



**ANALYTIC
VIZION**

Trusted Profit Insights for 3,000+ QSR Locations

A national quick service brand turned a forced EDW deprecation into a flagship modernization, replacing fragile, manual profit PDFs with an automated, dbt-driven recapturable profit platform that embeds data quality, reconciles legacy logic, and scales trusted P&L insight across a 3,000+ unit network.

“ We turned two weeks of manual rework and risk into a non-issue with a modern data pipeline. ”

DAVIS KING, SOLUTION ARCHITECT
Analytic Vizion

THE CHALLENGE

A national quick service restaurant brand needed to move off a sunseting enterprise data warehouse and fragile profit PDFs without losing operator visibility or overwhelming a small financial data systems team already buried in manual validation and ad-hoc troubleshooting across high-stakes profit conversations.

- 3-4 team members plus contractors manually validated reports and chased every “this number doesn’t look right” in Excel.
- A missed labor cycle for an entire region could cost about two weeks of manual “guesstimation” to correct.
- No automated data-quality flags meant issues like double counts or missed reporting cycles surfaced only after operators complained.

Without change, the organization would have carried its fragile profit process into a post-EDW world: operators relying on static PDFs from three disconnected systems, a tiny team spending weeks fixing missed labor or suspicious numbers, and data issues surfacing only after field complaints. The warehouse deprecation would have turned a known weakness into a full-blown liability instead of a trusted foundation for profit insights.

TOOLS & TECHNOLOGY



OUR APPROACH

Analytic Vizion focused on converting a fragile, high-risk setup into a sustainable system the existing team could support.

- Anchored the work on recapturable profit and known failure modes like missed labor cycles, using the EDW deprecation timeline to prioritize what had to be solved first.
- Drew on years of operator feedback about “if you could wave a magic wand” profit reporting, then used Figma prototypes so stakeholders could see, touch, and refine an operator-first dashboard before development.
- Rebuilt the pipeline on the client’s new stack and created a dbt job to immediately flag missed labor reporting and similar issues, turning a two-week manual “guesstimation” exercise into a proactive, traceable alert the team can address before operators ever see bad data.

THE RESULTS

Analytic Vizion helped the client transform overwhelming complexity into clear, actionable insights—enabling faster, more confident decision-making across thousands of users.

The outcome was a seamless enterprise dashboard experience that made complex data consumable, actionable, and fast. The dashboard not only met performance expectations—it exceeded adoption goals. Thousands of users across departments began using the tool, empowered by relevant, real-time insights.

Key outcomes included:

- High user adoption through intuitive, user-focused design
- Improved performance and scalability with optimized data flow and architecture
- Cross-team alignment driven by early collaboration and clear communication
- Sustainable ownership, with internal teams trained to support and evolve the solution
- Increased trust in data, replacing confusion with clarity

