

D&A TRANSFORMATION TALES

Enabling a New Level of Analytic Capability that Fuels Dynamic Analytics and Operational Excellence



BACKGROUND

Our client is one of the most popular casual dining restaurant chains in the United States, with franchised locations across the country. As a well-established brand, they were looking to modernize their analytics capabilities to better understand customer preferences, optimize operations, and drive strategic decision-making.

The core problem was that despite running an extensive number of restaurant locations, the company lacked a centralized way to perform comprehensive analytics across their business. They needed integrated reporting that combined transactional data with customer survey insights to produce actionable visualizations.

Some of the highlighted challenges by the client are:

- Independently run franchised restaurant model made data consolidation difficult
- Unable to analyze performance of specific menu items and promotions
- Needed to blend operational database with external survey data sources
- Requirement for intuitive data visualizations accessible via a web application



SOLUTION

To address these analytics challenges, our team of data visualization experts undertook a thorough discovery process. We worked closely with the client's IT, marketing, and operations teams to deeply understand their reporting needs, data architecture, and existing technical landscape.

Based on the discovery findings, we proposed and implemented a modern data visualization solution powered by the MicroStrategy analytics platform. Our step-by-step approach included:

- Integrating the client's transactional database (Teradata) as a trusted data source
 - Building pipelines to ingest external survey data from the client's AWS data lake
 - Developing intuitive dashboards and reports leveraging MicroStrategy's advanced visualization capabilities
 - Incorporating AI-driven predictive analytics using MicroStrategy's machine learning tools
 - Embedding tailored analytical reports and KPI visualizations directly into the client's web applications
 - Conducting hands-on training to onboard restaurant analysts and franchisees
- Some of the key visualizations delivered included:
- Freeform SQL/XQuery reports combining transaction data with survey sentiment
 - Sales performance dashboards with built-in geographic mapping
 - Forecasting models predicting demand for specific menu items/promotions
 - Interactive visualizations identifying trends over time



TECHNOLOGY SNAPSHOT

- MicroStrategy (MSTR)
- Teradata
- AWS EMR
- Hadoop/HDFS
- AWS Hive/Presto



BUSINESS BENEFITS

- Centralized insights into sales performance across all franchise locations
- Customer survey feedback integrated with transactions
- Optimized promotional offers based on predicted demand
- Self-service analytics embedded in existing web tools
- AI/ML capabilities to identify trends and uncover hidden opportunities



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