



DataGOL

DataGOL Revolutionizes Retail Operations for FreshMenu



FreshMenu



FreshMenu Company Overview

FreshMenu, a leading food delivery service in India, has established itself through an innovative cloud kitchen model that emphasizes quality, efficiency, and customer satisfaction. **Operates 36 kitchens** across major cities including Bengaluru, Mumbai, and Delhi-NCR. The company **processes 8,000+ orders daily**, manages a fleet of **700 delivery personnel**, introducing **24 new dishes** each day and **60 new main courses monthly** to keep the menu fresh and varied. Its innovative approach and strategic use of data analytics further solidify its unique value proposition in the growing online food delivery sector.



Key Challenges

Despite its success, FreshMenu encountered several pressing issues impacting its performance and growth trajectory:

01

Customer Engagement and Retention

FreshMenu struggles to engage and retain customers due to limited direct customer data, hindering targeted marketing and personalisation efforts.

02

Operational Inefficiency

FreshMenu lacks a unified, real-time view of kitchen performance and quality monitoring, leading to operational bottlenecks.

03

Inventory Management

FreshMenu faces difficulties accurately forecasting demand, particularly during peak times or special events, leading to stockouts or missed revenue opportunities.

04

Cost Optimisation and Discounts Reliance

FreshMenu's cost optimization is hampered by operational inefficiencies, a lack of data-driven insights, and reliance on high discounts to attract customers, eroding profit margins.

05

Fragmented Data Sources and Manual Data Aggregation

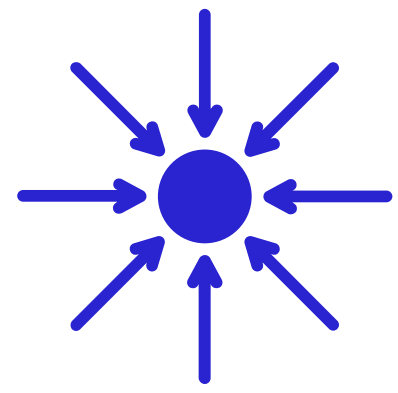
Data is scattered across multiple sources, requiring manual aggregation and hindering timely analysis and decision-making.

06

Lack of Dedicated Data Engineering Resources

FreshMenu's small data engineering team struggles to manage complex data tasks.

The Journey with DataGOL



Unified Data Lakehouse

Consolidated data from multiple sources into a unified data view. This eliminates manual data aggregation, streamlining access to insights and enhanced data context for analytical capabilities.

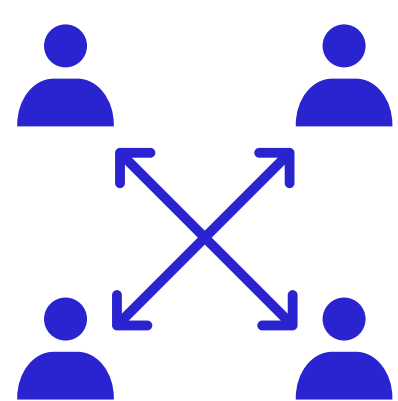
The Unified Data Lake House provided a single source of truth, ensuring all teams access accurate information for decision-making, freeing resource utilization, and minimizing additional tool investments. Additionally, reduced implementation timelines from 9+ months to 8 - 10 weeks



Data Cognition with Self Serve Analytics

DataGOL integrated customer data from various channels to gain a comprehensive view of customer interactions, analyze customer behaviors to enable targeted marketing campaigns and personalized offers, thereby improving customer engagement and retention.

This accelerated decision making and agile responses resulted in **improved customer retention by 15%** and **increased revenue by \$2 million annually** through effective engagement, loyalty program optimization, and targeted promotions.



Intelligent Workbooks with Collaborative Experience Layer

Provided a unified real-time view of kitchen performance and order tracking by allowing business users to identify bottlenecks and optimize operational workflows. Additionally, facilitating cross functional collaboration by ensuring data and business teams access the same critical data with the same metadata.

This improved coordination and real-time performance monitoring led to **reduced delivery costs by 10%** and **improved on-time delivery rates by 25%**, enhancing customer satisfaction and reducing negative reviews by 15%.



Predictive Analytics

DataGOL implemented a Demand Forecasting tool to accurately forecast inventory needs during peak times or special events. This resulted in minimizing stockouts and ensuring optimal inventory levels, maximizing revenue opportunities while reducing waste.

The results enabled to **cut perishable stock wastage by 40%, saving \$600,000 annually, and increased stock availability, boosting customer satisfaction by 18%.**



Cost Analysis Self Serve Dashboards

To provide insights into operational costs across various functions and identify areas for optimization. Using data driven Dynamic pricing and Campaign effectiveness insights to boost Freshmenu's premium edge – maximizing margins, target customers with precision and drive ROI with actionable insights to elevate every order.

Improved average order value by 8% and protected \$1 million in annual revenue from pricing pressures, leading to more sustainable growth.





Program Director Highlighted

I could not have asked for more from DataGOL. Our biggest challenge was the lack of a unified view across our distributed data sources. With DataGOL's all-in-one data platform, we seamlessly integrated data from our Data Warehouse, S3, Google Sheets, Emails, and connected it to key systems like order management and customer service platforms. This powerful glue has saved enormous amounts of time, cost and complexity. Thanks to DataGOL, we've been able to stay lean and deliver on multiple data use cases, driving efficiency and better decision-making across the board.



Conclusion

With DataGOL's platform, FreshMenu experienced a significant positive shift across customer engagement, operational efficiency and profitability. DataGOL Platform provided a unified Lakehouse, intelligent workbooks, customer 360 & predictive insights and automation capabilities that allowed FreshMenu to address both immediate data challenges and future growth opportunities. DataGOL is enabling companies like FreshMenu Ecommerce SaaS companies to leapfrog their competition and deliver exceptional value to their customers. With DataGOL, you're not just keeping up with the AI revolution – you're leading it.



With DataGOL, simplify your data and amplify the business impact. It's the SaaS anywhere solution for scaling data teams to ensure data is always running as expected. The only data platform empowering data and business collaboration to meet growing business needs. Let's work together to make your data a strategic asset for success.