The Data-Driven Hotel:
A Checklist for Leveraging Data and Analytics

Using data to power insights and decisions at your hotel can position you better for commercial success. This guide provides a starting point for Hoteliers that are new to data analytics in the hotel industry.

1 Pick a Starting Point
Begin your journey towards data excellence with a smaller scope or project like improving specific departmental functions or meetings. Examples: Promotion calendar, Weekly revenue meeting, Corporate client sales meetings.

2 Choose your Objectives
Decide on specific goals to direct your journey. Think of for example "Provide more context to a corporate client's performance" or "understand the difference in promotion bookings between my hotels". Keep things basic for your first exercises.

3 Select Data Sources
Choose the data sources that offer the most valuable data without overcomplicating the analysis. Too much data can lead to "Analysis Paralysis" or provide information that is not relevant. Potential sources are: Hotel PMS, Benchmarking tool, CRM, RMS and your rate-shopping tool – of course dependent on your objective. But there's more out there!

4 Collect Data
Gather the selected data from the sources in a format that can be used for further transformation, such as *.xlsx and *.csv. Most tools offer these options. PDF files and images are not so user-friendly for your analytics.

5 Process the Data
To truly use the data to create analytical insights, you most likely need to clean it up. Structure the data into a usable format and adjust details like data formats and decimal signs. You can also enhance the data in this step by for example adding days-of-week to dates and industry to a corporate client list. Go back to your Objective for guidance.

6 Unlocking Insights by Visualizing Data
Visualize your data in the most appropriate way for your analysis. You can use basic tools such as MS Excel – it may take some manual work to clean and structure your data.
As your needs become more demanding and you want to take your data-game to the next level: use a hotel-specific tool like Juyo Analytics for faster and thorough analytics.

7 Make Smarter Business Decisions
With the right visualizations you can start taking action: How does your BOB compare to your competition? Which type of guest has the highest upsell potential? What audience should you target now to fill your occupancy gap 10 weeks from now? Which guests provide the highest profit contribution per booking? The answers are at your fingertips.

So here's a structure for you to start implementing more data-driven activity in your hotel. Now stop reading and start your plan. When it comes to data: only those who take action with the insights win!

In today's digital age, hotels are bombarded with data from countless sources. Commercial Data, revenue metrics, finance statistics, food and Beverage performance and more – all scattered across disparate systems.

It's a modern paradox: we have more information than ever, but spend most of our time merely gathering it.

Now, imagine a world where data effortlessly converges, giving you a unified view of your performance. A world where insights are immediately actionable.
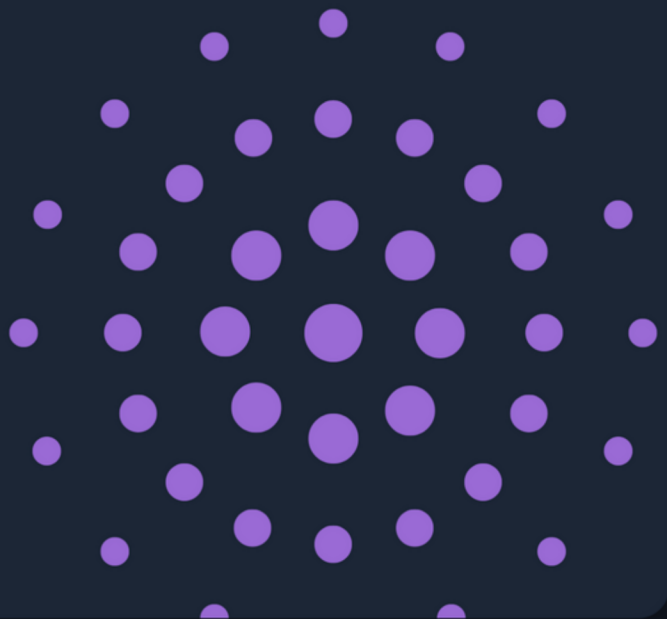
Pick-Up Analytics
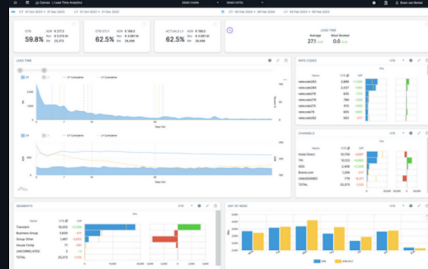
Lead-time Analytics

Room Type Analytics

Canvas
Make it personal and design as many dashboards to suit your needs. Address any objective.

Exploration
Granular multisource Analytics Engine that connect the dots between data and context. Filter and cross-filter endlessly.

Constellations
Pre-defined yet fully customizable templates that get you started in seconds.

Pulse
All your KPI's in one place for a quick pulse check on your business.

Deep dive
Go deeper into your data to find hidden opportunities in profitability and guest behavior.

Designer
Build visualizations from scratch. Choose your data and let the analytical artist in you take over!

Start getting more value out of your data: Visit our website.

Use the QR-code for direct access to our agenda.

www.juyoanalytics.com