

## Track 5 | Analytics Data Mining

### Session: Sales & Catering Data Mining

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#### Sales & Catering View

The Maestro Analytics Sales & Catering View allows data mining across multiple activities touchpoints. Track inbound or outbound activities with inquiries and inquiry conversion reporting. The Pipeline Detail & Summary tabs provide a progress overview of all past and future bookings for forecasting, budgeting, and weekly sales meetings. The Dashboard provides quick charts of room nights, revenue, F&B revenue, total revenue and more, all with the ability to analyze by market segment, sales manager, lead source and more.

#### Date Selections

A variety of timeline options are provided.

- Booking creation date allows for booking trend analysis. Monitor when bookings are created for all future arrival dates. This can then be further dissected by market segment, sales manager and other selections, for benchmarking of booking trends or cycles.
- Decision and contract due dates allow for monitoring of pending bookings for forecasting.
- Booking start dates allows for analysis of past or future actual bookings
- Cut off dates allows for the monitoring of potential wash, or actions needed.

#### Selections

Data mine based on S&C booking, front desk group reservation, or based on client profile (group, company or contact)

- Booking Criteria allows for selections based on booking status, market segment, sales manager, lead source and more.
- Client criteria provide the ability to further target specific demographics. Evaluate production based on quality rating or geographic location. Users can also monitor the viability and quality of data being entered into the database.

#### Dashboard

All graphs and grids can be printed or exported to excel. Toggle buttons on each allow users to quickly change the data set presented. By right-clicking on the down arrow of the toggle button, the options available to choose from are shown. On the far right of the screen, the Market Segment bucket allows for in the inclusion or exclusion of specific Market Segments. This also has a quick toggle button to allow the same inclusion or exclusion of specific data sets.

- Total booking Revenue represents both event revenues and guest bedroom revenue
- F&B Revenue represents all F&B revenue as entered on the booking
- Function Room Revenue
- Guest Room Revenue
- Guest Room nights

All of the above are displayed with a year over year comparison

## Pipeline Detail & Pipeline Summary

This is a valuable report for monitoring the progression of business under development for forecasting and budgeting.

Using the Dates & Selections tabs, users can produce a listing of all bookings based on chosen data selections. For example, a list of all quote and tentative bookings, showing booking and revenue details. For next year budgeting, users can choose the year desired and have a succinct list of all bookings, the status, value, month, market segment, sales manager and more. Using the plus or minus symbols on the grid, users can expand or collapse the data set providing a less or more detailed dataset.

The second grid, Confirmed Booking Guest Rooms Report, allows for the monitoring of Front Desk Group Reservation Status compared to booking status. For example, if an S&C booking is Tentative but the bedroom block is definite.

The Pipeline Summary includes;

- Property
- Status
- Start year
- Account Manager
- Booking number
- Group reservation number
- Account name
- Booking description
- Contact name
- Market segment
- Creation date
- Arrival / Departure date
- Decision date

The Pipeline Detail includes the above data and;

- Conference services manager
- Group description
- Client contact email address
- Source of business
- Cutoff date
- Cxcl reason
- F&B minimums

## Inquiries

Using Maestro Inquiries, this tab allows for the tracking and monitoring of inbound and outbound query activities and inquiry potential revenues.

Evaluate inquiry activity based on;

- Created date
- Conversion date
- Turn away date
- Booking start date or end date
- Status

- Account manager
- Market segment
- Lead source
- Turn away reason

## **Inquiry Estimates vs Contracted**

This data set allows users to measure by individual inquiry detail or in summary, the original inquiry entered values compared to contracted values for;

- Guest count
- Room nights
- Room revenue
- Function room revenue
- F&B revenue
- Other revenue
- Inventory
- Total revenue

Contracted gains or losses compared to inquiry values are reflected in red for losses and green for gains.

## **Guest Rooms**

The Guest Rooms tab allows for the easy monitoring of group room block pick up and wash. This can be monitored and measured by property, market segment, sales manager, lead source and more.

Using the group original / contracted fields on the group reservation will allow for the evaluation of contracted versus what is actually blocked, in comparison to pick-up.

With this feature in use, trending can be seen based on year, month, day of week as well as market segment.

## **GRC**

Similar to the GRC Reports, this tab displays group rooms contracted, blocked and picked up with room revenue and ADR, day by day for selected period.

## **Budgets**

Using the Maestro Sales & Catering Budget Maintenance, users are able to enter month by month budgets for each sales manager by market segment. When this feature is deployed, the Budgets tab allows for the evaluation of performance against budget.

## **Booking History**

Designed to provide an historical high level evaluation summary of all past bookings based on a wide variety of selection criteria. Such as by property, company or group, status, and more.

## **Mailing List**

The Mailing list tabs allow for the quick generation of an email list for all booking contacts. Visual displays and selectors are provided showing the viability of the data of Contact profiles with or without email or mailing address and those that wish to opt-out.

## **Sales & Catering Food & Beverage View**

The S&C Food and Beverage view is designed to allow users to be able to monitor consumption by menu type, group and Item with associated consumption, revenues and costs. The event, revenue estimates vs actuals and function room utilization is also provided.

## **Criteria Selections**

Report on events based on a variety of parameters;

- Multiple event date options
- Property
- Event status
- Market segment
- Account manager or conference services manager
- Menu group, menu type or individual menu Item
- Function room
- Client

## **Menu**

The Menu grids show the detail of menu items based on criteria selected. Users can monitor most or least used menu items, costs, estimates, or audit by BEO #.

## **Charts**

Quick charts display actual revenue vs estimated revenue with a variance. Toggles are available on the charts to view the data based on function type, market segment, conference services manager, function room, menu type or menu group.

## **Subevent Listing**

A listing of Subevents including Booking #, Booking Status, Client and Booking Names, Start Date & Time, Function Room & Function Type, Guaranteed Count(s) by Subevent and Booking Contact details.

## **Function Room Revenue**

A chart displaying Function Room Revenue, by Booking #, Event # and Event Date. The Do Not Post field is included for audited the assigned Rate vs the Actual Charge.

## **Function Room Utilization**

A series of graphs, displaying function room utilization overall, by year, by month, or by DOW.