

CASE STUDY TastyUrban

ACCURATELY PREDICTING FUTURE DEMAND AND OPTIMIZING OPERATIONS

THE COMPANY

Tasty Urban is a ghost kitchen platform that operates virtual food brands through a network of independent partner restaurants, enabling them to generate additional revenue via delivery apps like Wolt and Lieferando.

PROBLEM STATEMENT

Twice a month, Tasty Urban must settle payments with each partner restaurant - calculating delivered order revenue, deducting raw material costs, and applying bonuses for marketing, performance, and reviews. This process relied on manual Excel work across multiple data sources, making it slow, error-prone, and unsustainable as the partner network grew.

GEMMA ANALYTICS x



GEMMA SOLUTIONS:

END TO END AUTOMATION

An automated pipeline pulls order and cost data from all relevant sources and generates credit notes with attachments, eliminating manual data gathering.

FINANCE GRADE ACCURACY

The system enforces financial level data accuracy with a built in human in the loop review, allowing finance to verify results before finalizing.

SEAMLESS SYSTEM INTEGRATION

Credit notes and attachments are automatically pushed into EasyBill, reducing the settlement cycle to a streamlined workflow, saving roughly 4.5 person days per

4.5 person-days per month saved through the automation

