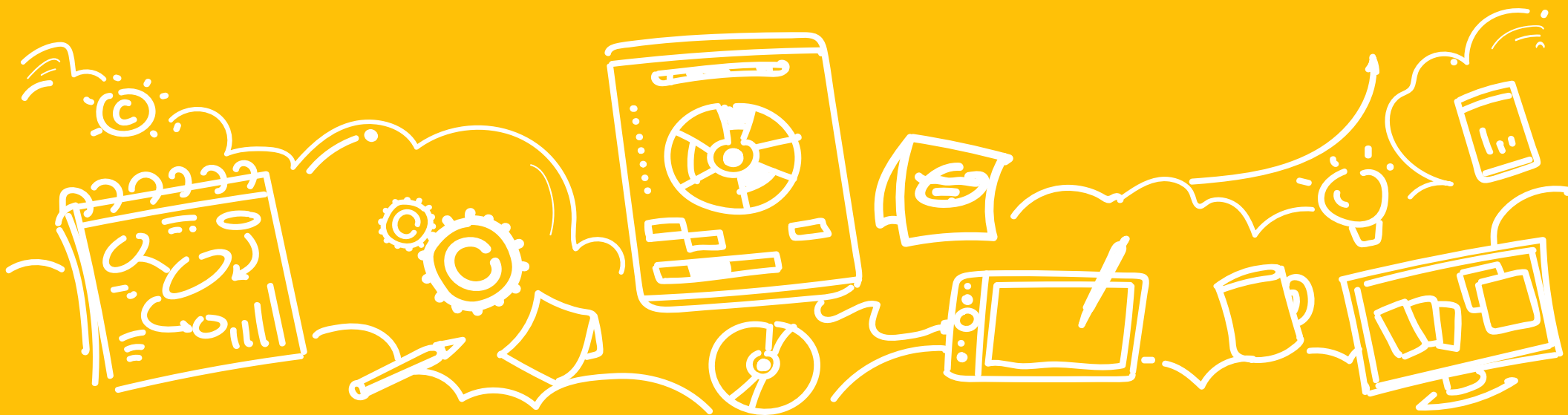




The Complete Restaurant Data Analytics Guide



RESTAURANT ANALYTICS ARE CRITICALLY IMPORTANT

Multi-unit restaurant operators have a unique challenge. They must effectively monitor operations and profitability both at the location level, and the enterprise-wide level without being overwhelmed by the sheer volume of data from disparate systems.

Data analytics platforms were designed for the specific needs of multi-unit and multi-brand operators, allowing them to make strategic decisions that support their bottom line.

How Data Helps Operators Make Insightful Decisions

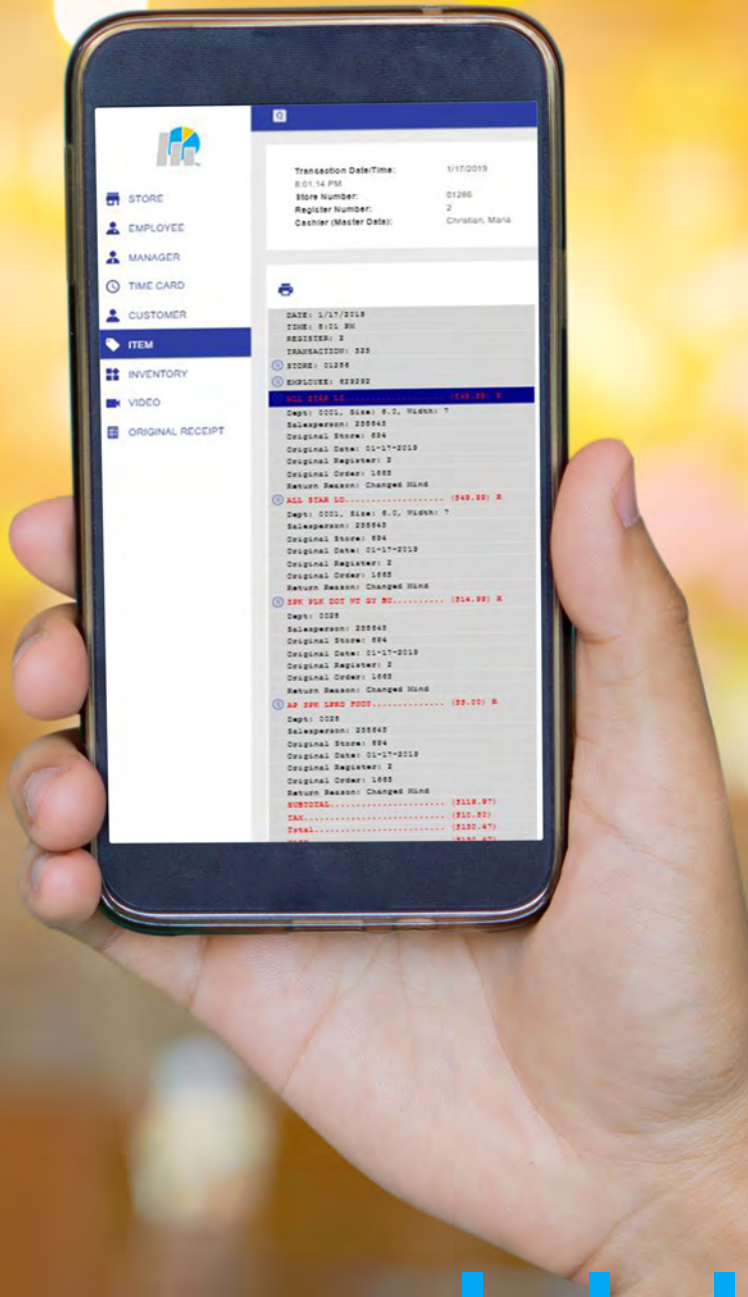
Aggregated Data

While operators are used to making data-driven decisions, the labor required to combine that data into a useable format has often been time consuming. Excel spreadsheets and home-grown databases were typically used to aggregate data but resulted in confusion, not clarity. Today's platforms allow operators to make decisions by combining data from POS, labor, inventory, third-party and supplier data – seamlessly into analytics that are not only accessible, but actionable.

All-in-One-Place

Today's operations can change on an hourly basis as restaurant operators respond to everything from weather patterns to competitor pricing. A real-time analytics dashboard allows operators to see aggregated data all in one place, providing a birds' eye view of all locations.





Time Saving

Data analytics removes the issue of the “cost-benefit” analysis. No longer must operators ask how long will it take me to review this data vs. what financial benefit will it bring? Having current, aggregated data immediately available in one convenient place allows operators to make decisions quickly and move on to the next task at hand. Objective, current, and reliable data eliminates incorrect assumptions and saves valuable time.

Be Responsive to Alerts

Data analytics can pinpoint the time, date, and place of a potential issue, allowing operators to react quickly. Historically, data may not have been available for days, weeks, or even months later, often too late to correct the issue. Software alerts shows outliers that indicate revenue leakage, missed sales opportunities, and unwanted employee behavior. Operators can use this reporting to immediately investigate and correct potential issues.

What are the Most Important Restaurant Analytics?



Speed of Service

In an age when customers are busier than ever, serving them quickly is critical. Poor, slow service is a primary reason why customers will turn to a competitor, making it harder to win them back. Analytics that measure how long it takes to order and prepare food, pay, and pick up food are key to meeting customer expectations, maximizing sales and reducing costs.

Upselling

Upselling allows locations to sell more and/or higher-margin products. Sales can also be tracked by store, employee, time of day, and other specific data points. Not only do these metrics show where upselling succeeded, it also shows where it fell short. Upsell reporting can drive future sales and diagnose larger-scale problems that impact profitability.



Promotions

Promotions data helps operators understand which promotions are profitable both at the unit-level and across all restaurants, allowing for better planning for future limited-time items, discounts, or deals. Granular-level reporting provides insights like traffic metrics, new vs. existing customer sales, and promotional item sales, measuring if the event was truly profitable.

Loss Prevention

Loss eats into the bottom line. Identifying the source of that loss is key to stopping revenue leakage but has historically been difficult to pin down. Software alerts help operators identify events that exceed thresholds and provide deep-dive reporting into actual events. The result is laser-focused reporting that pinpoints specific issues and reduces loss in a minimum amount of time.

How Analytics Improve Profitability

Highlight Real-Time Revenue Leakage

Identifying cost outliers through system alerts stops potential loss in its tracks. Corporate-specific alerts can focus on unwanted employee behavior like excessive voids or discounts. Monitoring supplier costs and potential inventory issues can serve to keep food costs in check.

Identify Sales Opportunities

Monitoring upselling and promotions highlights opportunities for increased sales. Data analytics can reveal unique sales opportunities like new or test menu items at the store level and leverage them to other locations.



Encourage Positive Employee Behavior

Employee training is made easier by supporting specific behaviors that increase sales and spotlighting unwanted behavior that results in increased costs. Data analytics reveals specific opportunities to train employees to upsell or identify areas of potential loss.





How Analytics Help Align Corporate Operations

50,000 Foot View

Decision-makers need to understand the global picture of store operations. KPI's for revenue, costs, margins, and specific corporate or brand-wide metrics gives leaders factual insights on daily operations. Dashboard metrics provide instant transparency of potential issues that affect enterprise-wide profitability.

Laser-Focused Actionable Metrics

Programmable alerts heighten awareness of potentially troublesome events at the store, employee, brand, or other desired level of visibility. Data analytics provide instant awareness of issues that affect profitability, including fraud, food costs, inventory, or labor data that falls outside of expected norms. Based on this information, managers can investigate and take actionable steps that align with corporate policies.

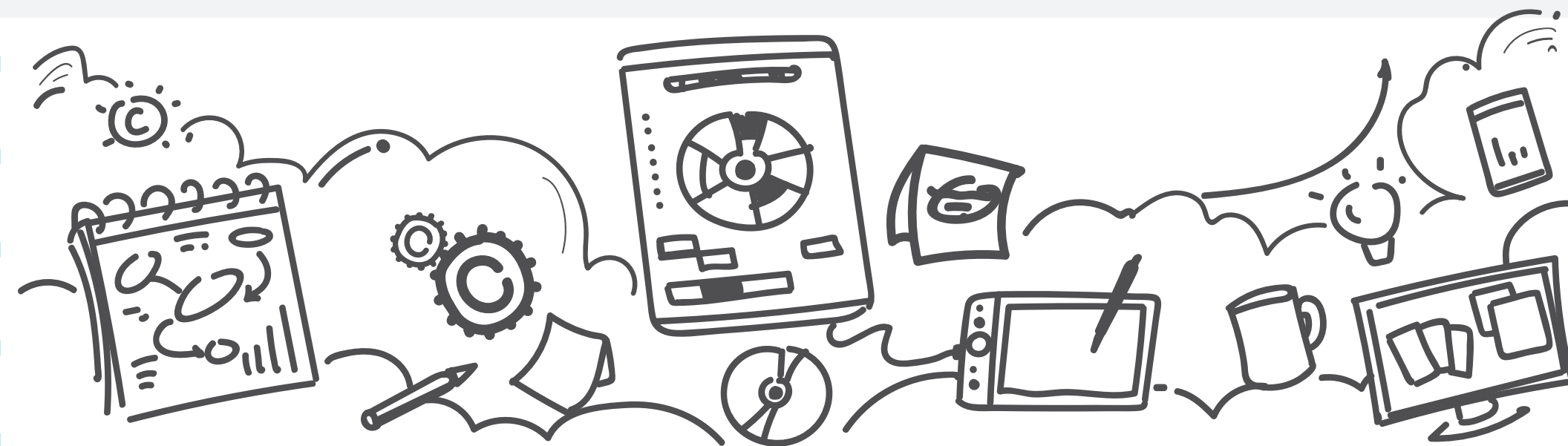
Strategic Decision Making

Data is only valuable if it supports effective decision making. Establishing corporate or brand specific metrics into the platform results in reporting that specifically reflects whether or not your strategic goals are being met.



What To Look For In Data Analytics Software

- ✓ **CONSOLIDATED DATA FEED** – easily integrate data feeds from your POS, online or third-party ordering platforms, HR, financial reporting, inventory, and other business systems with no additional hardware or POS upgrades required.
- ✓ **POWERFUL YET SIMPLE REPORTING** – create any report, dashboard, query, or alert with simple click-and-drag functionality without burdening IT.
- ✓ **MANAGE AND TRACK INTERNAL TEAMS 24/7** – follow what happens at HQ or in the field with role-based alerts and workflows that include prescriptive actions tailored to your company.
- ✓ **ALIGN YOUR ORGANIZATION PERFORMANCE** – keep corporate goals front and center by ensuring your workforce is always focusing on what matters most.
- ✓ **IMPROVE ENTERPRISE-WIDE DECISION MAKING** – quickly turn your data into insights that inform strategic decisions and improve business outcomes at every level of the organization.
- ✓ **PRODUCT SUPPORT** – professional customer service that provides in-depth product training and application support. Make sure you have access to real people who are dedicated to making your job easier.



Agilence is the leader in data analytics and reporting in the retail, restaurant, grocery, convenience, and pharmacy industries. We develop an intelligent solution that enables organizations to easily connect the dots within their stores or restaurants to identify anomalies and trends that can improve operations, measure enterprise-wide performance, and boost profits. Agilence provides users with a complete view of their business, empowering them to make informed decisions faster and improving efficiency across the enterprise.



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