

# Multi-Store Restaurant Retailer

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## Services

Predictive Analytics

## Challenges

The client saw a disparity between projected and realized sales at the store level and approached Aureus for insights into which operational levers could drive sales growth.

## Solutions

Our approach began with a breakdown of total store-level sales into predictable pieces: sales from repeat customers and sales from first-time customers. Multiple data streams — such as point of sale, customer relationship management, customer satisfaction score, regional demographics, weather forecast and competitive landscape data — were combined into a staging database.

We then used machine learning algorithms to build a set of key drivers that predict visitor frequency, average ticket size, traffic of new customers and other customer behaviors. Our Action-Planner module enabled decision makers to set targets on each of these key drivers, while they saw the predicted lift in sales.

## Results

Our solutions helped reduce the variance between forecasted and realized sales. As a result of our aggressive target setting and monitoring, the average store saw a YoY sales growth of **8 percent**.