CASE STUDY

NOESIS MODERNIZES SALES MONITORING SYSTEM FOR MCDONALD'S PORTUGAL

The developed **Business Intelligence system for McDonald's** is a tool for **data processing automation** and **data flow management**, using Qlik Sense technology, which gave ease to create a centralized data repository for reporting purposes with information about the entire restaurant network and sales analysis performance.

Setor:
Food & Restaurants

Business Unit:
Data Analytics & AI

Solution:
Qlik Sense

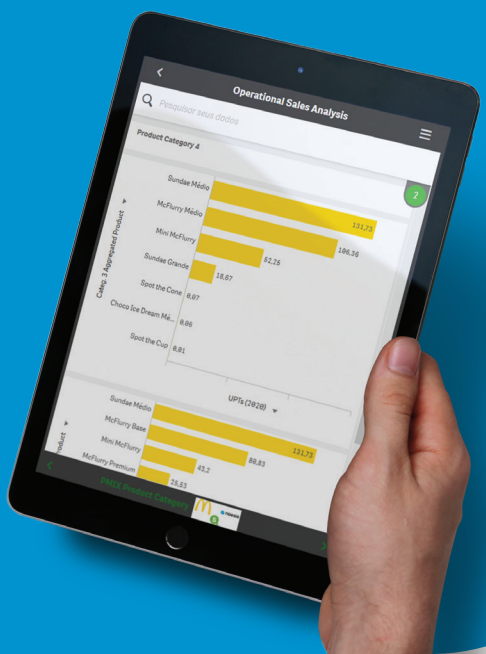
164 Restaurants

2 Consultants

25+ Measures

30+ Dimensions

100% Qlik Sense



CHALLENGE

McDonald's Portugal manages a greater than 150 restaurants network, about 90% of them have independent management franchised systems, generating a **massive volume of data every day**.

The proof of concept carried out by Noesis to the sales monitoring system has demonstrated that:

- The data flow received by the multiple restaurants was **inconsistent**;
- The previous BI system **did not aggregate all the required metrics for an effective analysis** of the significant daily data volume generated by each restaurant/franchised system.

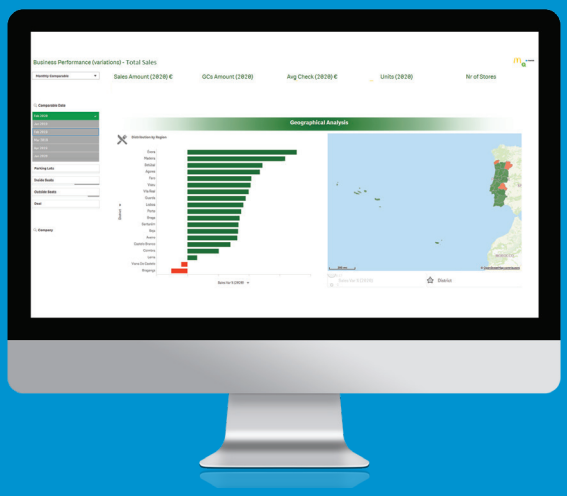
McDonald's Portugal challenged our team to develop a **centralized reporting system** that would provide a **near real-time analysis** based on real results, from the different restaurants.

GOALS

Based on data trustability, consistency and integrity the new Business Intelligence system had as **main objectives**:

- Be a **trusted information source** for end-users.
- **Centralize the data flow** from different sources.
- Enable the **Like for Like** metric analysis on a daily, weekly, monthly or annual basis.
- Improve the **usability** and **user experience** for analysis and information search.
- User friendly **analytical dashboards** with all the necessary metrics and dimensions.
- Mobility with **mobile devices access** to all the information at any location.
- Ensure the **data and information security**.

SOLUTION



Regarding the business requirements, our Data Analytics & AI team developed a centralized **sales monitoring system**, based on Qlik Sense technology called **"McDonald's Sales Analysis"**. The new system has as main features:

- **Centralization and flexibility** to manage large data flows on a daily basis, correlating factors and transforming non-structured data into valuable insights for the business.
- **Custom report generator** where users could choose, select, export and correlate the measures and dimensions, **adjusted to their reality**.
- The system front-end combines different analysis in **dynamic dashboards** such as: Daily summary of sales, timeline evolution, marketing campaigns, products, and receipt analysis.
- Ability to extract, load and transform more than **1 billion rows of data**.
- Centralization of data from **different payment methods**.
- Data from other independent cloud and on-premise servers is **transferred through a secure** web server.
- Input of more than **25 measures** of analysis over **+30 dimensions**.

RESULTS

The main benefits from the **BI system** we developed, in order to monitor the data flows generated by sales, were:

- **Data harmonization** from the several McDonald's restaurants in Portugal: sales monitoring, payment & billing historical data, among others.
- **Automation and daily update** of the results from each restaurant, which allows the creation of an entire restaurant network standard analysis with **valuable indicators** such as: the average ticket, number of tickets created, etc.
- **Comparison of sales KPI's** of existing and new products.
- **Visibility and transparency** of sales performance indicators for restaurants, and other areas of business interest.
- Support to performance analysis and development of **marketing campaigns**.
- **Accessibility** to information in any location or device.

McDonald's, a worldwide brand, arrived in Portugal in 1991 and introduced a new concept for restaurants: convenient, accessible, informal and familiar. With approximately 6,500 employees, McDonald's Portugal currently has 178 restaurants on the Mainland and Islands, of which, about 90% are managed by local entrepreneurs, the Franchisees.

noesis

Founded in 1995, Noesis is a leading international technology consultant, offering services and solutions to support its customers in digital transformation and business development. In order to create sustainable value across all sectors, Noesis provides solutions focused on IT infrastructure, software development, quality management and people.

Qlik

Noesis' partnership with Qlik started in 2010, with the development of Data Analytics & AI business area. Noesis was the first Portuguese consultant to obtain the "Elite Solution Provider" distinction in 2015, and has received frequent recognition from this partner. Noesis has more than 40 specialized Qlik consultants, two Qlik Luminary awards and has implemented this technology in 60 clients.