



How Burger King & Appinio Predict Future Burger Sales

Burger King faced the challenge of adapting to evolving customer tastes, expanding its base, introducing new products, streamlining processes, and boosting sales. Despite significant resources, previous data missed key insights, casting doubt on their strategies. Appinio's solution, with the creation of the Burger Prediction Index, transformed Burger King's approach. Now, they can confidently launch beloved new product lines, optimize offering, boost sales performance and enhance internal processes.

Industry	Employees
FMCG - Food	+ 10K

Challenge

- Implementing a new burger innovation testing approach**
Burger King's market research aimed to identify the most promising items from a new product line to meet consumer demands. Achieving this would help stores manage inventory, support product innovation and procurement departments, reduce food waste, and boost sales performance.
- Inadequate previous market research results**
Test results from previously conducted market research matched the actual sales performance, but the existing model failed to adapt to changing market dynamics and results started to skew from current sales data.

Methods

Concept Testing

KPIs

Sales Forecast Accuracy

New Product Sales

Supply Chain Efficiency

Waste Reduction

The Appinio Approach

- Identifying inadequacies in existing research**
Together with our partner Cronbach, Appinio identified critical flaws in Burger King's previous research approach, such as irrelevant KPIs and overlooked variables like marketing impact.
- Revolutionizing research design and predictive model**
Appinio and Cronbach overhauled the research framework by swapping the old KPIs for behavior-driven ones to mirror actual consumer purchasing behaviors, upgrading how participants were assessing burgers and factoring in past sales data from previously launched burger concepts. These critical updates enabled the development of the Burger Prediction Index, a score that identifies the top-performing burger(s).
- Validating the Burger Prediction Index**
The newly established BPI was rigorously tested against recent sales data, demonstrating over 90% accuracy in forecasting the top performing burger(s).

Impact

Burger Prediction Index

Creation of a score that identifies top performing burger(s).

90% Sales Forecast Accuracy

Optimized Procurement Processes

The clear indications provided by the BPI enable stores, Finance and Procurement departments to allocate resources more effectively.

Increased Cost Efficiency

Every euro spent on ingredients and every resource allocated by procurement directly contributes to burger sales success.

Reduction of Food Waste

Operating in a more sustainable and responsible manner.