

BUSINESS INTELLIGENCE

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Assignment 1

Group member

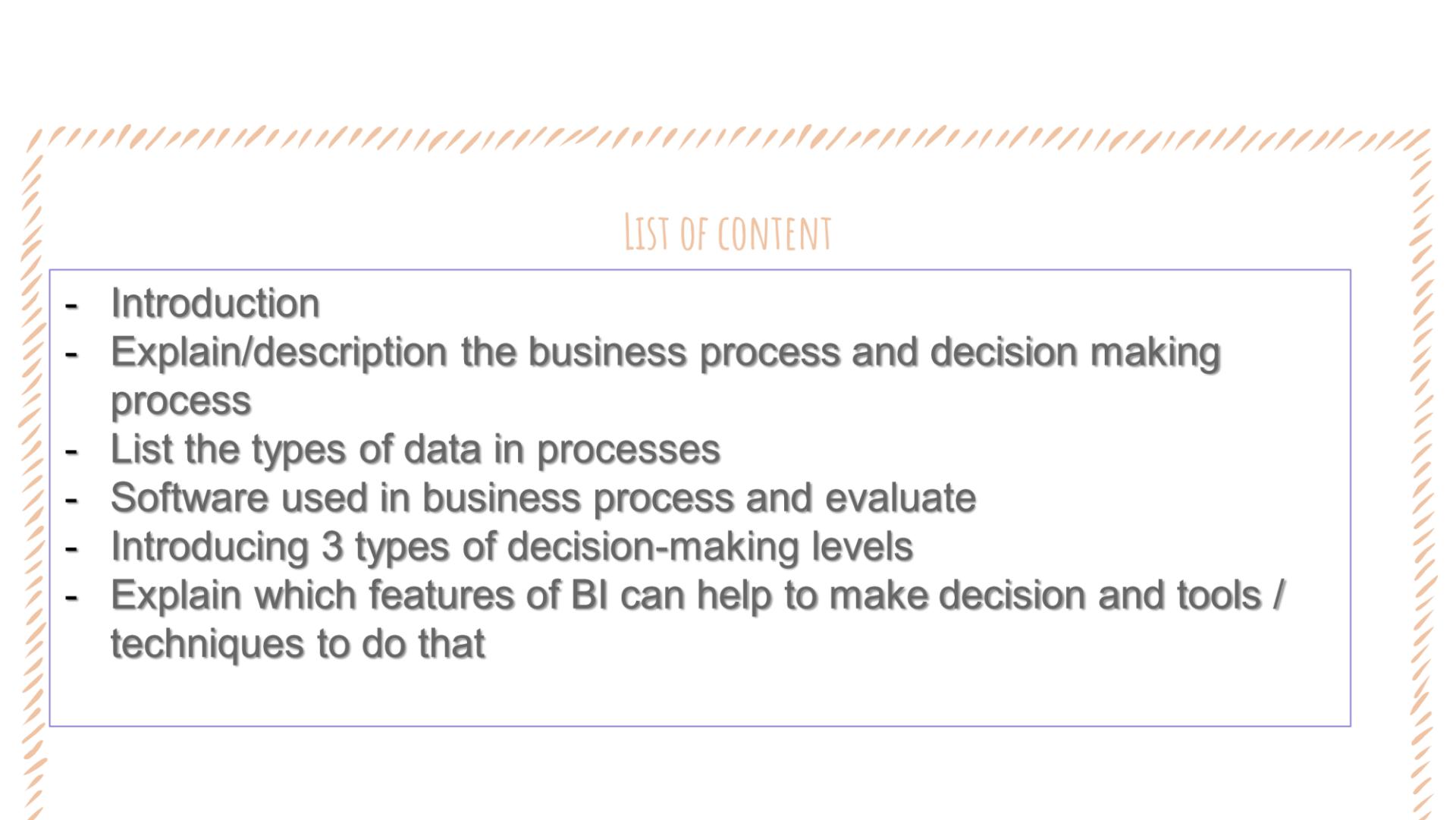
- Trần Anh Quân
- Đỗ Thế Vinh
- Đỗ Hồ Nguyên
- Hồ Trần Trung Hiếu



HELLO!

we are group 6

we are here because I love to give presentations.



LIST OF CONTENT

- Introduction
- Explain/description the business process and decision making process
- List the types of data in processes
- Software used in business process and evaluate
- Introducing 3 types of decision-making levels
- Explain which features of BI can help to make decision and tools / techniques to do that

Topic: Hotel business

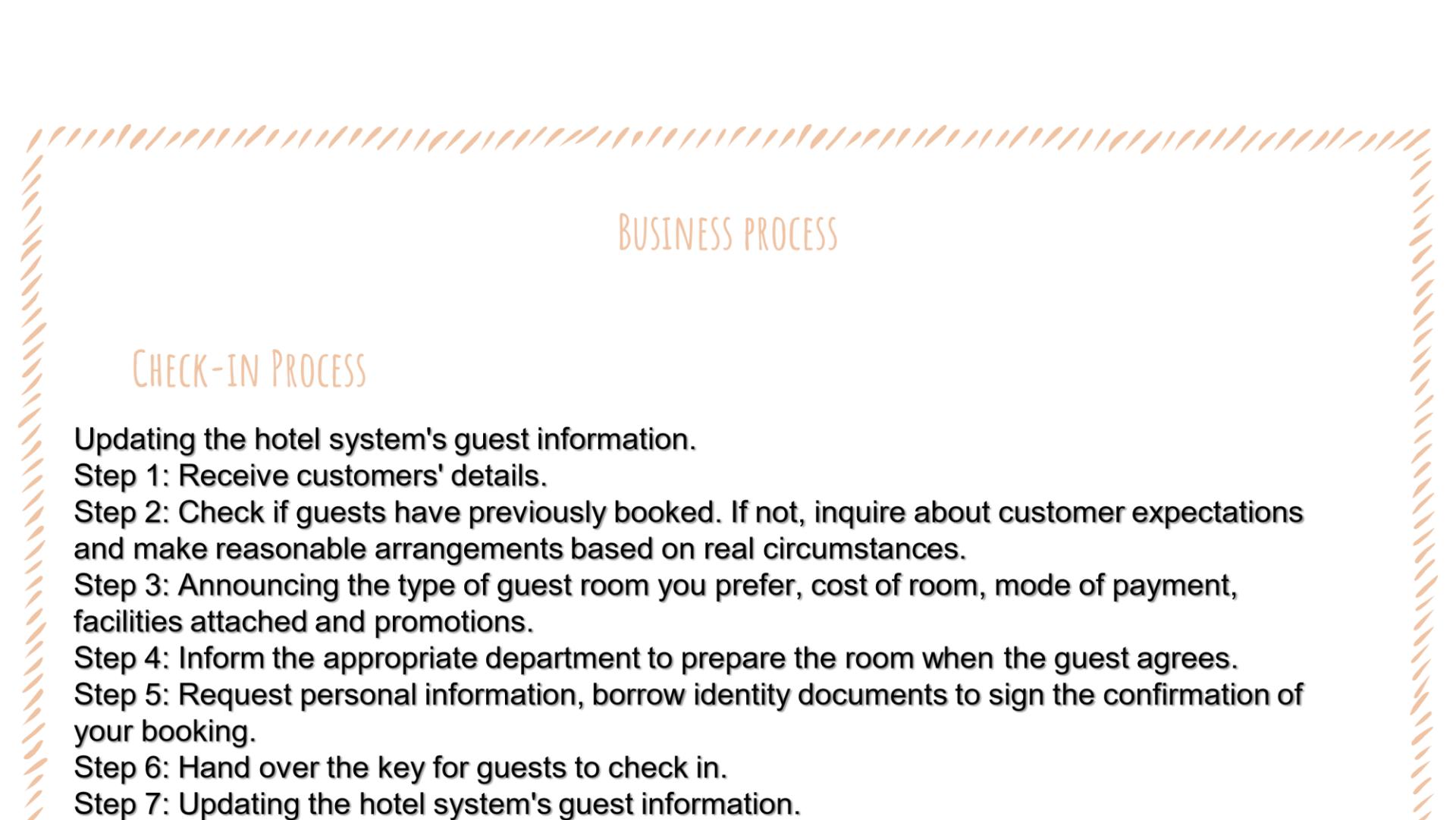


Topic: Hotel business

company description

- My company is currently working in [service hotel] for 2 years. For a new, young company, the competition in the market is very high. Therefore, the Board of Directors has decided to apply Business Intelligence to improve the company business process by making better decisions. The Board of Directors assigns a small group including you in the Research & Development Department to study business intelligence to apply for the company in the coming years. To apply BI to hotel services I need to

research business processes and decision support processes in the company



BUSINESS PROCESS

CHECK-IN PROCESS

Updating the hotel system's guest information.

Step 1: Receive customers' details.

Step 2: Check if guests have previously booked. If not, inquire about customer expectations and make reasonable arrangements based on real circumstances.

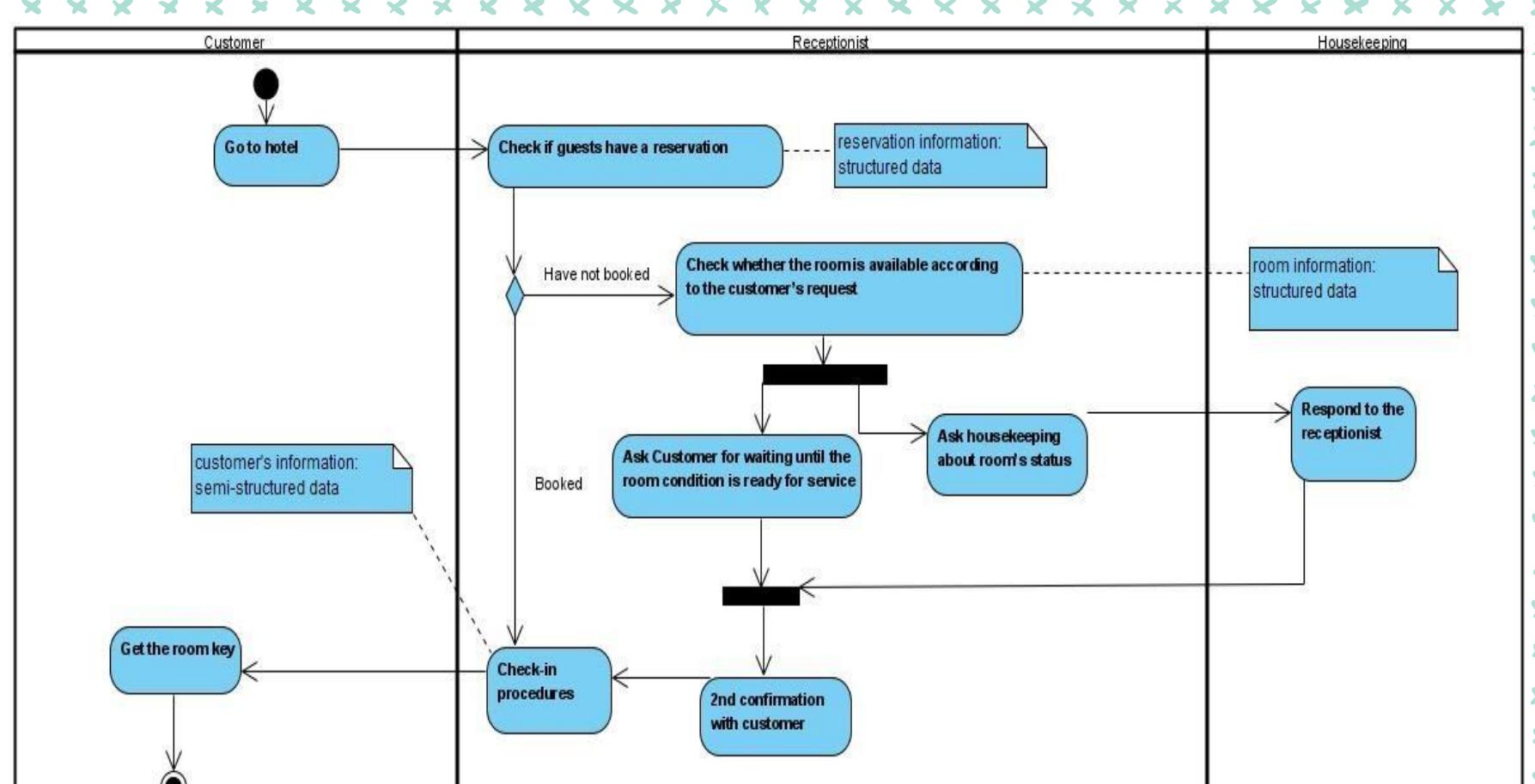
Step 3: Announcing the type of guest room you prefer, cost of room, mode of payment, facilities attached and promotions.

Step 4: Inform the appropriate department to prepare the room when the guest agrees.

Step 5: Request personal information, borrow identity documents to sign the confirmation of your booking.

Step 6: Hand over the key for guests to check in.

Step 7: Updating the hotel system's guest information.



Check-out process

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Step 1: Ask for the number to return to the living room, obtain the key and report back to the appropriate department to check the room.

Step 2: Test the system to see if visitors use any of the hotel's paid facilities.

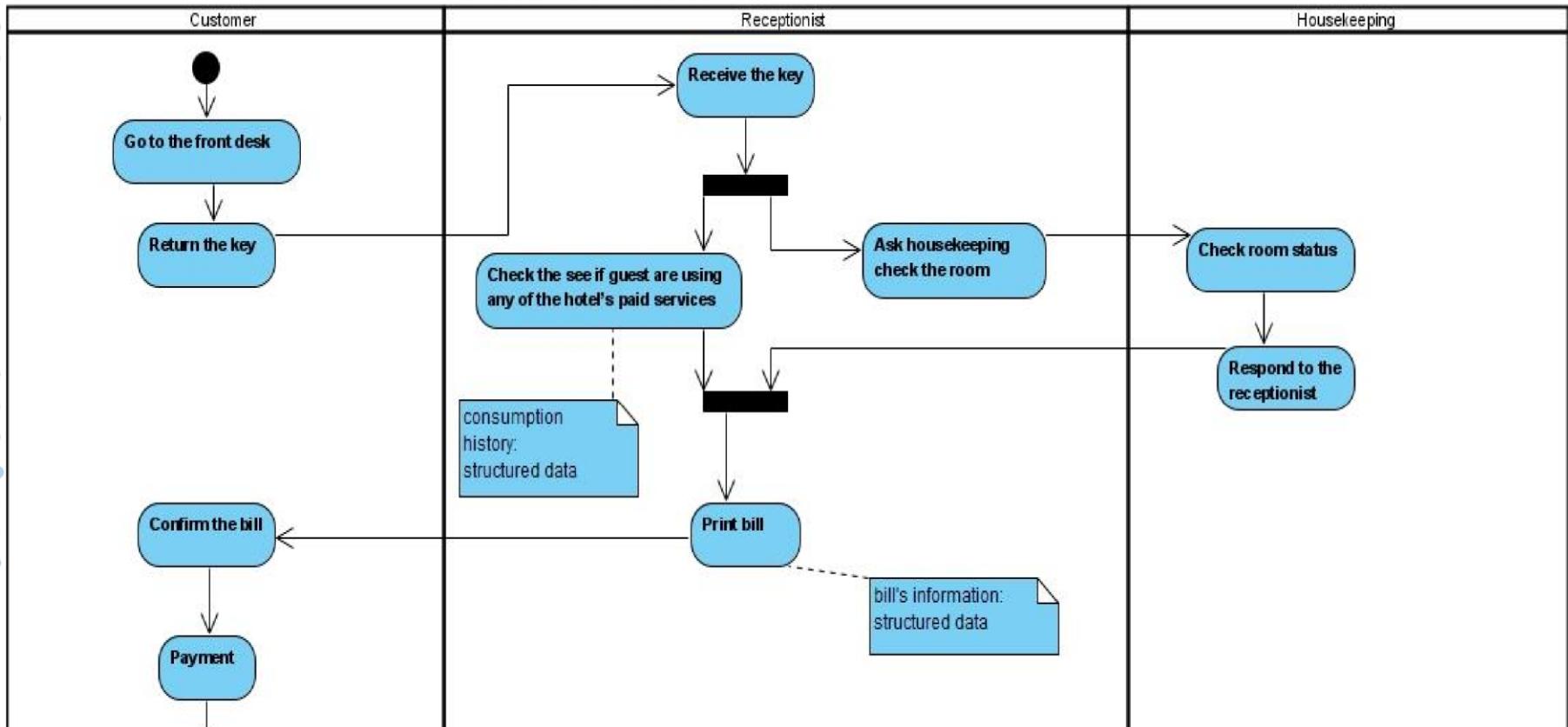
Step 3: Receive updates from the room department about the room and what drinks guests have used in the minibar.

Step 4: Payment by invoice and pass to guests to search again.

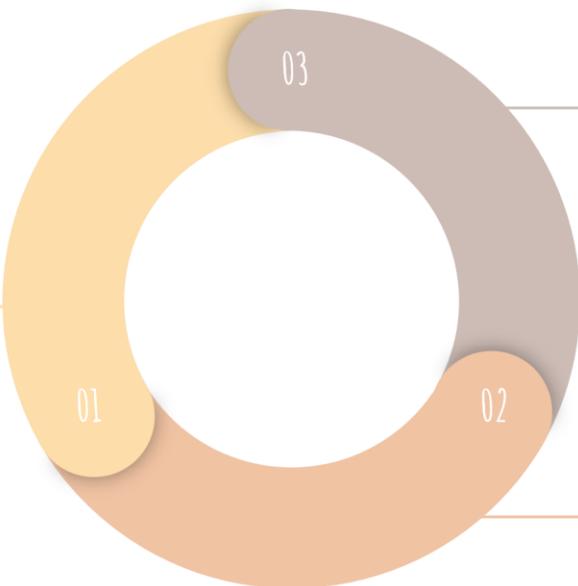
Step 5: Make payments.

Step 6: Receive room keys, return ID documents for visitors, give them, parcels, letters (if any)..

CHECK-OUT PROCESS



3 TYPE OF DATA



Example: Bill's information.

1. Structured data

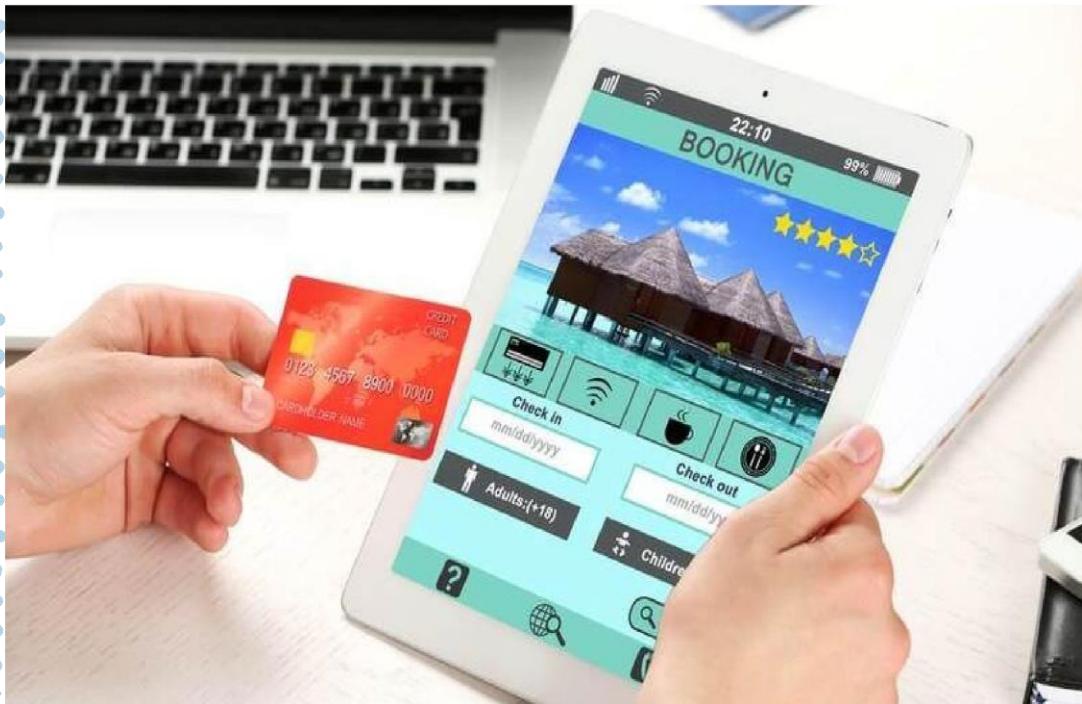
Example: Menu

2. Semi-Structured data

Example: Customer's information.

3. Unstructured data

HRM HOTEL MANAGEMENT SOFTWARE



The incorporation of several different roles to serve different aspects of the work of the manager is this software framework.

For example:

- Manage room status
- Manage reservations
- Online booking function
- Report management



Hotel management applications for HRM



Bookroom

Single or multi-bedroom reservations are made through an instant personal or online multiplier that is updated automatically in the system.

Check-in The workers will quickly check-in for visitors on the device program if guests arrive. The

list of customers in the system can be conveniently searched by name,

group
name,
email, a
confirmati
on
number.
OTA
voucher
upon
booking.

Check-out

The staff can impose any additional fees upon check-out and accept payment by cash or credit. In addition, for several spaces, the employee can easily generate a single invoice and separate the bill for a single room.

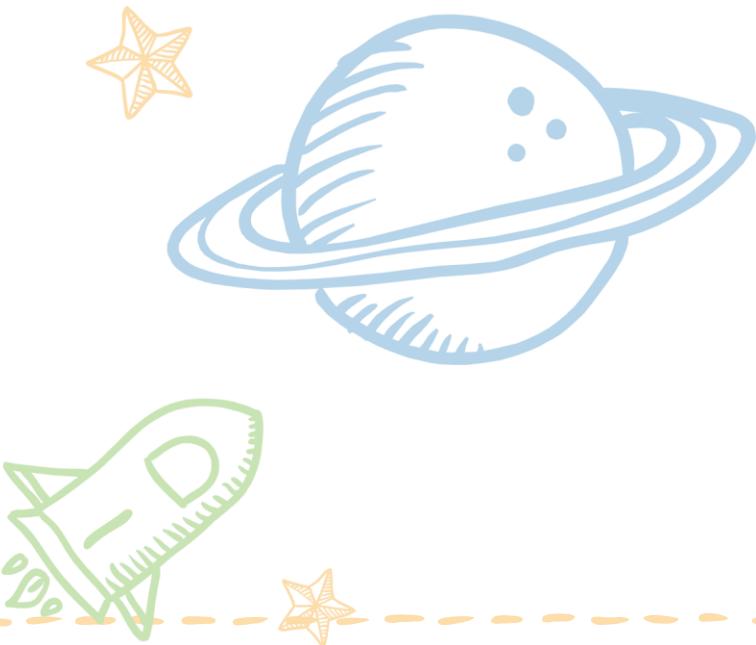
Pros and cons of HRM

Hotel management software systems have many benefits.

There are a range of advantages that can be achieved by management through hotel management

Defect: Poor security leads to disclosure of sensitive information about customers

DECISION MAKING



Decisions

- The human awareness approach contributes to decisions or is also an operating mechanism with the potential to replace them.
- The boss must still make choices, and the leader's decisions will have a huge influence on the job and organization's effectiveness.
- Decisions, rather than decisions, are often divided into various forms of decisions. Three types of decisions are available: organizational, tactical and strategic.

Operational decisions

- Such decisions relate to the day-to-day activities of the business.

- When they are finished in repetition, they have brief-term meaning.
- At lower levels of management, organizational decisions are made.

Example of operational decisions

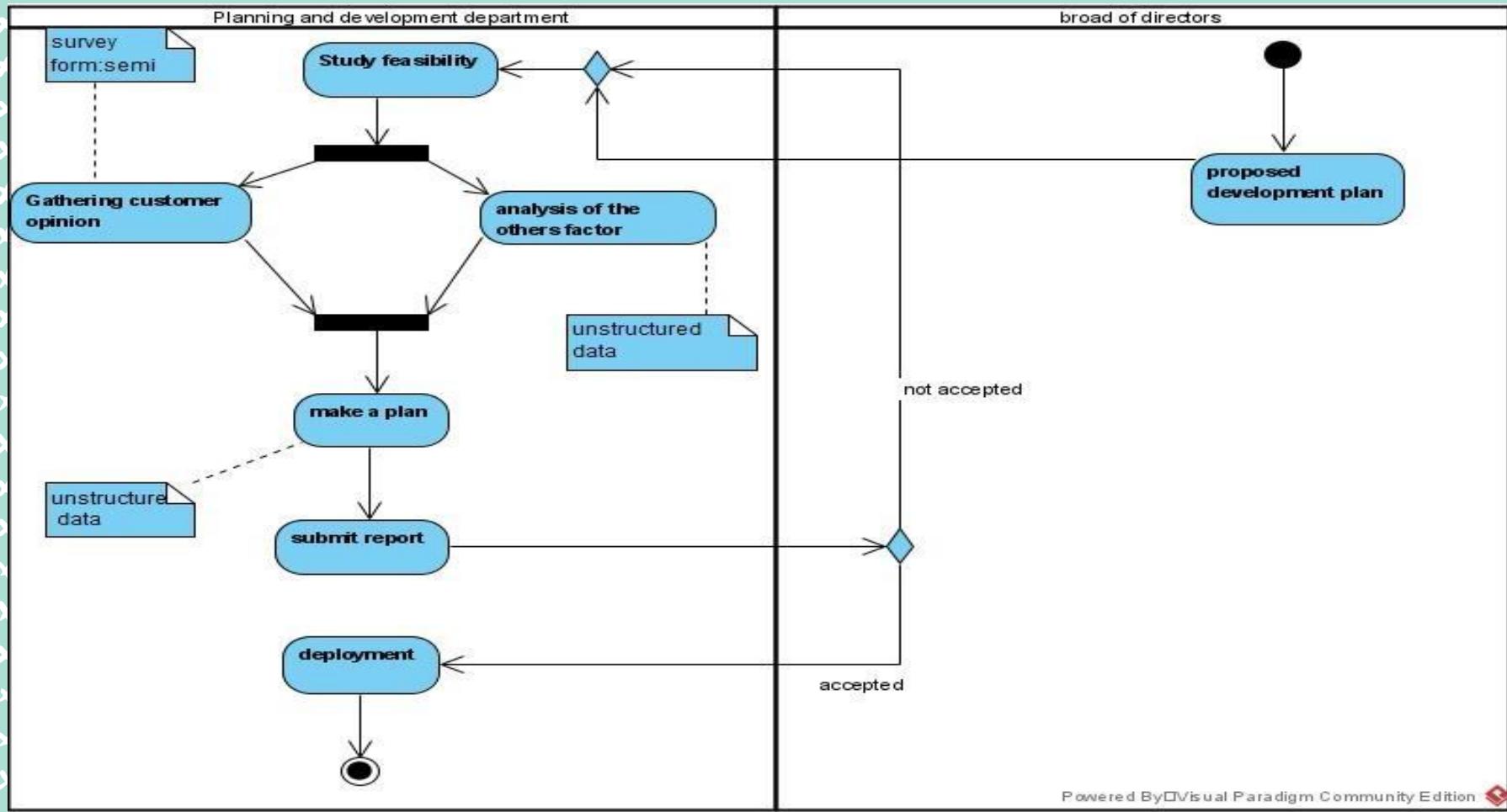
- Deciding hotel staff operations: Plan the reception and change at the hotel.

- Decision-making BI feature: Rating Report, Ranking Report helps you to quickly see the best and worst performance aspects of the schedule and job schedule of each employee.
- Tools for that The best " Tableau " reporting tool has been selected for hotel reporting rankings.

Daily menu changes

- Step 1: the chef study the dish

- Step 2: the chef make menu
- Step 3: notification about daily menu changes



TACTICAL DECISIONS

Officers and executives who prepare for the company make choices.

- COO, CFO, top-level management includes officers and executive directors
- The decision is made by the directors in detail and takes place with a company in the medium term.
- They are aimed at the creation of divisional plans, the structuring of workflows, the establishment of distribution networks, the acquisition of assets such as men, materials and money.

Example of tactical decisions

Tactical judgment of the accountant: purchasing and selling goods at hotel souvenir stalls.

- BI decision-making function: Activity Report, Activity Report will provide hotel management with a comprehensive overview of the number of items sold of each form during a particular day to assist Helping determine what type of product to purchase to save entirely.
- Tools to do so:" Microsoft BI " was selected to report on hotel operations

Hiring more seasonal staff during peak seasons

During peak seasons, recruiting more seasonal workers

- Step1: Get a sales department report from
- Step2: Determining when a large number of guests are picked up by the hotel - Step3: Hiring more staff
- Training for a short time



Partition

STRATEGIC DECISIONS

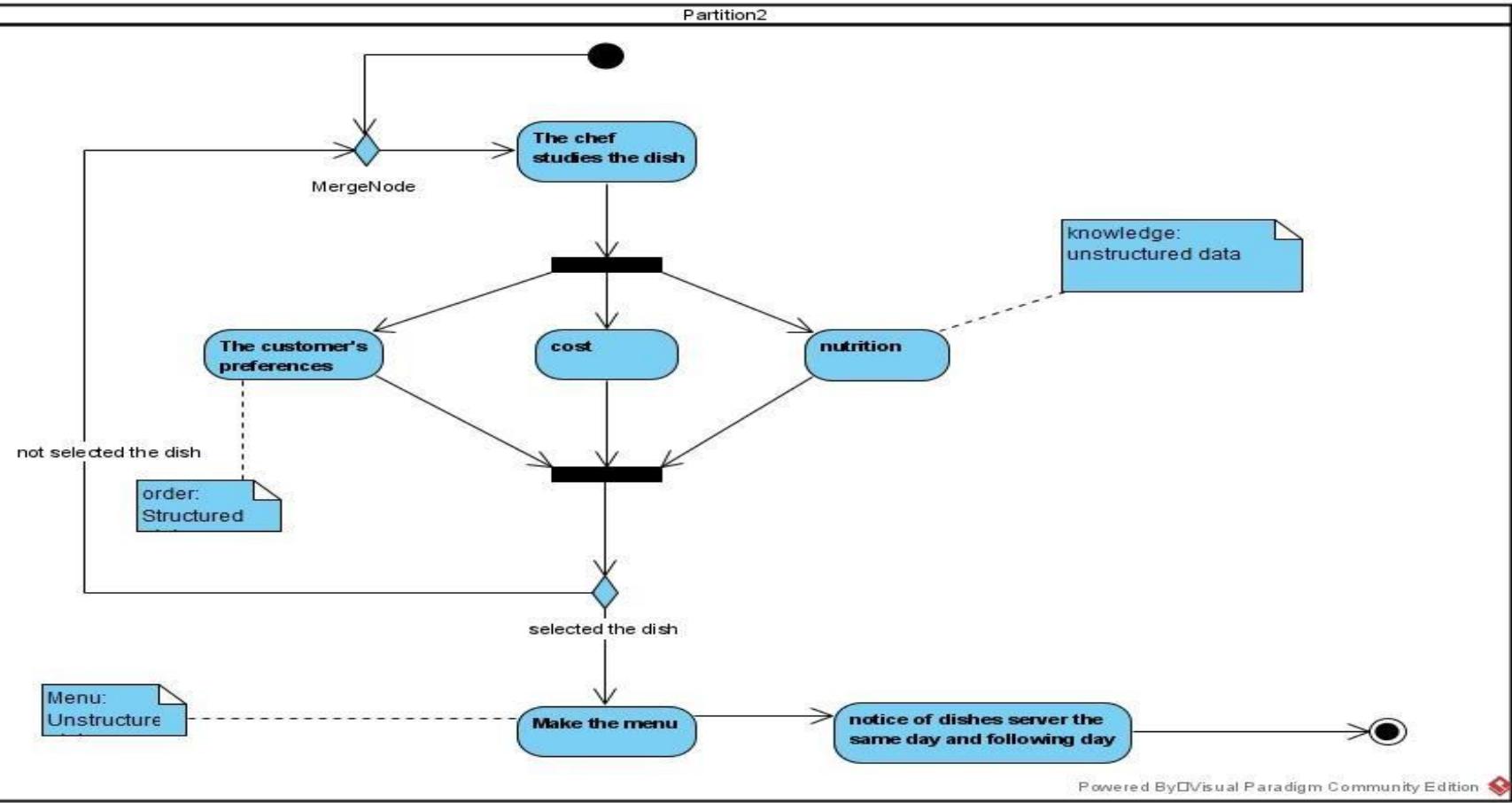
- Strategic choices are the primary action choices and affect all or a substantial part of the organization.
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 - They lead directly to the realization of the company's overall objectives. They have long-term consequences for the group

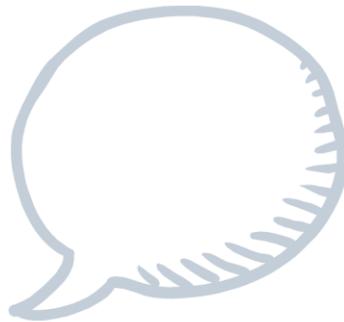
Example of Strategic decisions

- Strategic decisions for managers, directors: option of department heads for a period of 5 years, such as Accounting - finance department, Human resources department, waitress, kitchen, marketing.
- Bi feature helps make decisions: what-if, what-if feature helps hotel leaders to better understand the appointment decisions of managers and managers that impact the hotel through what-if feature Use each nominee's historical data to forecast their possible effect on guests as they take charge.
- tool for doing so: " Microsoft Excel" and " Tableau

Open more services such as massage, sauna, ...

- Step 1: Gathering feedback from customers
- Step 2: Analysis of the relevant factors (passenger numbers, cost)
- Step 3: make a plan
- Step 4: Submitted reports to the board of directors
- Step 5: approval from board of directors
- Step 6: Deployment





THANKS!

Any questions?

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