



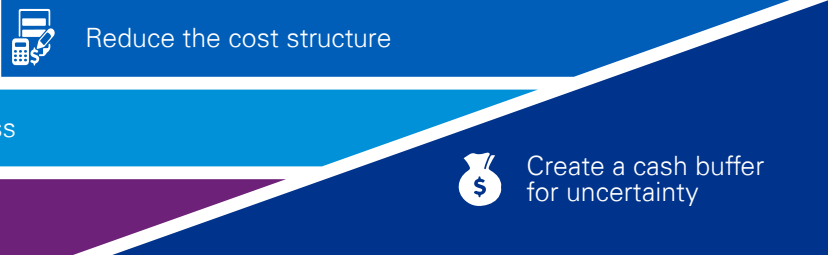
Forecasting the comeback

Using advanced analytics to plan for the return of restaurants



As restaurants continue reopening following COVID-19 shutdowns, accurate forecasts on how demand will be impacted are needed. Which patrons will return, and when? What channels will they adopt? How do I staff the restaurants? What will the impact of a second shutdown be on my restaurants?

Leveraging advanced data analytics and our restaurant specific datasets can provide insight during this uncertain time and help you plan for profitable growth in the new reality.



Forecasting demand is a gating requirement for effective recovery execution

Our demand forecasting engine provides much needed clarity on the forecast to enable effective recovery business planning

Our Restaurant Demand Forecasting Engine

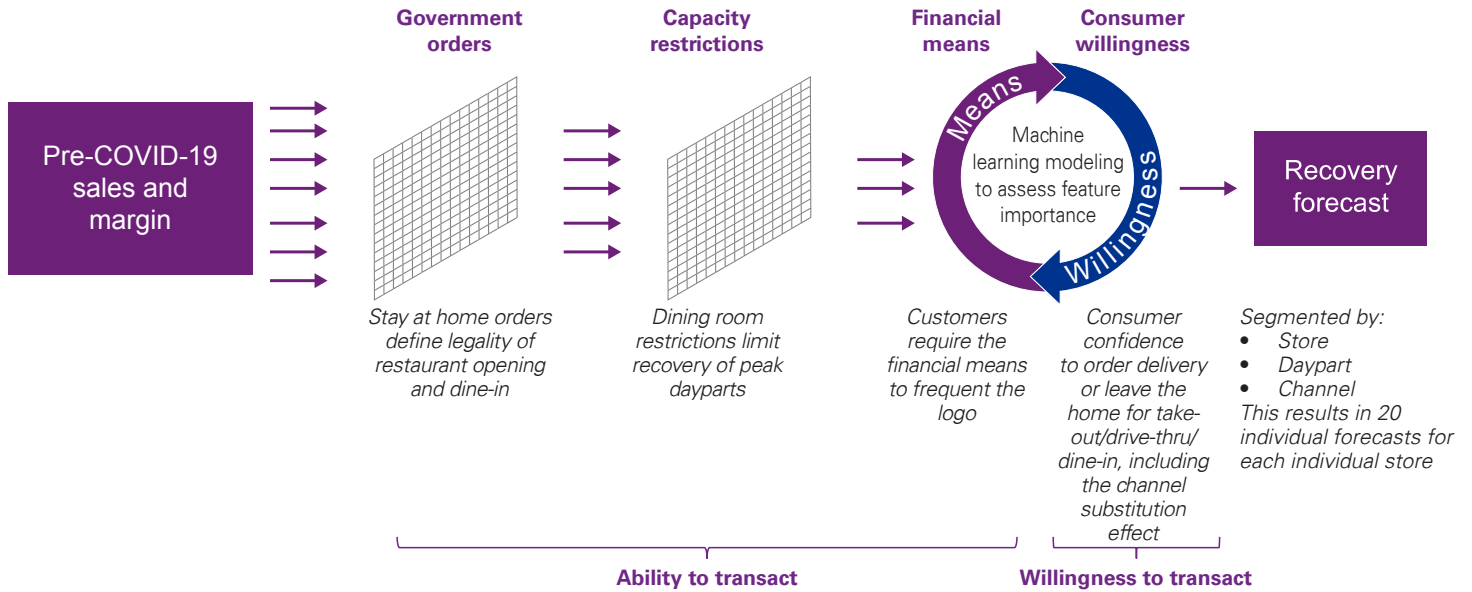
- Provides you with **increased confidence** on the recovery forecast
- **Simple and digestible** approach to address a highly nuanced and localized problem statement
- **Transparent modeling** method avoids “black box” outcomes and ensures management is driving input assumptions
- Incorporates KPMG **proprietary datasets** on local trade area economics, COVID-19 instances and foot traffic trends
- Refreshed on an ongoing basis as the model **“learns” from human behaviors** across the country
- Adaptable to changing COVID-19 responses including a **second wave shutdown**
- **Custom built** for the Restaurant sector by our dedicated Strategy and Analytics Restaurant team

Better forecasting drives improved decision making

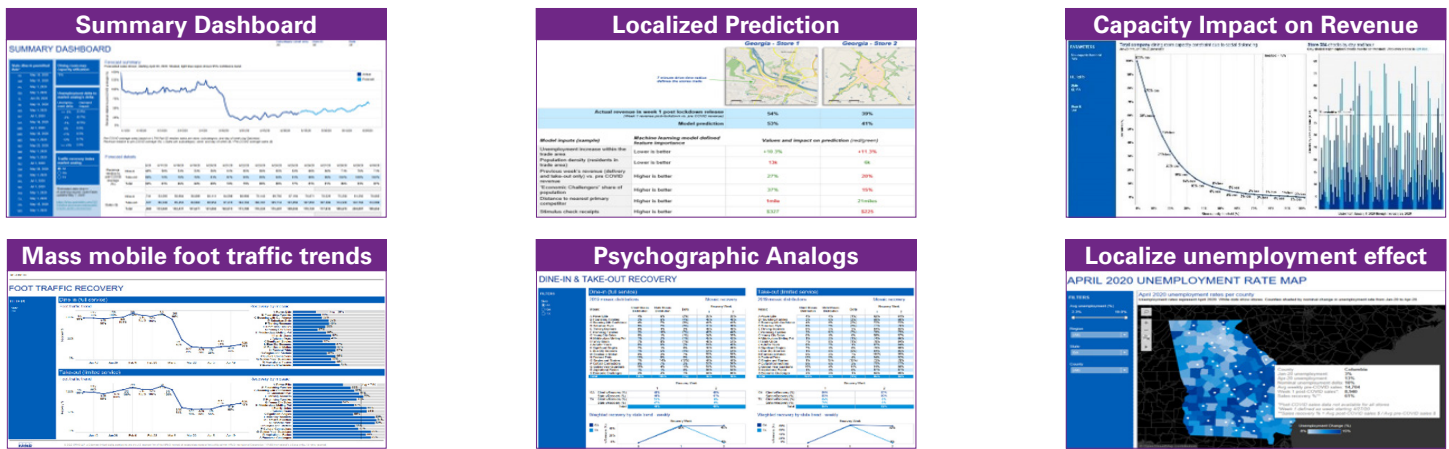
- ▲ **How do I maximize profitable revenue going forward?**
 - **Markets** – *where should I reopen vs. not?*
 - **Customers** – *who is returning and what do they want?*
 - **Menu Mix** – *what types of items should I offer vs not?*
 - **Pricing & Promotion** – *how do I incent return to my destinations vs. competitors?*
 - **Marketing** – *when should I turn on marketing and where should it be focused?*
- ▲ **How do I more effectively manage cost?**
 - **Labor** – *how do I scale up staffing and support based on COVID-19 capacity guidelines and trends?*
 - **Operations** – *how do I change operations to accommodate social distancing?*
 - **Supply Chain / Logistics** – *how do I manage procurement processes and timing for inventory purposes?*
 - **Franchisees** – *what support should I provide the network?*
- ▲ **How do I better manage capital?**
 - Should we continue new builds?
 - Should we invest in store refresh – e.g. adding drive-thru?

Our approach


We have developed a Restaurant Demand Forecasting Engine which utilizes proprietary KPMG data and machine learning to help restaurants better understand the recovery.





Sample analytic building blocks from the Restaurant Demand Forecasting Engine




If you would like more information on how KPMG can assist your organization to navigate through the recovery towards the new reality, please contact:


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