CASE STUDY

Modern Data Architecture for *Casual Restaurant Chain*

Challenge

A polished, casual restaurant chain needed to modernize its data platform to support fast, data-driven decision-making. With sales and guest behavior data coming from multiple point-of-sale systems and no integration for online ordering (OLO) data, reporting was slow, inconsistent, and difficult to scale. Leaders lacked visibility into key performance metrics — especially around digital orders — limiting their ability to respond to shifting guest behavior, evaluate third-party delivery performance, and drive growth.

Solution

SEI partnered with the organization to design and implement a modern, scalable data architecture using Microsoft Fabric. The solution featured a medallion architecture built around Bronze, Silver, and Gold zones to organize and refine data. We:

- Built automated pipelines to streamline ingestion, including real-time streaming of OLO data
- Enabled full integration of OLO and POS data for a unified view of sales and guest behavior
- Applied Type 2 dimensions and governance practices to ensure accuracy and traceability
- Developed shared Fabric semantic models and a new data warehouse to support self-service reporting
- Equipped operations, finance, and marketing teams with advanced calculations and flexible reporting tools

Together, these elements enabled faster access to better data without the need for manual workarounds.

Results

With its new data platform in place, the organization gained a real-time, enterprise-grade analytics capability:

- Live Power BI dashboards show incoming digital orders within seconds of submission, providing visibility into ordering trends and delivery service usage
- Sales reporting accuracy improved dramatically, with only a 0.00002% discrepancy across all locations for FY25 Periods 1–9
- Integrated, scalable architecture now supports growth while enabling confident, data-driven decisions across the business

Product Management

Data Modernization

Data Visualization

Process Improvement