

Strategic Planning and Franchisee Analytics

THE PROBLEM

A prominent conglomerate in the food and beverage industry, known for its diverse portfolio of brands spanning various cuisines and concepts required better insights into franchisee performance and market dynamics to inform strategic planning decisions.



THE SOLUTION

Our team implemented a strategic planning and franchisee analytics solution, integrating data from franchisee performance metrics, market trends, and customer feedback.

alteryx

experian™

dun & bradstreet

tomtom

tableau

curator
BY INTERWORKS

THE OUTCOME

By analyzing franchisee performance and market data, our client achieved optimized strategic planning, improved franchisee support,

and increased franchise profitability, leading to sustainable growth and market leadership.