RubiCube

Decoding QSR Menu Item **Performance Using Analytics**

A Case Study by

CI Global and RubiCube

Executive **Summary**

This case study explores how analytics can be used to decode Quick-Service Restaurant (QSR) menu item performance. By identifying zero or slow sales items within specific categories and subcategories across stores over a defined time period, QSRs can make informed decisions about menu optimization, including adding new items or removing underperforming ones. This analysis is crucial for understanding how certain menu items affect sales and what alternatives can be considered to enhance revenue.

Goals

- To download and analyze sales data by category
- To enhance menu performance by analysis of sales trends
- To improve data-driven decision making

Challenges

Lack of visibility into menu item performance:
QSRs often struggle to identify which menu items are driving sales and which are underperforming.

Manual data collection and analysis:
Relying on manual methods for data collection and analysis is time-consuming and error-prone.

Inconsistent data across stores:
Variations in data collection and reporting practices across different stores can hinder accurate analysis.

Difficulty in identifying trends and patterns:
Analyzing large volumes of data manually can be challenging, making it difficult to spot trends and patterns that could inform menu optimization decisions.

Limited ability to make data-driven decisions:
Without the right tools and insights, QSRs may struggle to make informed decisions about menu changes.

Solution

Leverage analytics tools in conjunction with Linga POS integration to decode menu item performance and make data-driven decisions for menu optimization. This involved extracting real-time sales data of multiple stores and utilizing RubiCube's advanced reporting features to identify trends and make data-driven decisions for menu optimization.

Implementation

- **Integrate Linga POS:** Connect Linga POS to an analytics platform.
- **Data collection:** Collect real-time sales data from Linga POS.
- **Data analysis:** Use analytics tools to analyze sales data, identify trends, and compare the performance of different menu items.
- **Menu optimization:** Make informed decisions about adding, removing, or modifying menu items based on the analysis.
- **Regular monitoring:** Continuously monitor menu item performance and make adjustments as needed.

Key Features and Benefits

Real-time data
Access up-to-date information on menu item performance.

Automated data collection
Reduce manual effort and errors.

Advanced analytics
Identify trends, patterns, and correlations.

Data-driven decision-making
Make informed choices about menu optimization.

Improved profitability
Increase sales and reduce costs through optimized menu offerings.

Enhanced customer satisfaction
Offer a menu that aligns with customer preferences.

Key Findings

- Certain menu items positively influence sales.
- Zero or slow sales items may need to be removed or replaced.
- Strategic additions to the menu can drive sales.

Results

- Assisted in identifying sales laggards and deciding on promotions accordingly.
- Helped detect top performers and remove or replace underperforming items.
- Created new menu items based on analysis.
- Improved sales and profitability.
- Enhanced customer satisfaction through optimized menu offerings.
- Increased operational efficiency and customer satisfaction.

Conclusion

Analytics play a crucial role in decoding menu item performance. By analyzing sales data and understanding the impact of specific menu items, QSRs can make informed decisions to optimize their menus and drive business growth. Integration with POS helps automate the data collection process, reducing the need for manual data entry and spreadsheet management. This streamlining not only saves time and effort but also minimizes the risk of human error, ensuring more accurate and efficient menu item performance evaluation. Connect with us to know more.

About CI Global

Since 1998, CI Global has been empowering businesses by providing comprehensive technology solutions, including ERP systems, product development, cloud transformation, and mobile app development. Our experienced team is dedicated to driving innovation, ensuring smooth transitions, and delivering projects on time. Whether you're modernizing your infrastructure or developing new software, we help you stay ahead in a rapidly evolving tech landscape.

25+ years of software product engineering | 1500+ product releases | 350+ customers across the world

About RubiCube

RubiCube is a versatile data analytics platform that seamlessly integrates with your existing systems like CRM, POS, and ERP, providing real-time insights and automating processes to resolve business complexities. With RubiCube, businesses can enhance decision-making, predict trends, and drive growth across industries.

© 2024 RubiCube. All Rights Reserved
sales@rubicube.com +91 - 9940241533

RubiCube