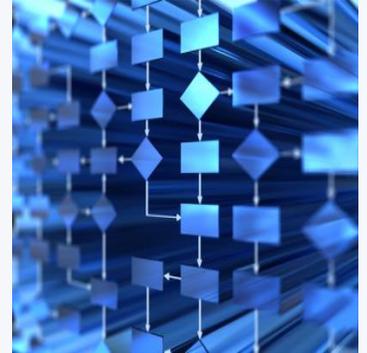


## Four Business Intelligence Best Practices for a Restaurant Chain

The end goal of a business intelligence solution is to utilize your data to gain insights into your business, allowing you to make informed, profitable decisions. Dayhuff Group's business intelligence experts have extensive experience in the restaurant industry and have outlined four best practices to help you get the most out of your BI solution. The following steps take you from preparation, to selection and implementation, setting you up for business intelligence success.



### 1. Assess the information needs of the employees

Probably the most important business intelligence practice, assessing your environment is instrumental in ensuring your business success. Your assessment should ultimately guide your decisions when choosing a business intelligence solution, so it is imperative to be as thorough as possible. First, you should determine your BI needs and goals. What are you hoping to gain from a BI solution? Maybe you wish to gain better insights into your comparable sales and traffic, product sales or speed of service. Perhaps you need to better measure the effectiveness of a new menu item or marketing campaign. Once your needs and goals are identified, your business intelligence partner can pinpoint what is preventing you from meeting those needs currently and create a plan to help overcome those obstacles and achieve your stated goals.

### 2. Choose a solution that the way you operate

Your data, your needs, and your goals are unique to your business, so your solution should be too. When choosing a solution, there are several factors you should keep in mind, the first being technology. What technologies will easily integrate into existing systems, while still fitting your needs? What is the frequency and volume of data that will need to be analyzed? For example do you need to look at ticket level, transactional level information or do you need data in real time to determine who a restaurant is currently performing? You'll need to make sure you implement a robust system that adapts quickly. In addition, you should decide upon the tools that will help you meet your needs and goals. What reports do you need? If you need insights into popular menu items for a specific market or demographic, you'll need to ensure that your solution can provide you with that data? Who needs access and what access do they need? Do you open access up to a restaurant manager and are they able to view and compare their performance versus other locations? What other locations should they be able to view and utilize for comparison?

### 3. A view from the top

The Dayhuff Group uses a Top Down approach to Business Intelligence. Ask yourself, what data does your business actually need? Once you have identified what insights and reports are key to the success of your business, you'll be able to decipher what data is essential, as well as what isn't. Anything that isn't necessary – get rid of it. On average, around 80% of data in warehouses and data marts is unused. Because speed decreases as data amount increases, eliminating this 80% can make a profound difference on your processing speeds! As scary as hitting that delete button seems, it could mean the difference in getting the results you want from your business intelligence solution.

### 4. Think Ahead

When choosing a solution, it is very important to not only consider your needs now, but what your needs will be in the future. As your business evolves, so should your business intelligence solution. This is where utilizing an agile development approach will be very beneficial, as it allows you to constantly adjust to meet the ever shifting restaurant industry. You may also want to consider your growth projection? How many new restaurants are you planning to open? How will my BI solution scale to my businesses growth? In addition, it is important to think about outside parties that currently use, or may possibly use, your data. Will your business intelligence technologies support this or be able to adapt? Will the technologies integrate with vendors or franchisees? Developing an adaptable solution now will save you headaches later.