**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) |