

FORSITE  
CREATIVE

# DATA TRANSFORMING F&B STRATEGY

FHS 2024

FUTURE  
HOSPITALITY  
INVESTMENT  
SUMMIT



WE FIRMLY BELIEVE THAT DATA ANALYTICS IS REVOLUTIONIZING  
STRATEGIC DECISION-MAKING ACROSS EVERY INDUSTRY

HOWEVER, ACTIONABLE F&B DATA IS STILL IN  
ITS EARLY STAGES OF DEVELOPMENT

WHO WE ARE  
AN INTERNATIONAL STRATEGY, CONCEPT AND  
DESIGN FIRM FOCUSED ON HOSPITALITY AND F&B

WHAT WE DO

① STRATEGY

RESEARCH  
CONCEPT DEV.

② CREATIVE

INTERIOR DESIGN  
BRANDING

③ TECHNICAL

KITCHEN DESIGN  
OPERATIONAL DEV.

WHERE WE ARE HEADING:  
DATA AS THE DRIVER OF OUR STRATEGIC CONTRIBUTIONS



# WE LOOKED INTO THE TRADE AREA

COLLECTING ALL DATA ON RESTAURANTS IN RIYADH TO  
FURTHER UNDERSTAND THE SUPPLY IN 2019

900

relevant restaurants\*

2019

RESTAURANT PRICE LEVEL IN RIYADH



\*"Relevant restaurants" refers to those establishments with a significant online presence, offering rich data to provide insights.



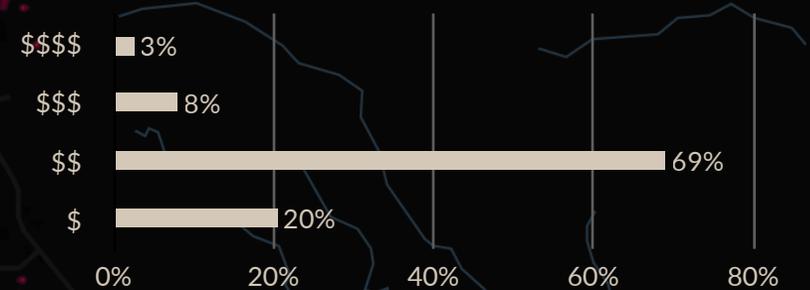
# COMPARING IT WITH THE TRADE AREA OF ALL COLLECTED DATA ON RESTAURANTS IN RIYADH IN 2024

3,800

relevant restaurants\*

2024

RESTAURANT PRICE LEVEL IN RIYADH



\*"Relevant restaurants" refers to those establishments with a significant online presence, offering rich data to provide insights.



TO TARGET THE PREMIUM MARKET,  
THE SAMPLE SIZE IS  
NARROWED DOWN TO...



30

top restaurants  
in Riyadh



... which led to

15,000

reviewers labeled as  
'the **relevant audience**'

... that provided

60,000

**sentiment** data  
points extracted

... and revealed

632,000

other concepts  
visited **globally**



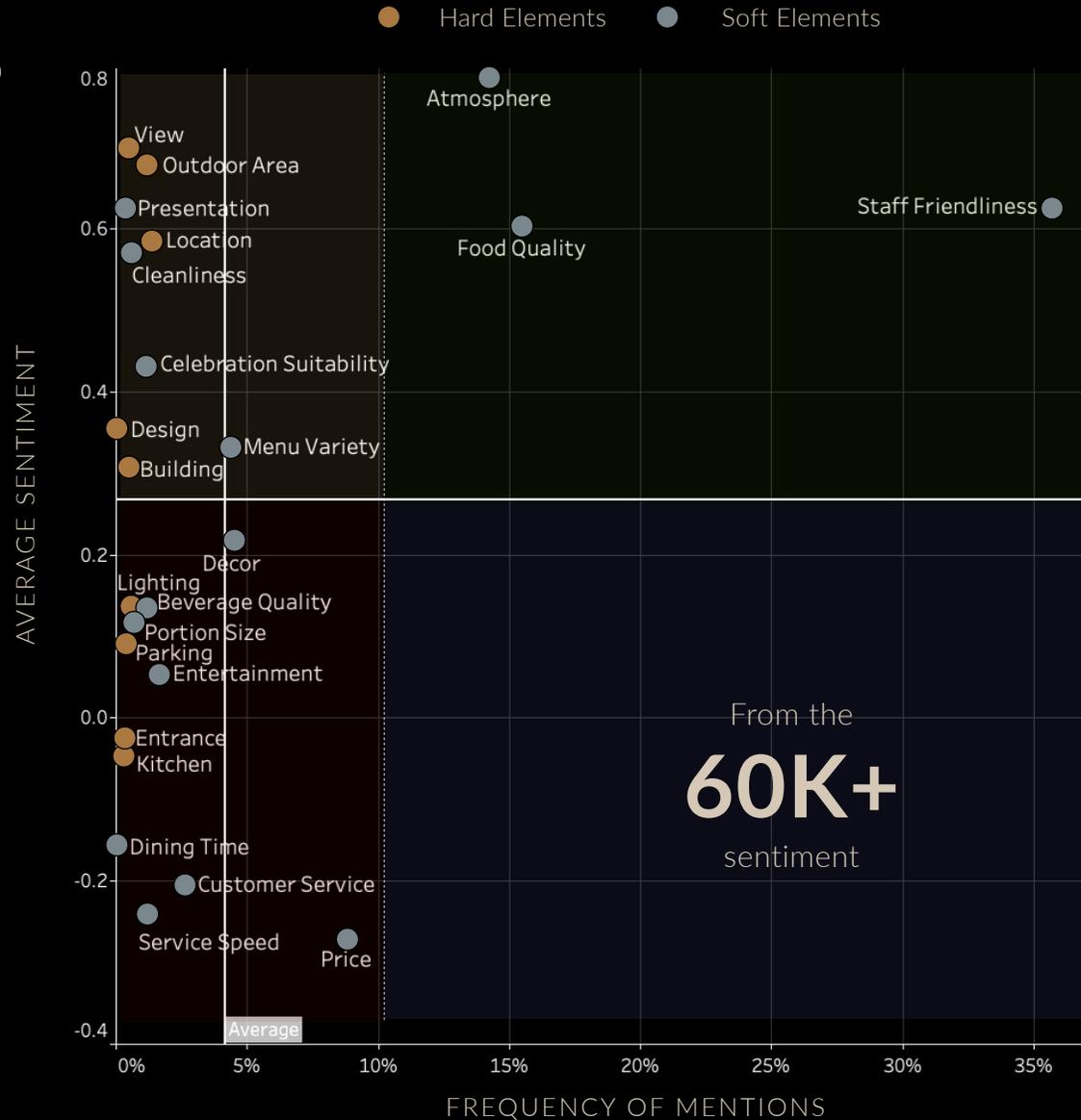
# TOPIC ANALYSIS

## HARD ELEMENT

Among all the hard elements, **'location'** and **'outdoor areas'** are mentioned most frequently, whereas **'views'** receive the highest sentiment.

## SOFT ELEMENT

Among all the soft elements, **'staff friendliness'** and **'food quality'** are mentioned most frequently, whereas **'atmosphere'** receives the highest sentiment.



## S-W-O-T

### STRENGTH

The sample audience mentions the topic relatively frequently and has a positive sentiment towards it. This topic contributes to the success of the establishment.

### OPPORTUNITIES

The sample audience doesn't mention the topic as frequently but has a positive sentiment towards it. This topic has the potential to contribute to the success of the establishment with improvement of this topic.

### THREATS

The sample audience doesn't mention the topic frequently however has a negative sentiment towards it. The topic has the potential to create greater issues if preventative measures are not taken.

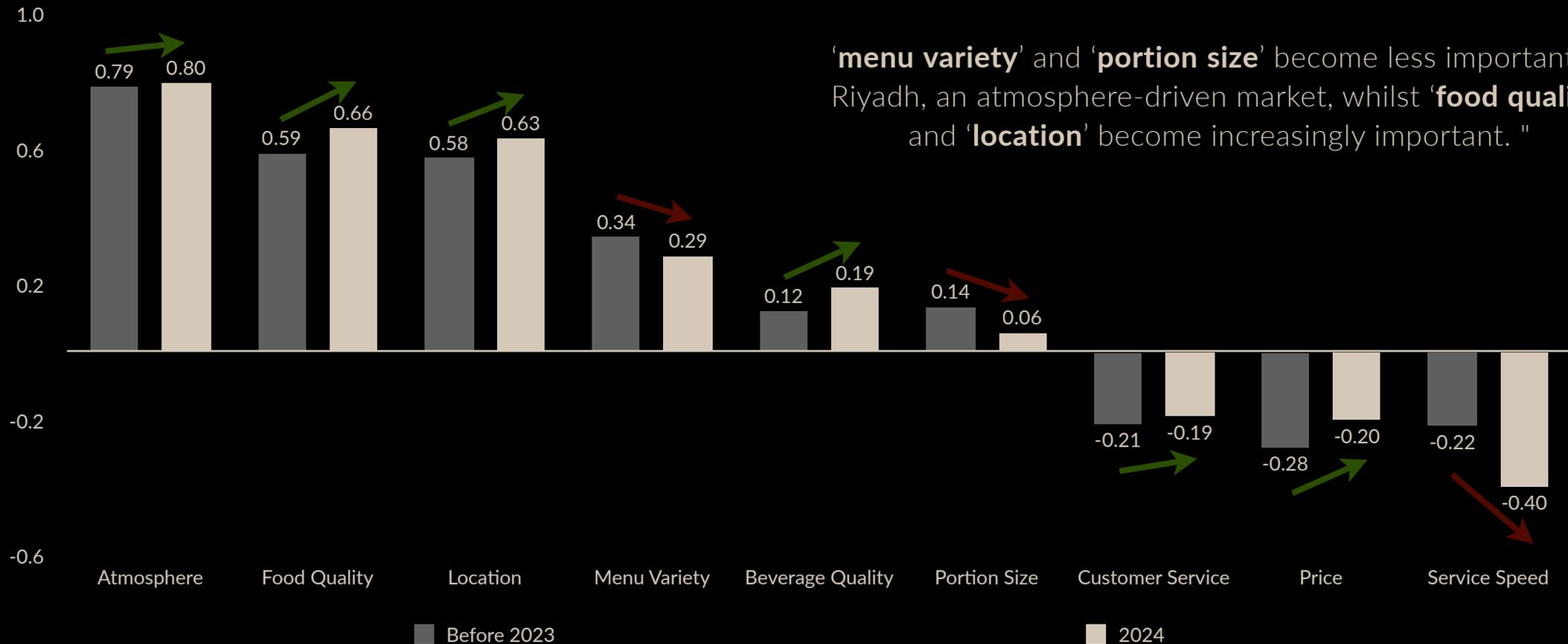
### WEAKNESSES

The sample audience mentions the topic relatively frequently and has a negative sentiment towards it. This topic is the contributing factor to the establishment's lack of success.



# GENERAL MARKET TOPIC SENTIMENT

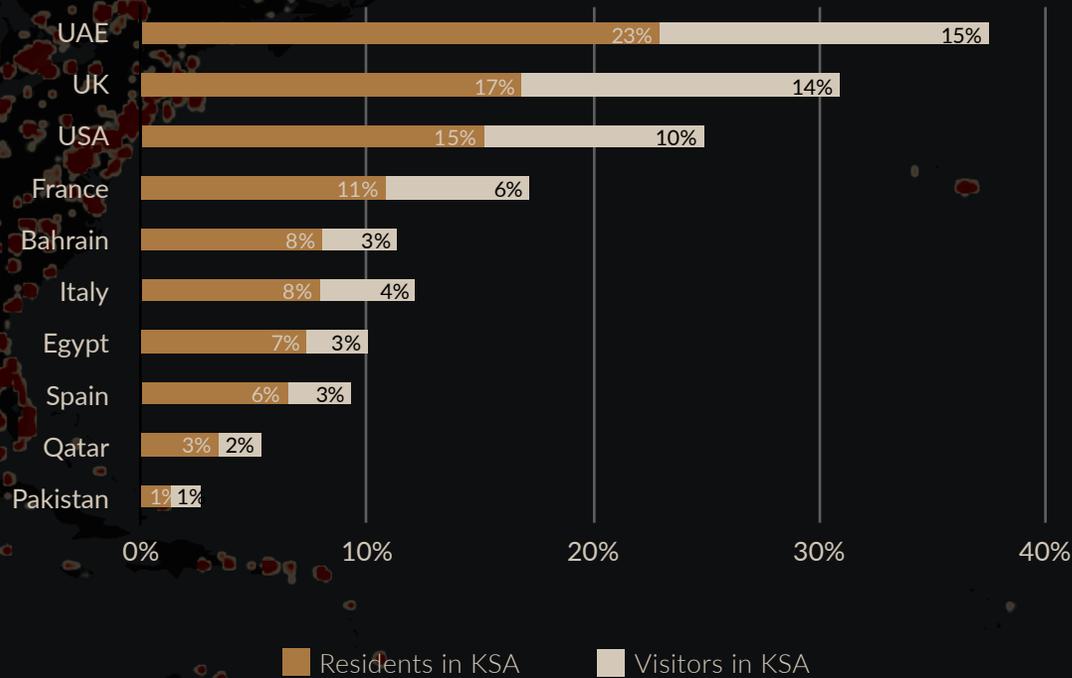
WHILE THE DATA REFLECTS THE PAST, IT CAN BE USED TO PREDICT WHERE THE MARKET TRENDS ARE HEADING TOWARDS



# TARGET AUDIENCE EXPOSURE

From the  
**15K+**  
'the relevant audience'

## TOP 10 COUNTRIES OF RESTAURANTS VISITED



Following the relevant audiences' **digital footprint**

...revealed  
**632,000**  
Other locations visited  
**globally**

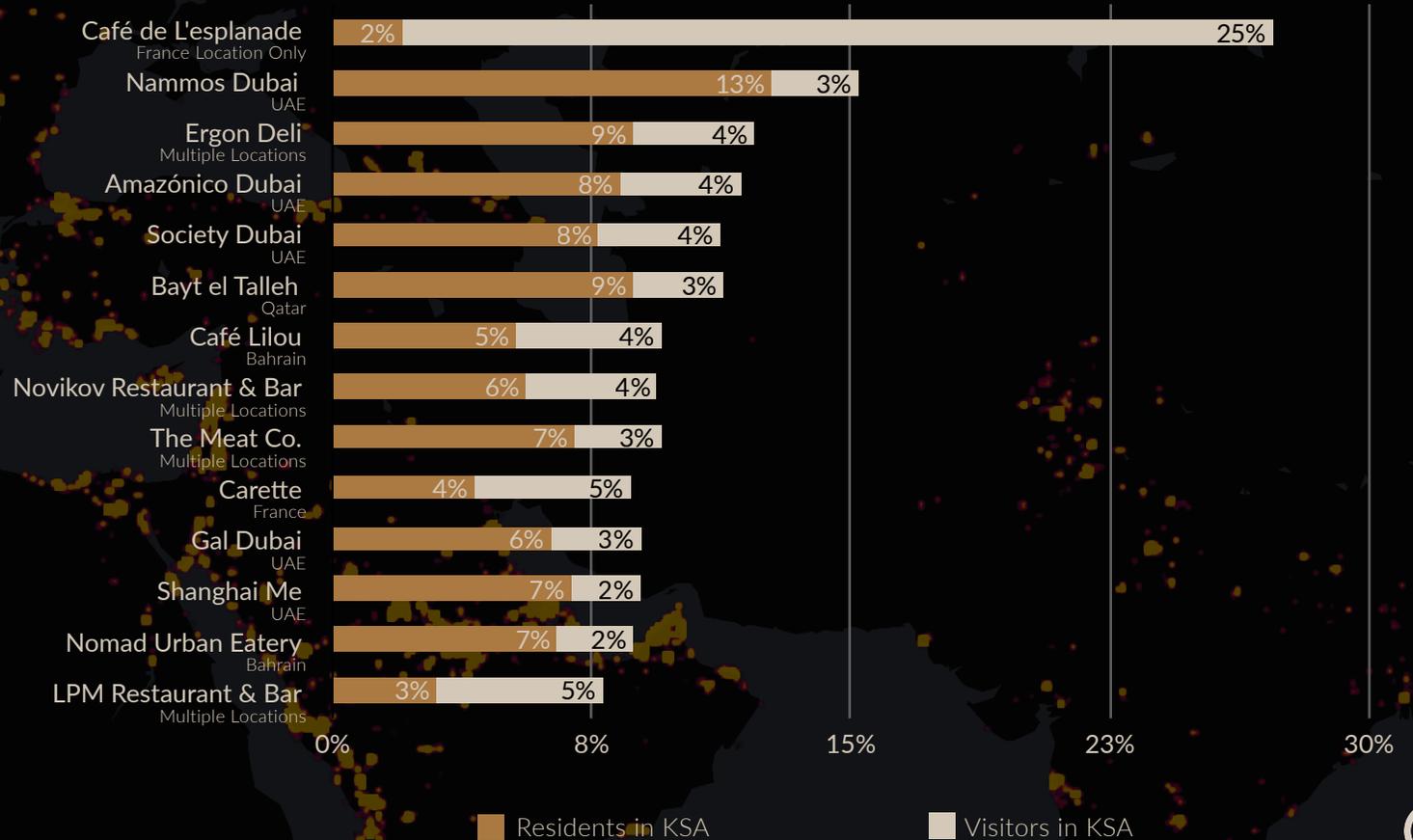


From the  
**15K+**  
'the relevant audience'

# RESTAURANT BRAND EXPOSURE

THE TECHNOLOGY ALLOWS  
US TO UNDERSTAND THE  
CONCEPT EXPOSURE OF THE  
TARGET AUDIENCE

## MOST FREQUENTED BRANDS Outside of KSA

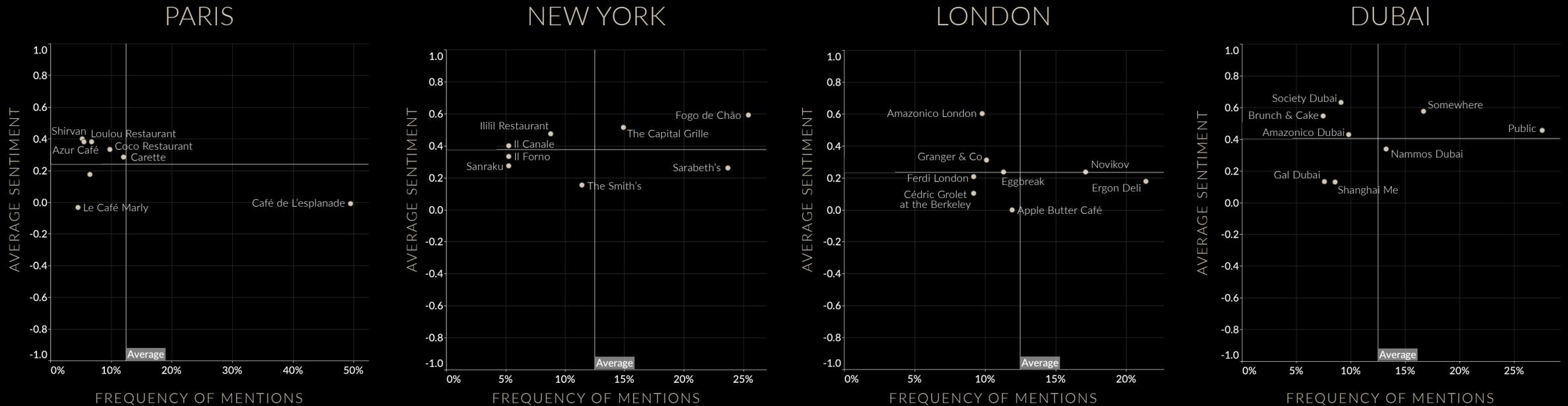


\*For the purposes of this study, the sample size was relatively small, and not representative of a large sample.



# BRAND SENTIMENT

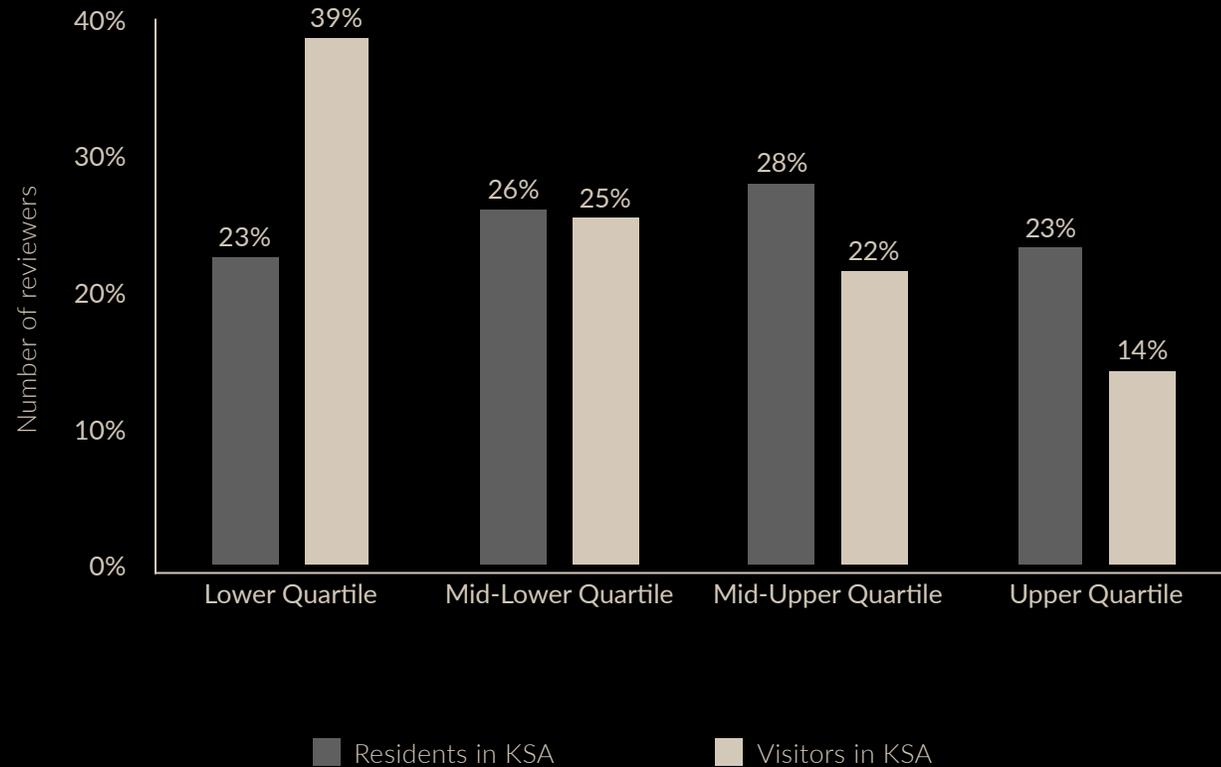
ANALYZING DATA FROM SAUDI RESIDENTS, WE SELECTED FOUR CITIES GLOBALLY AND IDENTIFIED THE TOP BRANDS WITHIN EACH, COMPARING THEIR POSITIONING AGAINST EACH OTHER ON THE SWOT.



The brands situated in the top right quarter, characterized by **high sentiment and high mention**, are regarded as **strong brands** with the **most potential** and **positive awareness**.



# STUDY ON SPENDING PATTERNS



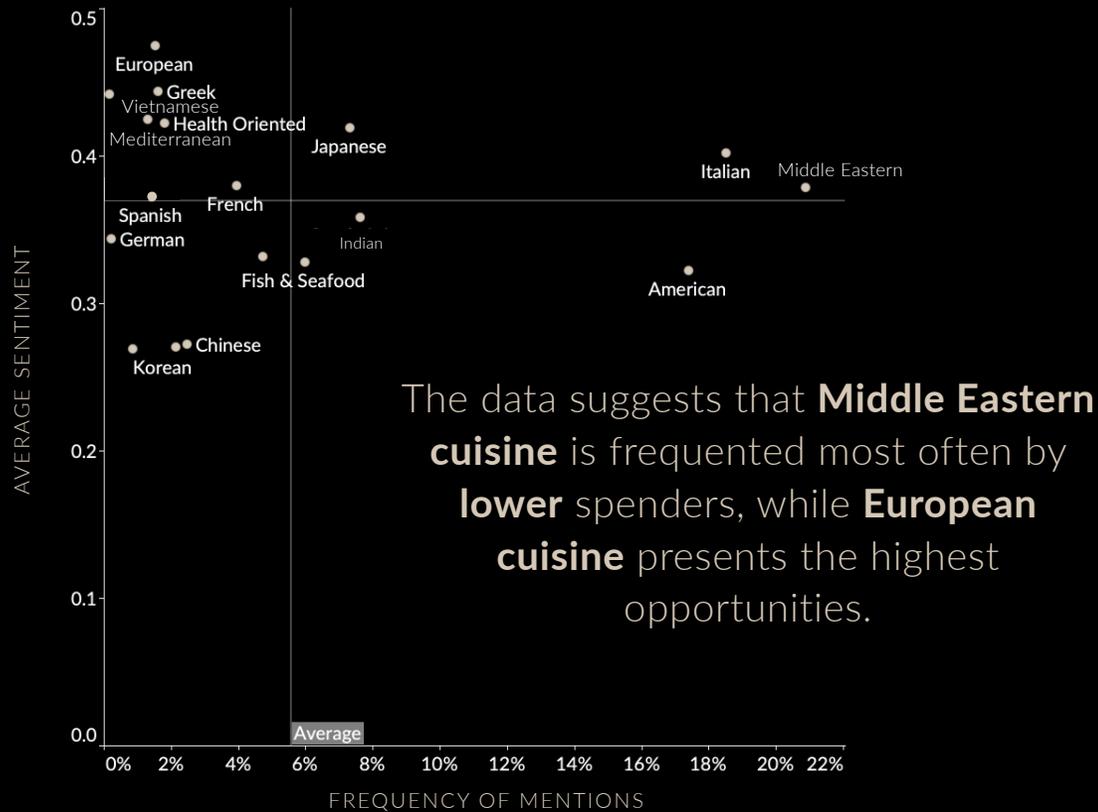
The data indicates that, within the sample, **residents in KSA** have a significantly higher spending power than **visitors in KSA**



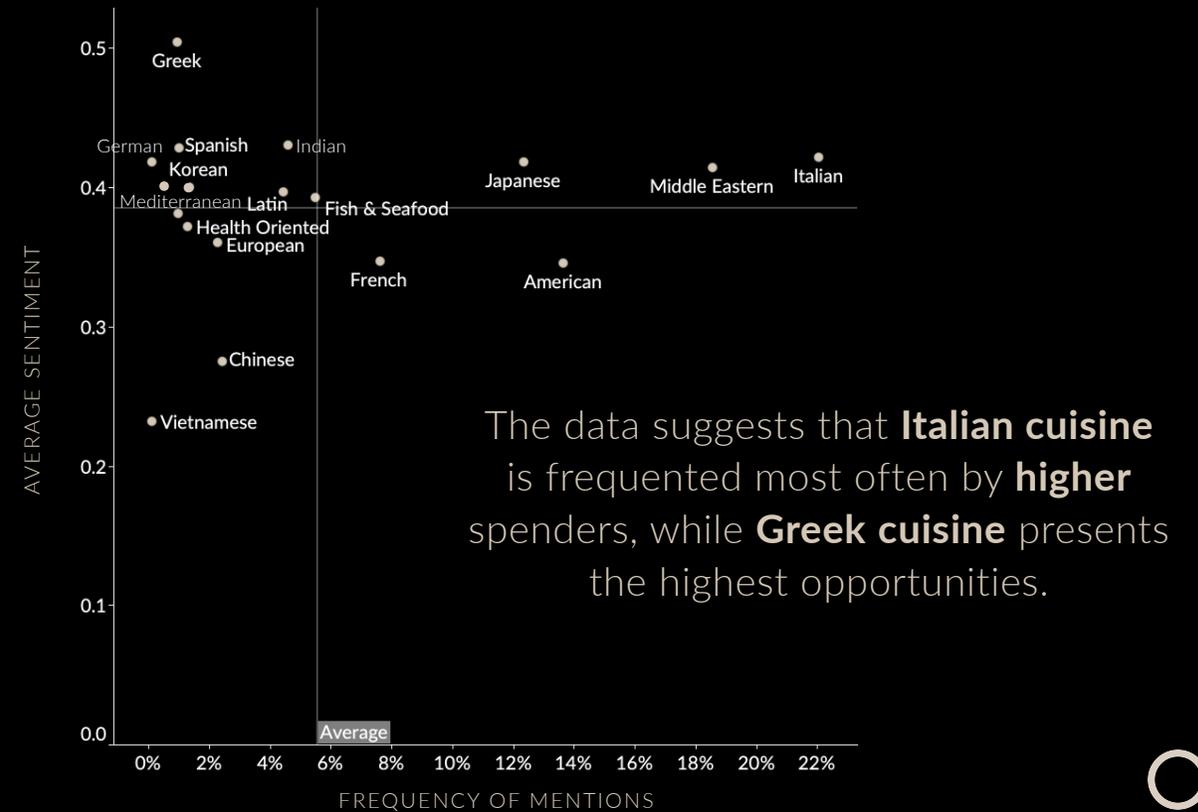
# CUISINE ANALYSIS

THE TOOL ENABLES US TO CATEGORIZE REVIEWERS INTO VARIOUS SPENDING QUARTILES, ALLOWING A BETTER UNDERSTANDING OF THEIR PREFERENCES.

CUISINE EXPOSURE: **LOWER** SPENDERS



CUISINE EXPOSURE: **HIGHER** SPENDERS



# GOING DEEPER INTO TRULY UNDERSTANDING PERSONAS

## BEHAVIOURAL PATTERNS

such as

'spending quartiles'  
'weekend vs. weekday'  
'dining frequency'  
'preferred meal period'

## GROUP TYPES

such as

'family'  
'business'  
'couples'  
'friends'

## PREFERENCES

such as

'asian food lovers'  
'social media enthusiasts'  
'halal consumers'  
'Shisha lovers'



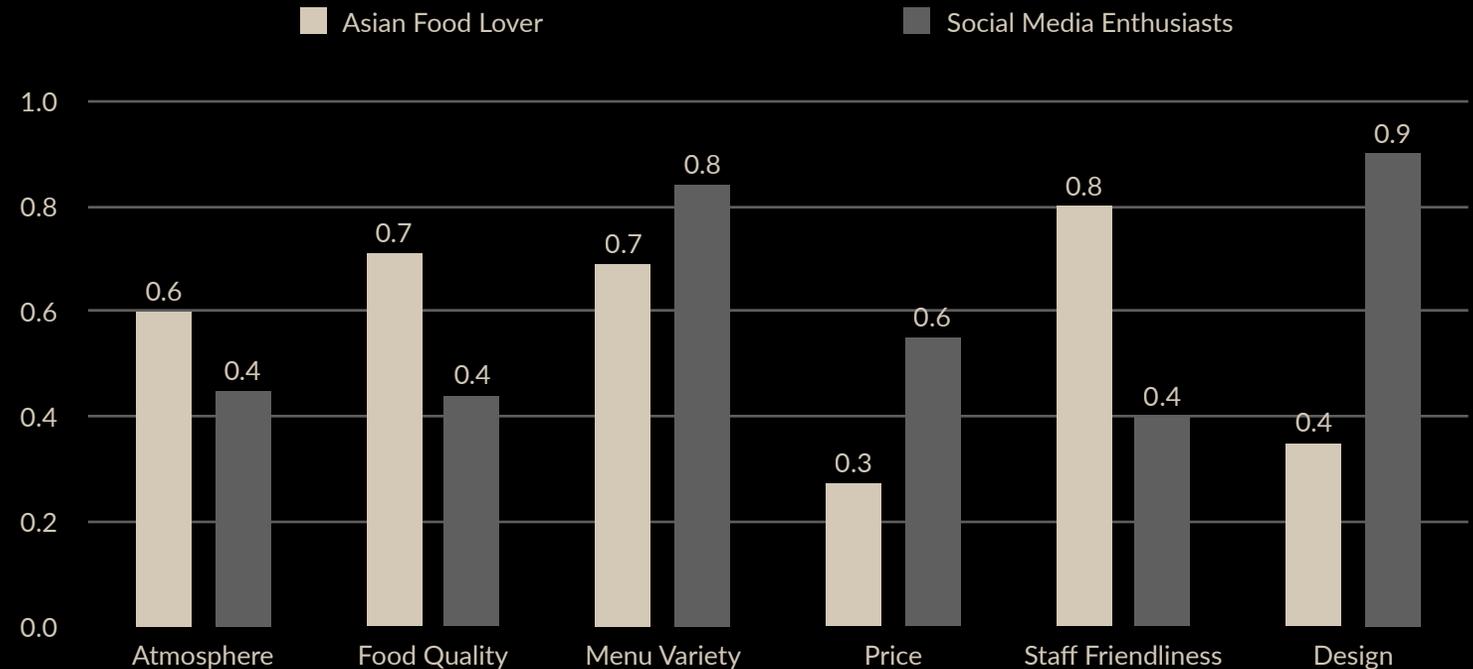
# KEY FINDINGS

## GROUP TYPE BASED PERSONAS

based on AI-powered text-analysis regression studies were executed

### ESTIMATED POSITIVE IMPACT ON REVIEW SCORE

The data reveals that **design** has three times the impact on review scores for 'social media enthusiasts' compared to 'Asian food lovers'.



Disclaimer:  
The study uses top top 30th percentile as persona threshold.  
The report considers the following average coefficient (c) significance levels:  
Low influence if  $c \leq 0.3$   
Moderate influence if  $0.3 < c \leq 0.7$   
High influence if  $0.7 < c$



# WHAT SHOULD I USE DATA FOR?

DETERMINING CUISINES & CONCEPTS

INFORMING INVESTMENT PRIORITIES

UNDERSTANDING TARGET CUSTOMERS & THEIR MOVEMENTS

ADDRESSING THEIR ACTUAL PREFERENCES

EXPANSIONS, LOCATIONS OR MARKET VALIDATIONS

DRIVE MANAGEMENT & INVESTMENT DECISIONS



WE HOPE THIS GIVES YOU A TASTE OF  
HOW DATA CAN INFORM STRATEGIC  
AND INVESTMENT DECISIONS



FORSITE  
DATA

THANK YOU

AND JOIN THE MOVEMENT TOWARDS  
BETTER DATA TO DRIVE F&B STRATEGY



**Disclaimer:** Findings presented in this report are based on the available data and should be interpreted with consideration for its limitations and the purpose of a teaser report.

