

Data Case Study – Stubblefields

Stubblefields, in Pullman, Washington, can be classified as a college bar. Pullman is home to Washington State University, which has 25,000 students and a Pac 12 football team.

Stubblefiends rented an ID scanner from Bar & Club Stats (BCS) in August 2012 after seeing us on Bar Rescue. They opted for the attachment because they had their own iPod Touch 4G. From the owner of Stubblefields, DJ:

We thought because we lived in a college town that we only had college students come to the bar ages 21 and 22. However, with the scanner we found out that we have a lot of people from age 21 to 26 coming into the bar. They came from our city and neighboring cities, and not just during football games but throughout regular weekends too.

With the information that the scanner gave us, we sought out the older people from 23 to 26 and gave them fliers about our lunch specials, game days and VIP passes so they don't have to stand in line. We also targeted them for our Super Bowl party. It was awesome and we had a full house.

(21 to 22-year-old kids generally decide to throw their own Super Bowl parties at their house in our college town).

The best thing about the scanner is we're able to keep track of everybody that comes through the bar. So we are able to reward our recurring customers. And if any incident happened we are able to narrow down the people that were involved.

ID Scanner:

BCS' ID scanner is based off an iPod, iPhone or iPad so it is lightweight and easy to use. Once an ID is scanned or swiped four pieces of anonymous information (time of entry/service, age, gender and zip code) are sent to its database. BCS aggregates and analyzes this information for the venue so they can see the gender split, average age and distribution, patron flow, number of repeat customers, compare days to one another, etc. This enables venues to optimize their marketing and promotional efforts.

