



Predict.X for Retail Menu Optimisation for Restaurant, Pub and Hospitality Industries

The challenge

Restaurants, Pubs and the Hospitality Industry are keen to develop more profitable menu options and determine the optimal menu design, items and offers for individual restaurants with the goal of increased sales, margin and average transaction value. Whilst data sources are available to understand historical patterns of consumer behaviour, optimising a menu requires a combination of data analytics and behavioural science to ensure the full impact can be achieved.

The solution

PredictX, a leader in applying AI and Machine Learning to deliver real time insight, have partnered with behavioural science experts to offer a solution that leverages data insight and human behaviour to optimise menu design, pricing and profitability. Key data science capabilities include:

- **Menu Performance Analysis**
Analyse sales, margins, price sensitivity & sales mix of historic menus. Evaluate the impact of menu items and pricing on customer demand.
- **Understand impact of discounting on margins and sales mix**
Understand how vouchers and promotions impact sales and margins.
- **Identify meal combination offers and upsell opportunities**
Identify product bundling opportunities and enable your staff to present relevant upsell opportunities.
- **Apply localised menu pricing**
Predict pricing zones with differential pricing applied to individual restaurants depending on local customer demographic and competitive landscape.
- **Develop optimised menu for each restaurant**
Understand variables that influence your restaurant. Optimised menu per restaurant leveraging consumer insight and predictive analytics.

✔ What our customers say

“

Working with PredictX enables us to interrogate all areas of the business. This not only enhances performance but also give us increased competitive advantage.”

Stonegate Pub Company

About PredictX

PredictX has a single focus on enabling organisations to automate tactical decisions and more accurately make strategic ones. The unique combination of machine learning, natural language processing, and workflow of the Predict.X Platform empowers our users to move beyond the “Analyse and Fix” of older intelligence tools and move to “Predict and Prevent”.