120 Know Your Guest

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/120-know-your-guest-2/

The Demand

Pull one report from your POS or payment processor today — visit frequency distribution, top zip codes by transaction volume, or average check by daypart. Read it as a description of who your actual Guest is rather than a performance metric. Name one thing the data tells you about your Guest base that your current marketing is not reflecting. That gap is your first marketing planning adjustment.

The Work

Pull one report today — visit frequency, top zip codes, or average check by daypart:
What it shows:
Read it as a description of who your actual Guest is, not just a performance metric:
One thing the data tells you about your Guest base that your current marketing is not reflecting:
The behavioral detail — what they order, when they come, what occasion brings them — you will use instead of a demographic guess:
Your first marketing planning adjustment because of this gap: