SCENARIO: HAPPY BAKERY

# NEW AIM

SUPPLY CHAIN

LOYALTY CARDS/ MEMBERSHIPS

CUSTOMER FEEDBACK/RATING/SATISFACTION

INVENTORY

DELIVERY OF ORDERS

MARKETING/PUBLICITY

# DIMENSIONS

SUPPLY CHAIN

SUPPLIER

RAW PRODUCT/MATTERIAL

LOYALTY CARDS/ MEMBERSHIPS

CARD DETAILS

MEMBERSHIP DETAILS

CONNECTED WITH TRANSACTION AND PROMOTION

CUSTOMER FEEDBACK/RATING/SATISFACTION

PRODUCT QUALITY AKA STAR RATING

CUSTOMER DETAILS

CUSTOMER COMMENTS

CONNECTED WITH PRODUCTDIM AND WE DUPLICATE THE FULLDATETIME INCLUDE SECONDS

MARKETING/PUBLICITY

LOCATION OF PUBLICATION

AGENT

AGENCY

**CUSTOMER GROUP**

# MEASUREMENTS

## CUSTOMER FEEDBACK/RATING/SATISFACTION

RATING SCORE PER PRODUCT AND PER DAY OF THE WEEK

CUSTOMER COMMENT SENTIMENT

NUMBER OF CUSTOMERS RATING THE PRODUCT PER PRODUCT AND PER DAY OF THE WEEK

DIMENSIONS:

PRODUCT QUALITY AKA STAR RATING

**CUSTOMER DETAILS REPLACE WITH CUSTOMER GROUP -> DEMOGRAPHIC ANALYSIS**

SUPPLIER

CONNECTED WITH PRODUCTDIM AND WE DUPLICATE THE FULLDATETIME INCLUDE SECONDS

## INVENTORY

QUANTITY, AMOUNT, COST PER PRODUCT, PER DAY

DIMENSIONS:

INGREDIENTS (MEASUREMENT TYPE [KG, LIB])

STORAGE

SUPPLIER

CONNECTED WITH PRODUCT AND BREAK THE MANY TO MANY RELATIONSHIP WITH INGREDIENT

## DELIVERY OF ORDERS

NUMBER OF ORDERS PER WEEK, PER DELIVERY DRIVER

TIMELINESS OF DELIVERY PER WEEK, PER DELIVERY DRIVER

AVERAGE ORDER PRICE PER WEEK PER DELIVERY DRIVER

NUMBER OF CANCELLED ORDERS PER WEEK, PER DELIVERY DRIVER

DIMENSIONS:

TYPE OF ORDERS (SWEET/SAVOURY, TAKEAWAY/DELIVERY, CORPORATE ORDER?)

VENDORS (COMPANY, DRIVERS)

DELIVERY LOCATION (UP TO POSTCODE)

CONNECTS WITH PRODUCT

SCENARIO/AIM: KFC DRINK RESALES IN THE WORLD => IMPROVE PROFIT

## GRAIN:

PER HOUR

PER STORE ADDRESS

SUPPLIER

PRODUCT

## DIMENSIONS:

DATE (HOUR, DAY, WEEK, MONTH, YEAR)

LOCATION (COUNTRY, REGION, CITY, STORE ADDRESS)

SUPPLIER

PRODUCT (NAME, DISPENSING METHOD OF DRINK)

CUSTOMER DEMOGRAPHICS

STORE DETAILS (STORE OPENING HOURS, PROXIMITY WITH OTHER KFC AND COMPETITORS)

TAX REGULATIONS LIKE SUGAR TAX PER COUNTRY

DELIVERY/TRANSPORTATION

## FACTS:

NUMBER OF SALES IN £

AMOUNT OF SALES IN UNITS

COST OF SALES (INCLUDES TAX)

COST OF DELIVERY