Objectives:

Identify the trends in London restaurants through KPI: breakfast, lunch, 5 o'clock tea, dinner
Hotel restaurants processes & stages: food management, food presentation, beverage, restaurant management

Restaurant Management:

- Social media & marketing: likes, comments, shares, engagement rate, conversions
- Customer experience: online reviews, bookings, customer retention rate
- Front house management: food and beverage sales per guest, RevPASH, table turnover rate, average table occupancy
- Kitchen management: menu item profit and popularity, production time per dish, food wasted per food purchased
- Staff management: sales per employee per hour, employee turnover
- Profitability & administration management: cash flow, cost of goods sold, ROI

TODO: Create sets of KPI (both evident and shadow) you may collect from **available open information**

Category	KPIs
Social media & marketing	Related **keyword search times** via Google Trends; **Likes/comments/shares** & **engagement rate** on Facebook/Instagram/Other social media
Customer experience	Total/monthly **number of reviews** on Google Maps/TripAdvisor; Accumulated/monthly **average ratings** on Google Maps/TripAdvisor; Accumulated/monthly **average review length** on Google Maps/TripAdvisor; **ranking** on TripAdvisor
Front house management	**Average spendings** per guest; **revenue** by the hour; **average visits (crowdedness)** by the hour on Google Maps;
Kitchen management	**Mentions** of each dish on Google Maps/TripAdvisor; **Zero-mention rate** (the number of unmentioned dishes divided by the total number of dishes offered)