Client Story: Fraud Detection Analysis

ETIVENTURE ANALYTICS

About

A restaurant's profits were declining, and they need to identify the cause. By building a simple BI solution, they can provide more data than the Point of Sale system alone to uncover the reasons behind the drop in profits.

Challenge

- Data Visibility: No access to detailed store data, limiting profit analysis.
- Inconsistent Insights: Store Managers relied on gut feelings, not data-driven input.
- No Cross-District Comparisons: Could not benchmark or share solutions across districts.
- Data Silo: Critical data was isolated, restricting access for decision-makers.
- Tech Without Accessibility: Advanced systems lacked a centralized BI solution for insights.

Approach

We assessed the company's IT infrastructure and operational data, then built a foundational analytics system. In a short time, we were on own way to developing a Data Warehouse, OLAP cubes with key dimensions (Time, Store, Product, Customer, etc.), and designed interactive reports with drill-down capabilities. This enabled managers to uncover critical trends and identify the root causes of their challenges.

Customer Benefit

- Identified three stores responsible for 95% of the profit decline.
- Uncovered a scam involving two employees issuing fraudulent free pizzas using repeated phone numbers.
- HR intervention eliminated $60K in quarterly losses.
- Achieved $240K in annual savings.
- Improved staffing efficiency.
- Delivered full ROI within six months.