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**

KPIs using internal data (from the restaurant):

Category	KPIs
Social media & marketing	Change in Revenue/change in marketing expense
Customer experience	Booking to walk-in customer ratio; Booking through different channels/total bookings; Existing customer retention rate (based on booking information)
Front house management	**Average spendings** per guest; **revenue** by the hour (RevPASH) ; Hourly table turnover rate; Avg number of customers per hour
Kitchen management	Total sales per dish per day; Avg number of orders per dish per day; Food wasted/food purchase ratio; Avg number of days insufficient stock per dish
Staff management	Sales per employee per hour; Employee turnover; Avg training hours per person
Profitability & administration management	CF; COGS; Gross Margin (daily/weekly/monthly)

KPIs using external data (available open information collected from websites):

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 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)
Staff management	**Number of negative customer review** on staff/service quality on Google Maps/TripAdvisor (sentimental analysis based on keywords)
Profitability & administration management	N/A