GROWING A FAMILY HOTEL BUSINESS WITH DATA SCIENCE

CASA KESSLER BARCELONA

Capstone Project - Mirela Iancu

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Business Problem

As an aspiring data scientist graduating IBM Coursera Data Science Certification I offered my services to help a friend owning a family managed business hotel in Barcelona - Casa Kesler Barcelona. They want to increase revenue by offering additional products to customers to improve their journey by harnessing essential touchpoints.

Touchpoints we want to fill are:
        - Free time between trips and business for those customers traveling for business
        - The need to discover the city with a guide for tourists visiting Barcelona

Business Problem

The business owner wants to increase revenues by selling tours or making visitors return to his hotel as follows:

  - For new visitors he offers a tour for a very enticing price (Eur 15/person) if a group of minimum 3 customers is formed;

  - For returning visitors, he provides a tour for free

During these tours, guided by one of the managers they know the customers better, they can make closer relationships with them and invite them to recommend the hotel to friends or by posting favorable reviews on special sites or by sharing the experience on social media. There is also an additional PR advantage for the hotel to offer these tours.

AUDIENCE

My audience, in this phase, is the management team of Casa Kessler Hotel in Barcelona. Our goal is to obtain a 10% growth in their profit by offering these tours and optimizing the offer through the machine learning algorithm I recommend.

Later, depending on the success of this project, I will make similar analyses for other small businesses.