**Case Study Analysis**

In this case study of Alpen hotel, John the regional marketing analyst of Alpen hotel is trying to improve customer relationship management by understanding the guests’ preferences and dislikes by providing guests with proper personalized care and attention for their needs to make them positive throughout their stay. CRM in Data Analytics will help in the growth of their business it lies in **top-line use cases** by using the common value proposition of **customer intimacy**. John needs to learn about customers through their data collection to enhance Alpen hotel’s business and make them stand out in the competitive hotel industry field.

The mission of Alpen hotel is to serve every customer with personalized attention and care. They are targeting a specific business goal to understand the customer needs to drive the CRM efforts to make critical decisions to improve their business. So BI/D&A approach can be stated as **Enabler** with a **360-degree view**.

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| **Core Business Strategy** | **D&A approaches by the Value proposition** |
| **Enabler** |
| **Customer Intimacy** | **360-degree View** |

**Challenges for**

1. **Generating/collecting data**

* Collecting a large amount of data without understanding the business goal is a waste of time and space.
* Data can be of different types such as static and dynamic, so need to understand the context before data collection.
* Untrusted data needs to be restricted through proper quality assurance and quality control.
* Avoiding Data bias.
* Not all data are readily available, and some need legal issues to collect sensitive data.

1. **Data refinement**

* Lack of training data to implement machine learning for data refinement.
* Metadata must be consistent across different samples to correlate them for data analyses.
* Lack of communication and collaboration.
* Data needs to be updated in real-time.
* Finding the best suitable algorithms and hypothesis use cases to combine both human-centric and machine-learning techniques.

1. **Turning insights into action**

* Good domain knowledge and business understanding.
* Understanding the customer and sector.
* Need to work on prevention rather than prediction.
* Refine visualization and focus on actions.
* Ensure following the right analytics with the right actions to provide the right cost.
* To resolve the issue of **privacy concerns** of guests about sharing their data for a better understanding of customer insights to support decision-making, John can
* Monitor the data against cyber-attacks.
* Stay compliant against the changing regulations which in turn helps to avoid large fines as well as help to understand the customers that the company is aware of cyber security challenges.
* Better transparency and building trust with customers.
* For **integrating the data** across multiple functions and organizations John can
* Integrate the various departments through the proper adoption of structural planning.
* Ensure there is proper inter-departmental Communication for exchanging ideas.
* Keep on Monitoring leadership.
* For the **data cleaning** process to make data more standardized to derive values and quality John can
* Data should be screened at the entry-level using software to get standardized data by using various Regex and Automation tools.
* Validate the data for accuracy, and consistency and append if any data is missing.
* Implement Automation and keeps on monitoring the data cleaning system.