

Fast-food giant now accurately calculates 95% of royalty and delivery fees by integrating third party delivery data with the internal DW.

Challenge

A global fast food restaurant franchise with more than 35,000 locations across the world. With the fast growing third-party food delivery services like GrubHub and UberEats, It's primary objective is to integrate the data provided by these delivery systems into the existing data warehouse. One of the major challenges was to rely on the delivery partner data for the royalty settlements. A lot of franchisees were fudging orders to cut back on paying the royalty. Restaurants lose a lot of royalty when order comes through a third-party delivery system so they had to resort to discouraging the general ordering tendency to directly order through an app.

Our Solution

The proposed solution rethought the integration between the delivery partner data and the restaurant data warehouse. Generating reconciliation reports to compare the net proceeds from delivery partners and the point of sale systems to check for differences and validate the amounts. In summary, the solution entailed the following:

- Setup a process to load third party delivery data from the point of sale systems into the integral part of data warehouse
- Develop a process to collect data from delivery partners and load it into a data warehouse in the same format of the data that is being obtained through the point of sale systems
- Calculate the royalty settlements or the delivery adjustments that must be given out to the respective third-party delivery systems as well as franchisees

Results

With the implemented solution, DataFactZ helped the global fast food restaurant to calculate the royalty and delivery fees for 95% of the orders without completely relying on third-party data. The 5% discrepancy is when the data that was received from third-party systems is not matching to the point-of-sale data. This is because the point-of-sale system does not differentiate between a pickup or delivery order. Through this system, The fast food restaurant managed to:

- Provide royalty credits to increase the third-party orders
- Increase the royalty benefits of the franchises and users that use the application to order

Industry	Restaurants
Project Type	Data Analytics / Data Engineering
Technologies	SQL Server, Azure DevOps, AWS S3, Teradata, SSIS, Matillion, Active Batch Scheduler