

Maximizing Profitability and Customer Satisfaction of an International Fast-Food Restaurant Chain

- A Case Study

Client

An international quick-service restaurant chain headquartered in Columbus, Ohio. The company has outlets in North America, Europe and Asia. The menu items are standardized across the outlets and franchises, ranging from burgers, beverages, sandwiches, french fries, wraps, etc.

Problem

The restaurant chain had 4 main channels of revenue - dine-in/take-out, mobile app, restaurant and food delivery aggregators, and website. Our client had the objective to encourage customers to order food through online channels as the overhead costs were significantly less.

The organization was struggling to manage and analyze data from these multiple sources and make informed decisions that can help them in retaining customers.

The chain had multiple outlets in locations spread across continents. Hence, many outlets were using manual processes to track inventory, sales and customer data. This made it harder for the client to get a clear picture of how its outlets were performing because the processes followed were not only time-consuming but also prone to errors.

Solution

We understood the requirements of the organization from various stakeholders and jotted down the tasks we need to perform to execute our solution.

The overall solution was divided into 3 segments -

- Data Warehousing Solution
- Data Analytics Reports
- Marketing Intelligence Platform

I. DATA WAREHOUSING SOLUTION

- We identified and collected the data from multiple sources. This ensured that we had a complete and accurate understanding of the business operations.
- Next, we spotted and fixed any discrepancies in the data. Unnecessary segments were removed for better analysis.
- We finalized the KPIs with the inputs and feedback from stakeholders.
- A centralized enterprise data warehouse was created, where we transformed and stored the data. The migration of the data was automated to ensure that the data is stored efficiently and accurately.

II. DATA ANALYTICS REPORTS

- We created real-time dashboards using Power BI to visualize the data.
- Through the reports, we analyzed the patterns and behaviors of customers. Cohort retention analysis provided us with insights into customer retention and satisfaction in a particular time period.
- All the learnings and actionable insights were presented to the stakeholders so they could take the necessary actions of implementing the systems at scale.

III. MARKETING INTELLIGENCE PLATFORM

- Finally, we developed a system to nudge existing customers to order food items via push notifications. Personalized campaigns and offers were targeted to different cohorts, enticing them to make the purchase online.

Business Impact

- Our client was able to migrate 14% of their dine-in customers to online channels. This in turn increased the number of food orders from the mobile app and online restaurant and food delivery aggregators.
- The BI solution improved the chain's operations and identified areas of inefficiency in real-time, allowing them to reduce operating costs and expenses and increase overall profitability by 7% by the end of the financial year.