Data analytics is a broad term describing a set of techniques to analyze sets of data. Analytics is particularly powerful in the context of consumers and merchants since it can indicate ways to minimize operation costs as well as predict future transactions. Consumers want strong analytics because they want to see products, services, and merchants that are relevant to them. Similarly, merchants want to target their advertising towards consumers who are likely to become patrons.

There is a multitude of data Yelp could collect with a powerful data analytics engine. Purchasing relationships between merchants can be tracked. The time / date purchases are made can be used to forecast future sales. It’s even possible to predict a consumer’s purchasing behavior based on the behavior of seemingly unrelated consumers with non-obvious connections.

Yep is well suited for a strong analytics engine for two reasons: ease of adoption and the untapped market potential. Since Yep acts as a rewards / membership card, there is low friction at the point-of-sale. Thus, tracking purchases is not necessarily slower than checking for membership or rewards eligibility. Moreover, the targeted market (13-18) seems to be a predominantly cash market where payment tracking is currently difficult. Overall, Yep would be doing analysis on and synthesizing data that is completely new to businesses.