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INFORMATION PROVIDING OF ANALYSIS OF OPERATIONAL ACTIVITIES OF RESTAURANT BUSINESS ENTERPRISES

Summary

The restaurant business is one of the promising and developing industries. The success of this business is influenced by many factors, including the use of modern information technologies. During the operational activities of catering establishments, control over the accounting process and staff behavior, transaction analysis, accounting for the receipt of products, formation of the cost of meals, write-off of products is carried out. Therefore, the convenience of automating processes in catering establishments is obvious not only from the point of view of the owner, but also from the point of view of customers, since automated solutions make it possible to perform calculations with visitors more quickly, provide a system of discounts for registered customers, provide service based on a queue, provide the menu with all the necessary ingredients and save time.

The purpose of the article is to determine the key features of the information support for the analysis of the operational activities of the restaurant business enterprises, as well as the description of the information resources necessary for the improvement of management accounting. In the process of carrying out the research, general scientific methods were used: the method of system analysis - to clarify the main categories of the research; abstract-logical method - for theoretical generalization and conclusions about the main features of the system of information support for the operational activities of restaurant business enterprises; graphic method - for a visual presentation of practical recommendations for improving the key processes of the operational activity of catering establishments. The article substantiates the importance of introducing modern automated solutions into the activities of restaurant business establishments in order to increase the quality of service and the prestige of the establishment, ensure quick processing of orders and customer service, increase the speed and efficiency of operational business analytics. Taking into account the specifics of restaurant business enterprises and the peculiarities of

their functioning, ways of improving the process of inventory and warehouse accounting, work with suppliers and information support of operational business analytics are proposed.

Prospects for further research in this direction are the search for ways to improve the analysis of business data with different levels of depth and detail, the improvement of analytics focused on the study of customer demand and behavior, and the expansion of marketing research.

Keywords: restaurant business establishments, ERP-system, OLAP-report.

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