

Using DataWeaves QSR Intelligence to increase sales on DoorDash, Grubhub & UberEats



Case Study from an American Fast-Casual Restaurant chain



Summary

With exponential growth in online food ordering, our customer, an American fast-casual QSR chain wanted to add data & analytics to their menu to get insights on their performance across food delivery apps and the impact of key KPIs on sales.

This QSR was Hungry for Data...



Delivery Analysis
They wanted to understand the correlation between delivery time & sales volumes



Availability Analysis
Impact on sales when their outlets were "unavailable for ordering" on the app



Review & Rating Analysis
How online reviews & ratings shaped customer perception and the impact on sales.



Discoverability Analysis
How search result page rankings impacted outlet discoverability & sales



Advertising Effectiveness Analysis
Insights into the ROI delivered on ad spends on Food Delivery platforms



Methodology

- We tracked **2000** outlets for this chain restaurant on DoorDash, Grubhub & UberEats.
- **Time Period:** We extracted data over **3 months**.
- **Tracking Impact on Sales:** This QSR chain shared **indexed sales data** for these 3 months basis which the correlation between KPI performance & impact on sales was calculated.



Delivery Analysis

QSRs that put a premium on quick delivery times can earn the loyalty & repeat business from customers. Here is how we helped this American QSR to understand the importance of monitoring delivery time and its impact on sales:

We first calculated their ETA Index...

An ETA Index is this American QSR chains delivery time compared to the lowest delivery time of all other restaurants in a specific zip code on a specific date on a particular food app

- **0 – 100 ETA Index:** When their delivery time was the **most competitive.**
- **100 – 175:** When their delivery time was **marginally less competitive.**
- **175+:** When their delivery time was **grossly less competitive.**

GRUBHUB

Uber Eats

Row Labels	0 to 100	100 to 175	175+	Lift in Sales
Bakery	1.85	1.22	0.45	34%
Coffee and Tea	1.67	1.34	0.48	20%
Breakfast	1.78	1.52	0.56	14%
Soup	1.92	1.73	0.64	10%
Healthy	1.68	1.52	0.74	10%
Vegetarian	1.67	1.60	0.84	4%
Sandwiches	1.01	1.01	0.99	0%

Row Labels	0 to 100	100 to 175	175+	Lift in Sales
Healthy	1.72	0.59	-	66%
Breakfast & Brunch	1.66	0.80	-	52%
American	1.60	0.78	-	51%
Vegetarian	1.72	0.98	0.38	43%
Pizza	1.62	1.23	-	24%
Kids-friendly	1.65	1.30	-	21%
Fast Food	1.47	1.26	-	14%

- Slower ETAs led to a lowered sales index indicating customers picked restaurants that had a faster delivery time than theirs.
- Breakfast categories - Bakery, Coffee & Tea, were heavily impacted by higher ETAs. Breakfast being the most rushed meal of the day likely drove customer preference for QSRs with faster delivery
- In other categories, delivery ETA did not negatively impact the sales index as much, the assumption is, these food categories are ordered at leisure hence a longer eta was acceptable

Key Insights

- Slower delivery times lead to a drop in sales
- ETA impact on sales varies depending on Item & Restaurant Category

Using Data to Increase Sales

- They started to consistently track delivery ETAs in the breakfast category which required faster delivery times
- They optimized food preparation time which contributed to an additional drop in delivery time for their breakfast menu



Availability Analysis

To avoid lost sales, being available & “open for business” on Food Apps during peak hours is critical. We crawled DoorDash, Grubhub & UberEats during lunch & dinner hours on both weekdays as well as weekends when order volumes are typically high to look for availability errors and tracked the impact on *sales.

**Sales index of the restaurant during unavailability periods factored in sales made offline during other hours of the day.*



- On average, this QSRs availability across all 3 platforms stood at **87.5%**.
- With just a mere **2.8%** unavailability, we saw a **28%** drop in the sales Index!
- On **Doordash**, when the overall availability of the QSR increased by 6% with dinner weekday availability at 100% and dinner weekend availability at 97%, the Sales Index doubled from **2.54 to 5.1**.
- The same pattern was observed on **Ubereats** as well. We saw a 100% increase in the Sales Index from 2.787 to 6.03 when there was just a 3% increase in availability in each of the four instances.
- On **Grubhub**, 1-3% increase in availability on a weekend improved the Sales Index from 3% to 9%.

Key Insights

- Based on time of the day or week, even a minor change in the QSRs availability on food delivery apps heavily impacted sales

Using Data to Increase Sales

- We sent them near real-time alerts when their outlets were unavailable, especially during peak business hours
- Using alerts, this QSR started to closely track their outlets helping them immediately solve the problem of unavailability

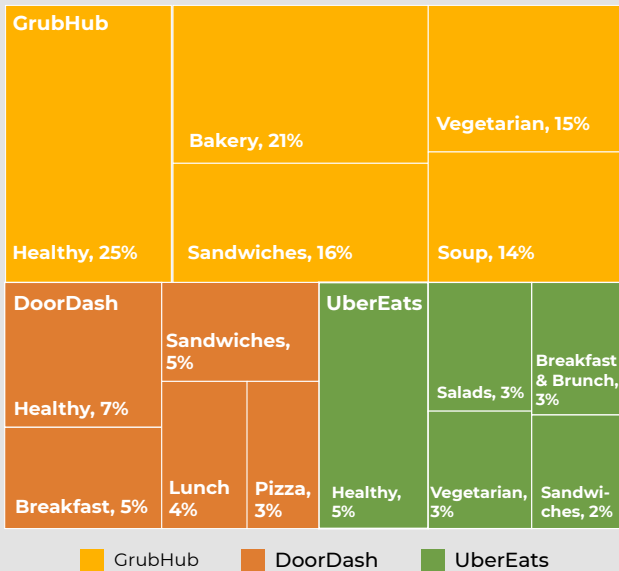


Discoverability Analysis

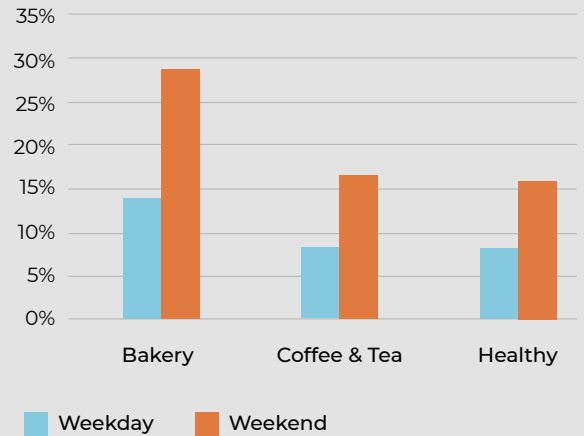
Being discoverable and appearing high up in search rankings on food delivery apps is critical for any restaurant and directly correlates to their sale volumes. Being in the cafe/ bakery space, we tracked this QSRs discoverability against keywords and categories like **Bakery, Coffee & Tea, and Healthy food**. Here's what we saw.

Discoverability- By Platform

(Average Sales Index Lift per unit rank for different categories)



Discoverability - Categories with Max Sales Index Lift %



By Platform

- On **Grubhub**, a slight growth by even a single rank increased the sales index on an average by 14.8%.
- The increase in the sales index was more significant (19.6%) on weekends than on Weekdays (10%).
- On **UberEats**, the average Sales Index lift was 2% when the rank changed by 1. However, the Sales Index lifted by only 3%, even with a more significant change in rank.
- On **Doordash**, the average lift in Sales Index was 3.6%, while the average rank change was 8.

By Category

- Bakery, Coffee and Tea, and Healthy Cuisines** categories saw over a 15% increase in sales with every change in rank.
- Sales Index Lift was at least double on weekends when compared to weekdays.
- In the **Healthy** category, the Sales Index lifted by 25%, with 1 change in rank on weekdays and 53% on weekends.

Key Insights

- A higher sales rank on food apps = higher visibility = more orders!

Using Data to Increase Sales

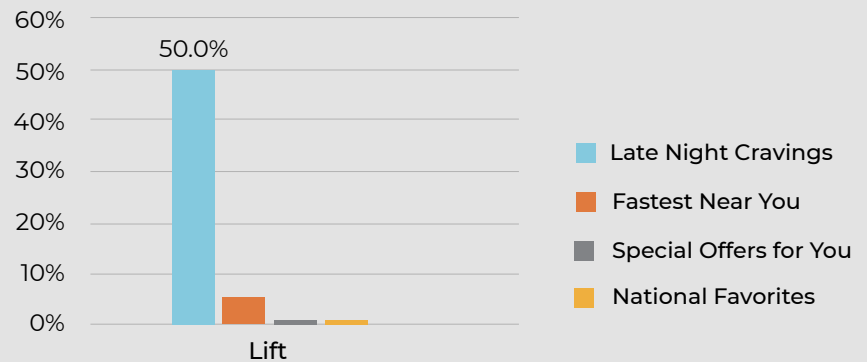
- This QSR understood the importance of search rankings and tweaked product content, improved ratings, delivery eta and other factors that contributed to helping get them to Rank #1
- They started spending on sponsored ads to artificially boost visibility and search rankings



Advertising Effectiveness Analysis

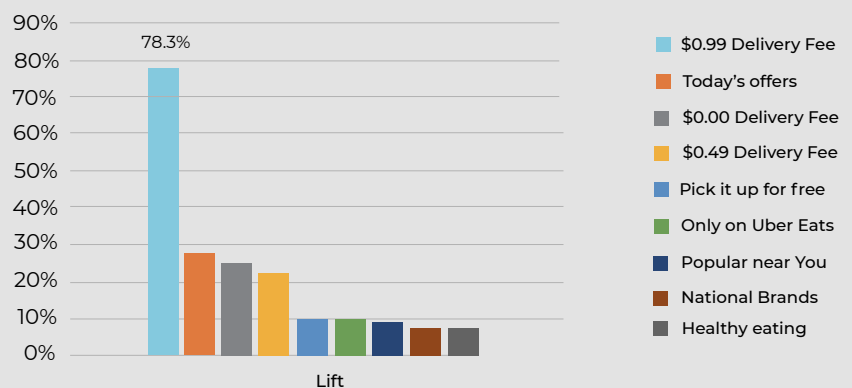
This QSR spent advertising dollars on DoorDash, GrubHub & UberEats to break through the clutter & boost their discoverability. We helped them measure each campaign's strengths, weaknesses, and ROI.

DoorDash Carousel Analysis



- Of all Carousel ads on DoorDash, the best performing ad was the **“Late Night Craving”** carousel that delivered a 50% lift in sales! However, this ad ran as a pilot in just 1 city
- The QSR saw a 31% increase in sales when it was featured in the **“Special Offers for You”** carousel. This carousel was primarily served in urban tourist cities.

UberEats Carousel Analysis



- Of the 9 Carousel ads on UberEats, the 2 best performing ads were **Today's Offers** and **\$0.99 Delivery Fee**.
- The **\$0.99 Delivery Fee** carousel attracted an audience with **high household income**, and resulted in an **80%** uplift 80% in the Sales Index!
- Being featured in the **Today's Offers** carousel increased sales by 15%

Key Insights

- Understanding the efficacy and impact of advertising across different food apps.
- Understanding which ad format & promotional message led to the most sales lift.

Using Data to Increase Sales

- We were able to tell them which carousels had the highest visibility in select zip codes, basis which they purchased carousel ads.
- We were able to tell them which of their competitors were on those high visibility carousels and how this QSRs placement matched up in comparison.



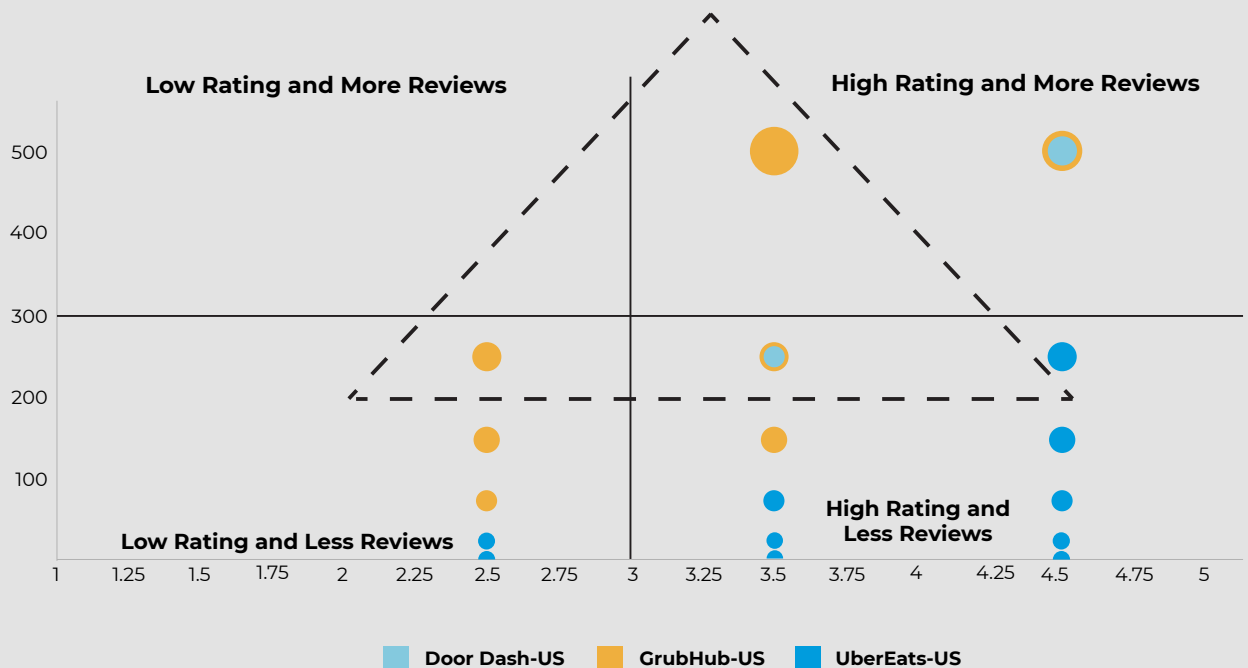
Rating & Review Analysis

Online rating & reviews impact 94% of diners in the US. 31% of diners said they would pay more to a business with positive reviews. We looked at this QSRs ratings & reviews across all three food apps to see how review were impacting sales.

X-Axis: The QSRs Ratings.

Y-Axis: Number. of reviews the QSR outlet has on the three food delivery platforms.

Bubble size: Indicates the sales index value



- On **Doordash**, most of these QSRs outlets fell in the 4 – 5 rating category. When the ratings increased from 50 -100 to 100-200, the Sales Index improved by 14%. And when the number of ratings increased from 200-500, the Sales index went up by 16%, indicating ratings had a positive impact on increasing sales.
- On **Grubhub**, especially in urban localities, when the number of ratings was more than 500, Sales Index almost tripled compared to localities where the number of ratings was between 200-500.
- On **Ubereats**, there was an 85% increase in the Sales Index when the ratings increased from 100-200 to 200-500.

Key Insights

- On all three food apps, the Number of Ratings had a higher impact on sales than the overall rating of the QSR.

Using Data to Increase Sales

- This QSRs social team made sure they engaged with customers across multiple online platforms and nudged them to leave more ratings since brand credibility is built one rating at a time.



About QSR Intelligence

DataWeave has been working with global QSR chains, helping them drive growth on food aggregator platforms by enabling them to monitor key metrics, diagnose improvement areas, recommend action, and measure the impact on their ROI after implementing strategic changes based on our actionable insights. DataWeave's strategy eliminates the dependence on food apps for accurate data. We aggregate data from both food apps and websites to help QSRs with analysis and the justification of marketing spend and drive 10-15% growth.

If you want to know learn how your QSR brand can leverage Dataweave's data insights to improve margins, sales & revenue then [click here to sign up for a demo](#).



ABOUT DATAWEAVE

DataWeave is a leading provider of advanced sales optimization solutions for e-commerce businesses, consumer brands and marketplaces. The AI-driven proprietary technology and language-agnostic platform aggregates consumable and actionable Competitive Intelligence across 500+ billion data points globally, in 25+ languages, with insights to performance for more than 400,000 brands across 1,500+ websites tracked across 20+ verticals, to ensure online performance is always optimized.

Connect With Us

 **Email:** contact@dataweave.com

 **Call:** 1.425.458.5110

 www.dataweave.com