FAST FOOD DRIVE-THRU TIME EFFICIENCY

ANALYSIS DASHBOARD



critical, and the chain aims to serve as many customers as possible with its diverse menu. The study highlights the need for a reporting feature to track drive-thru times and evaluates the resulting improvements in productivity and customer satisfaction after implementation.

This case study analyzes the issues faced by one of the world's top five fast food chains regarding drive-thru efficiency reporting. In a competitive global market, time is

The client had a legacy reporting tool that offered very little help when it

THE PROBLEM

came to comparing drive-thru service times on different time periods. It was only possible to make comparisons on fixed date periods, which limited the report's ability to compare drive-thru times dynamically between many different periods of time. The operational corporate executives and franchise operational coaches stated they were not satisfied with the legacy reporting system.

IN REPORTING

LIMITED FLEXIBILITY

of differing lengths. For example, you period average drive-thru times to the



FAST FOOD

FORMATS

key information was not produced to coaches needed a more interactive tool **OPERATIONAL IMPLICATIONS**

different periods for daily operations, customer satisfaction, and profitability. For locations with longer wait times, especially during certain seasons, additional training could improve performance and profits. The case study also aims to show

This section emphasizes the importance of monitoring drive-thru service times over

how addressing these reporting gaps has significantly transformed the client's reporting process. **INITIAL CONSULTATION AND KICK OFF**



final solution would meet stakeholder demands.

REQUIREMENT GATHERING AND FEEDBACK Stakeholder feedback was actively encouraged during the project kick-off call. Detailed dashboard requirements were gathered from operational coaches and executives through targeted questions. This process was valuable for collecting informal feedback and establishing acceptance criteria for both

To address this, the assessment involved key stakeholders participating in a company-wide summertime drive-thru

efficiency contest. A five-slide presentation was prepared to showcase a mock-up during the requirements gathering phase. Prior to the meeting, discussions with the product team were held to identify their needs and expectations, ensuring that the

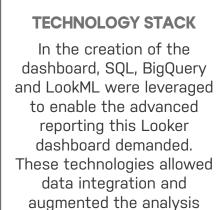




functionality.

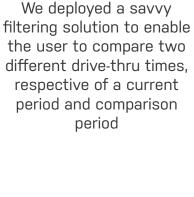
current and future enhancements to the dashboard's

DASHBOARD DEVELOPMENT



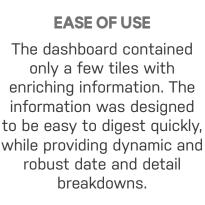
capabilities.

IVE-THRU}}



OPEN 7:00 AM - 9:00 PM

FLEXIBLE DATE FILTERING

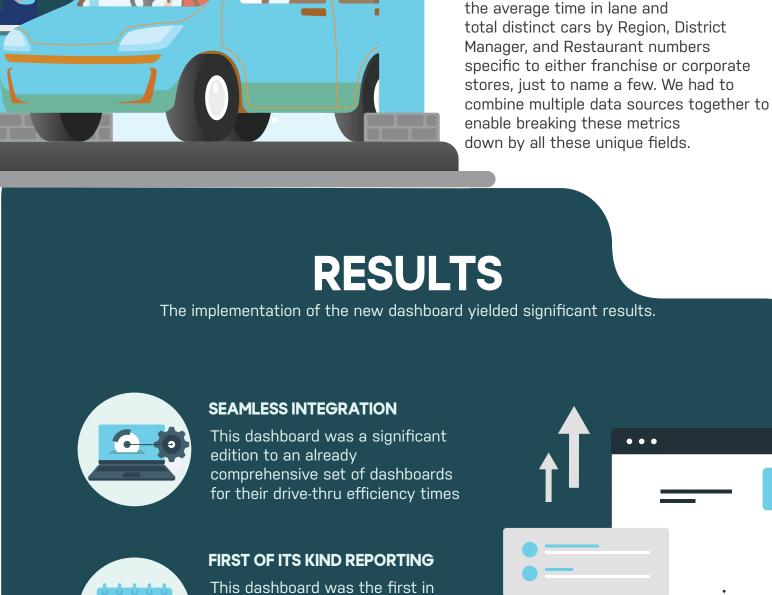


OPERATIONAL HIERARCHY REINVENTION

It was also critical to reconsider the structure of the operational hierarchy on the report. Corporate stores were broken

Franchise stores. This hierarchy broke down

down by different fields than



timeframe reporting and their new operational hierarchy that no legacy tool could deliver.

compared to the legacy reporting system and manual analysis. This gave time back to their Operations team members to focus on HOW to act on these game-changing insights at their stores of low efficiency.

A 50% reduction in weekly work

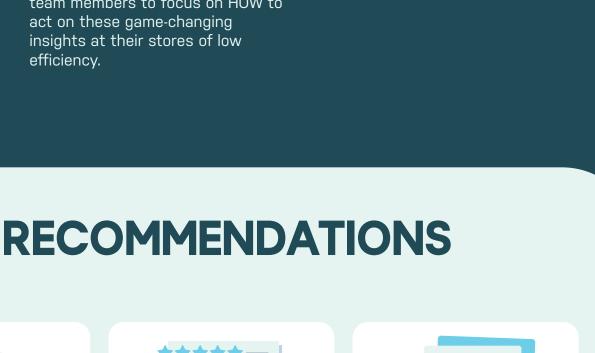
hours during the summer

EFFICIENCY GAINS

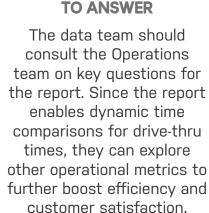
company history to enable flexible



ITERATIVE FEEDBACK As stakeholders continue to dive into these Speed of Service reports, providing insight and feedback on the new Operational Hierarchy and how they want to see the data broken down should be encouraged heavily.



TRAINING AND DEVELOPMENT Franchisee Ops Coaches and executive stakeholders should be encouraged to embrace the dashboard through training sessions for maximized productivity. This will greatly improve their self-service analytics experience overall.



ADDITIONAL QUESTIONS

CONCLUSION

This is how we used modern data analytics tools to solve operational issues that are faced in the global fast food industry. This allowed our client to transform the way they view their drive-thru efficiency times by store and time. This leads to insights that help them determine which stores need more training and monitoring. The attention to operational efficiency and customer service this dashboard enables helped this top five fast food company to save time spent on analysis and generate more revenue through customer satisfaction increases.

