



Nirulas Corner House Ltd.

## Using SQL Server 2000 Analysis Service to provide Business Intelligence

*Nirulas is a name synonymous with fast food and rightfully so. As the first chain of quick-service and family dining restaurants in India it was established long before the international fast food appeared on the scene. Currently Nirulas' has 33 food outlets, and more are added to this list continuously. However, with the opening-up of the Indian economy and the boom in the retail sector, indigenous businesses like Nirulas were under pressure to control their costs and improve their margins if they had to compete head-to-head with international chains like McDonalds, Pizza Hut and others.*

*As the complexity of the Nirulas' business has increased, the management needed a tool that would integrate data from disparate systems, and help them conduct what-if analysis on sales data. Trisoft Systems implemented a data warehouse solution accessible via a web-browser.*

### Situation

Nirula's is a pioneer in the fast-food business in India. The ability to get up-to-date business intelligence on its product sales is critical to the company to help it manage its food production process, pricing, promotions and business profits.

Each Nirula's restaurant or food outlet has a POS (Point Of Sale) system, which records all sales transactions. Because of the sheer volume of transactions conducted every day, analysis of sales data was a daunting task. The sales data collected is cleaned and sent to the Head Office daily where another transactional system collates it. The simplest of queries would take a long time to process and the management was dependent on their MIS Staff to generate standard reports.

The Nirula's management needed a system that would provide them with current sales data that could quickly be analyzed from within existing productivity applications (like MS Office) without depending on the manual effort of the MIS Department. This would also have the additional benefit of freeing up the time of the MIS Department to perform other strategic tasks.

### Solution

After a thorough study of the requirements, we felt that a data warehousing solution would fit the bill perfectly, as it would pre-aggregate the data and serve it to the users instantly.

Rather than modify any of the existing business processes of data consolidation, we used the transactional system as the data source. This ensured that there was no disruption of business activities. A Data Transformation Services (DTS) package was designed to transfer and

## Solution Overview

### Customer Profile

**Industry**  
Hospitality

**Business Situation**  
Nirula's uses SQL Server Analysis Service to analyze trends in their Sales.

### Solution

**Business Scenario**  
Analysis based on transactional data captured by POS (Point Of Sale) machines.

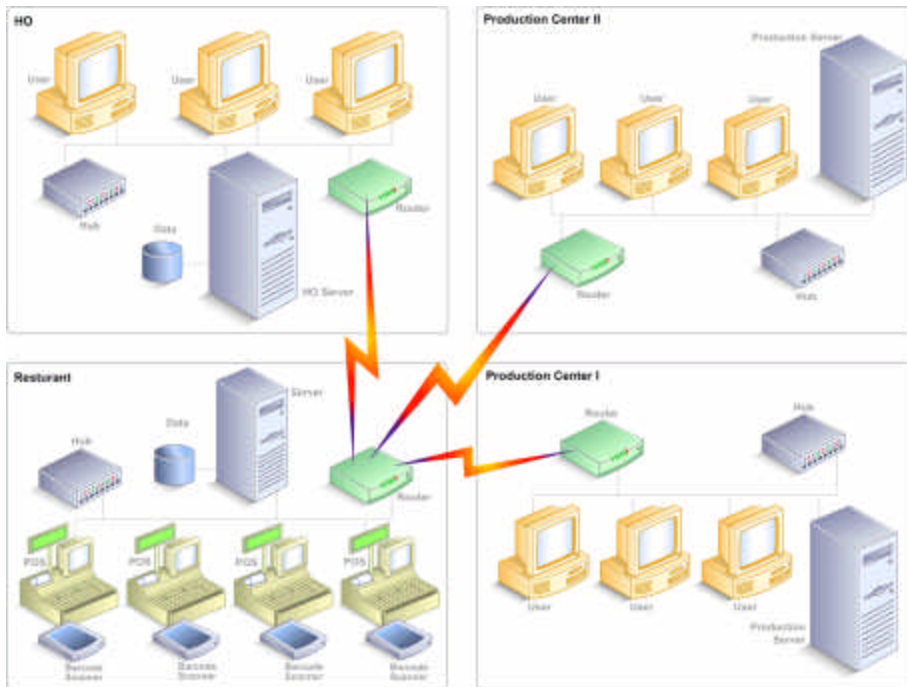
### **Benefits**

- The data warehouse solution enables the upper management of Nirula's to perform various detailed analysis.
- Integrated view of data of all the stores helps in profitability analysis.
- All department heads get to see relevant data from one source.
- Information is available on demand.

### **Microsoft Products Used**

- Microsoft SQL Server
- Microsoft Office Web Components
- Microsoft Data Analyzer
- Microsoft Visual Studio
- Microsoft Windows ® 2000

transform the sales data from this system into the data warehouse. Microsoft Analysis Service was used to pre-aggregate the data and store it in multi-dimensional structures to enable fast querying and analysis. The analysis parameters were determined after numerous interactions with the senior management. We also designed Custom MDX (Multi Dimension Expression) based Measures for complex profitability analysis.



The final solution was visible to the management via a web browser. The application was built using Active Server Pages and the cubes were made visible using Office Web Components. Microsoft Data Analyzer was also configured to allow access to the data. Since the data was restricted to senior management only, we configured the security permissions on the system appropriately.

## Benefits

The Nirulas Management now has the ability to see, in almost real-time, sales trends across their business. The Data Warehouse also allows them to conduct ad-hoc queries by simply dragging and dropping fields into rows and columns from within Microsoft Excel.

Since the Warehouse is live and accessible over the Intranet any authorized person can query for required information from their desktops, provided they have the requisite permissions.

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