



Analyzing Big Canyon Country Club's Menu

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INTRODUCTION

My Mentor Jeremy Samson is the General Manager of Big Canyon Country Club in Newport Beach. I am working with both Mr. Samson and Chef Craig Strong to analyze data regarding the dinner menu for the restaurant. The world of fine dining is predicated on personal preferences. To be profitable in such a prestigious environment takes research of these preferences to establish a successful menu and restaurant. In order to be successful there are many factors to consider: price, presentation, time of year, nutritional value, service and staff, and diversity. After many weeks of collecting data from Chef Craig Strong's restaurant at Big Canyon Country Club, I began to see trends establishing. After the 12 week period, I now have all the data I need to get a proper understanding of what menu items Chef Strong should keep on his next menu and which items he should not.

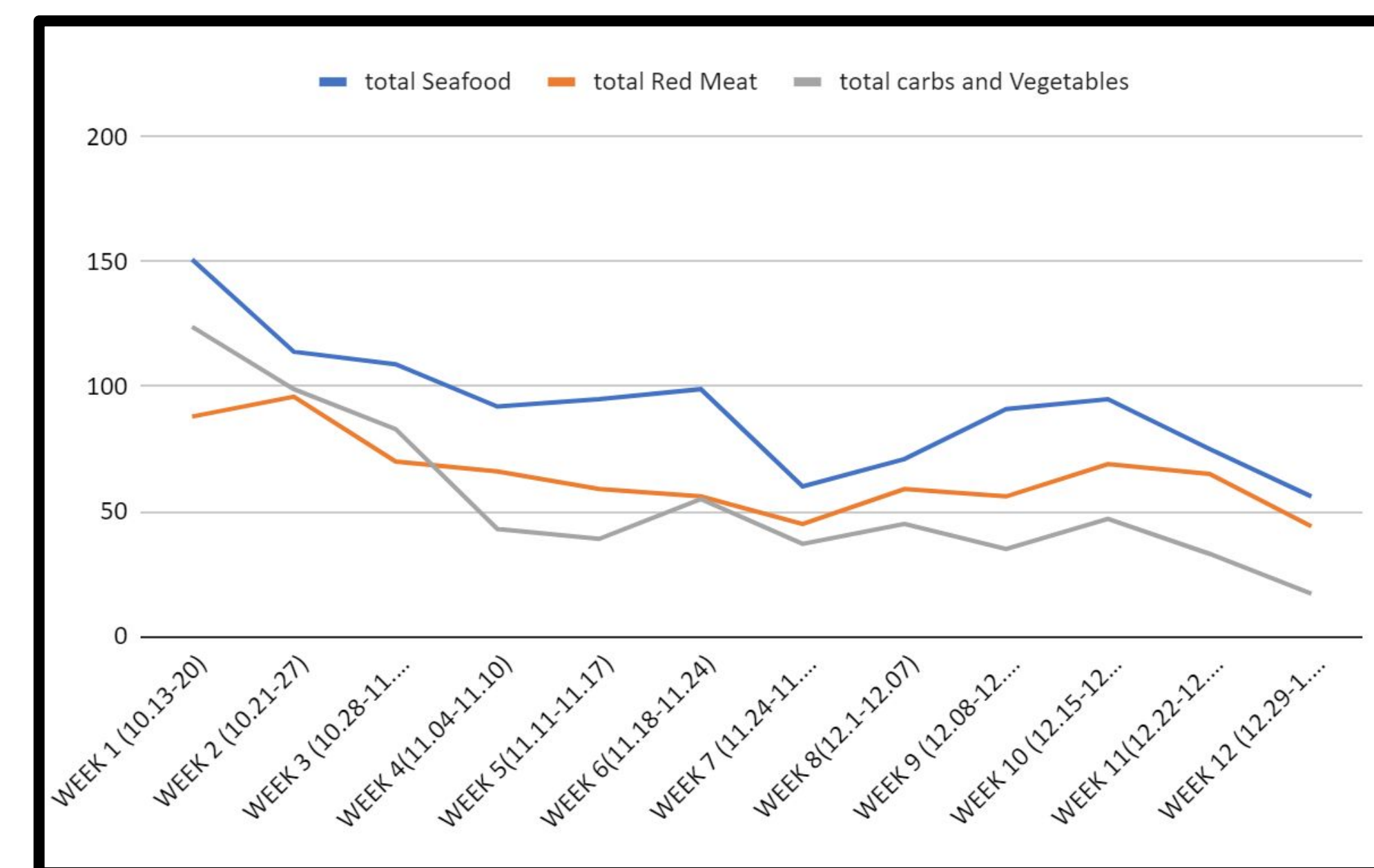
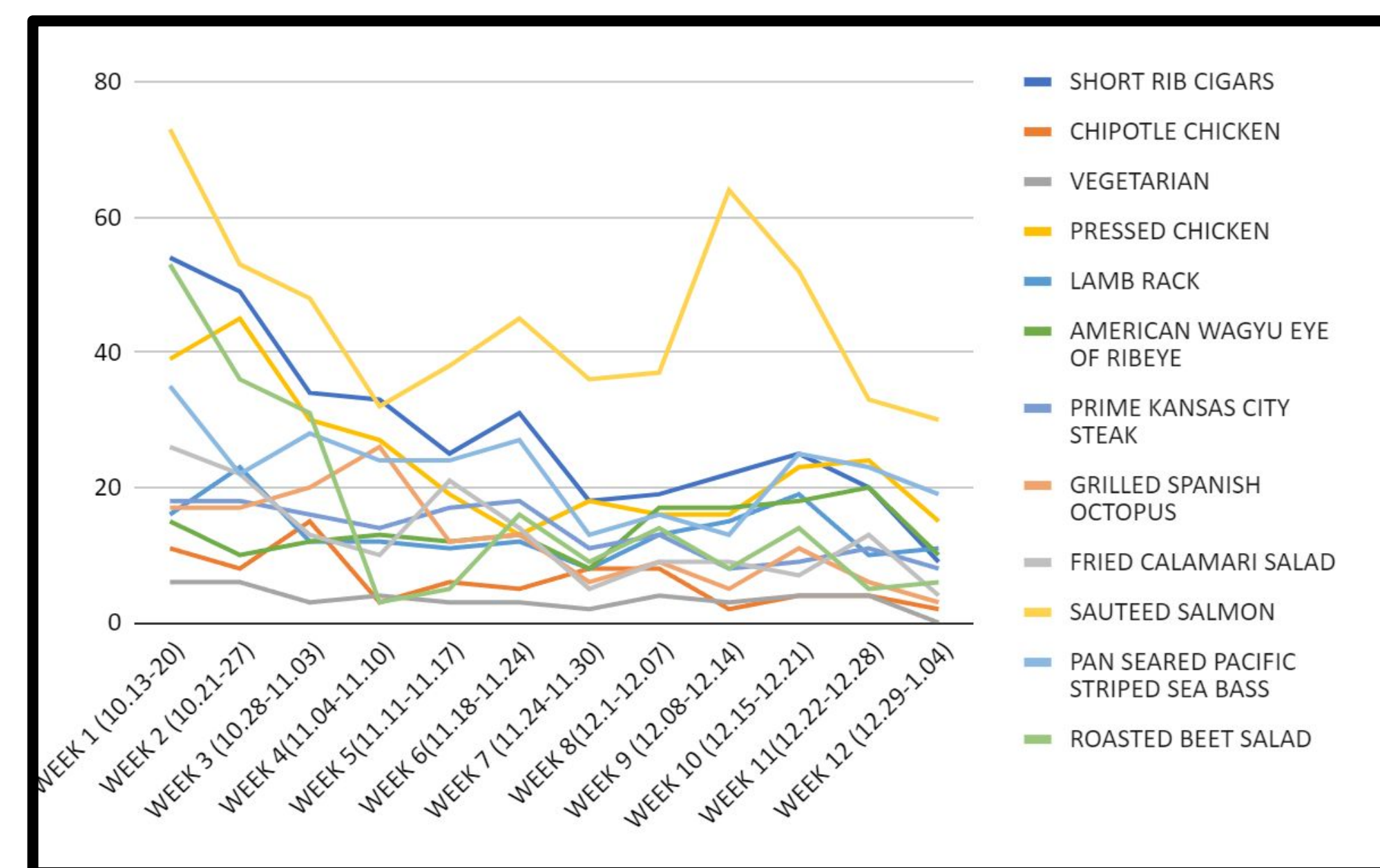


RESEARCH METHODOLOGIES

Chef Strong released a brand new dinner menu on October 13th. This menu will last for around 3-4 months. During that time every 2 weeks, I will be collecting data to find a trend in certain dishes on the menu; this will help chef better understand what the members of the club like and dislike on the menu. For the quantitative data, I will collect data from Big Canyon Country Club that shows the amount of menu items ordered each night that the restaurant sold. I will collect this data every 2 weeks for around 3 months or until Chef Strong decides to alter the menu and I will begin to see a trend in certain items showing which items on the menu need to stay on the menu because of the high demand and which menu items could be taken off without frustrating the members. My methodology will be observational because I am observing whether the members enjoyed the menu or not. I will be sampling every single member of the Club seeing what they ordered again or never ordered again. All of this research will give Chef Strong every bit of information he needs to plan his next menu.

Chef Strong will have much more confidence in removing menu items for his next menu if he knows that they were not very successful during the time they were on the menu. There are many factors that could change people's opinion of the menu items such as price, nutritional value, presentation, and time of year.

DATA AND FINDINGS



DISCUSSION, ANALYSIS, AND EVALUATION

In the first graph you can see every single active menu item and how many times it was ordered every week for a 12 week period. Trends are starting to form. Here are five dishes that started off popular and stayed that way: Sauteed Salmon, Pressed Chicken, Sea Bass, Lamb Rack and the Kansas City Steak. There are two that never really did so well even to begin with: Vegetarian Pizza and the Chipotle Chicken Pizza. Here are two that started off popular but slowly became less ordered: Short Rib Cigars and the Roasted Beet Salad.

For the second graph, it is split into 3 categories, seafood, red meat, and carbs and vegetables. Trends are forming here as well. For all the seafood items; they were pretty consistent but eventually died down a little bit starting at 151 and ending at 56. Regarding the red meat items; they were super consistent starting at 88 and ending at 44. The Carbs and Vegetables items on the other hand were a great hit at first but tanked pretty dramatically starting at 124 and ending at 17.

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

In the first graph it is pretty clear that every single menu item goes down by either a little or a lot. This is because of the time of year. The last two weeks took place during holiday times where members like to travel meaning less guests at the restaurant and less items being ordered from the menu. For my next steps I want to make a new graph that ends at week 10 to show a more true trend in each item based on the amount of members. I don't want to jump to any serious conclusions. Both Jeremy and Chef Craig Strong can do with this information as they please.

For my second graph, I can conclude that seafood followed by meat are the most popular items ordered from the menu. While carbs and vegetables are not nearly as popular. I can also conclude that as time went on towards winter time red meat went up slightly while seafood went down. This is because time of year is super important when it comes to making a seasonal menu. During the winter months, dishes like red meat and carbs are much more popular than seafood which could be best during spring and summer times.

ACKNOWLEDGEMENTS / REFERENCES

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<https://www.bigcanyoncc.org/>

Another step is to make another graph based on the price of each menu item. This will add another important detail to better help chef Strong and Jeremy understand their members' relationship with the menu. Hopefully with all this information both Jeremy and Chef Strong will have strong firm evidence to know what menu items need to stay due to popular demands and which can go do the lack of those demands.