

Event Intelligence Engine



*Generating Smarter Event Ideas for
Our Restaurant Partners*

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The Big Picture: Why Are We Doing This?

The Challenge

Coming up with fresh, effective event ideas for hundreds of unique partners is time-consuming and difficult to scale.

The Solution

We're building an internal "idea factory" that essentially uses inhouse data and artificial intelligence tools to automatically generate event ideas tailored to each partner restaurant's specific identity.

The Goal

Give our partners a competitive edge and allow the team to be more effective.



Our 3-Step Journey

We are
here!



1. Understand Our Restaurants

- We start with our basic raw data, enrich it with AI, and uncover key insights.

2. Discover Their “Personalities”

- We group similar restaurants into a handful of clear “archetypes”

3. Generate Tailored Ideas

- We create custom event suggestions for each group.

Step 1: *The Raw Ingredients*

Our Starting Point

- We began with the information we already have on our 575 Miami partners
- Included basic facts such as:
 - Cuisine Type (e.g., Mexican, Italian)
 - Price Range (e.g., \$, \$\$, \$\$\$)
 - Location
 - Operating Hours
- This gave us a solid, factual starting point, but it lacked personality.

Enrichment Process

From data to descriptions



```
"id" : 16,  
"name" : "La Natural",  
"address" : "7289 NW 2nd Ave, Miami, FL 33150, USA",  
"description" : "Come enjoy delicious natural wine and phenomenal veggies",  
"hours" : "{\n\"Friday\" : [{\n\"open_time\" : \"5:00 PM\", \n\"close_time\" : \"11:00 PM\"}]",  
"pricing" : 2
```

What we started with...

Enrichment Process Cont.



```
"id": 16,  
"ambience": "Casual industrial-chic with concrete floors, warm lighting, and a convivial communal  
"seating": "Indoor tables and communal seating; small sidewalk area for outdoor dining.",  
"cuisines": "Pizza-focused (sourdough), Vegetable-forward, Natural Wine Bar",  
"pricing": "$$",  
"meal_type": "Lunch, Dinner (weekends brunch as well)",  
"location": "Little River",  
"guest_profile": "Pizza aficionados, wine lovers, and creative-food seekers appreciating minimalis  
"event_history": "No recurring public events; occasional private bookings and tastings.",  
"signature_items": "48-hour sourdough pizzas (wild mushroom, burrata-chili); natural wine flights;  
"press_mentions": "Named #35 on Best Pizza Awards 2025 (only Florida spot in top 50); Bib Gourmand
```

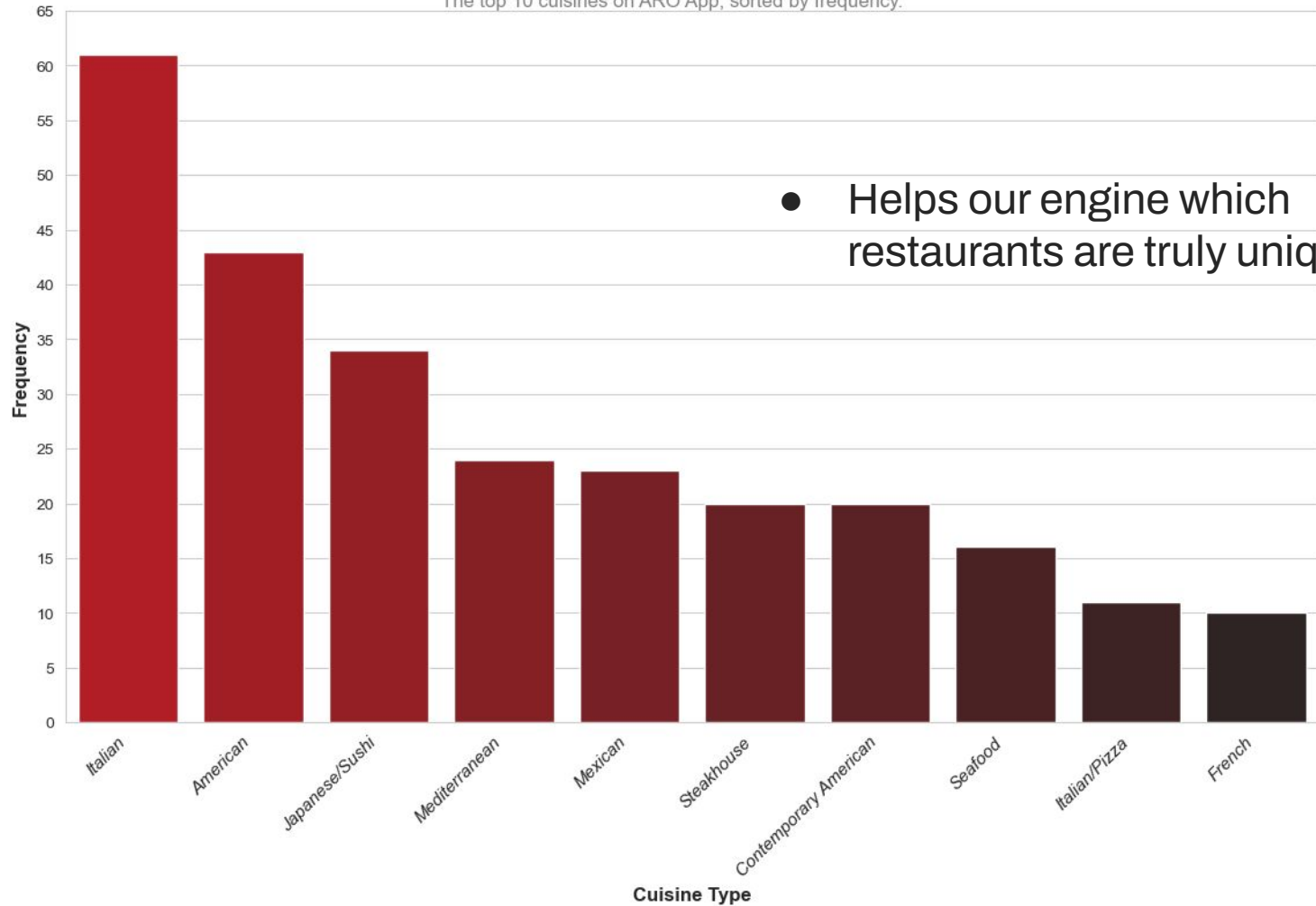
What we finished with!



The Payoff: Key Insights from Our Data

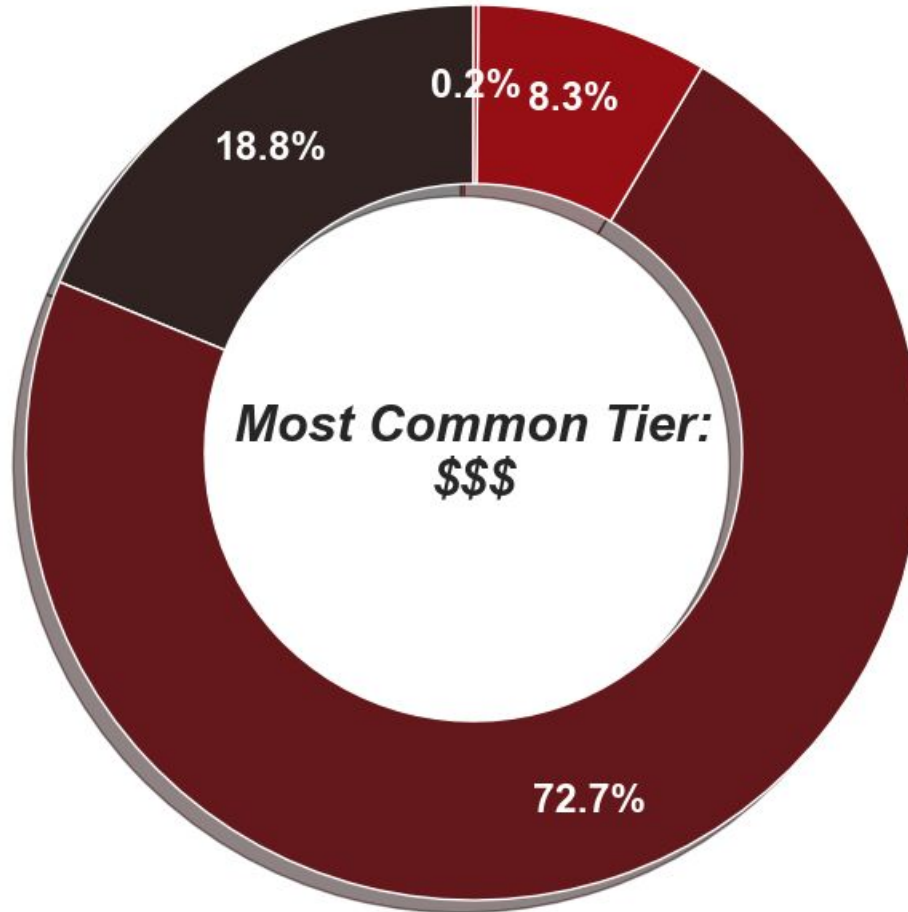
Frequencies of Cuisines (Top 10)

The top 10 cuisines on ARO App, sorted by frequency.



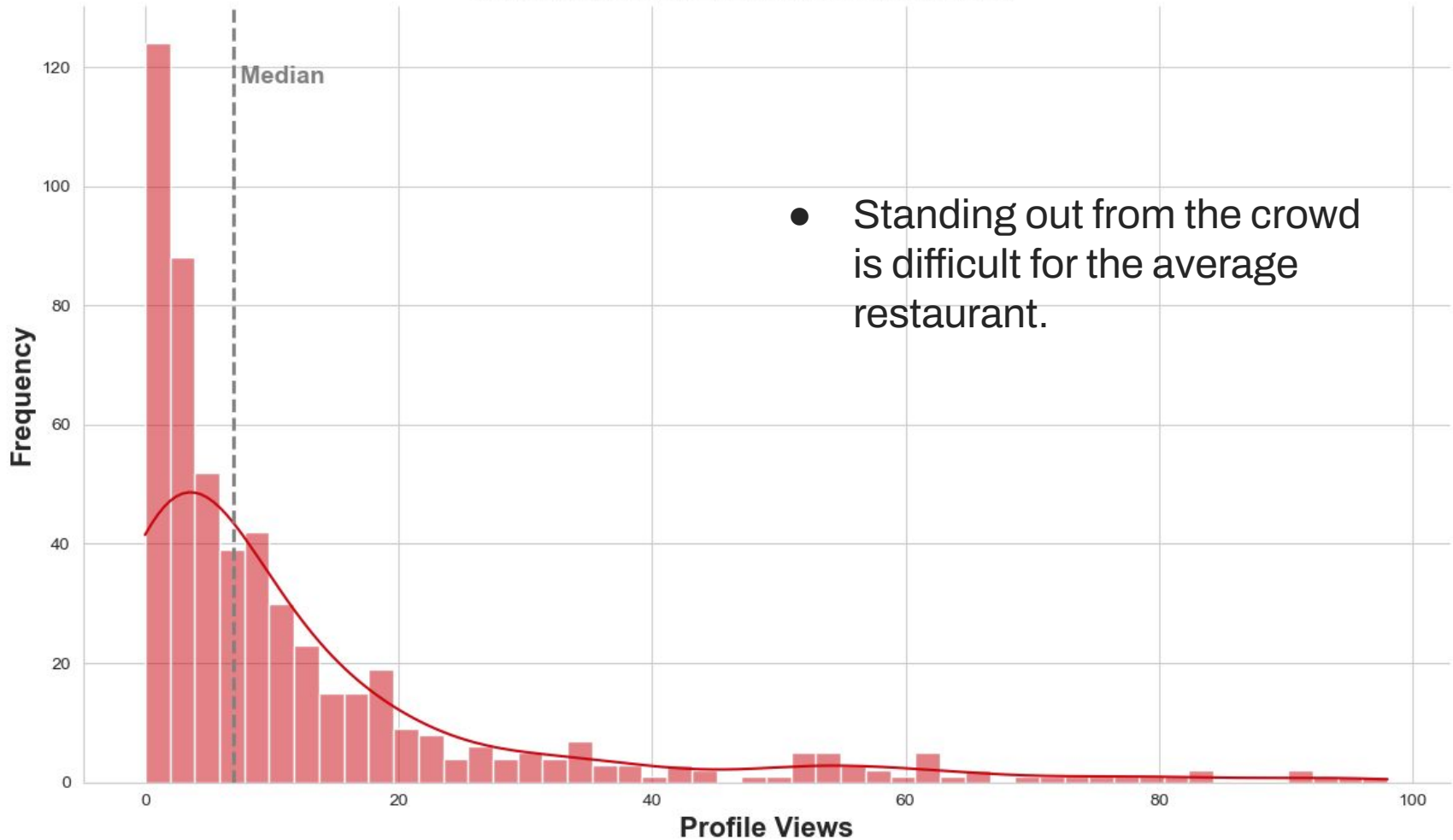
Most ARO Partners are in the Upper Pricing Tiers

Breakdown of the different pricing tiers for ARO Partners.



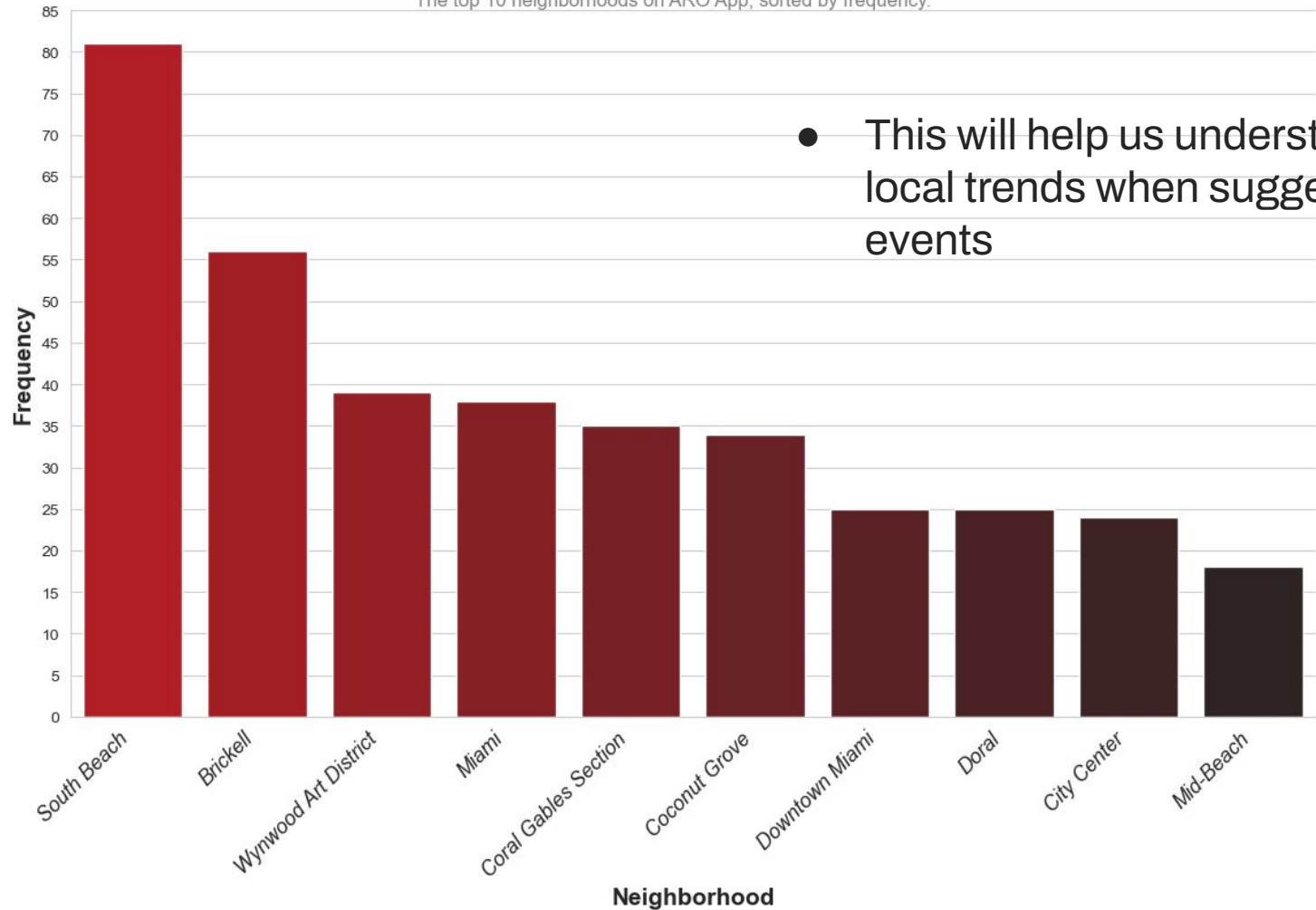
Distribution of Partner Profile Views

50% of partners have fewer than 7.0 profile views.



Frequencies of Neighborhoods (Top 10)

The top 10 neighborhoods on ARO App, sorted by frequency.



Building Our 360-Degree Restaurant Profile

Our Final Feature Set



- **Cuisine:** Pizza
- **Pricing:** \$\$
- **Neighborhood:** Little Haiti
- **Total Weekly Hours:** 43
- **Meal Types:** Brunch, Lunch, Dinner, Late Night
- **Seating:** Indoor, Outdoor
- **Press Mentions:** Best Pizza Awards 2025, 2025 Michelin Guide, Time Out Miami
- **Ambience:** Casual, industrial, chic, concrete, warm, convivial, communal
- **Guest Profile:** Pizza aficionados, wine lovers, and creative-food seekers appreciating minimalist, ingredient-driven dining.
- **Event History:** No recurring public events; occasional private bookings and tastings.

Step 2: *The Secret Sauce - Clustering*



The Goal

- To sort 575 unique restaurants into a handful of “personality groups.”

The Process

- We feed our data into a clustering algorithm in order to group profiles together.
- Think of it as a personality test for restaurants.

The Result

Data is grouped into specific archetypes. Examples include:

- *“The Trendy, Late-Night Cocktail Bar”*
- *“The Upscale, Special Occasion Destination”*

Step 3: Next Steps and Generating Ideas

Immediate Next Steps

- **Begin Clustering**
 - The algorithm will analyze the rich partner data to find natural groupings of restaurants.
- **Refine & Review Groups**
 - We will fine-tune the results and perform a manual quality review to ensure the groups are logical and accurate.
- **Use AI to Define Each Archetype**
 - We'll feed the group data into AI to automatically summarize the group's shared identity into a clear name.

Smart Recommendation & Final Output

- **Generate Archetype Specific Recommendations**
 - The engine will create a first set of tailored event ideas, custom-built for the unique personalities of each group
- **Establish a “Reviewer Model” for Feedback**
 - We will build an email pipeline for the team to score the AI's event ideas.
- **A Self-Improving Engine**
 - The long term goal is a feedback loop that generates strong training data, create a system that continuously gets smarter



Questions?

Thank you.