ACCELERATE
MAESTRO USERS CONFERENCE 2025

Track 5 | Analytics Data Mining
Session: Analytics Navigation

Basic Structure

Analytics is available in two installation models: Web (Server) or Desktop (Windows) version.

Desktop (Windows) application:

- Installed/licensed as an application on a specific desktop.
- Accessible only on that desktop by that assigned Windows user.
- Allows manual upload of data on the fly.

Web (server) application:

- Accessible from the network server via a web browser link.
- A single license provides two user access log ins.
- Data uploads can be scheduled for a specific time(s) per day, per view.

Available Analytics Views

- Big Picture View
  - A guest centric performance analysis across Maestro Modules in one view. Bring together Front Desk & FD Folios, S&C Groups & Events, Spa & Activities with folios, GEM guest survey scores and Loyalty.
- Revenue & Marketing Performance – RevMap View
  - Designed for Forecasting, Budgeting and trend analysis. This view brings forward: day by day OTB with pick up, 12 month rolling OTB with potential based on previous years pick up, year over year pick up trending, lead time analysis, year over year Group and Company actual and future OTB, cancellation, no show, travel agency and booking clerk performance. All with the ability to generate e-mail/mailing lists and exclude guests with existing reservations.
- Front Desk Pace Views - Guest Type, Room Type or Rate Type
  - Three views dedicated to reporting room nights, revenue, average rate and booking trends specifically by either Guest Type, Rate Type or Room Type.
- Revenue Posting Analysis View
  - Designed to provide users with a detailed analysis of all folio postings within Maestro, from across all modules and all properties. Users will be able to:
    - Analyze Revenues and Usage
    - Compare Revenues Across Properties
    - Explore Relationships Between Postings in Different Departments
    - Generate Targeted Emails Based on Transactional History

- Marketing View
  - Marketing view provides the ability to data mine across an expansive set of data points, bring forward key performance metrics. This view allows Marketing to dive deep into understanding who guests are, buying behaviour, segment and market to explicit guest groupings
- Yield & Rates Audit View
  - This view brings forward all Manager's Overrides and Rates built. Allowing for monitoring of past or future strategies
- Sales & Catering View
  - Data mine S&C bookings in terms of performance reporting based on key metrics. In progress, Pipeline, Inquiries with conversion, estimates vs contracted, and budgets.
- Sales & Catering Food & Beverage View
  - Analyze and evaluate Food & Beverage menu & item consumption as well as function room utilization
- Spa & Retail POS View
  - A detailed analysis of usage and revenue generated for spa and associated retail. Key performance metrics on the guest, therapist, services and treatment room consumption, along with the ability to create highly targeted e-mail/mailing lists. A specific view for just Retail POS is also available
- Accounting View
  - A detailed view of folio postings from Front Desk, S&C, Spa & Spa Gratuities, Activities, Shuttle, Loyalty, outstanding folios and advance deposits, AR Aging and exceptions.
- Travel Agency View
  - Reporting for Travel Agency Commission processing as well as per Agency contribution
- Statistics View
  - The Statistics view offers detailed analysis of Room Nights, Occupancy, Revenue, ADR and RevPar.
- Work Order View
  - Complete reporting on Work Order by location, contractor, status and costs
- Loyalty View
  - Detailed analysis of usage and revenue generation as part of Maestro's Loyalty engine. Track Loyalty guest performance and evaluate the success of a campaign.
- Client View
  - This view displays all client profile data stored in Maestro independent of whether the client has any transactional interactions, such as Front Desk Reservations, S&C Bookings, Spa, Facilities or Activities bookings in Maestro.
- Facilities View
  - A detailed analysis of past & future usage and revenue generated for Facilities/Activities. Key utilization metrics on year, month, week and day or week based on volumes and revenues. The ability to generate targeted emailing lists based on Facility types or codes.
- Package Reconciliation Privileges View
  - A dedicated Package Reconciliation configuration view to support the ability easily monitor and manage rate package reconciliation rules configured past and future with privilege quantities issued, allowed, consumed and breakage.

- Retail POS View
  - Rich data analysis showing Average Spend per transaction, POS Revenue by date or by customer or by item along with inventory quantities

Core Navigation

Each data selection table, or bucket, will allow:
- Right click on the header to Print or send the table to Excel
- Drop-down arrow for making multiple selections
- When the drop-down arrow is engaged, hovering mouse over the list and right-click allows for:
  - Search by text entry
  - Select excluded – a quick way to exclude specific items from a list
  - Select all
- If no drop-down arrow present, right click on the table header allows for:
  - Search by text entry
  - Select excluded
  - Select all
- After selections are made, right click within the table will allow clear selections for that table

Data Graphs & Grids Navigation:

After data selections have been made, the Graphs and Grids displaying the selections will allow for:
- Header icons for Print, send to Excel, or Fast Change graph from Bar to Pie chart
- Right click on header provides:
  - Print or Print as PDF
  - Send to Excel or Save as Image
- Graphs & grids displaying a toggle (a downward circular arrow):
  - Right click on the arrow will display the toggle options available
  - Left click will toggle through all possible options
- A data grid with both a toggle arrow and a drop-down arrow:
  - Drop-down arrow allows for selection of specific items in a list
  - Toggle arrow will still allow for quick change based on options available in toggle
- Most dashboards and charts tabs will also provide selection tables to allow for the inclusion of ancillary revenues, such as Spa, Other Charges, Facilities, etc. Simply click desired inclusions or choose the "Select All" button, and dataset will now include those items

User Enabled Layout Changes:

Data grids which are in a pivot table format allow the user to move columns dynamically:
- If data value exceeds space allowed, double clicking on line will auto size column or row
- Users can click, hold and drag column/row headers to reorder within the pivot table
- When a + or – symbol is present in a grid, this is an on-screen indicator to the user that the dataset can be expanded or collapsed to show or hide the details in the subsequent columns or rows. Right click on the row or column header, choose Expand All or Collapse All to change the entire column or row. Or left click on the symbol in a specific area to control just that area

Top Menu:

File	= Reload or use Reload icon
	= Save/Save As to save view or use icon
View	= Zoom to increase/decrease size
	= Current Selections to see all selections made
Selections	= Lock to lock a specific selection made or use Lock icon
	= Unlock to release a selection previously locked or use Unlock icon
	= Clear to release all selections made or use Clear All icon or Back icon to clear last item selected
	= Unlock and clear all
Bookmarks	= Document Bookmarks displays a list of bookmarks created
	= Add a Bookmark to create a new bookmark
	= Replace a Bookmark to update a previous bookmark with changes or updates
	= Remove a Bookmark to delete

Bookmarks

- Bookmarks allow users to save the view with specific selections made, as a named item within the view, whilst not changing the original view. This allows users to create saved Bookmarks of commonly selected items, without having to reselect every time. For example: a Month End Marketing Analysis of Room Nights, Revenue and Other Revenue is needed for every month end, by a specific Source of Business code. User can make the selections needed, create a bookmark "Month End Mkt by SOB". When reopening the view at a new month-end, go to "Bookmarks" and select "Month End Mkt by SOB" from the list displayed on the menu. All previously selected items will be chosen. Users will only have to change the Stay Month to represent the new month.
- The Weekly Room Night Pick Up grid displays by each calendar week the total room nights reserved in that week, broken out by property, stay year, week, and month, allowing users to compare nights reserved in a period and their respective reservation stay date months.
- Toggle is available for guest type/group, rate type/group and source/sub-source of business.
- Data is also broken out by booking year to allow for year over year growth monitoring

Understanding Basic Structure for Data Mining

The data set available is identical with Windows (Desktop) or Web (Server) installations. The user interface is what will vary between Windows and Web.

Analytics views are directly linked to each Maestro database, bringing forward into the views the data as entered in Maestro.

Each view will have a series of "Tabs" which are interconnected. This means as a data table selection is made on one tab, the data set on the other tabs will also update, based on the original selection(s). This may vary in specific views such as RevMap, as it is based on commonalities being present across tabs.

Within each view, all major Maestro tables are offered as selection options. Users need to have a working understanding of their Maestro configured core codes and operational application of these codes.

For example, analysis can be done using Guest Type and Source & Sub Source of Business codes or against Reserved vs Checked Out status to capture only true past or future figures.

Each view will start with an "Introduction" tab which provides a brief overview of the dataset being presented, the last date and time of data upload, and direct links to the eLearning video tutorials available.

To update views, please contact support@maestropms.com