Tenzo

A guide to approaching a Data Strategy in your hospitality business
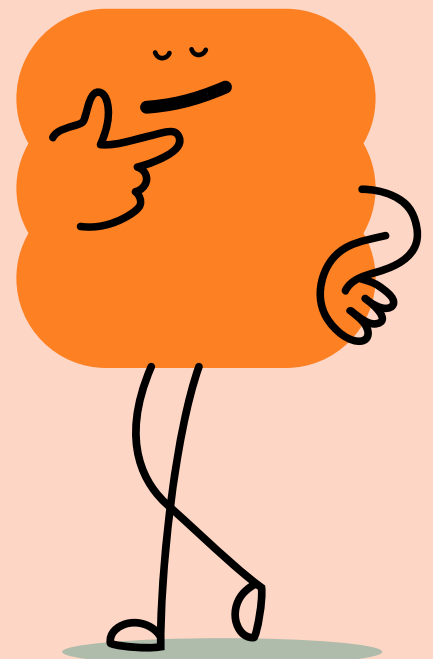
Who this is for:

You know your hospitality business needs better 'reporting', 'dashboards' or 'data strategy' and you're in a research phase.

What this is:

A helpful breakdown of your options.

Tenzo perspective:

Empowering frontline workers, not just head office, with data improves performance.

Tenzo

Spreadsheet-based process

Using Excel or Google Sheets to manually create reports.

Process:

1. Log into tools and wait for reports to load
2. Manually download CSVs from multiple tools
3. Manually manipulate data in Excel
4. Send Excel sheets via email

Pros

- **Free** - little to no cost
- **Flexible** - can create whatever reports you want if you have the data
- **Easy to access** - Everyone knows what Excel is

Cons

- **Extremely manual** - requires someone to repeat the process for every report and prone to human error
- **Time intensive** - downloading data and manually manipulating it requires time
- **Static** - process needs to be redone every time there's new data from start to finish
- **Not scalable** - maintaining spreadsheets for multi-location businesses is extremely painful

Data warehousing and visualisation tools

Automate the reports you want in a non-industry specialised tool like PowerBI, Looker or Tableau

Process:

1. Access API of all operational data sources
2. All data sources need to be connected to data warehouse/lake
3. Data engineer builds an ETL (extract, transform, load) pipeline
4. Visualisation expert sets up the reports you want
5. Send viewable dashboards or screenshots to team

Pros

- **Automated** - data is ingested and reports are updated
- **Customisable** - you can build whatever reports you want
- **Advanced** - Using business intelligence tools can make you look good
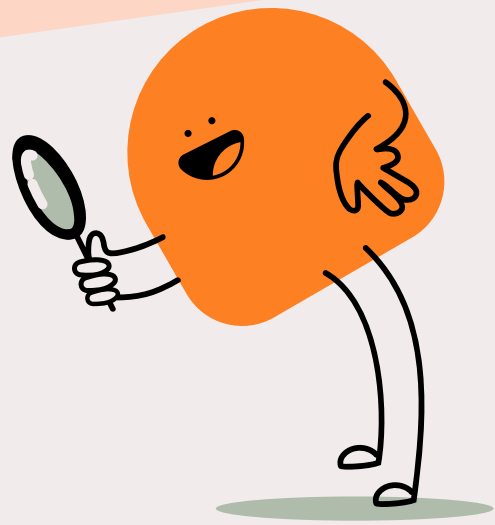
Cons

- **Set up is not quick** - projects like these are measured in years
- **Expensive** - you will need dedicated engineers to build and ongoing maintenance costs
- **Complex** - not intended for frontline workers
- **Dependent on external factors** - if API stops working you're out of luck

POS/back office tools

Using the tools already in place like point-of-sale, labour scheduler or back-of-house tool for reporting.

Process:

1. Hope tools are integrated
2. Explore limited reports available
3. Send screenshots to team

Pros

- **Automated** - the data should flow seamlessly into reports
- **Lightly integrated** - surface level integrations with other tools
- **Multi-use** - already being used in the business for its primary purpose

Cons

- **Limited reports** - set reports with little scope for customisation or personalised budgets
- **Lacks granularity** - only ingest top-level numbers
- **No user-level permissions** - see everything not just what's relevant to the user

Tenzo

Restaurant PerformanceOps

A separate tool dedicated to aggregating operational data, analysing previous performance, predicting future performance and empowering operators to act on their data.

Process:

1. Send Tenzo log in information for your operational tools
2. Decide what metrics matter most to your business
3. Full training on how to use the platform
4. Automatically send insight to the right person at the right time

Pros

- **Real-time integrations** - your data is always up-to-date with no manual input from the team
- **Customisation** - 1000s of reports to choose from
- **A full predict framework** - AI-based demand forecasting
- **Role-specific** - dashboards based on what matters most to them

Cons

- **Operational data only** - not every data source is connected
- **Extra tool in your tech stack** - not an add on to your other tools

Key takeaways

4 possible options:

- Spreadsheet-based process
- Data visualisation tool process
- POS/back-office tool
- Restaurant PerformanceOps - Tenzo

What differentiates Tenzo:

- Hospitality specialist
- Focused on sending data insights to frontline operators
- Automated and real-time data
- AI-powered demand forecasting
- Mobile and web based
- Training for the team
- Up and running in a matter of weeks
- 1000s of KPIs to choose from