NEW VS REPEAT

New vs Repeat is very common across the retail and hospitality landscape and any approach we define should be highly visual and interactive, allowing a user to drill into transactional data and dynamically denim time periods for comparative analysis

- Repeat orders
- Repeat customers

CUSTOMER SEGMENTATION

Business Heatmap

A clear heatmap is very informative to understanding the source of customers and sales. This type of view is very helpful to understanding areas where investment can be made for advertising and business expansion.
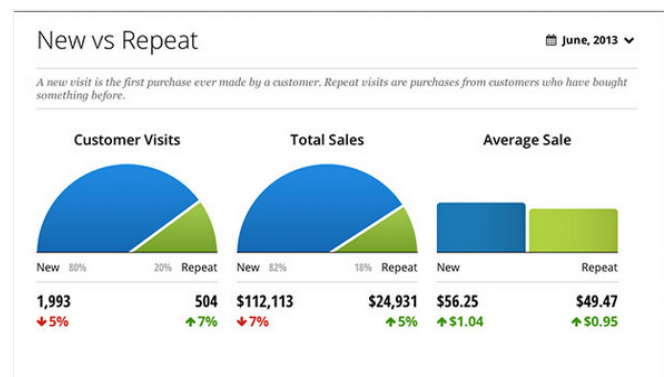
1. Customers by zip code

- Most ordered food items
- Breakdown between businesses vs home (if possible)
- Vacations vs local customers
- Do these same customers order online, pickup vs delivery

- how often are they ordering the special of the day
- How often are we getting new customers - weekend/ weekdays/ time of the day
    - Specifically how many are based around work (lunch post drinks) vs leisure
    - Are these visits based around watching events (ex: MLB, UFC, NFL)
- Are they based around local events (concerts, movies, sports, etc)How many people are ordering the special menu items
- How many times do people customize an order
- Track when customers ask for something we don't offer
- Traveling vs convenience
    - Who comes to us because they like us
    - Who comes because it's the "easy location"

Customer Front

What we Intake:

- Name

New vs Repeat   June, 2013 ∨

A new visit is the first purchase ever made by a customer. Repeat visits are purchases from customers who have bought something before.

	Customer Visits		Total Sales		Average Sale	
New	80%	20% Repeat	New 82%	18% Repeat	New	Repeat
	1,993	504	$112,113	$24,931	$56.25	$49.47
	↓5%	↑7%	↓7%	↑5%	↑$1.04	↑$0.95

- Contact details
- Address
- Birthdays
- Allergies
- Favorite dishes
- New orders

How to use it

Incentives Program

- Create profiles for individual customers so you can send them incentives to return to your restaurant (free meals on their birthday).

Customer Segmentation

- If you know their favorite dish you can suggest it or something similar when they order
- Segment loyal customers based on their orders

Loyalty Program

- Repeat vs New

How we present it (REPORTS)

Add a section about the different reports we can represent

WIREFRAMES

Restaurant Offerings

- Menu
- Specialities
- Seasonal items

How to use it

- How many people are ordering the special menu items
- How many times do people customize an order
- Track when customers ask for something we don't offer

How we present it (REPORTS)

Special Menu Report

New Menu Suggestions

Front of House

- Wait Time
- Turnaround Time
- Average Party Size
- Average Guest Count

How to use it

Schedules
- Predict when how much staff is needed on particular shifts on certain days of the week and even weeks of the month
- Which sections may need additional staff (outdoor patio)

Inventory
- Predict busier days and weeks to make sure there is enough inventory for anticipated customers

How to Present it

In the schedule area recommend the number and types of employees per shift per day.

Financials
- Rent
- Payroll
- Utilities
- Food Cost
- Menu sales
- Online orders
- Average sales per day
- Track Discounts & Comps

How to Use it

Tracking this data helps the management gauge profitability and helps them to see how financially healthy they are.

Staff
- Determine when additional staff will be needed and when to taper down shifts
- Which days need staff numbers

Menu
- Recognize when items are gaining popularity and suggest additional ingredients
- Recognize when items are no longer popular and should be cut
- Suggest what should be available online for delivery/pickup

Busy Vs Slow Days
- Suggest adding specials on slow days to drive business
- Suggest days it makes sense to lease out space for events

- Average sales per day can predict the slower vs busier days and can suggest whether it makes sense to be open on certain days or if it makes more sense to run a promotion to drive business. Or choose days to lease out space for events.

Track Discounts and Comps
- Create an average to make sure there aren't too many discounts or comps going out at the same time. This isn't predictive as much as it is reporting to prevent loss or theft.

Monthly Expenses
- Add up recurring expenses to additional expenses and predict sales needed to stay in the black

How to present it

Staff, Busy VS Slow Days
- Hiring and slowing down shifts should be recommended in the schedules.

Menu
- Menu items should be shown as part of the dashboard, with maybe an announcement at the top
- Monthly expenses should be also shown in the dashboard as a chart with half showing where the business has been and the other where it is going. This chart should also give an indication of what kind of sales need to be made to stay in black.

Track Discounts and Comps
- Collect an average overtime, have user set an acceptable "over" percentage and if the exceeds the percentage a warning should appear at the top of the dashboard with a link to all transactions.

Employees
- availability
- performance
- Who has the most sales
- Who manages the most customers
- Bartenders: who makes the fastest drinks

How to use it

By knowing which employees can handle the most people it makes sense to reward them with the busier shifts so they can increase their take home money with increased tips. It would also make sense to put higher performing staff with higher end customers.

Also, if you discover a specific server is selling certain items at a level much higher than the rest of the staff you can use that to have that specific server train everyone else with better sales options.

Performance

- comparative employee performance, reward top performers, inform employee retention decisions, and identify training opportunities for employees who need it most by sales category (i.e. spot train low beer sales performers with beer menu knowledge to raise the average)

*E-Commerce