



# DATA SOLUTIONS FOR QSRs



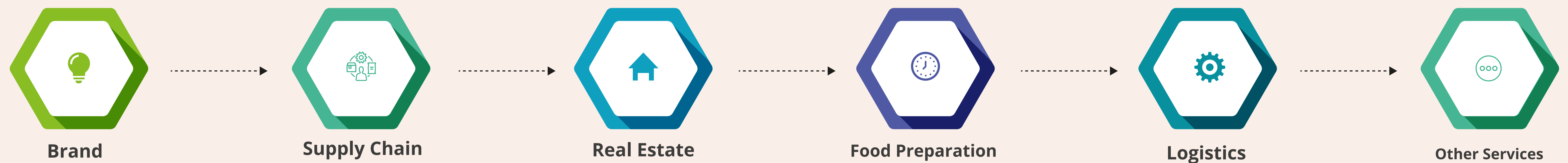
## Restaurant Value Chain & Data Science Experience

**Ambition**  
"Defining business outcomes"

+ Same store sales growth  
+ Better inventory management

+ Better customer engagement  
+ Optimized labor cost for franchise

**The Value Chain**  
"What can be impacted"



**Enablers**  
"ML/AI Models driving business outcome"

• Marketing effectiveness  
• Personalization  
• Media mix modeling

Demand Forecasting

Location selection

Equipment  
Predictive Maintenance using telemetry / sensors data

Staff  
Labor Forecasting

Ordering  
Personalized Recommendations - in store, digital channels

Delivery  
Delivery services optimization

Sigmoid's Expertise

**Foundational**  
"Data layer and data assets"

Building ETL Pipelines

Model Productionization

Building BI Platform

Building EDW / Data Lake

Automating Process (Data Ops)