



CASE STUDY: Global QSR Optimizes Food Delivery Performance with Data Analytics

Overview

As food delivery surges, one QSR improves operations ahead of the curve

A global quick service restaurant (QSR) leader partnered with Wavicle Data Solutions to optimize the performance of its third-party food delivery providers in 40 markets across five continents.

Without insight into the performance of its growing food delivery function, the QSR faced numerous potential risks: running out of inventory for popular menu items, staffing shortages, late deliveries, and poor customer reviews. Left unchecked, these issues could swell into larger problems, impacting revenue and consumer brand loyalty. The QSR realized that an intelligence solution was critical for financial success in a highly competitive market.

Solution

Disparate data transforms into valuable visualized metrics

Wavicle implemented a data model and process to load source data from multiple third-party food delivery partners into a single data warehouse, transforming disparate data into valuable operational intelligence.

On-demand customizable reports gave QSR managers insight into sales, delivery, customer feedback, and fees, with the ability to “slice and dice” these metrics by restaurant location, food delivery partner, date range, and time of day. With access to visualized metrics, the QSR could continuously measure and improve its food delivery operations.

Outcome

Revenue growth bolstered by third-party food delivery insight

With Wavicle’s solution, QSR operators now have access to key analytics at a macro-level, giving them the ability to dive into details, resolve specific issues, and optimize food delivery performance. Since implementation, the QSR has increased total food delivery orders, which now exceed more than 10 percent of sales in locations that offer delivery. Additionally, the average dollar value per transaction is significantly higher for food delivery vs. non-food delivery. The QSR now attributes food delivery as a key driver of global growth.

