



**IMPROVE YOUR  
DATA AND  
ANALYTICS  
ACROSS YOUR  
FOOD ECOSYSTEM**

**Know More. Operate Better.**

Wavicle's National Restaurant Practice brings decades of experience helping big brands in the food industry capitalize on their data assets. We serve food and beverage CPGs, farmers and growers, restaurant groups, grocery retailers, distributors and suppliers. Working with us, our clients realize measurable results that positively impact their bottom lines.



**Food delivery analytics**

Dashboard intelligence that helps restaurants and restaurant groups manage multiple third-party food delivery services, in-house delivery operations, and customer support.



**Point of sale analytics**

Integrate POS systems data with restaurants' external and internal data sources to get a full picture of sales, customer, and operational analytics.



**Mobile app insights**

Improve consumer app engagement with mobile analytics designed to drive increased food orders, reservations, personalized offers, and decreased active user drop-off.



**Franchise analytics**

Leverage data from large multi-unit franchisee organizations for insight and performance optimization.

## Food Industry Successes

One of the world's largest QSRs



Wavicle has completed 40+ analytics engagements focusing on food delivery, customer experience personalization, store operations, marketing/loyalty, supply chain and more.

Large Family Wine Brand



For a family-owned company that sells 40+ wine brands, Wavicle defined an enterprise analytics strategy, then implemented a cloud-based solution to support long-term supply planning and direct-to-consumer analytics focused on their tasting rooms and wine clubs.

Large Restaurant Group



For a well-known national restaurant group of 120+ restaurants, Wavicle helped create and implement a marketing/loyalty-centric data strategy.

## ActiveDeliver™: Third-Party Food Delivery Analytics

Speed time to insight, decision-making and greater ROI

While food delivery has the potential to help single restaurant locations increase sales by 10% to 20%, operational issues can quickly halt the ability to satisfy demand. With proper analytics in place, restaurants will be prepared with the right staffing levels, the proper inventory, the right menu items available for food delivery, and the best food delivery partnerships to optimize the experience for their customers.

Wavicle **ActiveDeliver** combines existing corporate data such as POS with third-party food delivery data to track, measure and visualize key metrics.



### Visualized KPIs

- **SALES METRICS** (total sales for in-store, drive thru, delivery and more)
- **DELIVERY METRICS** (route time, fulfillment time and more)
- **CUSTOMER ANALYTICS** (sales by new vs. existing customers, satisfaction and more)
- **FOOD DELIVERY FEES** (paid by operators to delivery providers, and by customers)

### About Wavicle Data Solutions

Wavicle Data Solutions delivers data and analytics solutions that help organizations achieve business results. Wavicle delivers custom solutions to capture, analyze, and share growing volumes of data from traditional on-site systems, cloud applications, social media, and numerous other sources. Wavicle combines its expertise in data engineering and architectures with artificial intelligence and machine learning concepts to help enterprises imagine new ways to manage costs, increase sales, and become more efficient. Wavicle was also recognized as an Inc. 500 company in the 2019 list of fastest growing private companies in America. For more information about Wavicle Data Solutions' offerings for large organizations that want to get more value from their massive volumes of growing data, please visit <http://www.wavicledata.com/>.