mastel
hospitality

Hotel Dashboard

Corporate Solution

Product Guideline

Power BI

mastel hospitality

Summary of contents

1. Change Log

Version	Date	Description	Owner
1.0	12/04/2024	Document Creation.	Mora, A.
1.1	18/04/2024	Document translation_English version	Gonçalo, S.

2. Content introduction

The objective of this document is to explain in detail the value and functionality of the various sheets or dashboards within Mastel's Business Intelligence tool known as "Hotel Dashboard – Corporate Solution". Meticulously designed using Microsoft Power BI technology, this tool has been developed to facilitate the analysis of specific data related to the hospitality industry. Throughout this document, the individual components of the dashboard will be presented, demonstrating how each contributes to a deeper understanding and more effective management of hotel performance. By understanding each element of the "Hotel Dashboard", users will be able to maximize data utilization to make informed decisions that drive success in their respective hotel operations.

3. Hotel Dashboard

"Hotel Dashboard" represents an advanced Business Intelligence (BI) solution designed specifically for the hospitality industry. This tool provides a predefined view of critical hotel data, including various values and essential KPIs for hotel operation. By using connectors, "Hotel Dashboard" establishes a direct interface with various departments such as property management (PMS), billing, sales, and catering, using recognized management software like Opera, among others. This integration enables efficient data collection and analysis through

MsPower BI, facilitating rapid evaluation of hotel performance and assisting in strategically planning future incorporations of data sources or additional management tools.

The structure of "Hotel Dashboard" is specifically tailored to each client, based on the types of data they wish to analyze, and is divided into various sheets or customized dashboards. Each of these pages features one or multiple filters, such as dates, resorts, and various KPIs or segments, enabling users to precisely select and analyze the data necessary for making informed decisions. This modular and highly adaptable approach positions "Hotel Dashboard" as the perfect launching pad for any BI initiative within the hotel sector, offering a robust and user-centric platform for data analysis.

Hotel Dashboard - Corporate Solution" stands as a pivotal module within our Business Intelligence tool designed for analyzing and managing hotel operations at a corporate level. This module is specifically configured to meet the needs of hotel chains and groups requiring an integrated and comparative view across multiple properties. It offers a unified platform enabling the tracking and analysis of key performance indicators (KPIs) across all establishments under the same corporate management. By consolidating data from various sources such as PMS, billing, and human resources, "Corporate Solution" facilitates a holistic view of operational and financial performance, allowing for trend identification, resource optimization, and enhanced strategic decision-making at all organizational levels. This module not only reinforces the capacity for detailed and comparative analysis among different hotels and regions but also enables the planning and execution of more effective corporate strategies based on real-time and updated data.

3.1. Daily Dashboard

The first screen, called the "Daily Dashboard," is designed to provide a quick and up-to-date overview of a hotel or group of hotels. This screen initially displays information from the last day when data was uploaded, offering an immediate perspective on the current status of the property.

Users can select a single date from which they wish to retrieve data, customizing the analysis according to the "business date," month, or year of interest via an intuitive selection menu.

In the filter section, users can specify the hotel or group of hotels under analysis, enabling a focused and personalized review. The main interface of the "Daily Dashboard" displays key KPIs such as Room Night, occupancy rate, ADR (Average Daily Rate), RevPar (Revenue per Available Room), and Room Revenue, providing an essential summary of resort performance.

Additionally, the screen divides these data into three sections: "to Date" data for the analyzed day, data for the current month ("Month OTB"), and year-to-date accumulated data ("Year OTB").
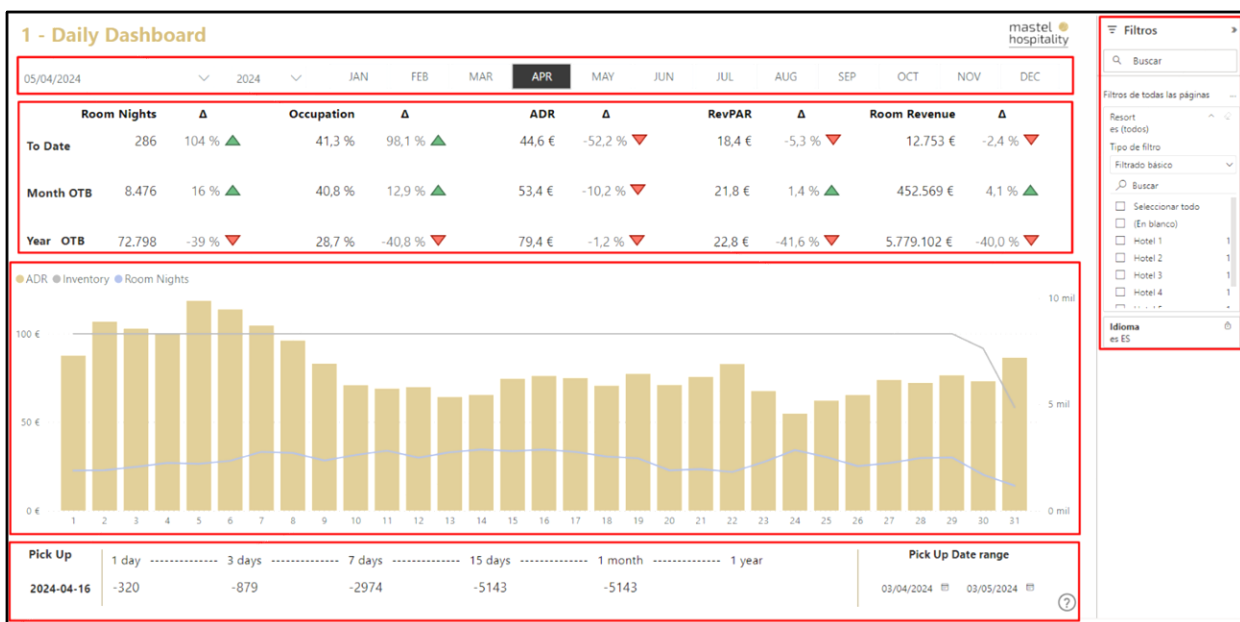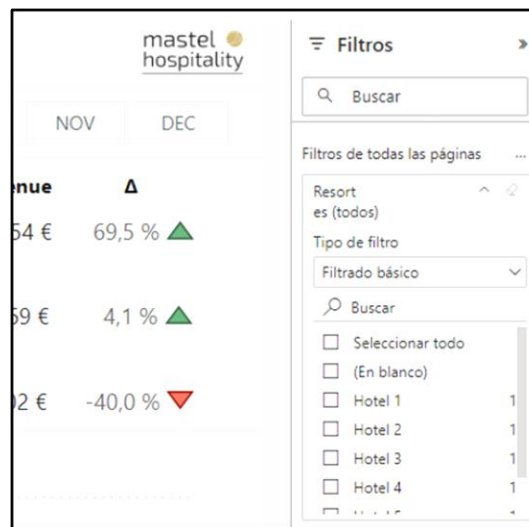
A distinctive feature of this screen is the Δ symbol next to each KPI, indicating the variation compared to the previous year, with triangles pointing out whether the trend is positive or negative compared to the same date of the previous year. This analysis is complemented by graphics showing the temporal evolution of each indicator, allowing for an intuitive visual tracking of performance. At the top right corner, arrow buttons enable toggling between year, month, or day view, enhancing the flexibility of analysis. Finally, this section also highlights the "Pick Up" evolution from the current business date, with options to define specific periods for examination, ensuring a comprehensive and dynamic understanding of reservation flow and operational performance.

*Note related to OTB (On The Book) Data: OTB data includes information such as bookings and other relevant data scheduled for future dates. It is important to note that these measures are subject to change between the time of analysis and the last data upload. This characteristic is crucial for managers who rely on forecasts and planning based on reservation trends and future occupancy, providing a vital tool for proactive adjustments in the operational and commercial strategy of the analyzed hotel or group of hotels.

3.2. Time Evolution

The "Time Evolution" dashboard is designed to facilitate a swift and effective comparison of the evolution of various key KPIs over time. This screen allows users to select the specific period — year, month, or weeks — they wish to analyze and compare current results with those from previous and subsequent years, using a dynamic and easy-to-interpret graph for this purpose. The main visualization displays the fluctuations of the selected KPI, providing a clear perspective of its temporal performance and allowing for the identification of long-term trends and patterns.
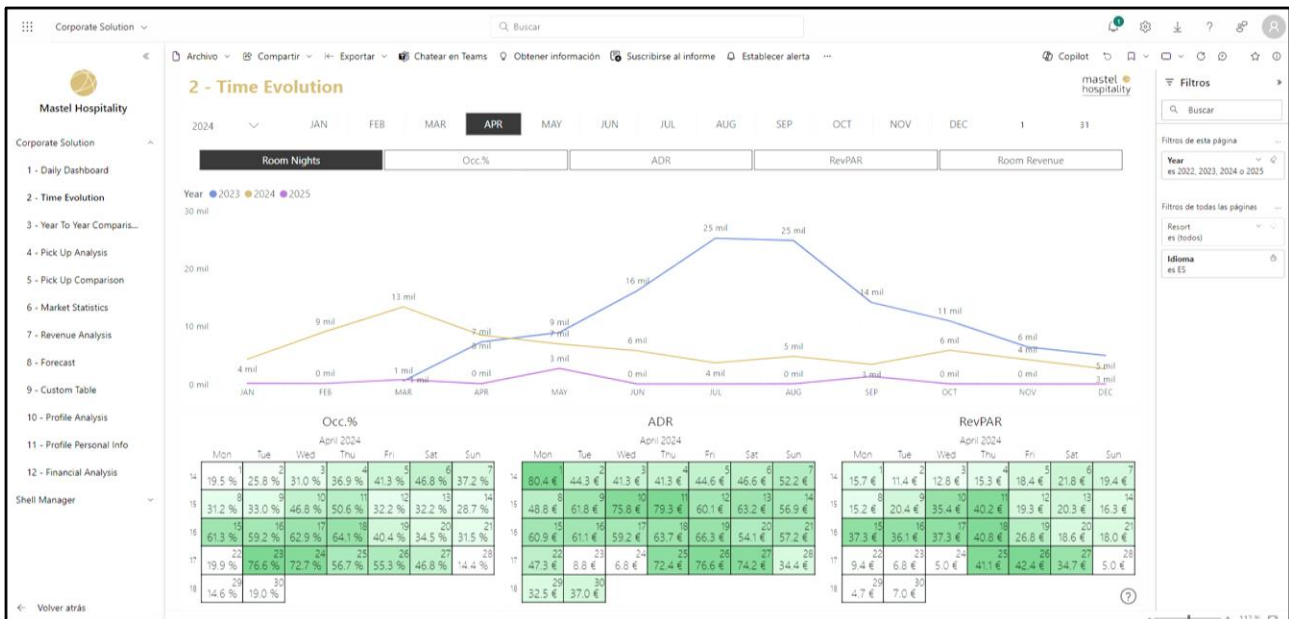
Additionally, an innovative calendar section utilizes a color-graded system (Heatmap) to showcase the monthly evolution of indicators such as occupancy percentage, ADR (Average Daily Rate), and RevPAR (Revenue per Available Room). This visual tool enables managers to swiftly identify the most profitable dates and performance trends in a format that is both intuitive and informative. The combination of graphical analysis and calendar-based representation makes "Time Evolution" an indispensable tool for continuous optimization and strategic analysis in hotel management.

3.3. Year to Year Comparision

The "Year to Year Comparison" dashboard is a crucial tool within the "Hotel Dashboard – Corporate Solution" that facilitates detailed and comparative analysis of the temporal evolution of various critical KPIs. This page allows users to observe and compare the performance of key indicators such as room revenue, food & beverage revenue, total revenue, room rights or any other revenue year over year. Through a colorful and graded visualization, users can quickly identify whether the evolution of each KPI is positive or negative compared to the previous year, facilitating strategic decision-making and future planning.

The interface utilizes clear graphics and Excel-style tables to present the data, making comparison intuitive and accessible. This visual layout enables managers and analysts to identify patterns, trends, and deviations in hotel performance, leading to a deeper understanding of operational and financial dynamics over time.

"Year to Year Comparison" not only provides valuable historical perspective but is also instrumental in adjusting strategies and objectives based on proven performance and growth or recovery expectations.

3.4. Pick up analysis

The "Pick Up Analysis" page is carefully designed to provide a comprehensive analysis of reservation status based on dates selected by users. This screen is essential for managers who need to understand how bookings are accumulating for specific dates or periods within a given range.

The functionality is split into two main components: in the first, users can select a date range to determine the accumulated bookings up to the present for a specific date or period. The second component allows users to specify the exact date or period they wish to analyze in greater detail.
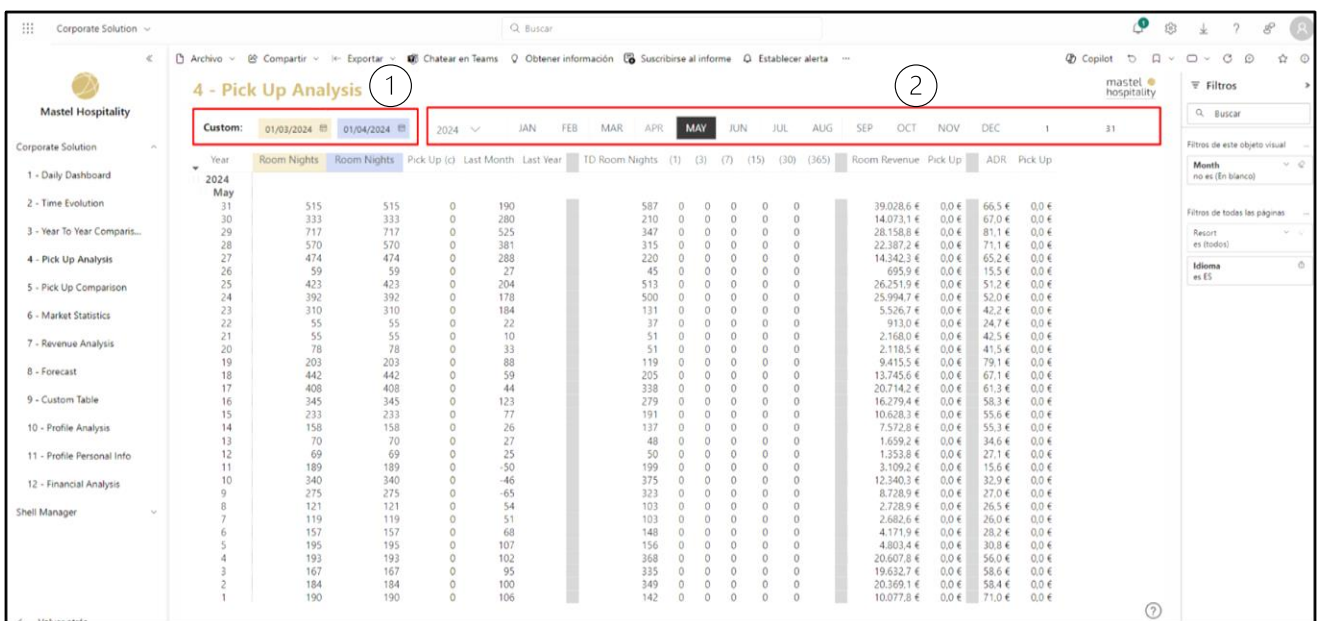

The date selection menu is designed to be intuitive and efficient, facilitating the swift selection of relevant periods and ensuring that users can easily access precise information about booking volumes. This page not only assists in monitoring the flow of incoming reservations but is also crucial for anticipating trends and adjusting marketing and operational strategies based on observed demand. With "Pick Up Analysis," managers can make proactive adjustments, optimizing occupancy and maximizing revenue at any given time.

3.5. Pick up Comparison

The "Pick Up Comparison" page of the "Hotel Dashboard – Corporate Solution" expands and deepens the analysis initiated in the "Pick Up Analysis" section. This screen is tailor-made for comparing booking volumes across various creation date periods, providing managers with insights into how bookings fluctuate over time and in response to different market conditions or promotional activities. Like the previous page, this section has two main parts: the first allows for the selection of reservation creation dates to be examined, and the second part is used to determine the specific period to be analyzed in detail.
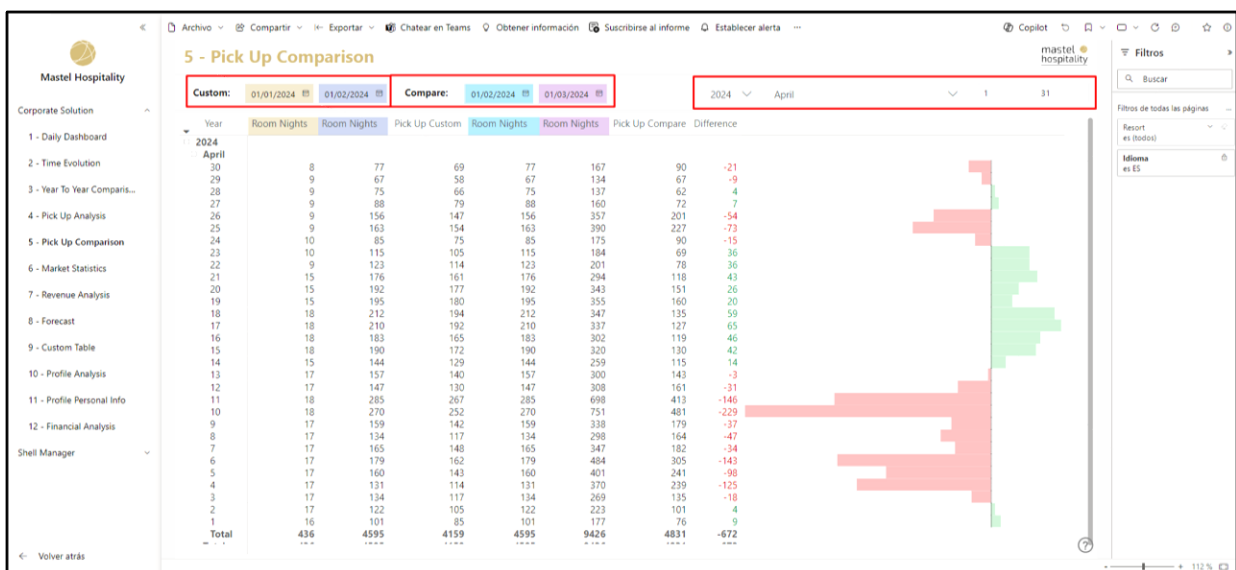
The standout feature of "Pick Up Comparison" is its capability to directly compare two distinct reservation creation date periods. This functionality plays a pivotal role in identifying patterns, evaluating the effectiveness of marketing strategies, and subsequently adjusting operational tactics. The interface displays tables and graphical visualizations, ensuring a quick and effective comprehension of comparisons, thereby highlighting trends and anomalies that may necessitate further attention or strategic adjustments.

3.6. Market Statistics

The "Market Statistics" page is thoughtfully designed to offer an in-depth analysis of the performance and evolution of statistics across the diverse markets served by the hotel or hotel group. This section serves as a cornerstone for understanding the individual contributions of each market to the overall success of the establishment. With an interface featuring two primary charts, it enables a comprehensive and detailed examination of market dynamics.

The first graphic presents a comparative analysis of the evolution of selected KPIs, such as Room Nights, occupancy percentage (%Occ), ADR, RevPAR, or Room Revenue, across the user-defined time frame.

Below, the second graphic further examines the same KPI, in this example categorized by market, rate category (Rate), or room class (Room class). The color gradient in this graph enhances clarity, visually highlighting each hotel's contribution to these metrics. This feature allows managers to swiftly identify both strengths and areas for improvement. Such visualizations not only enable segmented performance tracking but also streamline strategic decision-making by providing precise and contextualized data.

3.7.   Revenue Analysis

The "Revenue Analysis" dashboard provides a comprehensive and comparative view of the evolution of revenue streams generated by the hotel or hotel group. Through interactive graphical visualizations, this analytical tool allows users to select a specific date range and examine the performance of different revenue streams during the selected period.

The various revenue types, such as Room Revenue, F&B (Food and Beverage), and Other Revenue, are represented in the graph using color differentiation, making it easy to distinguish and compare their relative contributions to overall financial performance.

In the graphic located at the bottom of the page, a further comparison of the same KPIs is conducted, but this time segmented by market, rate, or room class. The color gradient in this second graphic visually enhances the contribution of each KPI to the overall statistic, enabling managers to identify specific trends and adapt strategies accordingly. This page is essential for those seeking to optimize revenue strategies and ensure the profitability of each market segment served by the hotel.

3.8. Forecast

The "Forecast" page in the "Hotel Dashboard – Corporate Solution" is designed to provide a forecast of future bookings, utilizing two key components: the number of already confirmed reservations and the pace of new bookings coming in over recent days. This analytical sheet enables hotel managers to anticipate future demand in a more informed and strategic manner. By visualizing these trends and data, users can identify booking patterns and adjust operations and marketing strategies as needed.

This tool is particularly valuable for resource planning, rate management, and occupancy optimization, as it enables managers to tailor their offerings and services in response to anticipated demand trends. By combining historical data with confirmed bookings and the current pace of reservations, "Forecast" provides a robust foundation for operational and strategic decisions, ensuring that the hotel can maximize its operational efficiency and long-term profitability.

3.9. Custom Table

The "Custom Table" page of the "Hotel Dashboard – Corporate Solution" is a flexible and powerful tool designed to facilitate advanced searches and analysis of a wide variety of hotel data. As its name suggests, this page allows users to create customized tables based on various selectable dimensions and measures, catering to specific analysis needs. Users can define the time frames they wish to explore, from specific days to broader ranges such as months or years, and from there, they have access to a wide range of measures that they can use to develop complex and detailed analyses.

The customization capability of "Custom Table" renders it an essential tool for analysts and managers who need to delve into specific data to obtain operational or strategic insights.

Whether exploring revenue trends, occupancy patterns, or booking behaviors, users can configure the page to precisely match their search criteria, facilitating a focused and effective approach to data-driven decision-making. Additionally, the intuitive interface of the page ensures that data configuration and analysis are accessible and manageable, even for those with limited technical knowledge.

3.10. Profile Analysis

The "Profile Analysis" page within the "Hotel Dashboard – Corporate Solution" is designed to facilitate a comprehensive evaluation of various customer profiles, including individuals, agencies, companies, and groups. This tool empowers users to select the specific profile type they wish to examine, offering pertinent and detailed insights based on their selection. Complemented by auxiliary graphs, this analysis provides clarity on how these profiles interact across different hotels under examination, offering insights into customer origins and behaviors.

This functionality enables hotel managers and hotel chains to gain a clear understanding of the impact that different customer segments have on the business, facilitating strategic decision-making regarding marketing, personalized offers, and service development. The interface of "Profile Analysis" is intuitive, making access to and interpretation of the information straightforward, thereby enabling effective tracking of customer loyalty and preferences, and adjusting strategies to maximize customer satisfaction and retention.

3.11. Profile Personal Info

The "Profile Personal Info" page within the "Hotel Dashboard – Corporate Solution" enhances the functionality of the "Profile Analysis" section by granting detailed access to the personal data of previously examined customer profiles. Tailored to enable users to explore individual profile information thoroughly, it facilitates a more profound and personalized understanding of customers. With an array of advanced filters, users can refine their search to focus on specific profiles, making it ideal for generating targeted search samples tailored to operational or marketing requirements.

This tool serves as a cornerstone for effective customer relationship management, empowering hotel managers and chains with precise insights into their customers' characteristics, preferences, and behaviors. The customizable filters enable seamless market segmentation and personalized interactions, amplifying the impact of targeted campaigns and loyalty initiatives. With its user-friendly interface, "Profile Personal Info" ensures that users can effortlessly navigate customer data, thereby optimizing service experiences and fostering enhanced customer engagement and satisfaction.

3.12. Financial Analysis

The "Financial Analysis" page of the "Hotel Dashboard – Corporate Solution" is designed to provide a detailed analysis of the financial aspects of the hotel or hotel group. This tool allows users to select and manipulate different financial parameters to obtain specific and customized comparisons. Through a graphical and user-friendly interface, managers can examine various financial aspects, such as revenues, costs, and profits, adjusting parameters according to specific needs to visualize how these impact overall financial performance.

The functionality of this page is key for financial analysis and planning, offering the ability to segment data according to various variables and time periods. This allows managers to track the financial health of the business comprehensively, identify trends, compare current results with previous periods, and project future outcomes. The ability to adjust and compare multiple financial parameters facilitates informed and strategic decision-making, which is essential for resource optimization and continuous improvement of the hotel's economic performance..