



Data Central - Business Analyzer

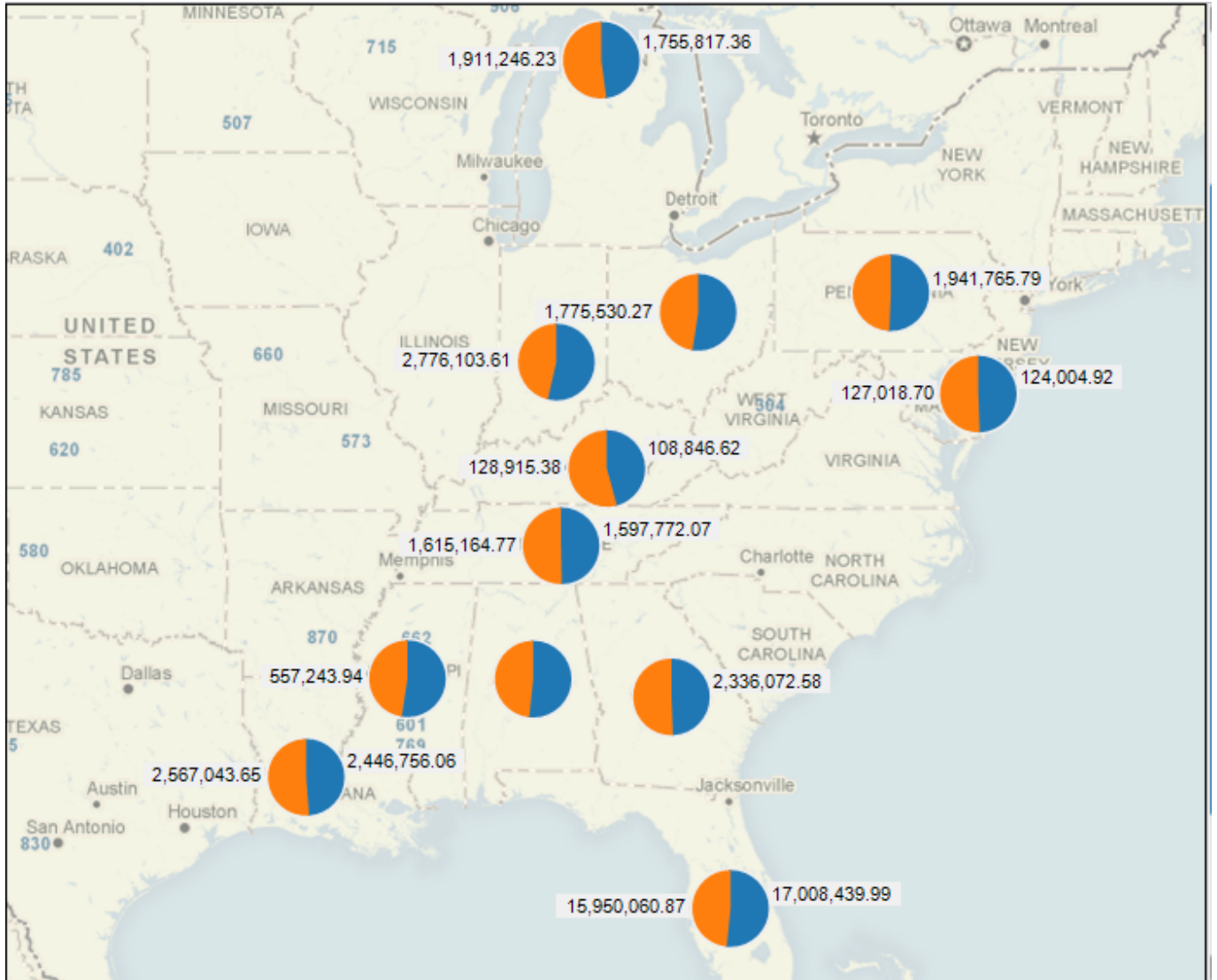
When you add the Data Central Business Analyzer to your existing Data Central solution, you now have a robust data analysis system at your finger tips that is as easy as “point and click”.

The Data Central – business intelligence tool Business Analyzer is built upon the solid foundation of the Data Central Management Suite and/or Data Central Enterprise Reporting. Data Central Business Analyzer provides multi-unit restaurant groups with an enterprise class data-warehouse allowing for transactional data storage, data-alignment, unparalleled transactional reporting and report customization, all displayed in ready-to-use analysis cubes within our multi-dimensional on-line analytical processing database.

Dimensions	
<input type="checkbox"/>	Accounts
<input type="checkbox"/>	Calendar
<input type="checkbox"/>	Day Parts
<input type="checkbox"/>	DBS Origins
<input type="checkbox"/>	PMix Items
<input type="checkbox"/>	Purchase Items
<input type="checkbox"/>	Sales Category
<input type="checkbox"/>	Units
Measures	
<input type="checkbox"/>	# Sales Value
<input type="checkbox"/>	# Sales Value Discounted
<input type="checkbox"/>	<input type="checkbox"/> Advanced
<input type="checkbox"/>	# Comp Sales Value Discounted
<input type="checkbox"/>	# Comp Sales LY Value Discounted
<input type="checkbox"/>	# Sales Value Discounted LY
<input type="checkbox"/>	# DBS Amount
<input type="checkbox"/>	# DBS Amount LY
<input type="checkbox"/>	# Purchase Value
<input type="checkbox"/>	# Purchase Quantity
<input type="checkbox"/>	# Traffic
<input type="checkbox"/>	# Traffic LY
<input type="checkbox"/>	# Sales Quantity
<input type="checkbox"/>	# PMix Sales Value
<input type="checkbox"/>	# Entree Quantity
<input type="checkbox"/>	# Entree Value
<input type="checkbox"/>	# Food Cost Dollars
<input type="checkbox"/>	# Start Inventory
<input type="checkbox"/>	# End Inventory

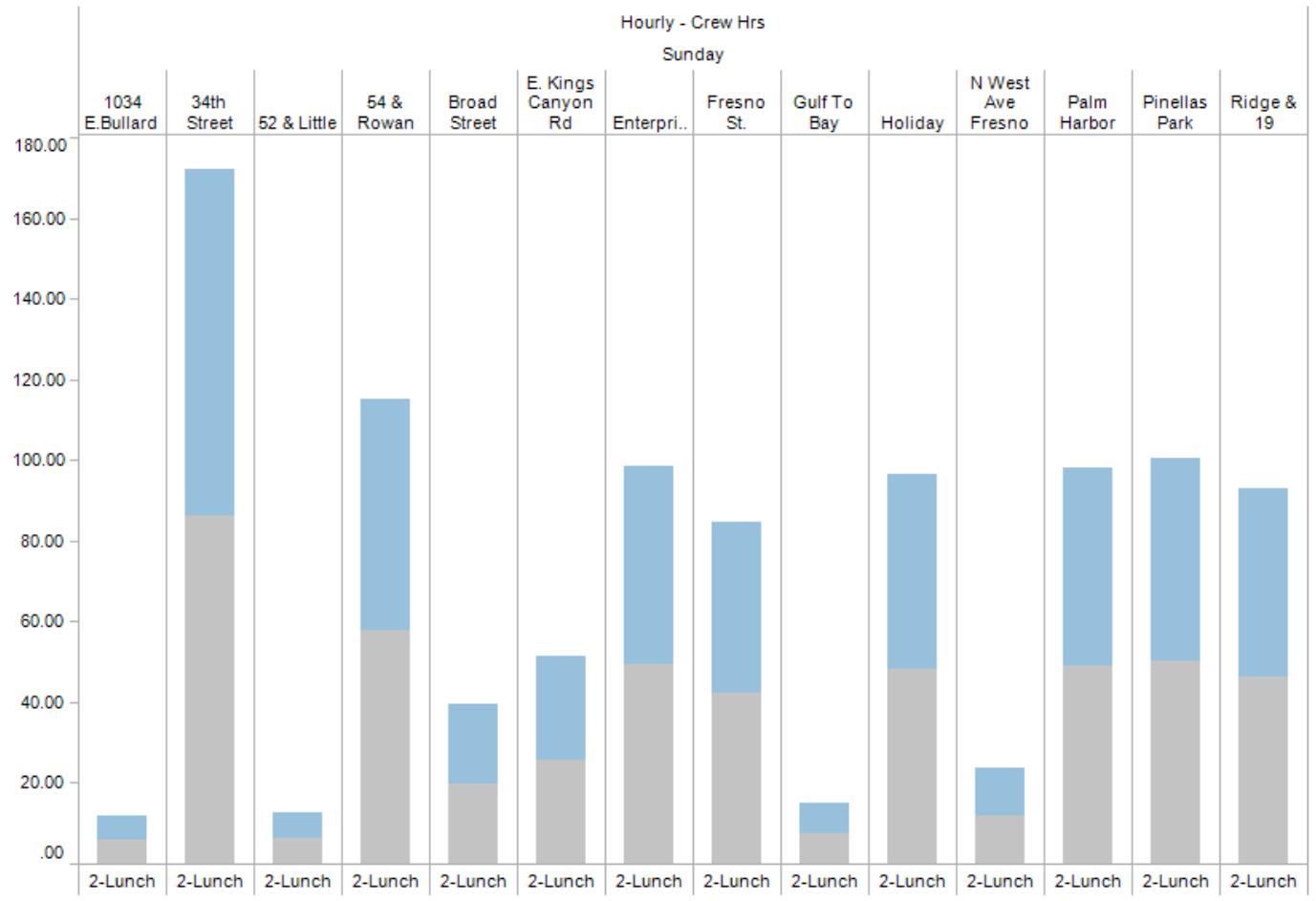
Business Analyzer is pre-configured to deliver robust and fast reporting on all of the key business performance measures that matter to you by hierarchical illustration of your units in fully illustrated dimensions for

management, territories, ownership, geography (states, cities, addresses and zip-codes), and other configurable attributes such as dynamic market group assignments or DMA's.



Labor

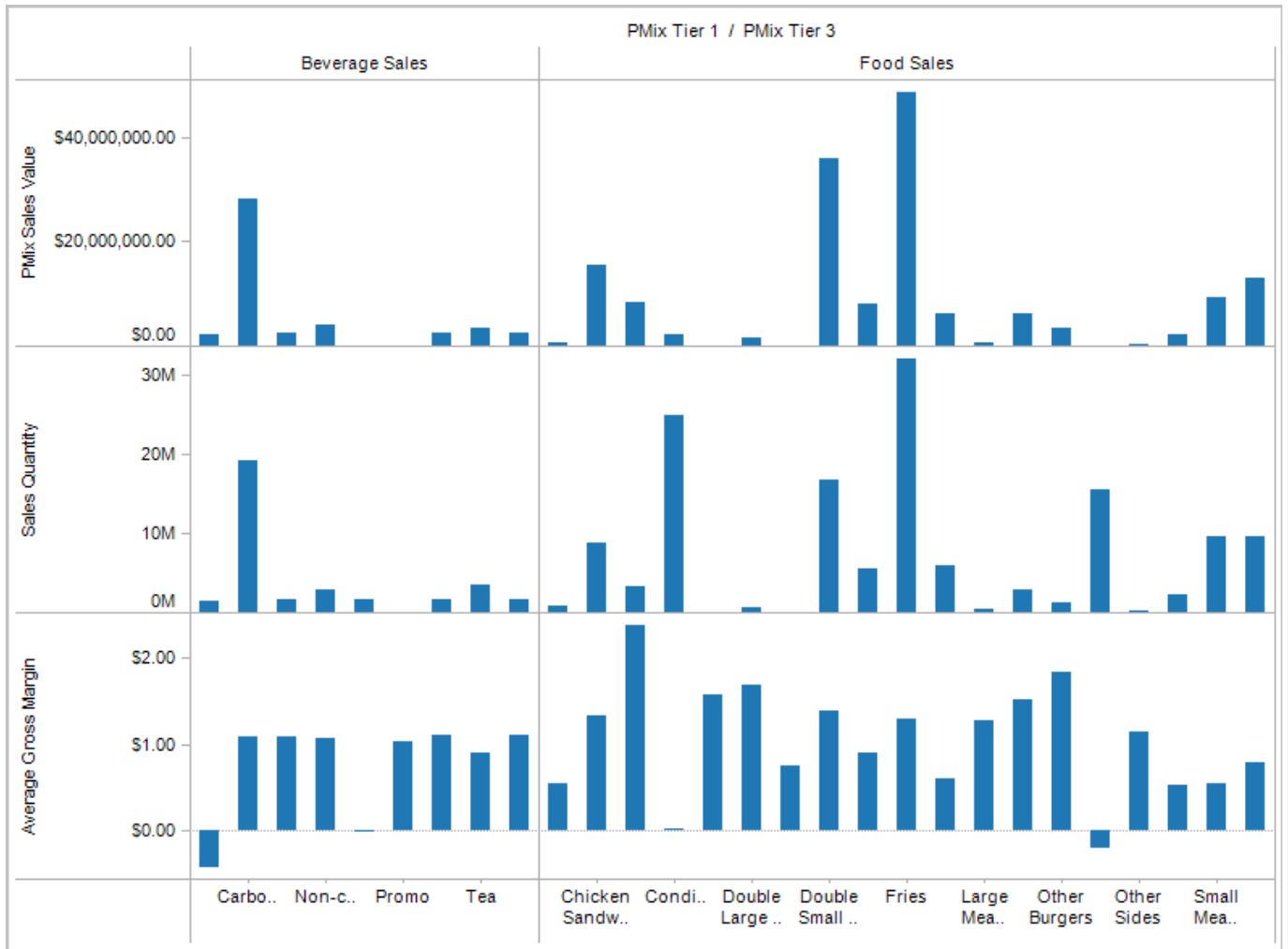
For effective labor management Business Analyzer provides completely independent calendar, shift, and day-part reporting. This allows you to create a single analysis calendar that supports drill-down, uniformly across your restaurant groups so shifts carry equal weight, as do day-parts. Day-part analysis can be drill-down analyzed in 15-minute segments of the business day. Literally “decades” of data can be reported upon with Business Analyzer.



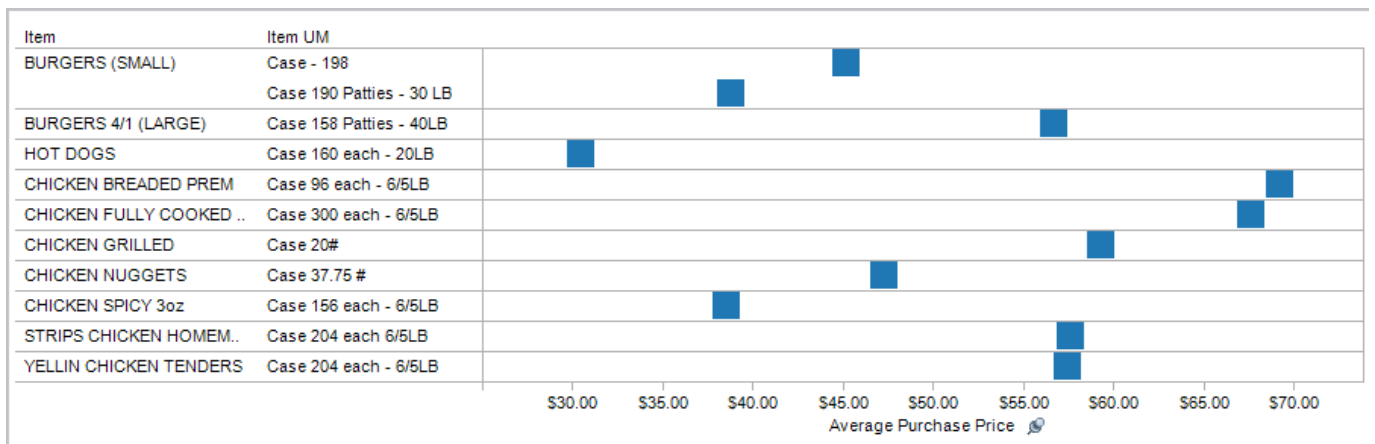
Product Mix

Business Analyzer key measures allow for fully detailed analysis of product mix movement, revenues, voids, complimentary sales, and discounts. Product mix details are combined with gross and net selling prices for complete discount analysis.

For customers using the Data Central Management Suite, product mix is combined with purchasing and inventory data, as well as ingredient costing data so full menu analysis can be performed using Return to Net and Margin and Velocity Analysis.



Negotiations with your primary suppliers will be easier as you describe exactly how much you have purchased of any item in the system and what you paid for that item. Any business subject that can be classified in Data Central can be reported upon in Business Analyzer, such as labor costs, guest counts, entrée counts, and more.



“Comparable Stores Reporting” is built-in, so it is easy to exclude those stores that would adversely affect comparable reporting due to the “honeymoon” period often associated with a new opening.

Restaurant Magic Software recommends Microsoft Excel 2007 and/or Tableau® for reporting, data visualization and analysis of Business Analyzer data. Reporting in these tools requires a simple connection to the Business Analyzer server and is fully automated by these tools without any complicated addition of servers or services; you only need an internet connection and either Excel or Tableau.