

Power BI

Microsoft Power BI in Hospitality & Travel

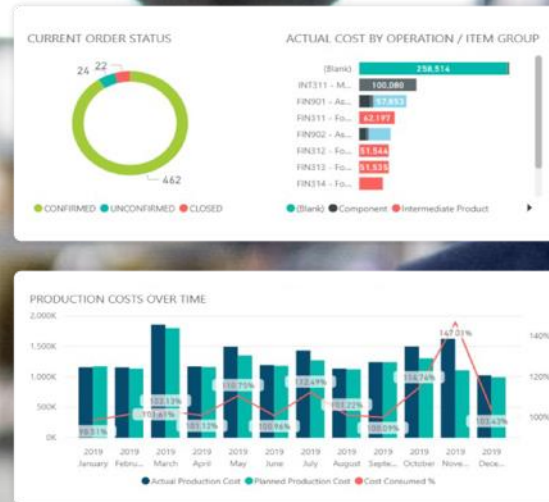
Discover new efficiencies with
data-driven analytics and insights

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You can shape the future of Hospitality and Travel using real-time data

Data Analytics is one of the key directions for digital transformation in various industries, Travel included. And Hospitality is no exception: the Travel, Hotel and Food Service industries, by their nature, operate **large amounts of data**. The sources range from inventory to distribution channels, from customer behavior data to housekeeping records. As business grows, these become impossible to analyze and keep track of manually or by using spreadsheets.



Challenges

Building a future-proof strategy for tomorrow



Customer Segmentation



Reservation Analysis



Revenue Management
and Advanced Pricing
Strategies

Solutions

How Power BI can help



Customer Segmentation

- Unique approach to each individual customer
- Bookings data management
- Tap into new opportunities



Reservation Analysis

- Occupancy rate analysis
- Analyze what impacts the occupancy
- Analyze tendencies



Revenue Management and Advanced Pricing Strategies

- Predict optimal pricing
- Automate rate changes
- Suggest optimal prices

Customer Segmentation

Unique approach to each individual customer

Hospitality strives for an exclusive and unique approach to each individual customer. Guests can be segmented by demography, geography, and behavior

Bookings data management

All of this data comes from bookings made on the website, purchases through POS systems, CRMs, or any other place where personal preferences are shown

Tap into new opportunities

As a practical use case, customer segmentation will help you consider personalized offers or tap into new opportunities in customer experience

Enhancing self-service reporting for data-driven decision making

“Power BI was more powerful on light ETL functionality and its usability than other tools, which helped win it over in the company.”

Morten Hannibalsen Olsen,
Application Consultant
Grundfos

GRUNDFOS 

Reservation Analysis

Occupancy rate analysis

Occupancy rate is one of the main metrics for Hospitality, Travel, and Food Service industries which shows what percentage of units is occupied during the time period. Sourcing past occupancy rates gives you an ability to analyze what factors affected it in the past and make forecasts for the future

Analyze what impacts the occupancy

You can compare annual data to analyze what impacts the occupancy, whether these are seasonal changes, events, changes in the competitor's market, or your own pricing / marketing strategies

Analyze tendencies

You can figure out which tendencies are occurring regularly, and how you can respond to them to optimize your revenue

Instilling a data-first mindset to uncover key information for critical business solutions

"[With] Power BI, no longer is it just that centralized IT or business intelligence team that's able to go in and produce some powerful insights, but now that's being democratized and users at all skill levels are able to go in and build out Power BI content to help grow and drive your analytics culture and drive your business."

Chris Wagner, Enterprise Architect
Rockwell Automation



Revenue Management and Advanced Pricing Strategies

Predict optimal pricing

Revenue management is a complex discipline that considers hundreds of factors to predict optimal pricing and generate target revenue

Automate rate changes

With the advances of Machine Learning, Business Intelligence data can be applied to automate rate changes and introduce dynamic pricing

Suggest optimal prices

Instead of analyzing this data manually, Machine Learning models can be trained on your historical data to spot tendencies and suggest optimal prices for a given period

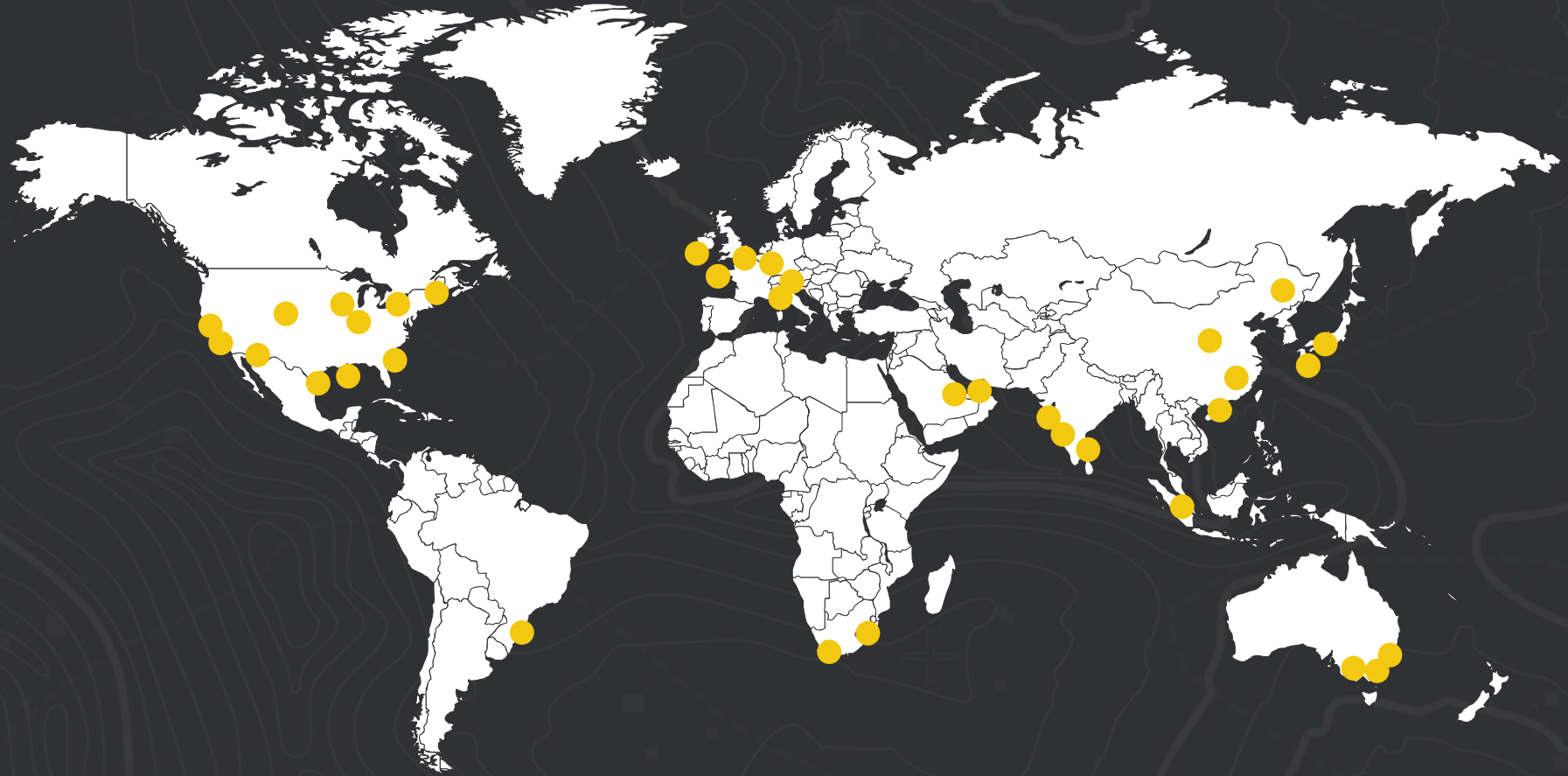
Driving data insights across all levels of the organization

“Power BI has proven itself as being a very powerful tool. It’s easier for top managers to use the reports and has helped our company to become more data-driven.”

Mathias Johansson, CIO
Sandvik Coromant



Secure



Better protect Power BI data with Microsoft Information Protection and Microsoft Cloud App Security, one of the most trusted choices in the world.

44 Languages

40 Primary and backup datacenters worldwide

National Clouds US Government, China & Germany





Get Started with Power BI

Create a data-driven culture throughout your organization with collaborative and interactive data visualizations.

[Try for Free](#)

Walk through the extensive and powerful capabilities of Power BI with self-paced courses for every level.

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Take your data to the next level with the best tips and tricks from our Power BI experts.

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