ASI 360 ONE SOURCE UNLIMITED SOLUTIONS | LUMINYS

HOSPITALITY INTELLIGENCE

PEOPLE | PLACES | POSSIBILITIES

09 Customer Personas & Forecasting

EVENTS > PSEUDONYMOUS HISTORY > COHORT INSIGHTS > APPROVED OUTREACH



1 CAPTURE APPROVED EVENTS

Opted-in guest events are recorded with a pseudonymous ID.

2:00 PM
Check-in
(Customer A)

3:30 PM
Food order
(Grilled Chicken Bowl)

2 drinks
(IPA, House Wine)

Exit: Unknown
(Time not captured)

2 PSEUDONYMOUS VISIT HISTORY

A stable Customer A ID is pseudonymous, not anonymous.

Customer A
6 opted-in visits
in 6 months
Sports-event dates

Customer B
3 opted-in visits
in 6 months
Weekend evenings

Customer C
4 opted-in visits
in 6 months
Happy hour dates

Fictional example — not all guests.

3 COHORT / PERSONA

Find group-level patterns to understand demand and plan events.

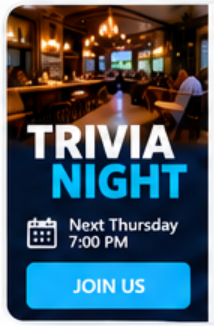
Sports-night visitors

- More visits on game nights
- Higher food and drink orders
- Interested in social, group experiences

Small cohorts suppressed; group metrics differ from person-level history.

4 HUMAN-APPROVED OPPORTUNITY

Test a trivia invitation with opted-in subscribers.



Newsletter Draft (Example)

Think you know it all?
Join us for Trivia Night next Thursday!
Great food, good drinks and even better company.

Review before sending

Compare campaign response against baseline.
No guaranteed uplift.

Entry decision stays separate from marketing consent.

No ID-scan data reused by default.

No raw card details.

No automatic face-linked profiles.

Aggregation and minimization used for group insights, not individual claims.

Business Goal: Understand demand. Test relevant events. Measure results.

ILLUSTRATIVE CONCEPT • NOT LIVE FINDINGS • APPROVAL REQUIRED