

Restaurant analytics to increase your profitability, boost profit margins, and grow your customer base

Description

One of the most popular restaurant Chain is operating nearly 100+ restaurants and would be expanding in many more locations. In terms of Information Technology, restaurant is well connected and collects humongous amount of data in daily basis, the data collected are diverse such as Sales, Customer Data, Customer Feedback Data, Payroll Systems and many others, with all these data the restaurant wants to setup a big data platform for their analytical needs

Challenge

- Client needs a solution which can help them to have an in-depth analytical approach to their data and would like to understand more about their Sales Performance, Workforce Solutions and Guest Satisfaction Index. Require solution to help the stakeholders make more informed decisions related to the day-to-day running activities.
- The client has problem in handling the huge volume of data easily and quickly for their analysis as the data flows from various outlets in different patterns. Each outlet has a POS system, which pushes data to a centralized server (MS SQL server) daily for analysis and reporting. Excel files containing the festival data will be uploaded to the central server during the festival seasons.
- The client would like to analyze the sales performance during festival period and also the sales growth for the given period and also to identify the sales pattern and

performance for new guests and repeat guests. They also wish to monitor the effectiveness of their workforce to identify and appreciate the potential staffs and to address the challenges and find out new opportunities

Solution

- The proposed solution is to setup big data analytics with Cloudera platform running on cloud for data engineering and data warehouse..The data platform can handle high volumes, speeds and scalable to meet the desired volume and processing.
- Build a data lake to store data from SQL server, data will be loaded to the staging database daily and will be further loaded to the data warehouse after performing necessary data quality checks, transformations applied based on the business rules required for the solution.
- Transformation of data into Key Metrics to monitor and track the restaurant pain points. Can measure and monitor whether the client is on track with their planned goal. Sales data collected is normalized, festival data is available in XLSX file, which has festivals list and the regions where it was conducted and the duration. Insights related to sales performance during each festival are provided.

Benefits

- Data Migration and building a data mart for easier data access and consumption. Increased Operational Efficacy by managing your workforce and guest satisfaction index. Can easily monitor measure and track your performance with interactive KPIs when required to make informed and actionable decisions across all the restaurants.
- Analysing talent-related data helps in managing recruitment, retention, and turnover. Gain greater analysis in what are your productivity and labour rates are for each job. By analysing the performance of your staff, you can train your staff to sell better and deliver a better experience. This allows you to create an accurate labour, and sales plan at both the weekly and daily level.
- Increase your profitability, boost profit margins, and grow your customer base. Data offers the power to gain an objective, accurate, and comprehensive view of your restaurant's daily functions. Indicator for better planning of manpower related to Sales and GSI in terms of employee levels for Service and Kitchen Staff.