



Evaluation

“Multi client study: Cash register data”

Business background



- Evaluation of product sales are the ultimate test of a successful development process.
- By putting your products on sale in the Restaurant actual willingness to buy and to pay is evaluated. Moreover we can test hypotheses to explain the sales outcomes and look for opportunities to increase sales.

Science behind it



Aim:
Combining personalised sales data and personal background data gives insight in actual client groups but also opportunities in current non-client groups.

- Results can be related to:
- Product properties.
 - Situational factors and interactions.
 - Price/product sensitivity.
 - Demographics such as age and gender, but also psychographics as interest in new products.
 - Change of sales over time, e.g. seasons.

“Product sales evaluation explains and points towards improvements or new opportunities”

www.restaurantofthefuture.wur.nl

