RESTAURANT ANALYTICS

Most of the restaurant chains, whether fine dining or fast food, still get very rudimentary reports and are still using spreadsheet and manual processes to analyze their POS and marketing data. Location Managers need well-cooked information to make intraday, daily, and weekly decisions related to time of day analytics, operations and labor planning, and more robust analytics to help with strategic planning such as menu optimization, localized sales and marketing campaigns, comp data analytics, and customer experience enhancement. Ability to provide this critical information in a timely manner allows the corporation and the location management to work better together to compete more effectively in any market and improve customer satisfaction.

OVERVIEW

High quality and easy to understand visualizations and reports. Example Capabilities - Track net sales, gross sales; See it by day or by week; Compare to last year, or to any prior period, over any time range; Report and compare by Stores, Type of Store, and Same-Store; Slice it by Food and Drinks Category; Analyze POS system data breaking down sales by time, size of party, menu items etc.; Review Same-store traffic, Period-over-period comparisons; Analyze effect of Marketing Campaigns and promotions, etc.; Compare key indicators over time, such as how often certain items are ordered, what’s ordered together (market-basket analysis), and to do detailed pricing analysis; Combine these analytics with Demographics and Geographical data and integration with Maps.
EXAMPLE METRICS/REPORTS

- Average Sales by store – Gross and Net
- Sales Actual vs Forecast Variance
- Same-Store Sales and Traffic – Current Yr. vs Previous Yr.
- Net Sales, Guest count, Group Dining Sales by WTD, QTD and YTD
- Week & QTD Sales Variances by Day and Day part
- Week & QTD Group Dining sales Variances

- Sales by Food Category, Alcoholic Beverage Category, and Non-Alcoholic Beverage Category
- Labor Hours, Number of Employees – hourly and full time, Employee Turnover
- Labor Costs compared to sales, Overtime pay,
- Absenteeism, and costs by department and by server

Technology Capabilities Strength and Ease of Use
Robust and User-Friendly Analytics Capabilities Enabled via Oracle Analytics Cloud:

- Office Integration – Provides Excel, PowerPoint and Word integration with Essbase
- Sub-second responsiveness – The Market Leading Multidimensional (Cube/OLAP) technology
- Distributed Reports – Financial Reporting provides distribution and scheduling capabilities
- Data Discovery – Enable Dynamic Visualization
- Drill-to-Detail – Provide Drill from Summary to Transaction Level Detail
- Dashboards – Graphical Management and Executive Level Dashboards
- Ad-Hoc Analytics – Enable Slice & Dice Analysis

Technologies
Oracle Analytics Cloud, DVCS, Oracle BI Foundation Suite, Oracle Data Integrator or ODICS, Oracle RDBMS or DB SaaS

BUSINESS VALUE of Restaurant Analytics Dashboards and Better Analytics

OPTIMIZE MENU 01 Higher Customer Satisfaction and Margins

OPTIMIZE MARKETING EFFORTS 02 Increase Revenue Opportunities

OPTIMIZE RESTAURANT OPERATIONS 03 Reduce costs and increase efficiencies

BUILD BETTER UNDERSTANDING OF CUSTOMERS 04 Increase loyalty and retention

1801 OLD ALABAMA RD., STE 300, ROSWELL, GA 30076

WWW.BIASCORP.COM

888.907.0352
INFO@BIASCORP.COM