

# Menu engineering and pricing analysis

Automates menu engineering analysis by collecting sales data, calculating profitability metrics, and generating pricing recommendations to optimize menu performance and increase profit margins.

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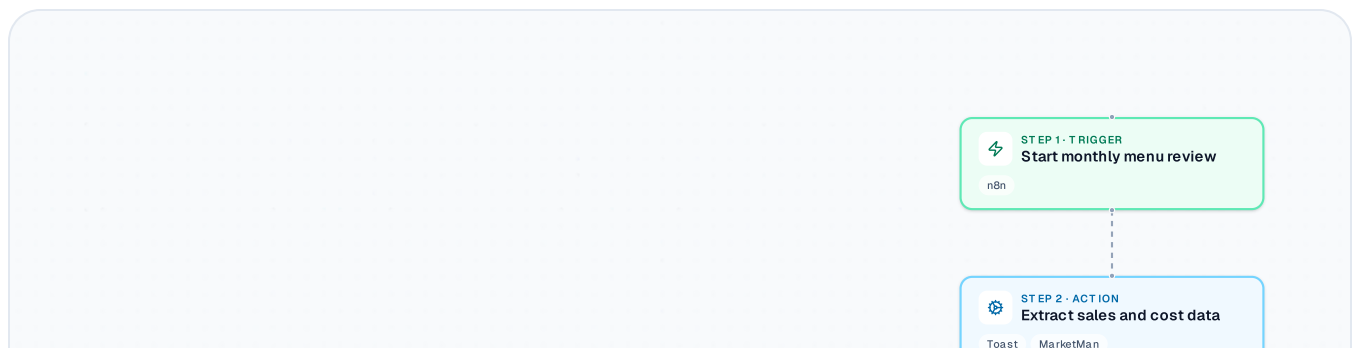


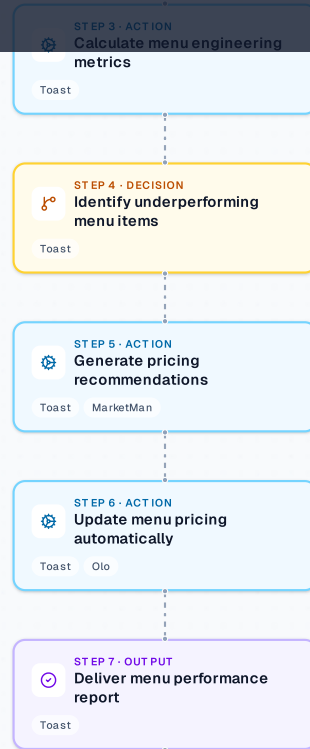
## WORKFLOW TRIGGER

Monthly menu performance review period begins

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

### Start monthly menu review

Workflow automatically triggers on the first day of each month to begin comprehensive menu analysis. Sets up data collection parameters for the previous month's performance.

n8n

2

 ACTION

### Extract sales and cost data

Pulls detailed sales data for each menu item from POS system and ingredient costs from inventory management platform. Combines data to calculate item-level profitability metrics.

Toast

MarketMan

3

 ACTION

### Calculate menu engineering metrics

Computes popularity rankings, profit margins, and contribution margins for each menu item. Creates menu engineering matrix categorizing items as stars, plowhorses, puzzles, or dogs.

Toast

4

 DECISION

### Identify underperforming menu items

Evaluates items with profit margins below 65% or popularity rankings in bottom 25%. Routes high-cost, low-popularity items for pricing adjustment recommendations.

5

ACTION

### Generate pricing recommendations

Creates suggested price adjustments based on cost analysis, competitor pricing, and demand elasticity. Calculates projected revenue impact for each recommendation.

Toast

MarketMan

6

ACTION

### Update menu pricing automatically

Applies approved pricing changes directly to POS system and online ordering platforms. Schedules implementation for next business day during off-peak hours.

Toast

Olo

7

OUT PUT

### Deliver menu performance report

Generates comprehensive dashboard showing menu profitability analysis, implemented changes, and projected financial impact. Sends report to management team with actionable insights.

Toast



## Outputs

- Updated menu prices in POS system
- Menu engineering performance dashboard
- Profitability improvement recommendations



## Key Metrics

- Average profit margin per menu item
- Revenue per customer
- Food cost percentage



## Tools & Integrations

- n8n
- Toast
- MarketMan
- Olo

## AI Business OS

## AI Business OS

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