Capgemini

Bokan Restaurant & Bar
Steering Committee

March 15th, 2021

Katherine Johnson's team

Agenda

1. Team presentation

2. **Overview of the client's market**

3. Position of the client on his market

4. Propositions of development

   a. Medium/long-term

   b. Short-term (covid-related)

5. KPIs monitoring tool

6. Next steps

Market features of a high-end restaurant & bar in Canary Wharf

Taste for fine cuisine & drinks

- High quality food and exotic cocktails
- Refined recipes
- Fresh products sourced from local producers

Sophisticated people

- Attention to details (service and guest experience)
- Ostentatious consumption (posts on Instagram)

Highly socialized customers

- Strong willingness to socialize (25-50 yo)
- Business-related meetings, teamworking events, afterworks

Strong purchasing power

- Strong purchasing power of the target clients that are mainly businessmen/women working in the area

Social and environmental awareness

- Sensitive to environmental issues
- Aware of health and working conditions of waiters

A potential market of £48,000,000

Population of Inner London in 2020: **3,230,000 people**

Potential customers base (i.e. income >= 100-150k): **17%**
Sub-total : 3,230,000 x 17% = 400,000 people

Individuals between 20 et 60 years old : **60%**
Sub-total : 400,000 x 60% = 240,000 people

Average basket: £100 twice a month : **£200/pers/month**

Total market : **£48,000,000**

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SWOT analysis

Strengths

- The view and luxury of the place
- Having a restaurant with a bar and a rooftop
- Hype of the place that gives it a big attraction for customers
- The atmosphere and the music

Weaknesses

- The staff that is sometimes not very helpful
- The service that is slow
- The prices that are high
- The booking system to be improved

Opportunities

- The economic recovery and the willingness to pay that will be higher after the lockdown with the saving that have increased
- Tackle the issue of the waiting time and slow service by proposing new ways of service during the COVID

Threats

- The uncertainty of the COVID crisis
- The fact that work from home is becoming the new normal which lowers the need for work lunches
- Competitors that had time to plan their post covid strategy

S W O T

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   a. **Medium/long-term**

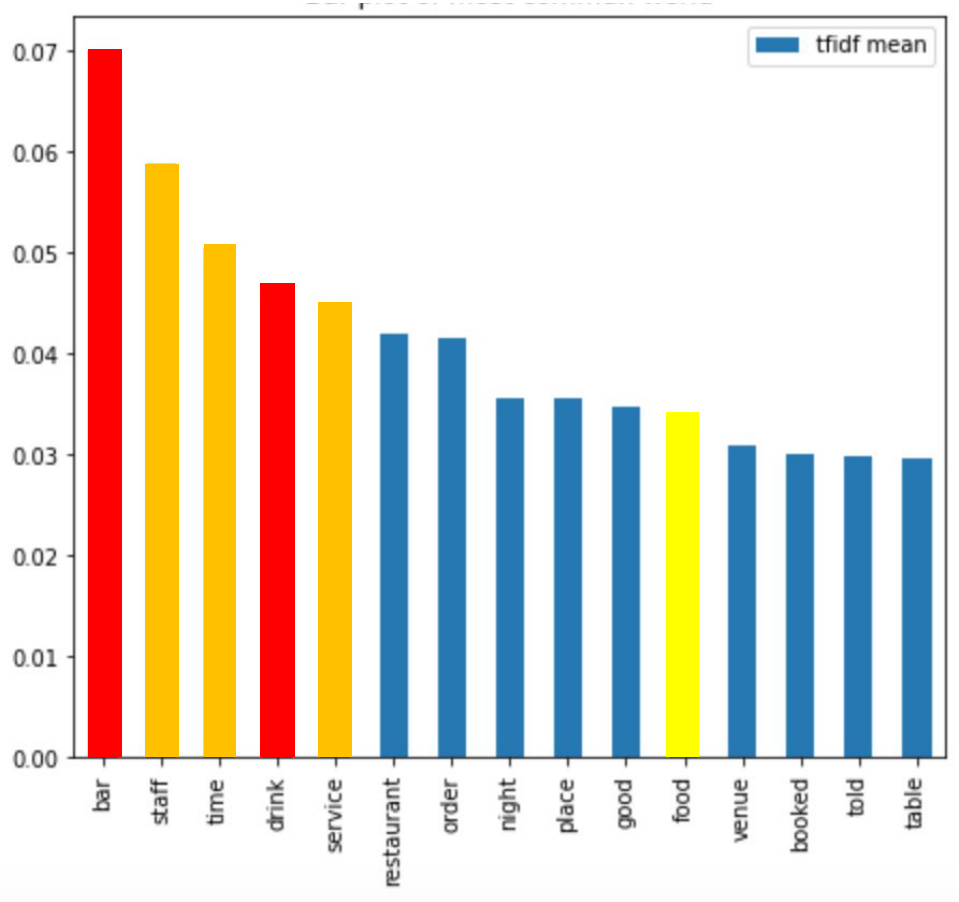   b. Short-term (covid-related)

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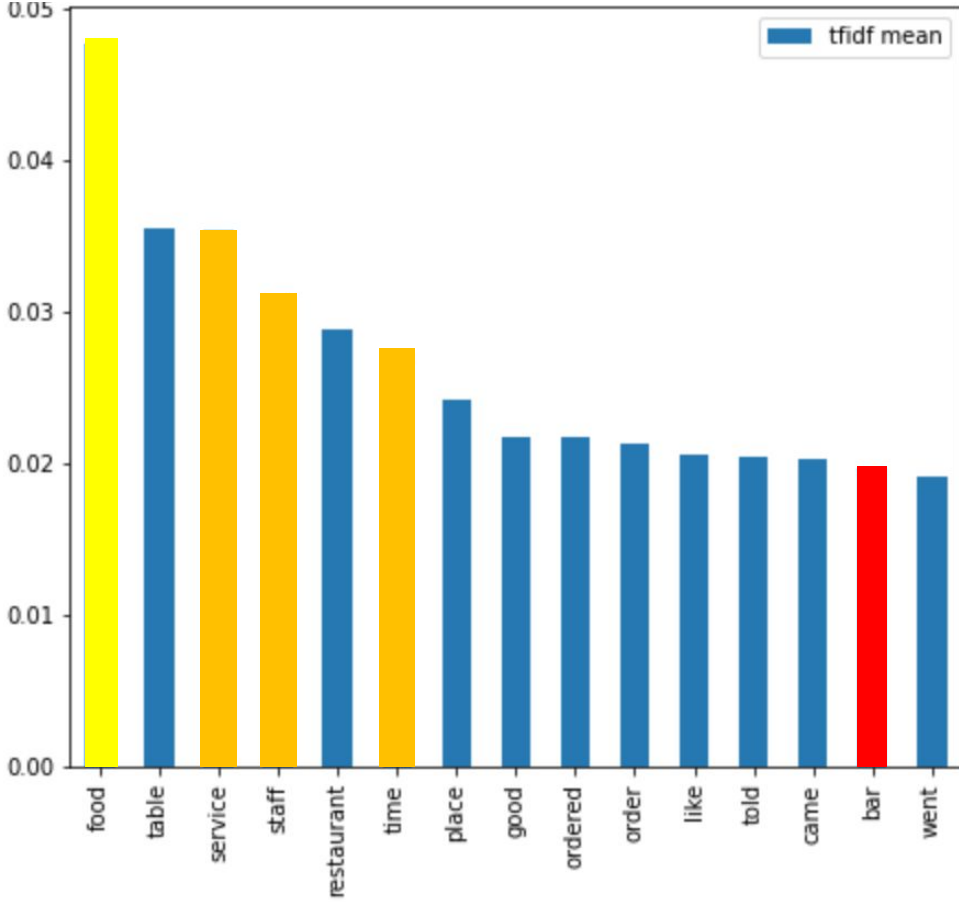
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Wordcloud analysis of most common words

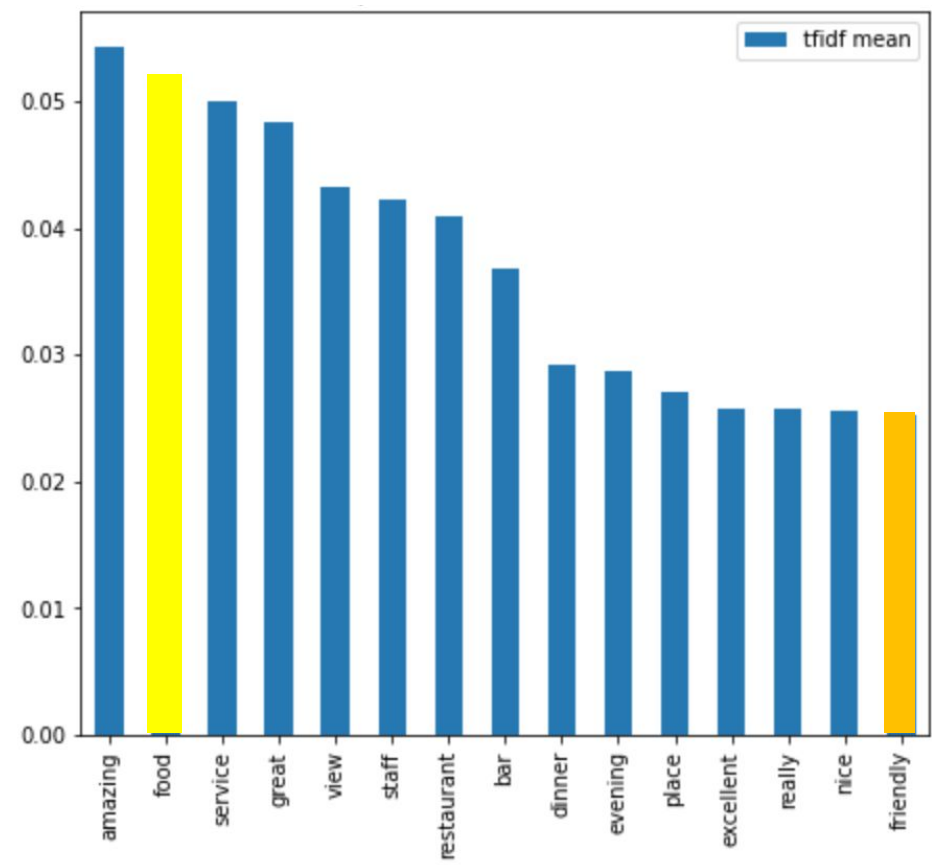# Bar plot analysis of the worst comments
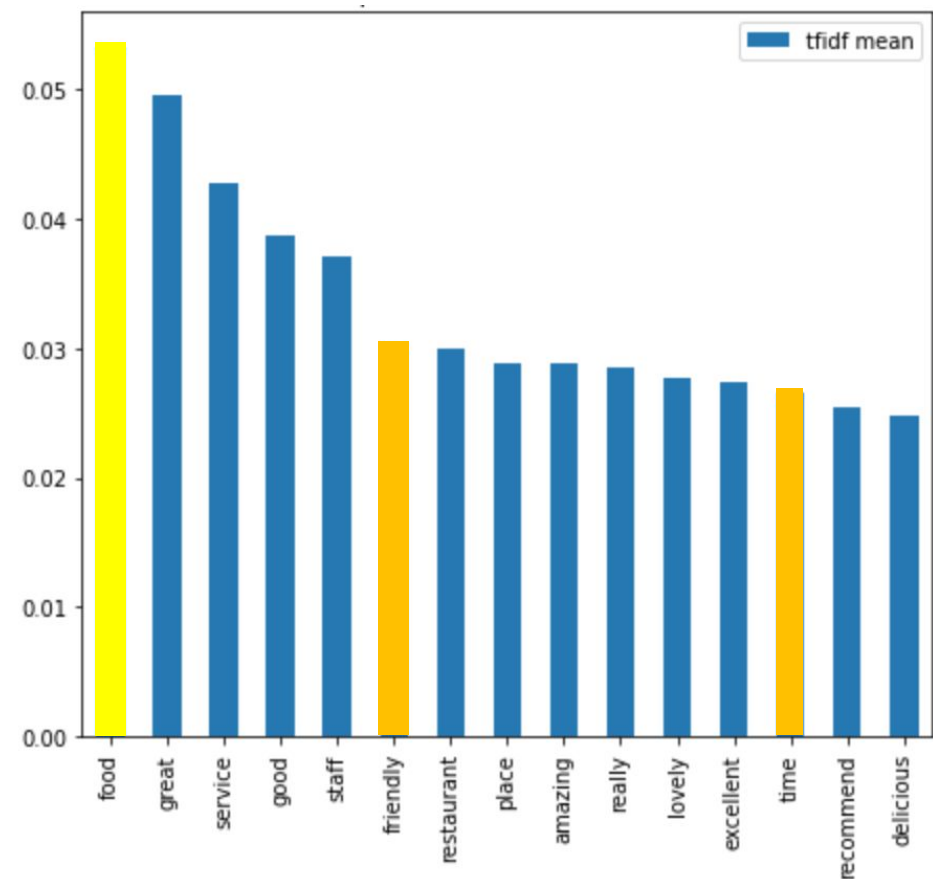

Bokan's reviews

London restaurant reviews

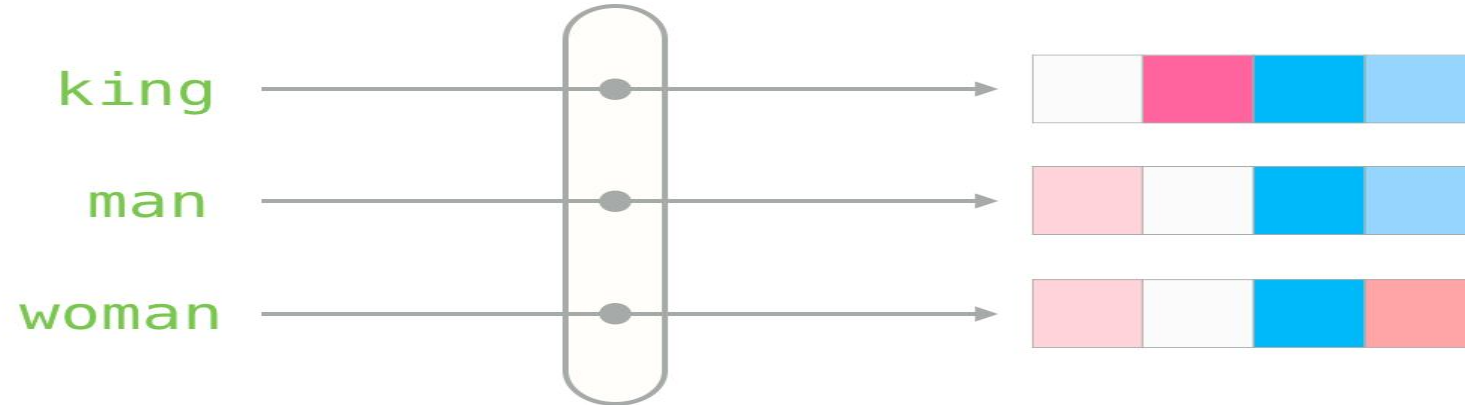# Bar plot analysis of the best comments

Bokan's reviews

London restaurant reviews

Word 2 vec, deduce the most similar words

Word 2 vec:


```
king  ────────●─────────→  [      ][██████][██████][██████]

man   ────────●─────────→  [██████][      ][██████][██████]

woman ────────●─────────→  [██████][      ][██████][██████]
```

Most similar words:

```
model.wv.most_similar("cocktail", topn=10)

[('explain', 0.9881833791732788),
 ('poor', 0.9842674732208252),
 ('list', 0.9812082052230835),
 ('different', 0.9804002046585083),
 ('care', 0.9792725443840027),
 ('slow', 0.9786093831062317),
 ('terrible', 0.9780041575431824),
 ('attention', 0.9775040745735168),
 ('decent', 0.976464033126831),
 ('cheese', 0.9754887819290161)]
```

```
model.wv.most_similar("food", topn=10)

[('good', 0.9763362407684326),
 ('excellent', 0.974431037902832),
 ('service', 0.97342848777771),
 ('great', 0.9731358289718628),
 ('delicious', 0.9730305671691895),
 ('quality', 0.9699128866195679),
 ('amazing', 0.9676553010940552),
 ('extremely', 0.961959958076477),
 ('absolutely', 0.95945143699646),
 ('high', 0.9537705183029175)]
```

Hierarchical Attention Network, predict and understand the reviews

The review:

haibane
London, United Kingdom

✏ 33 👍 11

●●●○○ Reviewed April 12, 2017 ▢ via mobile
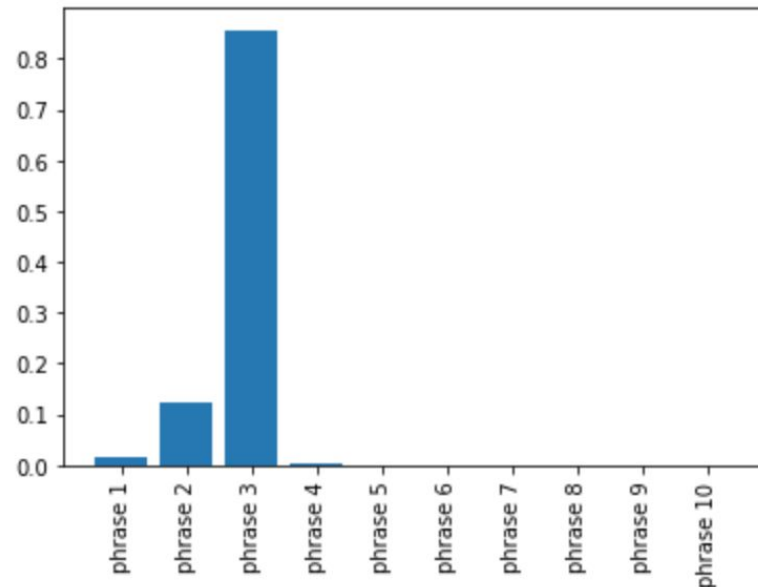
Great view but slow motion service

I just had drinks, which were ok. The view is great and the venue has a modern "steam punk" vibe. The service is so slow in almost unbelievable... even when it is not crowded. Good place if you are not in a rush and you don't want to drink much.
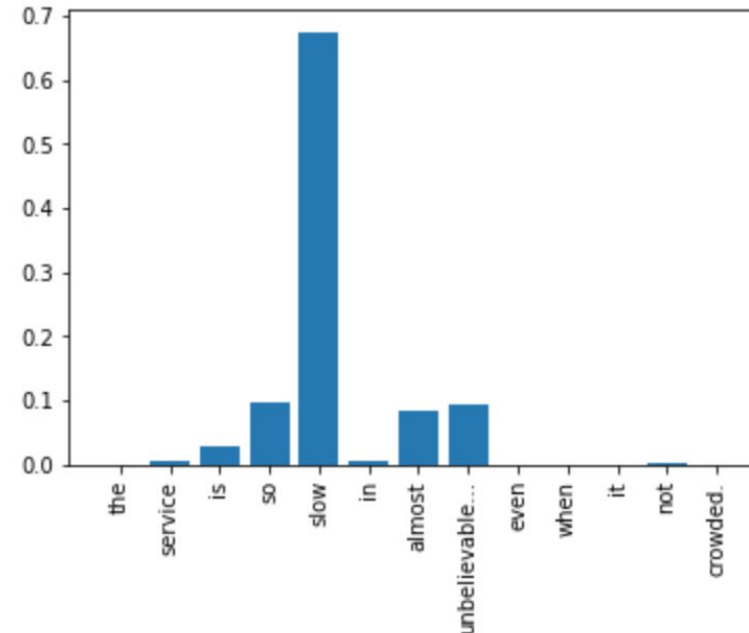
Show less

Date of visit: April 2017
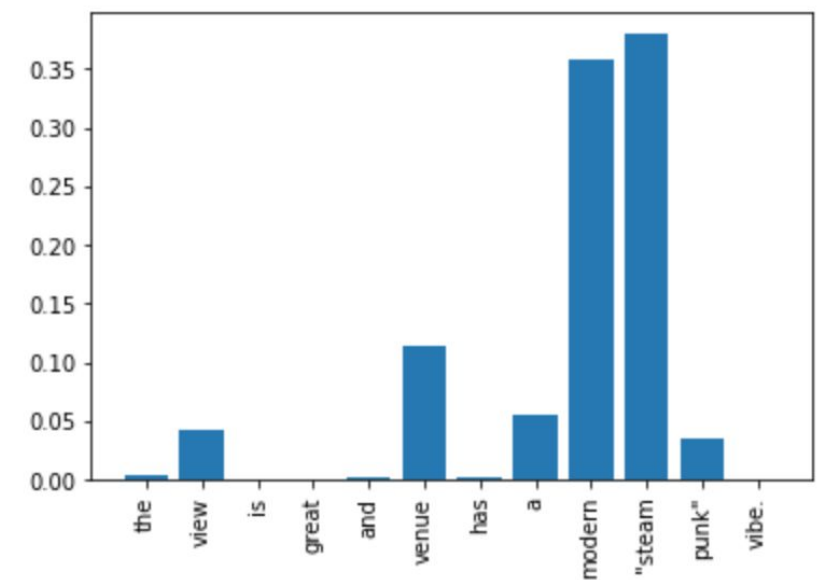
Han model :

Most important sentence

Most important words in sentence 2
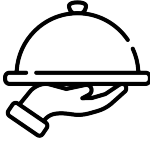
Most important words in sentence 3

Improvements to be made on three main axis

	Bar & Drinks	**Staff & Service**	**Menu & Food**
Recommendations	▪ Modify the drink menu to add some more sophisticated cocktails ▪ Only use refined ingredients ▪ Hire 2 new creative bartenders	▪ Improve waiting time (create fixed serviced, hire more staff…) ▪ Insists with the staff on the customer experience proposed (more friendly…)	▪ Update 1 meal based on customers' online vote/month ▪ Propose delivery (through a platform) ▪ Propose new experiences to the customers (zero waste food…)
Expected cost	▪ Print new menus: £100 one time ▪ Refined ingredients: £250/day ▪ Bartenders: £25k x 2 = £50k/year	▪ + 2 staff/night : £50.000/year ▪ Trainings : £3.000/year	▪ Deliveries : margins cut by 25% ▪ New experiences:
Expected return	▪ Greater average basket ▪ More tips for the staff	▪ Increased frequentation ▪ Increased clients' fidelity	▪ Increased visibility and traffic ▪ Increased revenue

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Organize a masterclass with chef Guillaume Gillan
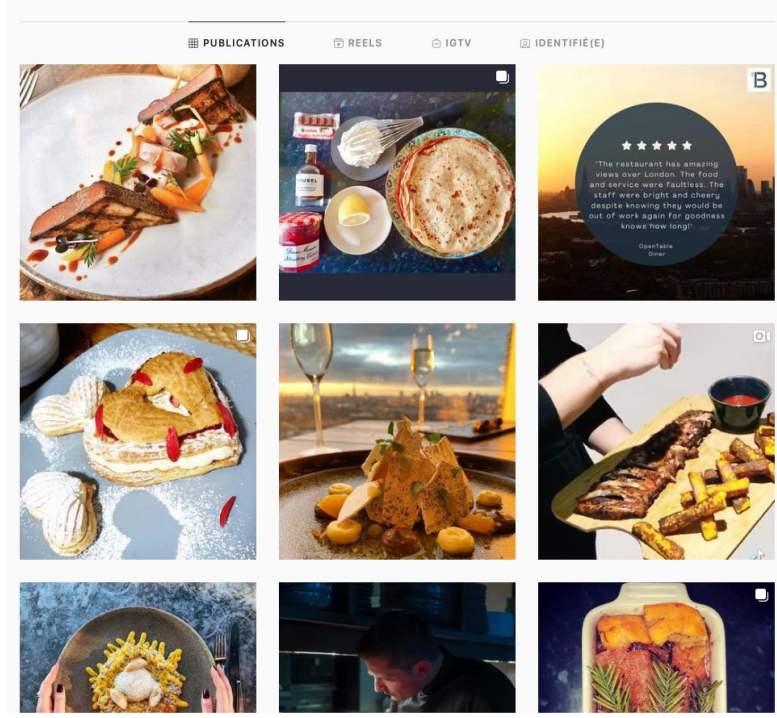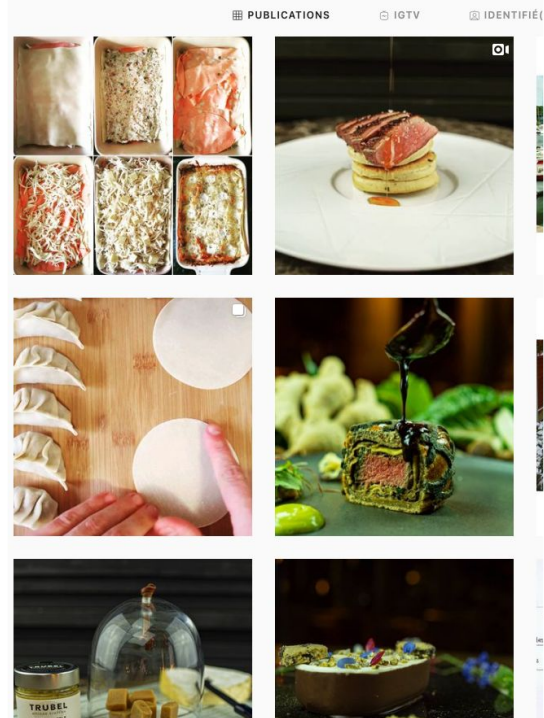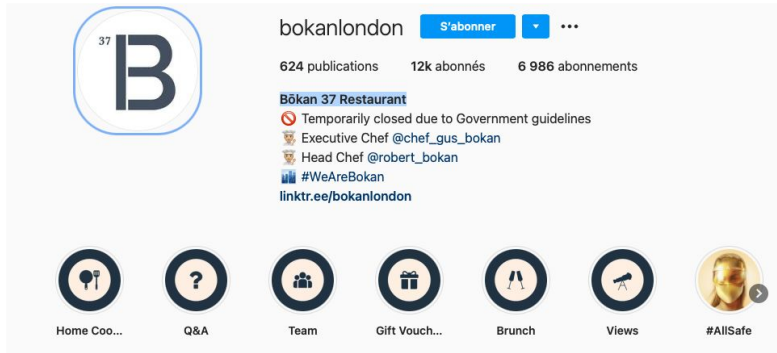

Chef Guillaume Gillan

Trained by Alain Ducasse and Joël Robuchon

- Brings a French touch to the Londonese cuisine
- Has a high potential to drain more customers to Bokan by organizing a Masterclass that showcases the most famous dishes

Improve the presence on Social Media

Propose cocktail recipes as Instagram Reels

- This will drain more views and thus increase the attraction towards the Bookan brand
- It will help develop the *Bokan Community* of followers wanting to come back to the place

Enhance the safety/hygiene protocol

Enhance safety protocol

- Provide masks to the clients who need it
- Provide masks to the staff
- Provide hydro-alcoholic gel at the entrance
- Communicate about the new protocol on Social Medias

Costs & Benefits of short-term recommendations

	Masterclass	Social Media	Safety protocol
Recommendations	▪ Organize a masterclass with chef Guillaume Gillan	▪ Improve the social media presence (more posts, more reactions) ▪ Propose cocktails recipes online ▪ Create vouchers for followers	▪ Enhance the safety protocol (masks, gel…) ▪ Communicate on Instagram/Facebook about it
Expected cost	▪ £1000/day for the chef ▪ Video edition: £300/day for freelance editor ▪ Presentation: £200/day for freelance presentator	▪ One intern/year (as community manager): £18.000/year	▪ £7.5000/year
Expected return	▪ Increased following on social media	▪ Increased frequentation ▪ Increased clients' fidelity	▪ Increased frequentation ▪ Increased fidelity

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The KPIs we choose

Social Media

→ **Facebook page**

- Number of likes on the page
- Average number of likes on the last 10 posts

→ **Instagram (@bokan_bar)**

- Number of followers
- Average number of likes on the last 10 posts

Customer Experience

→ **Google reviews**

- Ratio of 5 star reviews over 1 star reviews

→ **TripAdvisor**

- Ranking (based on reviews) in London
- Average of TripAdvisor's reviews
- Ratio of the frequency of apparition of waiter/manager-related words in positive vs negative reviews

→ **Hostels.com**

- Average grade on Hotels.com

Other daily reports

→ **Google Trends**

- Weekly volume of searchs for « Bokan London »

→ **Bokan's website**

- Availability for an evening table at 4pm the same day

→ **Google & Yahoo search engines**

- Ranking when searching « Rooftop Terrace London »

KPI monitoring tool: real-time visualization dashboard

Frontend

- Javascript framework (VueJS)
- Interactive graphs
- Static website hosted on AWS

API

- Flask
- Connect to APIs (social networks, Google Reviews, Google Trends, TripAdvisor)
- Extract and process data
- Perform NLP
- Returns data as JSON
- Hosted on Heroku

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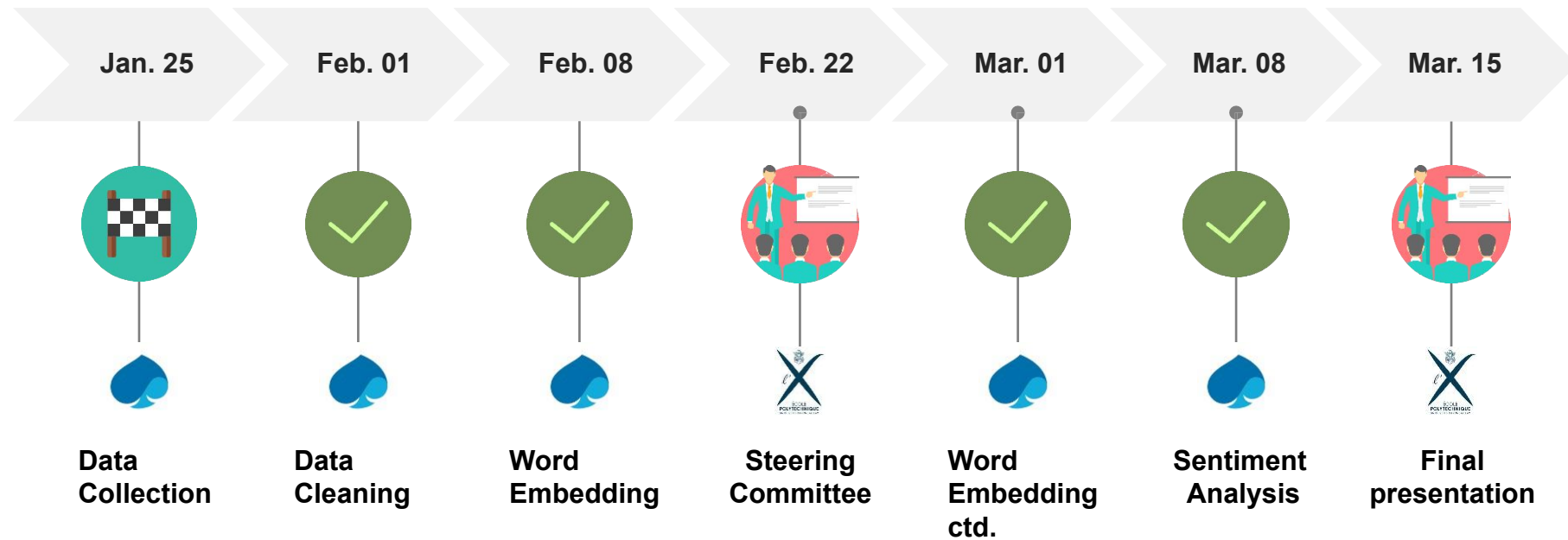
Planning and key steps

7 weeks

Jan. 25	Feb. 01	Feb. 08	Feb. 22	Mar. 01	Mar. 08	Mar. 15
Data Collection	Data Cleaning	Word Embedding	Steering Committee	Word Embedding ctd.	Sentiment Analysis	Final presentation

Legend :

Regular sessions: Synthetic status update on the progress made and foreseen objectives to be prepared

Committees: Complete presentation of the progress made, results

Overview of the next Steps

What is done

- Client Analysis

- Data collection

- Market analysis

- Data cleaning

- Initial takeaways

What remains

- Finish the word embedding

- Complete the topic extraction

- Build a sentiment analysis model

- Benchmark the competition

- Exploit the NLP model to develop new recommendations

What is expected from the client

We are waiting to receive

- The financial statements of the last five years

- The expected strategic forecasts of both the Bokan Restaurant and Bar

- A Business Plan and forecasted revenues for the next three years if available