementing these changes could generate **\$100K+ in additional F&B revenue per event** by enhancing pricing efficiency, vendor performance, and inventory management.

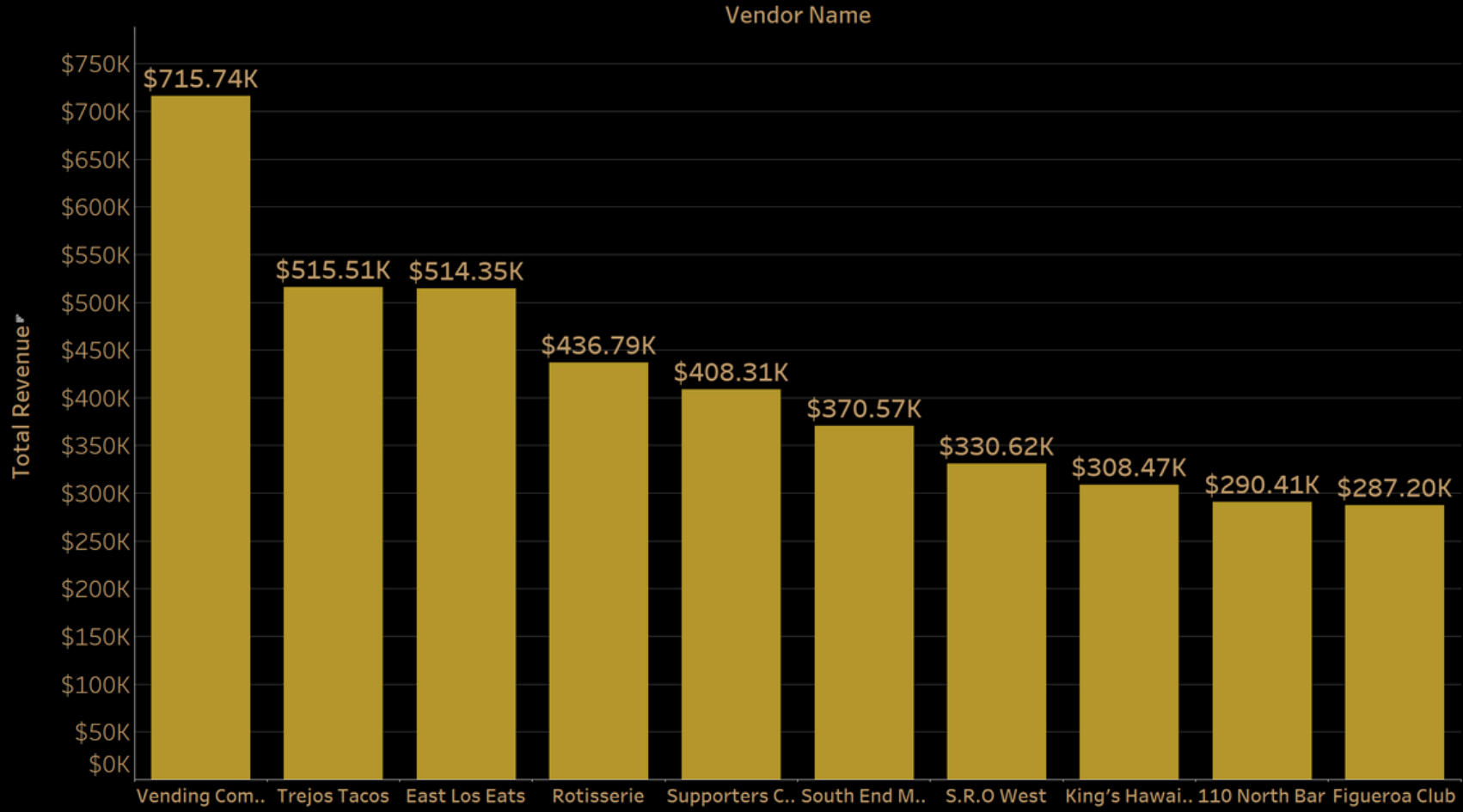
Kevin Tu

# Where Is Revenue Coming From?

Revenue by Item Type



Top 10 Performing Vendors



## Insights

### Top Selling Item Types Dominate Sales

- Certain item categories (e.g., beer, food, liquor) generate a majority of revenue.
- Other categories underperform and contribute disproportionately less to total revenue.

### Low Demand Categories Reduce Profitability

- Some categories take up space but generate very little revenue per event.

### Vendor Performance Gaps

- Some vendors consistently outperforms others, hinting inefficiency.

## Recommendations

### Menu And Vendor Optimization Opportunity

- Optimize menu selection by increasing availability of high revenue item types.
- Reduce inventory on underperforming categories that take up space but generate low revenue.
- Address vendor disparities by reviewing sales performance across vendors.



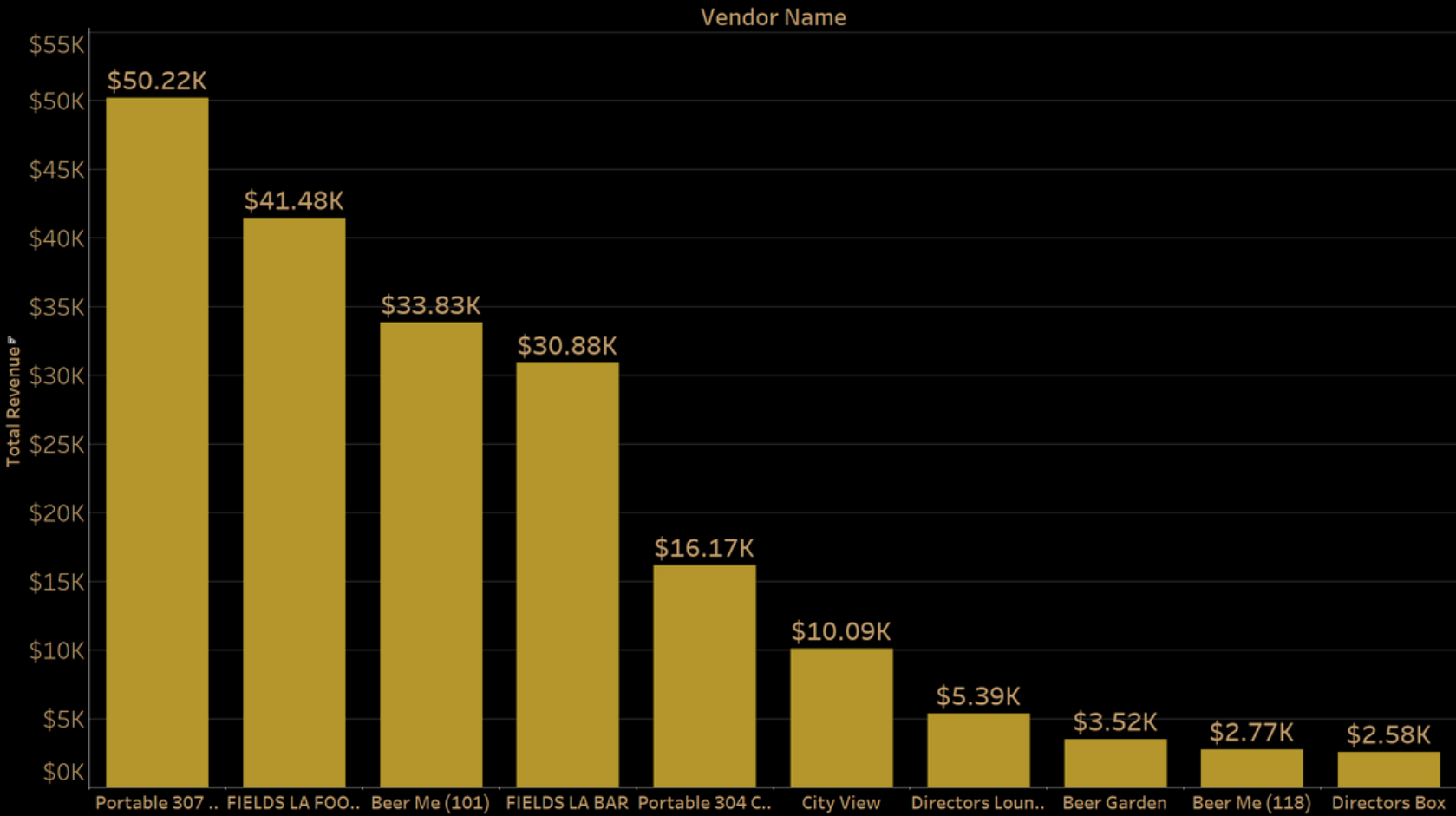
Interactive Dashboard Link Above  
(Optimized For Mobile)

# Why Are These Inefficiencies Happening?

Underperforming Item Categories



Bottom 10 Performing Vendors



## 🔍 Insights

### Item Type Misalignment

- Some low performing product categories remain on the menu despite limited demand.

### Inefficient Pricing Model

- Although dynamic pricing is deployed, it does not reflect demand surges for items efficiently.

### Vendor Performance Gap

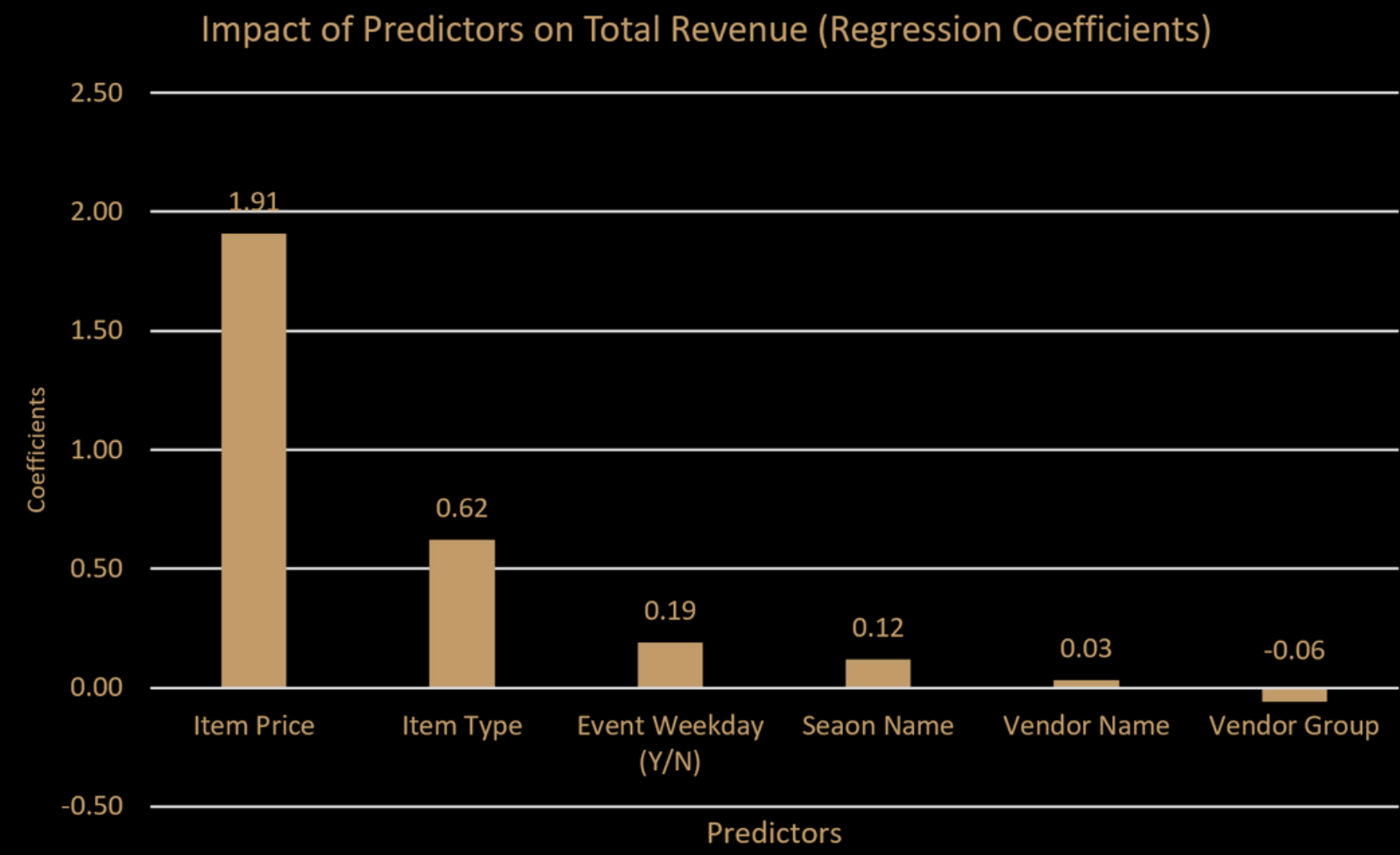
- Some vendors earn significantly less revenue despite offering similar products, indicating pricing or operational inefficiencies.

## 💡 Recommendations

### Data-Driven Revenue Optimization Strategy

- Rework menu strategy by phasing out low-demand items and improving high-margin category availability.
- Implement demand-based pricing to better align with peak purchasing trends.
- Improve vendor performance through pricing adjustments, better positioning, and sales efficiency reviews.

# What Will Happen Next? (Regression Model)



## Insights

### Key Revenue Drivers Identified:

- Item Price (+): Every \$1 increase in price raises revenue by ~\$1.91.
- Item Type (+): Certain item categories significantly boost revenue.
- Vendor Performance (+/-): Vendor choice heavily impacts sales potential.

## Recommendations



### Dynamic Pricing Implementation:

- Increase prices on high-demand item types (e.g., Alcohol, Hot Foods) by 10–15%.
- Adjust pricing based on demand trends (e.g., premium pricing for Playoff events).

### Strategic Menu Adjustments:

- Optimize inventory space for high-revenue item categories.
- Introduce bundles & combos for top-selling item types.

### Vendor Optimization:

- Remove low-performing vendors and redistribute high-revenue sellers.

## Revenue Growth Outcome



Projected Revenue Impact: +10–15% per event if pricing and menu optimizations are implemented.



[Regression Results Link Above](#)

# What Additional Data Can Improve Forecasting?

Supplement Data	Why It's Valuable	How It Would Help	Where To Get It
Ticket Sales Trends	Identifies purchase patterns, peak sales periods, and resale demand.	Helps optimize pricing strategies, promotions, and game-day revenue maximization.	Paid Source: Ticketmaster API / Stubhub API
Fan Psychographics	Understands fan motivations, preferences, and spending behaviors.	Helps tailor marketing campaigns, sponsorship deals, and fan engagement strategies.	Paid Source: Nielsen Sports or YouGov Sports
Local Demographic & Economic Data	Provides insights into income levels, population density, and discretionary spending in target markets.	Helps determine pricing sensitivity, ideal advertising strategies, and market expansion opportunities.	Free/Open Source: U.S. Census Bureau