

**Case Study**

**Consulting Support to a Quick Service Restaurant  
Chain to Improve Profitability**



# Case Study

## Consulting Support to a Quick Service Restaurant Chain to Improve Profitability



### About the Client



- The client is one of the largest QSR chains in India. It dominates the pizza delivery market
- It started to leverage data analytics to sharpen its marketing initiatives

### Client Objectives / Goals



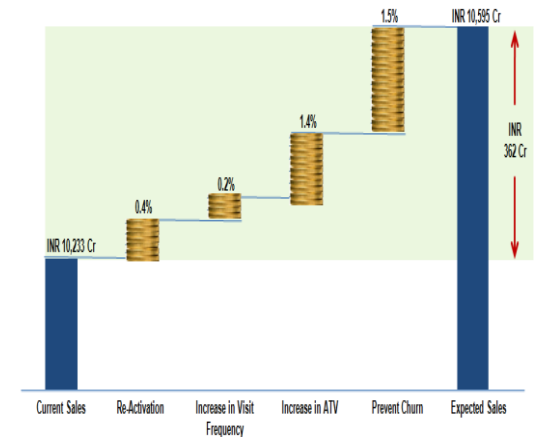
- The client wanted to drive revenue growth and reverse the margin trend that declined for two consecutive years, mainly due to aggressive pricing policies meant to capture market share

### Approach and Methodology



- Extensive audit of client operations and marketing initiatives to identify major customer groups and purchase behaviour to develop customised offers
- Identification of customers with high risk of attrition, along with the possible drivers of attrition, to allow the formulation of an effective retention strategy for high risk-high value customers
- Identification of the dormant/inactive customers and suggestions for reactivation through effective promotion
- Increase in marketing ROI via channel optimisation for campaigns
- Development of store-specific product bundling/promotions
- Pricing analytics to ensure the best positioning of each product
- Assessment of store-specific product category performance

### Sample Output



### Results / Value-add



2%-5% expected increase in revenue

Potential to improve EBITDA by 4%-10% depending on the level of implementation