085 What Your Guest Base Is Telling You About Your Architecture

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/085-what-your-guest-base-is-telling-you-about-your-architecture-2/

The Demand

Pull your visit frequency data from whatever source you have — POS analytics, payment processor, loyalty platform. Look at the distribution. Then ask one question: what percentage of my covers last month came from Guests who also visited the month before? That number is your current architectural address. Not a report on your Guests. A report on what your architecture is producing for them.

The Work

Pull your visit frequency data — POS analytics, payment processor, or loyalty platform:
What percentage of last month's covers came from Guests who also visited the month before?
Is a person in your building right now being treated as a Guest, or only as a transaction? Name where that line currently gets crossed:
What this number tells you about your architecture — not about your Guests:
The one architectural decision you will change this week because of what this number revealed: