Track 5 | Analytics Data Mining
Session: Big Picture / Big Data

Maestro Analytics Big Picture View brings together Front Desk, Sales & Catering, Spa & Activities, GEM Survey Ratings & Comments, Loyalty, and Front Desk Folio Detail.

Combining these data sets supports cross data mining for past & future revenue impactors across revenue generating departments.

Big Picture View allows users to understand consumer behavior and purchase profiles. Future marketing and yielding strategies can be determined, and targeted mailing lists can be generated for e-marketing efforts. For example, the view gives the ability to evaluate spa consumption by rate type or guest type, with or without hotel rooms associated.

Big Picture & Big Picture Multi Property
These two tabs present core data selection options. Each criteria selection bucket can be exported to Excel once selections have been made.

The Multi Property tab offers the same selection options, but in a layout which allows for ease of evaluating the data by each individual property or the collection performance.

FIT & Corporate
Quick graphs showing posted folio revenue generation are available by record type, profit center, average revenue per stay by group, transient or corporate and POS revenue. The average revenue per stay offers a quick toggle to further delineate by source/sub source, room type, guest type, state/province, booking clerk and room type or guest type group.

Date selectors are provided to be able to evaluate either by booking date, arrival date or departure date.

Reports – FD
Average Total Spend per Reservation and Total Spend graphs are available. The toggle arrow on each graph can be used to change the view to display by:
- Property
- Guest Type or Group
- Room Type or Group
- Rate Type
- Source or Sub Source of Business
- State / Province
- Booking Clerk

Grids with geographical data, average length of stay and year over year comparisons of room nights, revenue, ADR and average lead time and average length of stay are provided.

Dashboard – FD

The dashboard provides stay date selectors as well as guest type, room type, source of business, lead time, length of stay and more.

Graphs and charts show total room nights, average length of stay, lead time, average reserved revenue per booking, average room revenue per booking and average reserved revenue per room night are available here. Individual reservation details are provided in the data grids below.

Front Desk Folios

Using the configuration feature option of record type and profit center on posting codes, users can evaluate revenue posted by posting code, revenue center, profit center and outlet.

Sales & Catering Bookings, Groups & Events

This tab represents S&C group booking details both with and without a group bedroom block. For those bookings with a group bedroom block, front desk group reservation selections have been added for source of business, group type, group guest type.

Spa

Graphs showing bookings by guest type, booking by service type appear here. Spa revenue, treatments, average total spa spend per visit, average spa treatment spend per visit, average add on spend per visit, average POS spend per visit, average add on spend per visit and average POS spend per visit, all offer the arrow toggle so as the be able to analyze based on guest type, source of business, service, service type or day spa versus stay spa.

Spa Analysis

These graphs show Spa revenue and treatments by provider and by treatment room. Spa Provider Utilization and Treatment Room Utilization are also shown.

Choosing the DETAIL option activates the arrow toggles on all graphs, allowing for Day of Week, Month, Year or Weekend selection options within the graphs.

Activities

The Activities tab provides future and past consumption of activities as configured in the Facilities module. Compare day guests to stay guest bookings and revenues with year over year comparisons.
Using the DETAIL option, the quick toggle button will allow for views by year, month, day of week, week ending or specific dates.

Spa and Activities Folios

Club & Spa Folios tab allows for reporting on revenues specific to this module. Folio posted revenue is available by posting code, revenue center or posting center.

The quick toggle buttons allow to change view display by record type or profit center and ledger property, outlet, and revenue property.

Client Profiles

An evaluation of geographic data collected on client profiles can be obtained from this tab. A count of all profiles in the data base is shown and the ability to separate Individual, group and company is provided. Quick statistics of those with or without email, address and opt in or out are also available.

GEM

With the power of the integrated GEM, Guest Experience Measurement, survey tool, marketers have more in-depth data on guests. Users can analyze, monitor, and react to comment card feedback specific to a rate, promotion or package, and easily identify those who are likely to recommend you, or those with more constructive feedback, and contact them directly.

Loyalty

Evaluation of the room nights and total revenue contribution by Loyalty Level is available on this tab. Users can determine best points earners, or weakest, and quickly create an e-marketing program thanking or encouraging them.

Email & Mailing List

As selections are made though the various tabs, the Email and Mail tab instantly generates an exportable list which can be used for Marketing campaigns.