GLENGARRY LEADS

LEADS FROM DATA

REPORT NO. 02.07-20

LEADS

BY: MATT PEDDLE

THE FOLLOWING API'S ARE USED:


INTRODUCTION

Question:
Can you generate leads from data?

Client Profile:
TouchBistro Inc. is a Toronto-based software company that develops a restaurant point of sale system for the iPad and named Best POS System for Restaurants by Business News Daily.

We have discovered the profitability of an account is determined by the following:

- How busy they are
- Size of the restaurant (seating room)
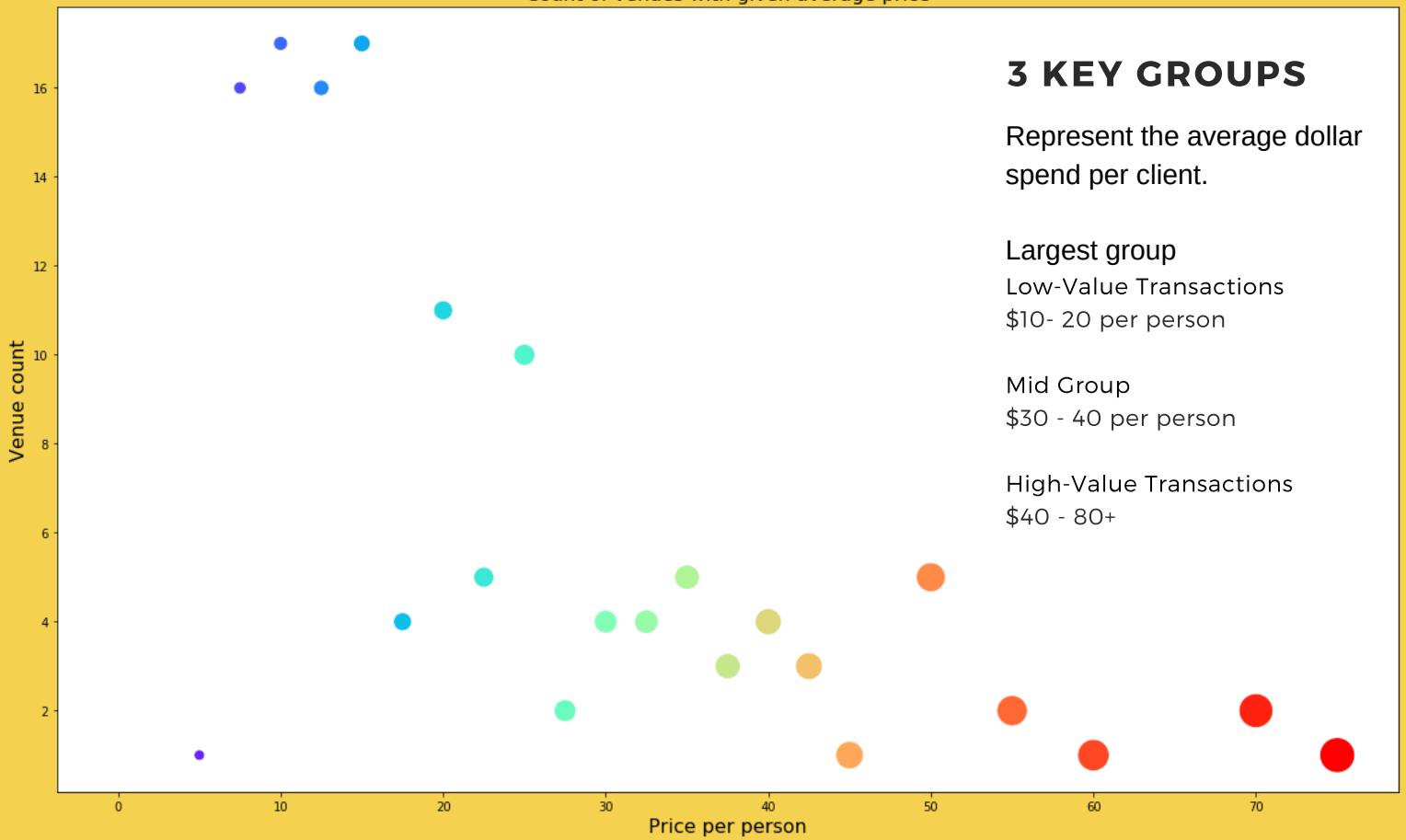- Average bill price (menu items)In this report.
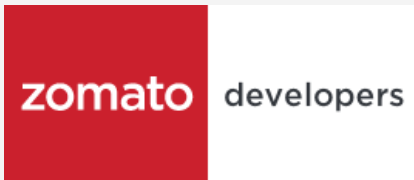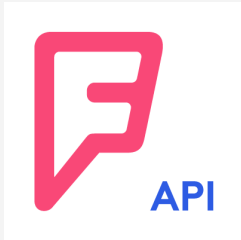
PLOT OUT POTENTIAL CLIENTS

Fika, 28 Kensington Avenue, Toronto M5T2J9

Count of venues with given average price

3 KEY GROUPS

Represent the average dollar spend per client.

Largest group
Low-Value Transactions
$10- 20 per person

Mid Group
$30 - 40 per person

High-Value Transactions
$40 - 80+

VENUES BY VISITS

This highlights that Coffee shops, Bakeries, Hotels are among the most revisited venues.
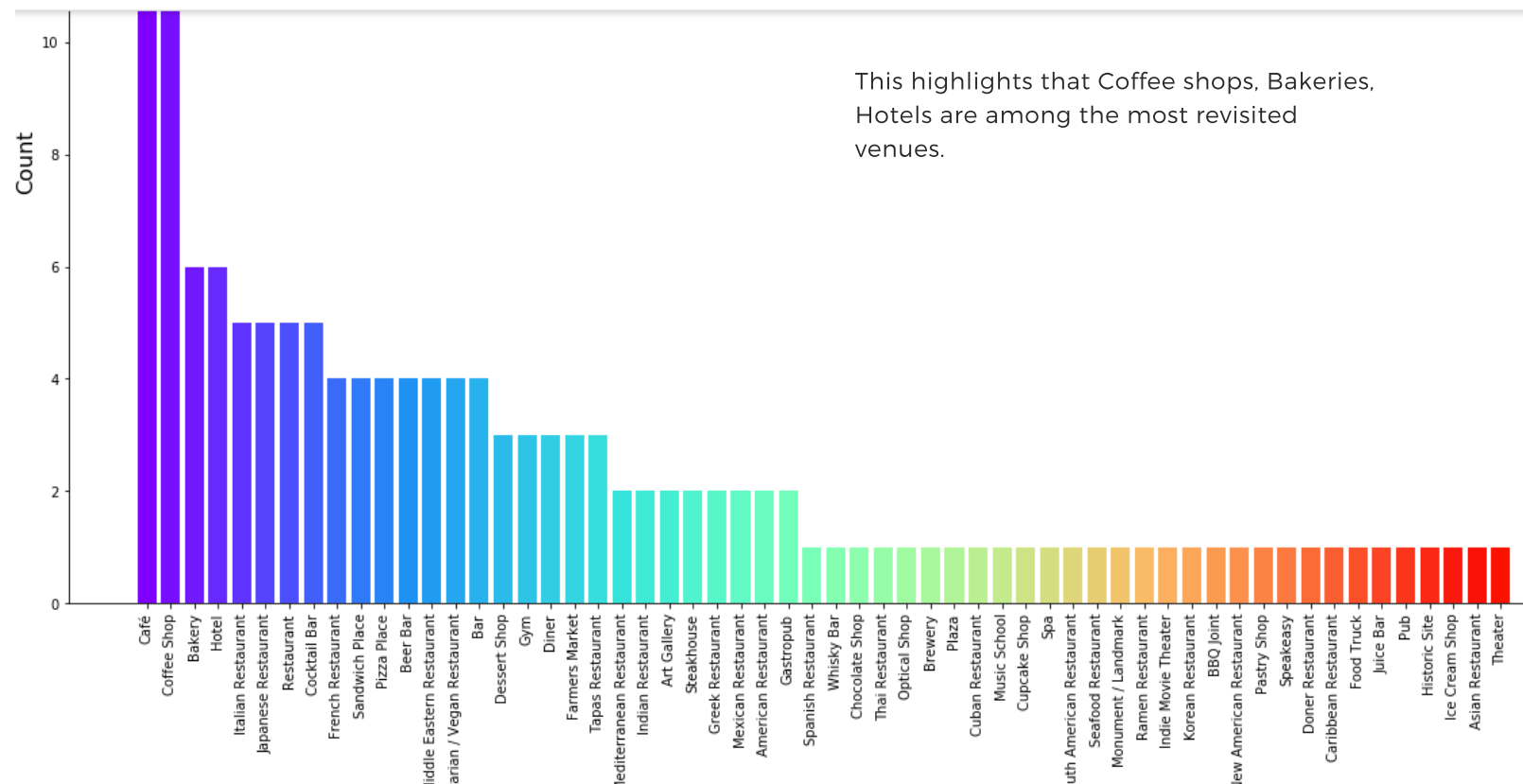
FOURSQUARE & ZOMATO DATA OVERLAY
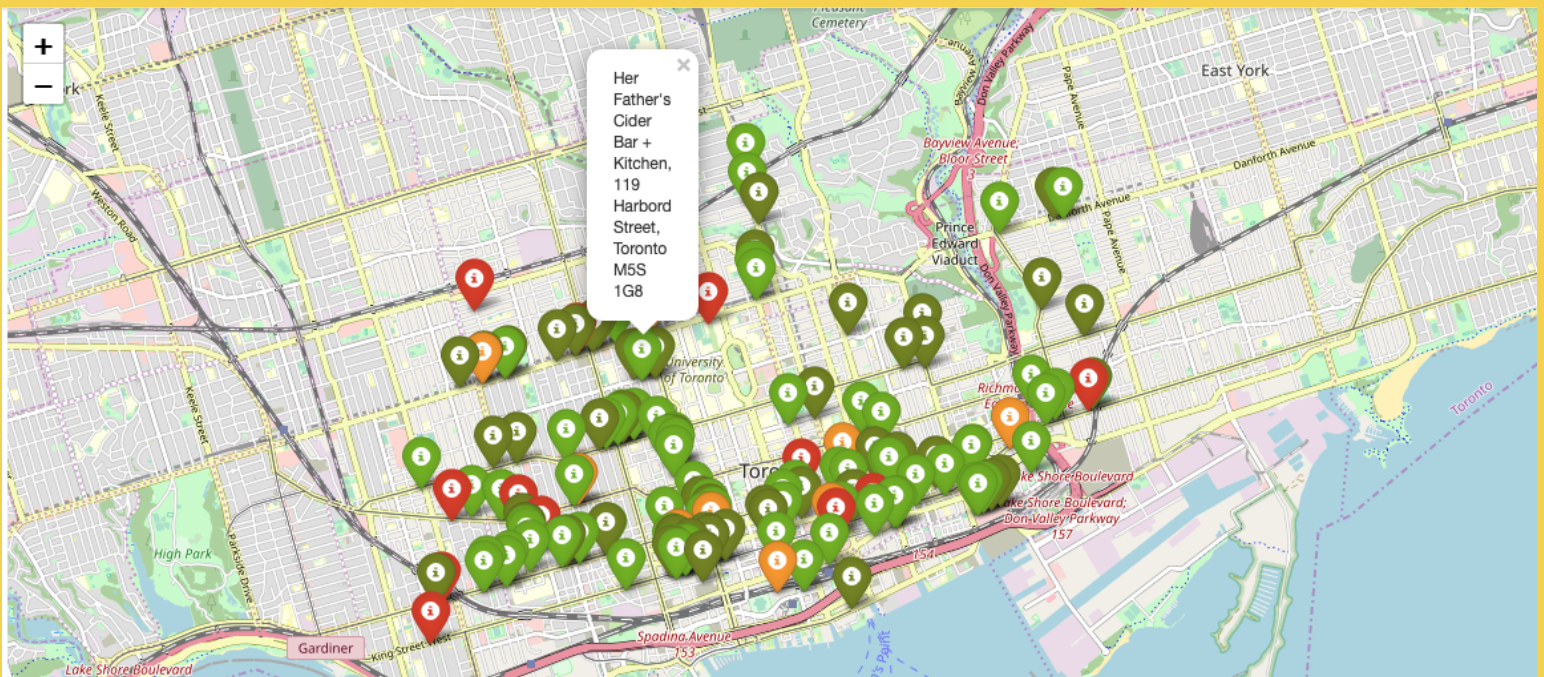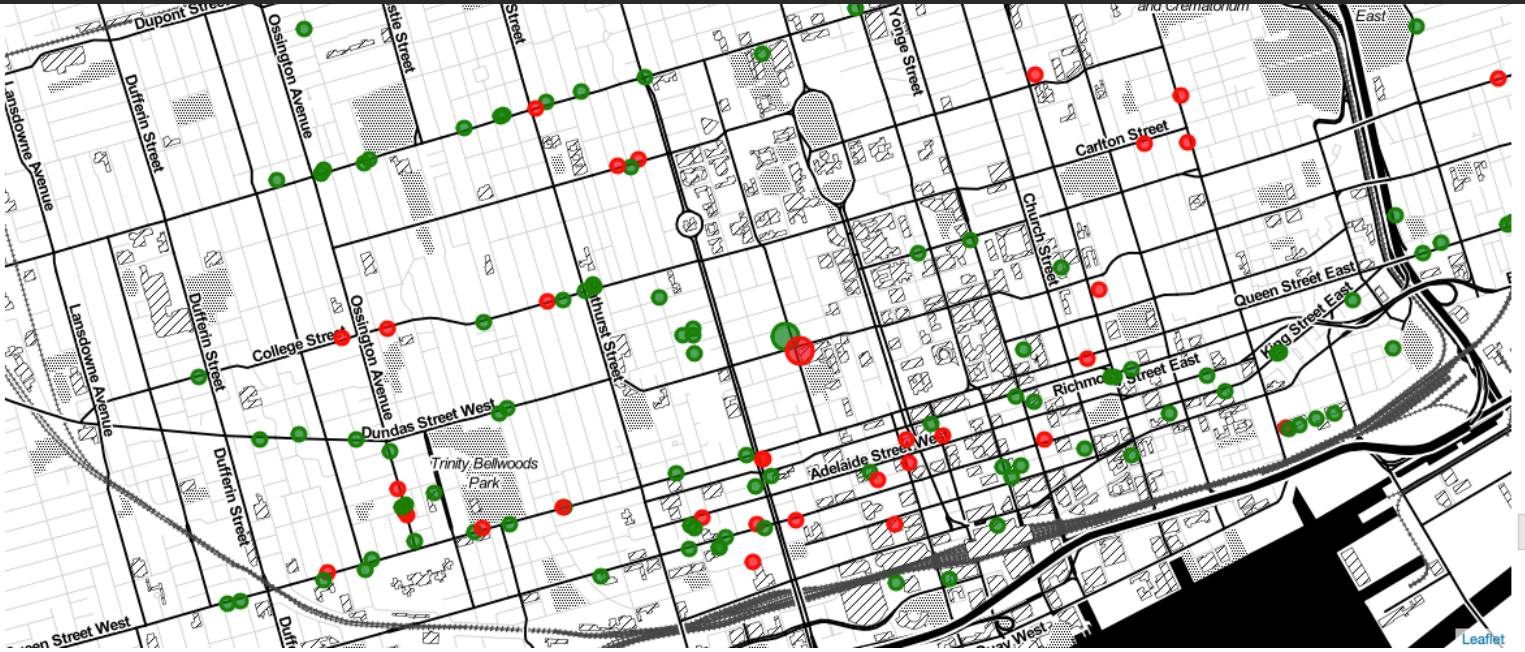
Toronto venues are colored coordinated based on the average spend per visit. the lighter the color the lower the average transaction, Red represents the highest value transactions.

categories	venue	average_price	latitude	address	longitude	rating
Japanese Restaurant	Yasu	80.0	43.6627	81 Harbord Street, Toronto M5S 1G4	-79.4029	4.3
Tapas Restaurant	Bar Isabel	75.0	43.6547	797 College Street, Toronto M6G 1C7	-79.4207	4.4
Hotel	Citrus - The Grand Hotel & Suites	70.0	43.6566	The Grand Hotel & Suites, 225 Jarvis Street, T...	-79.3737	3.4
Hotel	Café Boulud	70.0	43.6717	Four Seasons Hotel Toronto, 60 Yorkville Avenu...	-79.3899	4.1
Spanish Restaurant	Patria	60.0	43.6454	478 King Street. West M5V 1L7	-79.3963	4.3
Restaurant	George Restaurant	55.0	43.6533	111C Queen Street East, Toronto M5C 1S2	-79.3745	4.3
Japanese Restaurant	Kingyo	55.0	43.6658	51B Winchester Street, Toronto M4X 1R7	-79.3683	4.3
Steakhouse	The Keg	50.0	43.6496	165 York Street, Financial District, Toronto M...	-79.3840	4.1
French Restaurant	Alo Restaurant	50.0	43.6485	163 Spadina Avenue, 3rd Floor, Toronto M5V 2L6	-79.3960	4.1
Hotel	Ritz Bar	50.0	43.6454	181 Wellington Street West M5V 3G7	-79.3872	3.3

MARKET FOCUS

HIGHEST TRANSACTION VALUE
&
HIGHEST RATING

HOTELS
&
RESTAURANTS

Finally, through clusters, pricing, and ratings we have discovered a new sweet spot with Hotel Resturants. As they possess the potential for the highest profits potential for us.

This isn't all as hotel restaurants are located within hotels we can assume that many of their visors are coming in from around the world.

We can use this intel to craft marketing material highlighting our global payment cards accepted ensuring their customers are happy as they can pay with whichever method they prefer.