



# Group7 Problem Statement

The lack of statistics and analytical data for bar owners is hindering potential business growth.

## Example:

Bar owner wonders how their ad campaign affects sales



Their ad platform can only tell them total clicks



Bar owner can't effectively run ad campaigns to boost sales



# Group7 Our Solution

**Provide an intuitive dashboard for bar owners showing important statistics that can augment business growth.**

**Some example dashboard statistics (not limited to):**

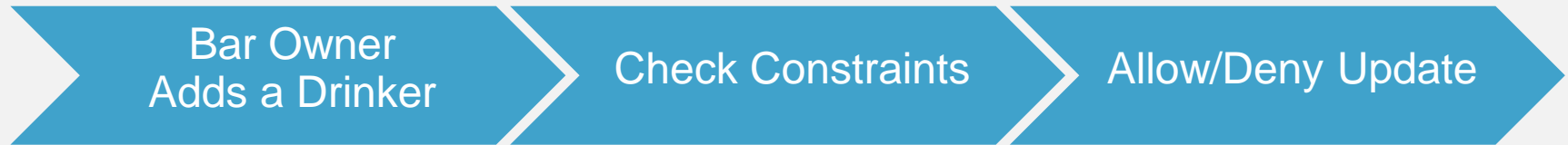
- View the efficacy of ad campaigns
- Monthly/daily earnings reports
- Statistics on best selling beers
- See which beers highest paying customers like



## Patterns in Our Data

- All drinkers are 21 and older
- A drinker's daily spending is not greater than half their daily earnings
- Bars generate more revenue at night and on weekends
- Bartenders don't work at multiple bars
- Older drinkers have higher average salaries
- Younger drinkers prefer more crowdedness
- Drinkers with higher salaries spend more per day

# Group7 Update Constraints



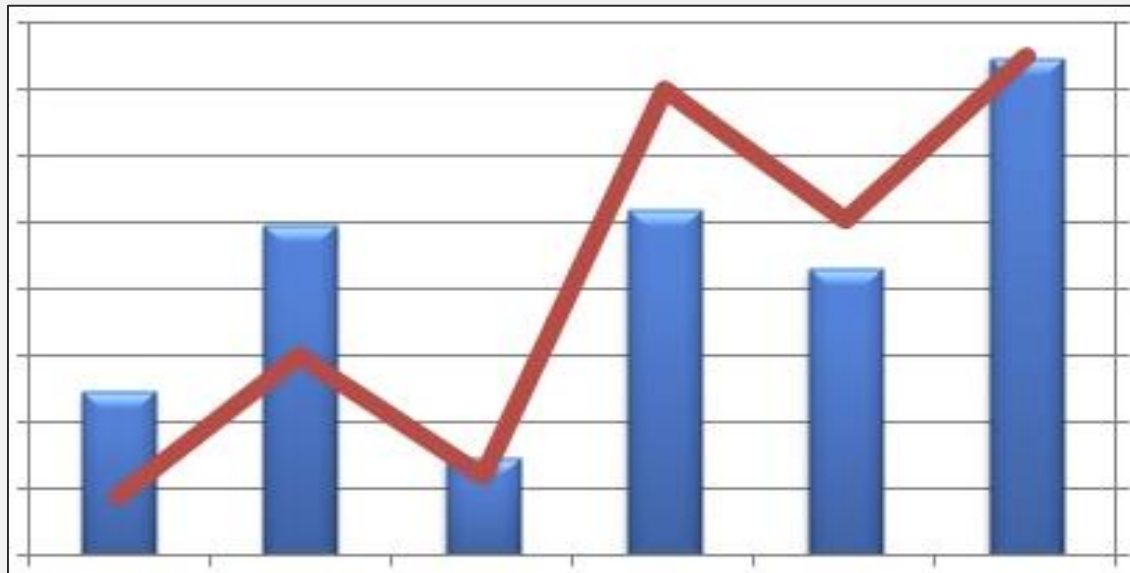
Constraints for Adding a Drinker:

- Drinker must be 21 years of age or older
- Drinker's spending per day must not be greater than half their daily earnings

# GUI Screenshots

# Group7 Recap of Key Deliverables

- Bar owners lack viable business statistics
- Solution is to provide bar owners with a dashboard displaying engaging and useful data points
- Using these statistics, bar owners can adjust their business model to see increases in sales





# Questions