

Business Benefits of Implementing Key Reports

These three reports work together to give a rounded view of demand patterns, customer preferences and profitable product combinations, so using them consistently can improve decision-making, increase revenue and control costs across the restaurants.

Busyness Report

The Busyness report summarises, for each restaurant and for every day of the week, how many orders are placed, how many items are sold, the total revenue generated and the average order value. This gives managers a clear picture of when the operation is busiest and when there is spare capacity, instead of relying on memory or rough impressions.

With this information, managers can align staffing levels with genuine demand; they can schedule more team members on peak days such as Fridays and Saturdays and reduce staffing on slower days, which helps to control labour costs while maintaining service quality when it matters most.

Beyond staffing, the same weekday patterns support more accurate stock and preparation planning. If the report shows that certain restaurants experience very high item volumes on particular days, chefs can prepare sauces, marinated meats or pre-portioned ingredients in advance, reducing the risk of stock-outs during the dinner rush. On quieter weekdays, managers can consciously scale back prep and purchasing to avoid over-production and wastage. The information about total revenue and average order value also reveals whether busy days are truly profitable; a day with many low-value orders might still require targeted upselling or menu adjustments, whereas a smaller number of high-value orders could justify a different staffing pattern.

The report also has strategic uses at head-office level. When comparing multiple locations side by side, decision-makers can spot restaurants that are underperforming on specific weekdays and introduce local promotions, events or partnerships to drive traffic on those days. If some branches show consistently low volumes late in the evening, opening hours can be shortened to reduce overheads, while branches with strong late-night business might justify extended hours or additional delivery coverage. Overall, the Busyness report enables more deliberate choices about when to invest resources and when to scale back, leading to a better balance between customer service and cost control.

Most Popular Items Report

The Most Popular Items report ranks menu items by total quantity sold, usually grouped by product name, food category and attributes such as spice level, with a minimum volume threshold to focus attention on meaningful sellers. From a commercial perspective, this is essential for menu optimisation.

Items that frequently appear at the top of the list are genuine crowd-pleasers and can be treated as "hero" dishes; the restaurant can feature them more prominently on menus, on

websites and in marketing campaigns, knowing that they match customer tastes. Where demand is very strong, managers may have pricing power and can test small price increases or premium versions of the dish to enhance margins without discouraging customers.

The report also informs purchasing and production planning. High-volume dishes drive the majority of ingredient usage, so procurement teams can negotiate better terms with suppliers on the core components of those items, such as specific cuts of meat or particular spices. The kitchen can design batch-cooking and prep routines around these popular dishes, which improves throughput and consistency during busy periods. On the other hand, items that never reach the volume threshold or sit at the bottom of the ranking are candidates for change; they might be occupying menu space, storage and prep time without contributing much to profit. Management can decide whether to rework the recipe, re-price the dish, reposition it on the menu or remove it entirely, simplifying operations and focusing staff attention on what sells.

There are marketing and brand benefits as well. Signature popular dishes can be highlighted in social media posts, loyalty rewards and seasonal offers to attract both new and returning customers. Consistently tracking changes in the popularity ranking over time also reveals shifts in customer preferences, such as increasing interest in vegetarian options or spicier dishes, allowing the business to evolve its menu before competitors do.

Main Dish Bundle Recommendation Report

The Main Dish Bundle Recommendation report examines individual orders to find items that are frequently ordered together with each main dish, separating them into categories such as sides or starters and counting how many times those combinations occur. This provides a data-driven view of natural pairings that customers already choose on their own.

The most obvious benefit is the ability to design targeted bundles and meal deals around these combinations; for example, if Chicken Biryani is most often ordered with Pilau Rice and Onion Bhaji, the restaurant can create a named set menu or bundle that includes exactly those items at a slightly discounted package price.

Such bundles can increase the average order value without feeling pushy. Customers perceive them as convenient recommendations that save time and mental effort, especially on digital ordering platforms where long lists of choices can be overwhelming. Staff can be trained to suggest the most likely preferred side or starter when a customer orders a particular main, relying on the same evidence from the report, which leads to higher attachment rates and a smoother ordering conversation. Over time, these small increases in add-on items can translate into a significant uplift in revenue and more consistent use of kitchen capacity.

The report is also valuable for menu design and pricing decisions. By knowing which sides and starters are strongly linked to each main, the menu layout can place those items close together or visually connect them, helping customers find appealing combinations quickly. Pricing can be adjusted so that high-margin sides are emphasised as the default pairing, while low-margin or rarely chosen options can be offered less prominently or removed. Additionally, the restaurant can test new pairings and monitor whether they begin to appear in the report, turning customer behaviour into an ongoing feedback loop for product development.

Conclusion

Taken together, the Busyness report, the Most Popular Items report and the Main Dish Bundle Recommendation report create a powerful decision-support toolkit. They show when customers visit, which dishes they love and how they like to build their meals, enabling management to refine staffing, stock levels, menu content and promotions in a coordinated way that supports higher profitability and a better guest experience.