

UPSERVE CASE STUDY

About Upserve

Upserve is a software and mobile point of sale provider that offers a cloud-based restaurant management platform to restaurant owners across the U.S. The company's software gives restaurateurs everything they need to know in a single place.

Upserve captures data streams including credit card payments and menu trends and then turns the data into analytical reports for restaurateurs.

Over the past several years, Upserve has strived to provide restaurants with more predictive analysis. Telling restaurant owners what happened with sales and menu item trends is very important, but telling them what will happen is even more powerful. So they wanted to discover how they could get prediction capabilities into the hands of their users by taking advantage of machine learning technology.

As the company considered different machine learning (ML) technologies, it quickly realized that a cloud-based solution would be the best fit.

Why Amazon Web Services

Upserve decided it wanted to use Amazon Machine Learning (Amazon ML), a cloud-based service that provides visualization tools and wizards to guide developers through the process of creating and training models without needing to learn ML algorithms.

Upserve began using Amazon ML to create predictive models for its Shift Prep application. Shift Prep integrates table management, point of sale, and other systems to forecast how many people will dine on any given night and which menu items will be popular. Using Amazon ML, Upserve developed more than 100 machine learning models, which collect restaurant data including order information and payment processing data in real time. The models use factors such as the number of reservations scheduled, sales statistics for the same day on the previous year, and customer spend and menu preference histories. Upserve retrains the models weekly.

The Benefits

Relying on Amazon ML, Upserve was able to quickly and easily develop and train predictive models.

The company can also give its customers the ability to increase profitability, because restaurant owners can predict how full their restaurants will be on specific evenings and more efficiently spend labor and food costs.

REFERENCES:

<https://aws.amazon.com/solutions/case-studies/upserve/>