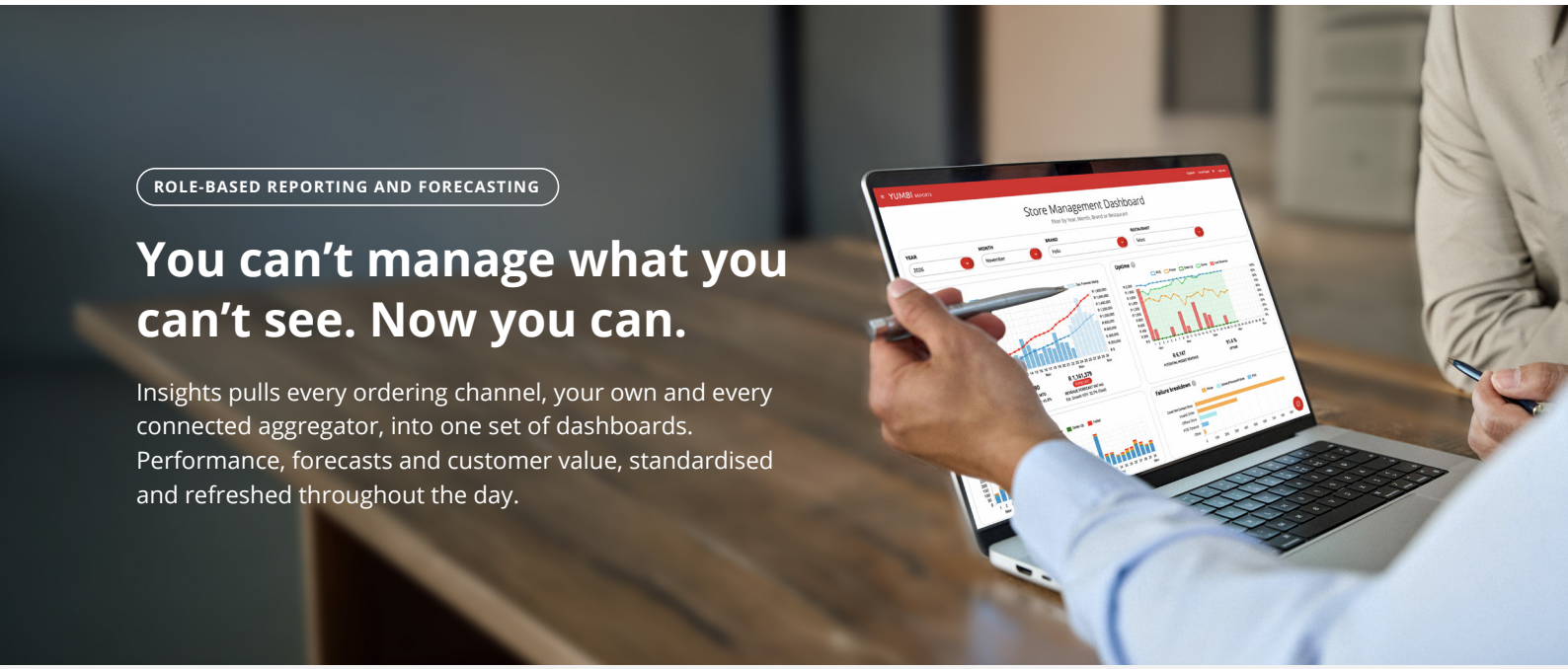
YUMBI

YUMBI Insights INTELLIGENCE



ROLE-BASED REPORTING AND FORECASTING

You can’t manage what you can’t see. Now you can.

Insights pulls every ordering channel, your own and every connected aggregator, into one set of dashboards. Performance, forecasts and customer value, standardised and refreshed throughout the day.



One source of truth across every channel, your own and every connected aggregator.

The report always arrives after the damage

A store drops off a channel on a Friday night and head office finds out from a customer. A price is wrong on one aggregator and nobody notices until the month-end margin looks thin.

The data already exists. It’s sitting in four systems that don’t talk to each other, and by the time someone has stitched a spreadsheet together, the week is gone.

You can’t build an advantage on numbers you only see in hindsight, and you can’t attribute a campaign in a system that never saw the order.

WHY BRANDS TRUST IT

Not another dashboard. The one your orders already run through.

Insights doesn’t collect data on the side or ask you to export anything. It reads what Gateway already captures, on the same platform that has processed 100 million+ orders across 2,000+ restaurants, which is why the numbers reconcile.

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100M+	2,000+	15	7
orders processed	restaurants onboarded	brand count	African markets

South Africa, Botswana, Namibia, Kenya, Nigeria, Zambia and Côte d'Ivoire. YUMBI platform data.

99.99% Gateway uptime across 2,000+ locations. *Published YUMBI result.*

Included, not another line item.

Insights comes with Gateway, Connect and StoreFront. There's nothing extra to buy, install or maintain.

Refreshed throughout the day.

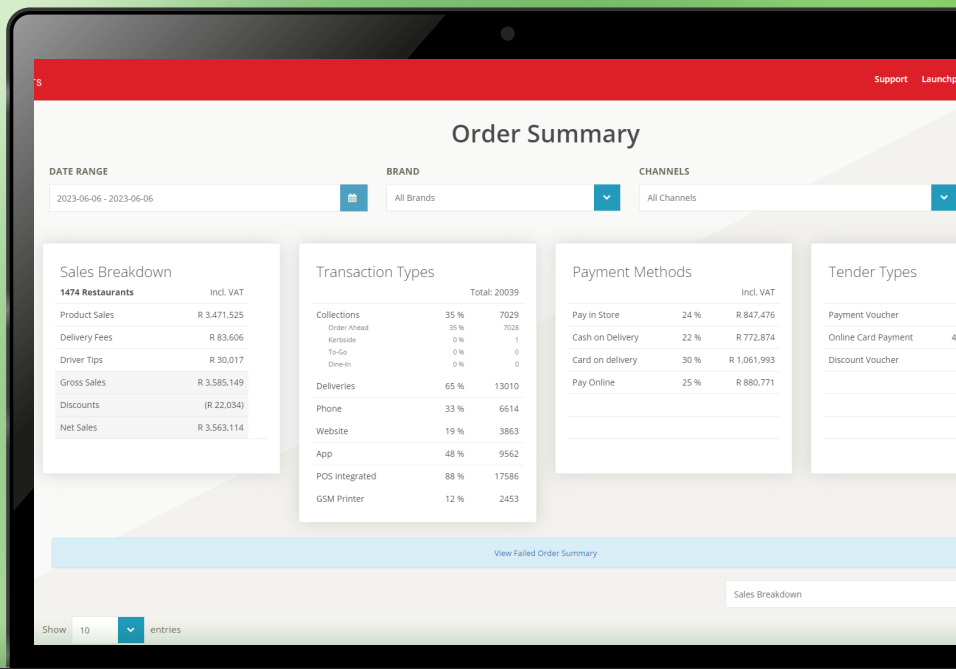
Most data updates every few hours, some views once a day, so you're working from today's picture, not last month's.

Twelve years of it.

YUMBI has run restaurant ordering since 2013, across 7 African markets, and is POPIA compliant.

> The accumulation of usable data since going live has allowed us flexibility and given us better insights into customer trends across all our stores country wide.
>
> **- Mark Tucker,**
> **Brand Operations Executive**

PIZZA PERFECT



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INSIDE THE PLATFORM

From order to insight, with nothing lost in between.

Insights reads what Gateway already captures and turns it into a structured picture of the business. No exports, no reconciliation, no spreadsheet stitching.



Every order captured at source

Gateway records every transaction as it's placed, across every channel and every connected aggregator.

CAPTURE | ALL CHANNELS, TRANSACTION LEVEL



One consistent record

Orders from your own channels and from connected aggregators are standardised as they land, so nothing needs reconciling by hand.

STANDARDISE | NO MANUAL RECONCILLIATION



Machine learning looks ahead

Insights forecasts demand and revenue, and shows the menu items, channels and stores that are moving, so you can act while it still matters.

PREDICT | DEMAND AND REVENUE FORECASTS



THE RESULT

Every order **measured, standardised and ready to act on.** No spreadsheet stitching and no waiting on a BI team. Where you run BeHeard, customer feedback lands here too, and where you run Engage, it acts on what Insights shows.

Group performance

SAMPLE SCREEN

TOTAL ORDERS	TOTAL REVENUE	AVERAGE SPEND	ACTIVE RESTAURANTS	ACCEPTANCE RATE
10,000	R1,700,000	R170	25	96%

Figures for illustration, not YUMBI data. Refreshed throughout the day.

Every order is recorded against its store, channel and daypart, so head office can spot underperformance without waiting for a customer to report it.

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BUILT FOR PEOPLE WHO USE IT

Three views. Everyone sees their own numbers.

Insights is role-based, so nobody has to read someone else's report to find their own. Views are standard, and they're included with Gateway.



Operations

Throughput by store, channel and daypart, store uptime across your YUMBI ordering channels, delivery performance and heat maps.



Marketing

Customer acquisition, conversion and lifetime value for your direct customers, Engage campaign performance and attribution, and referral traffic for your StoreFront websites.



Finance and leadership

Revenue by channel and store, menu and channel performance including margin leakage, and machine-learning forecasts to plan against.

WHAT YOU GET

And the detail behind them.

1

Delivery heat maps

See demand and delivery performance geographically, and use it to tune zones and fees.

2

Customer value tracking

Who your best customers are and what each is worth over time, for your direct customers. Aggregator customers stay anonymous to you, which is its own argument for the direct channel.

3

Store uptime

See which stores are trading on your YUMBI ordering channels and when they dropped out. For connected aggregators, Insights shows whether orders are arriving, the reliable signal that a store is trading.

STANDARDISED ON DATA FROM

Gateway OS · StoreFront · Dine-In · To-Go

Connect · Switchboard · Engage · BeHeard

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STRAIGHT ANSWERS

The three questions every brand asks.

Q:

We already have POS reporting.

It sees POS orders. Insights also shows whether stores are trading on connected aggregators, how direct customers behave across channels, and which campaigns drove which orders.

Q:

Does it flag problems for us?

It shows them. Dashboards surface what's moving by store, channel and menu item, and forecasts show where you're heading. Your team decides what needs acting on.

Q:

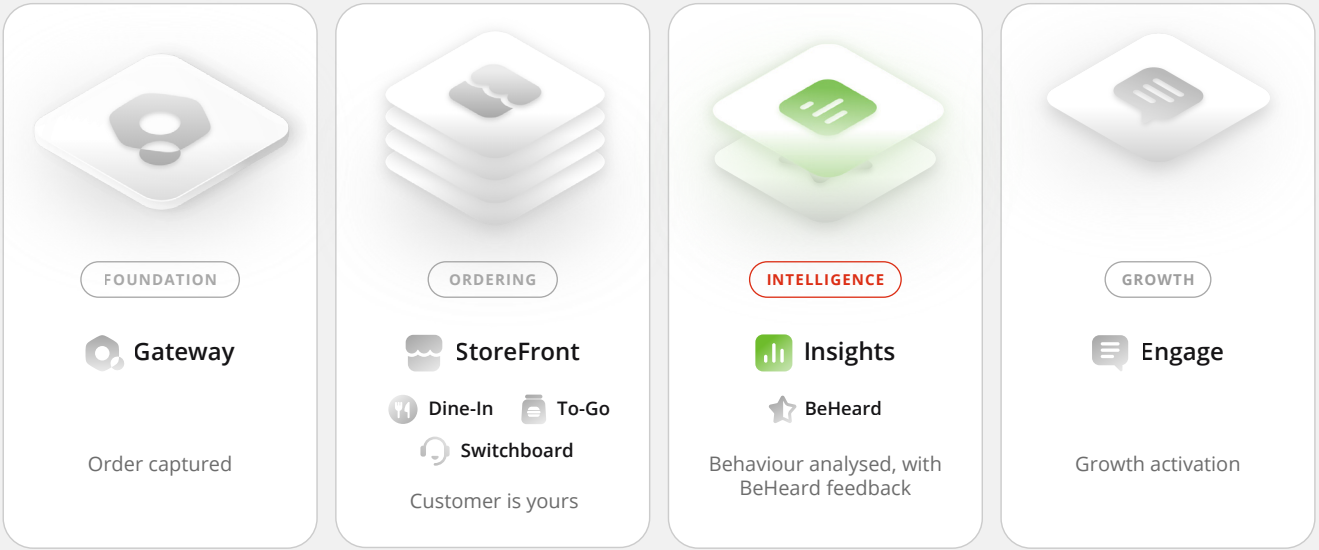
Can we get our data out?

Yes. On request, your full ordering data can be exported to your own Snowflake warehouse for group-wide BI. The data is yours.

Part of the connected platform

Insights is the intelligence layer, and it's included with Gateway, Connect and StoreFront. Gateway captures and standardises the order. BeHeard, a separate subscription, adds customer feedback that lands in Insights. Engage, also a separate subscription, acts on what Insights shows, and reports its campaign results back here.

One record of what happened, in the hands of the people who can do something about it.



FOUNDATION

Gateway

Order captured

ORDERING

StoreFront

Dine-In · To-Go · Switchboard

Customer is yours

INTELLIGENCE

Insights

BeHeard

Behaviour analysed, with BeHeard feedback

GROWTH

Engage

Growth activation

BOOK A 30-MIN OPERATIONS REVIEW

See what you've been missing.

See visibility across your network in a live walkthrough.

Your Customers. Your Advantage.

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