






How Restaurants Use Diner Insights

Key Use Cases, Goals and Challenges for Consumer Behavior Data in the Restaurant Industry

As restaurant leaders are having to navigate rapidly changing diner behavior, they're turning to consumer insights to:

-  Understand diner movement patterns
-  Leverage insights to inform inventory planning & management
-  Access insights on competitor locations
-  Keep up with market research
-  Run targeted digital advertising campaigns
- & more..

How Restaurants Approach Consumer Behavior Data

Restaurants have been profoundly impacted by changing consumer behavior, but many leaders have struggled to use data to inform business decisions, and more than half have missed business opportunities due to insufficient data:

70%

of restaurant leaders agree that changes in consumer behavior have caused their organization to rethink business strategy in the past year

56%

of restaurant leaders agree that their organization has a lot of data, but isn't effective in regularly using it to inform decisions

52%

of restaurant leaders say their organization has missed business opportunities due to insufficient data

Top 3 use cases for restaurant leaders:



1. Inventory Planning & Management (46%)



2. Market Research (44%)



3. Visitor Insights & Customer Profiles (43%)

Top 3 insights for restaurant leaders:



1. Demographics (39%)



2. Work Location (39%)



3. Path to Purchase (36%)

Restaurant Leaders' Focus

Looking ahead, restaurant leaders are most interested in improving the following metrics:



1. Customer Experience
(32%)



2. Online Visits
& Sales (17%)



Growing Footfall to
Our Locations (17%)

To accomplish these goals, restaurant leaders can make the most of consumer behavior data by leveraging a platform like Azira to understand diner movement patterns, optimize inventory planning, and improve marketing strategies. By using real-world insights, restaurants can personalize customer experiences, streamline operations, and stay competitive, enabling data-driven decisions that drive growth.

Want to learn more? See how leaders can leverage restaurant analytics, or contact us today.

Azira partnered with Hanover Research to survey 590 global leaders working in the retail, restaurant, commercial real estate, and travel & hospitality industries.

About Azira

Azira LLC, a global Consumer Insights platform, helps marketing and operational leaders improve their effectiveness with actionable intelligence to drive business results. Its mission is to create a more relevant world where brands are empowered to reach and build relationships with their consumers. With a profound commitment to partnership, trust and transparency, combined with decades of expertise in consumer behavioral analytics, Azira delivers innovative marketing solutions to curate audiences, activate omnichannel campaigns, and understand footfall attribution. It also provides operational insights for use cases such as site selection, trade area analysis, competitive intelligence and more. Azira serves enterprises in retail, hospitality, travel, real estate, financial services and media. A global company, Azira is headquartered in Los Angeles with offices in Paris, Bangalore, Singapore, Sydney, and Tokyo. To learn more, please visit <https://azira.com>.