

Customer case study

Trader House and Zap Data Hub



Elevating Culinary Excellence:

How Zap Data Hub empowered Trader House with unified H&L analytics for strategic decision-making

About Trader House

TRADER HOUSE

Acclaimed both locally and internationally for their award-winning restaurants, bars, and specialty retail stores, founders Andrew McConnell and Jo McGann are committed to providing unparalleled experiences.

Their award-winning reputation for anticipating the palates of Melbourne's diners is a testament to their diligence in operating on the cutting edge of the industry, from culinary creativity to business operations.

Serving as the Financial Reporting and Strategic Development Manager, Katie Wright oversees the organization's reporting process. She collects data and generates customized reports for each venue, complete with actionable insights that inform the implementation of its strategic development initiatives. It's a crucial role that impacts the decision-making process for a variety of diverse stakeholders.

Industry

Hospitality, Retail

Website

traderhouse.com.au

Challenges faced

Due to the reporting limitations within POS systems, Trader House lacked a unified repository of all their POS data across their multiple venues. This lack of information created additional challenges, such as (1) the need to use raw data extracts that had been manually extracted and manipulated and (2) consolidating that data from multiple access points was time-consuming.

To provide better-quality and more comprehensive business insights from its POS data, Trader House needed a reporting solution that could centralize all its data, increase the accuracy and dependability of the daily updated data, and automate reporting.

Solution outcomes

According to Katie, Zap Data Hub has had a profound impact to their business — and it has only been implemented for six months. By streamlining the collection of data from their venues into Zap Data Hub's consolidated SaaS platform they've fundamentally reshaped their operational framework with timely, consistent, and actionable insights.

Bolstered by a dynamic cloud team that guarantees on-time report delivery and seamless data source integration, Trader House's new process has enabled strategic decisions like fine-tuned pricing models, process optimization, and the identification of underperforming product SKUs.

From more accurate data to increased visibility into the insights that matter most, these improvements can affect financial and profitable results that go far beyond reporting.

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Zap has given us the ability to take a step back and think about what information our people need — and build a tailored reporting environment to deliver this. Zap has made the data collection and collation process smoother, easier, and more accurate.

Katie Wright,
Financial Reporting and Strategic
Development Manager



Partnership highlights

- 1. Consolidation of data from multiple servers:** Data from a variety of venues is now collated into a single centralised location. Today, Trader House can more easily view the big picture when it comes to their data, accessing everything they need to know whenever they need it.
- 2. Simplified exports and data manipulation within Excel:** Provided with the functionality to export raw data into Excel, Trader House can now easily manipulate it to support an array of reporting requirements. This added flexibility has helped them further analyze the information and generate tailored reports for stakeholders.
- 3. Automatic reporting provided on a consistent basis:** With so many key stakeholders to inform, Trader House now has the capability to automatically generate, schedule, and send insight-packed reports at each recipient's specified frequency. This time-saving and effort-conscious solution has eliminated the need for manual generation and distribution, freeing up time for the data to be further analyzed, understood, and leveraged.