

# Information Management Strategy

Restaurant leader needed to visualize the outcome using the data available and business knowledge

## Client Need

Targeting customer attraction and building more business.

## Benefits

- Demographic analysis – determined how many members in a demographic group were visiting the restaurant. This provided insight for creating new menu items catering to a frequently occurring group size
- Sales opportunity analysis – A report on what factors can be used to determine if the bundling meals opportunity is 'worth' making a change, since every change is associate with a cost.
- Speed of Service – This is to track the performance of the crew.
- Estimated savings of USD **\$1.3M** in 2 years, due to automation of reports and the decommissioning of reporting on legacy system.

## PR3 Systems Solution

Architected & Implemented IM Strategy leveraging - **Cognos Enterprise, InfoSphere DataStage, InfoSphere Optim, and a Data Warehousing solution.**

