BUSINESS INTELLIGENCE WITH IT

MODULE: INTRODUCTION TO COMPUTER SCIENCE
MODULE CODE: CS101.3
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BATCH 22.2   **GROUP D**

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WHO WE ARE

We are product development team of Palm Island Pvt Ltd, a luxurious hotel chain in Sri Lanka with hotels in Colombo, Galle, Kandy, Sigiriya, Mirissa, Arugambay, Ahangama, Anuradhapura and Ella. We pride ourselves on providing world-class amenities and services to our guests, ensuring that they have an unforgettable experience during their journey with us.

WHAT WE DO?

- We take pride in providing our guests with a true Sri Lankan experience, through our food and overall hospitality.
- Our hotel boasts luxurious accommodations and top-notch amenities, including exquisite dining options, swimming pools, fitness centers, and spa services, to ensure our guests have an unparalleled and unforgettable stay.
- Our dedicated staff is committed to providing personalized service to every guest, ensuring that their needs are met promptly and efficiently.
- We offer curated experiences and tours that allow our guests to immerse themselves in the local culture and explore the many attractions that Sri Lanka has to offer.
- At Palm Island Pvt Ltd, we strive to provide exceptional service and an unforgettable experience to all of our guests.

What is our current situation?

Unfortunately, as a hotel chain, we are currently facing challenging economic conditions. Many tourists are coming to Sri Lanka these days but we are not attracting many businesses to our hotel chain. Despite these difficulties, we remain dedicated to providing exceptional hospitality services to all our guests and are constantly exploring new strategies to improve our performance and attract more tourists to our hotels in Sri Lanka and, we have come to conclusion to bring a million-dollar product to the company to compete our opponents and attract almost every foreigner that visit to our country.

What is Our Plan?

As product development team of Palm hotels Pvt Ltd, our plan is to launch a user friendly website named BESTOFSL.ORG that leverages data-driven insights to recommend upto 25 customized vacation packages to our guests based on their preferences and budget(specially for low budget segment foreigners). We have analyzed successful websites like Airbnb and Booking.com to develop a user-friendly questionnaire that accurately captures our guests' travel needs and helps us recommend the best options for them. We have added many features that are even in the best websites of the market.

Through this website, we aim to provide an exceptional and hassle-free experience to our guests while also driving sales for our hotel chain. By offering tailored packages and value-added services that meet our guests' needs, we believe we can establish a loyal customer base and gain a competitive advantage in the market.

To ensure the success of this venture, we need to collaborate closely and integrate our expertise in hospitality, marketing, and technology. We must continually analyze guest feedback and preferences to improve our offerings and provide a seamless booking and stay experience.

This is a win-win situation for both our guests and our business. Our guests get personalized recommendations and a stress-free vacation planning experience, while we gain more revenue and customer loyalty.

What Are We Going To Do?

1. Develop a user-friendly website interface:

   - A user-friendly interface is essential to attract and retain visitors to the website. Hire experienced web designers who specialize in creating visually appealing and easy-to-use interfaces. Conduct user testing and collect feedback to continuously improve the website's design.

2. Leverage data-driven insights:

   - Use data analysis tools to gather insights into user behavior, preferences, and trends in the travel industry. Based on this data, create customized vacation packages that cater to the specific needs of users. This will increase the chances of visitors booking a vacation package through the website.

3. Partner with local businesses:

   • Collaborate with local businesses and tourism boards to offer unique experiences that can attract more visitors to the website. Offer exclusive deals and packages in collaboration with local hotels, restaurants, and attractions.

4. Implement social media and content marketing strategies:

   • Develop a strong social media presence to reach a wider audience and promote the website's services. Create engaging content that showcases the unique travel experiences offered through the website. Use search engine optimization techniques to improve the website's visibility in search engine rankings.

5. Monitor customer feedback:

   • Collect feedback from customers who have used the website's services and incorporate their suggestions to improve the overall user experience so we can Offer prompt customer support and address any issues or complaints immediately and offer Best plans depend on the recognition of the previous foreigners.

PROPOSED SYSTEM

As the product development team, there are various things that we must consider before launching the product into the business, and need a lot of approvals. Therefore, we started collecting data from foreigners who are visiting Sri Lanka using campaigns, social media platforms, etc. As it is the best way to gather the problems they have faced and to provide the best solutions to make the product competitive with others while achieving the company goals. after a series of campaigns and data-gathering methods, we can come up with a solution for the issues such as.

I. How to find the best offers while being in Sri Lanka?

II. How to estimate, and manage a budget while having the best experience in Sri Lanka?

III. Foreigners are struggling to find services after visiting the country rather than planning and setting everything up before visiting the country.

IV. Lack of trust in purchasing travel plans due to various scammers.

V. Lack of knowledge in traveling and finding places to visit after coming to Sri Lanka

As we have understood the customers' requirements, we have decided to make a product with the help of SWOT analysis in order to get the best outcome from the product that we are intended to launch for the betterment of the company.

SWOT ANALYSIS FOR THE PRODUCT

STREGTHS

As a giant in the hospitality industry of Sri Lanka, we are glad to announce that we have a strong set of strengths. Below are a few examples that helped us to become a successful organization in the industry of hospitality.

i.   **Brand Recognition**: we have strong brand recognition in Sri Lanka and around the Globe due to our services and the standards that we maintained over the years. Our company details will be displayed almost everywhere on the website.

ii. **Strong distribution Network**: We have a strong distribution of network from online presence to partnerships with travel agents under travel agencies.

iii. **Efficient Operations:** We will have a dedicated team for inquiries that will come from the website.

iv. **Experience Team:** We have experienced talented individuals in the digital marketing and IT field.

WEAKNESSES

Even as a good hotel corporation we do also have some weaknesses that we are mitigating over the years to achieve the success up to utmost point as an organization.

Those weaknesses are such:

I. Depending on Specific Markets – As a hotel chain we were focused more on the semi luxury and luxury facilities to the foreigners which cost bit higher compared to the normal market prices of the services others offer.

II. Payment gateway and online payment fees – We will have to spend a considerable amount of money for setting up the payment gateway, and there will be extra fees for transactions that will be done through the website.

OPPORTUNITIES

i. **Targeting and converting**: We can run accurate marketing campaigns that will target our audience using already existing online tools.

ii. **Initiating New Products**: We can initiate new plans and products for the low-budget segment customers while serving luxury facilities.

iii. **Partnerships**: We can form strategic partnerships with other businesses such as airlines, car rental, and tourism companies.

After carefully considering the customer needs and requirements, we have come up with a conclusion to offer all the requirements on our website in a user-friendly way.

TECH AND PRACTICAL ASPECTS

In this section, we expect to take you through the technical and practical aspects of our proposed idea and also the basics of how we plan to set up the website. We have selected the domain name **BESTOFSL.**ORG for our web project since we are honestly trying to help tourists who are struggling to plan their vacations properly. We intend to give them the best possible vacation package that enables them to see the best of Sri Lanka as per their preferences. Further, we decided to go with the top-level domain, ORG, because the website will go as a nonprofit-based project which does not charge its users a dime for helping them to find the best vacation package, but in case if they intend to purchase our proposed vacation package, they can reserve it on our website.

In order to process and sort out the vacation package that suits the user, we will be taking some data as inputs. For that purpose, there will be a questionnaire once the user gets on board in the process of selecting a package for them. In there, we capture the basic details of their vacation such as the budget, date range, and age of the users, etc. And also we will gather some advanced details as well in order to understand the user such as their interests, activities that they would like to participate and any preferred cities likewise.

HOW SORTING AND BACKEND WORKS

We have about 25 preplanned vacation packages that would suit anyone in our website database. These preplanned packages are updated regularly as per our customer insights. And also, if users need to edit these packages, that also can be done using our website. Based on the inputs that we will capture on the questionnaire, we will sort out and select the best matching vacation package for the user from our database. Further, there are features such as a review system where users who have taken the specific package can rate their experience with a review. Therefore we will take the ratings as well into the account for the sorting, selecting and updating process. We have identified weather is one of the major barriers for planning vacations. Therefore, we will be integrating a weather API to our website where users can find whether it's a good time visit that specific place or not and also we will be allocating a person to administrate the website where that person will update accurate weather details of each and every place that we operate manually, once a day to help our users.

There are many travel and hospitality related websites on the internet. Therefore our digital marketing approach should strong enough to reach our targeted customer segment. To help that task we will be doing white-hat-SEO to improve our presence on search engines. We expected follow below guidelines and techniques for better SEO.

a. Improving Meta descriptions and titles of webpages with high volume and low competition keywords.

b. We will outreach and try to get backlinks from websites in the same niche.

c. We will be adding keywords to "alt" tags of images to improve and boost the visibility for images that we have used on the website.

d. We will be launching a blog about Sri Lankan tourism under the website to get more exposure to users and to make our website content-rich.
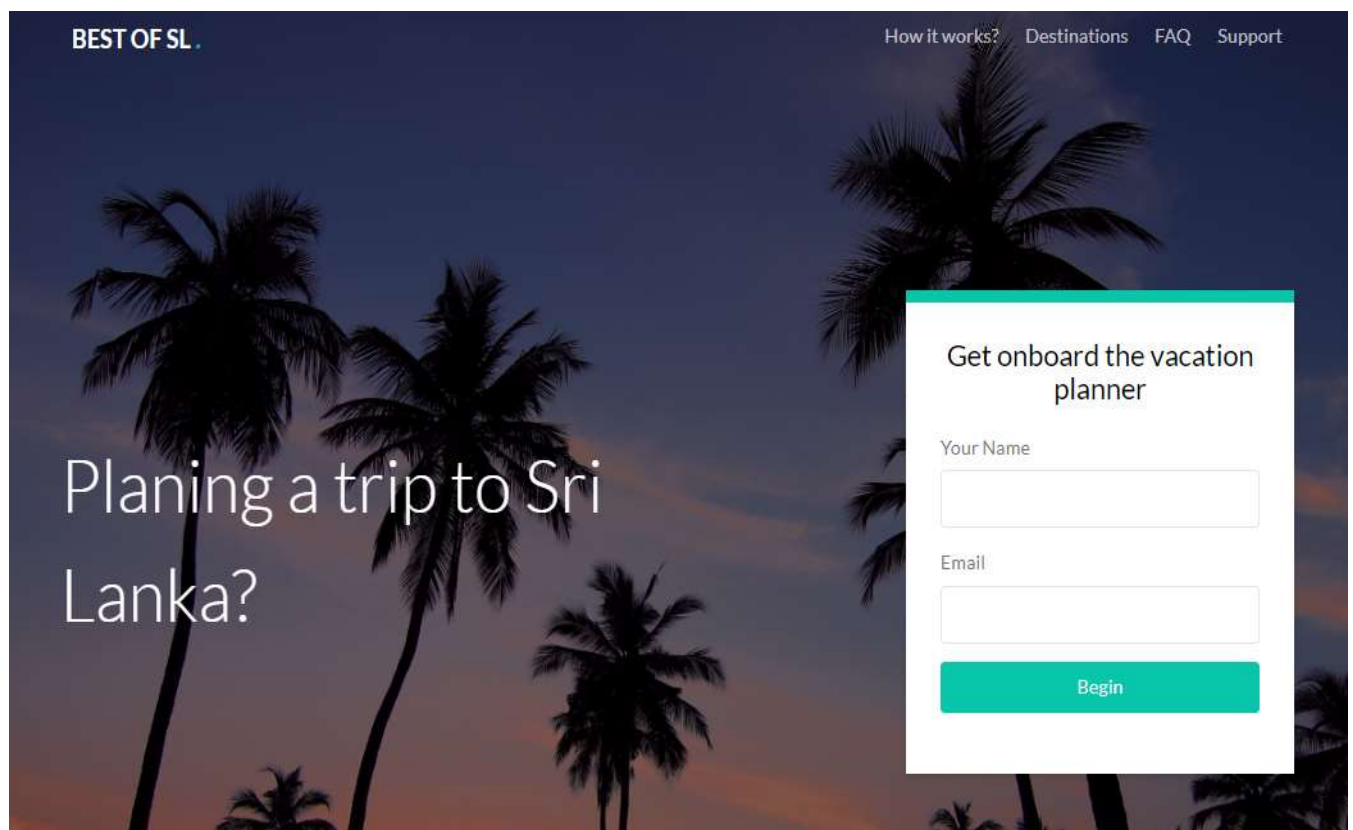
BUSINESS INTELLIGENCE

What is Business Intelligence?

Business intelligence, commonly referred to as BI, is a technology-driven process used by companies to evaluate and transform unstructured data into actionable insights. Managers and executives can make educated decisions and pinpoint areas for development because to BI systems' ability to collect, analyze, and present data in an easily understandable manner. A variety of technologies are used in business intelligence, such as data warehouses, data integration tools, data visualization tools, and analytical tools. Data is gathered at the beginning of the process from a variety of systems, such as transactional databases, CRM systems, and marketing automation platforms. The data is then organized, cleansed, and consistently into an analytical format. Can be evaluated using a variety of analytical tools. Statistical analysis, Data mining, and Predictive analytics. Data visualization tools, includes charts, graphs, and dashboards. These are used to represent the research findings so that viewers may see trends and insights more quickly. In conclusion, business intelligence is a crucial procedure that enables organizations to turn raw data into useful insights, assisting them in making decisions and streamlining their processes. Organizations can use BI to enhance their bottom line, gain a competitive advantage, and stay ahead of the competition.

How Has Business Intelligence Been Implemented in This Product?
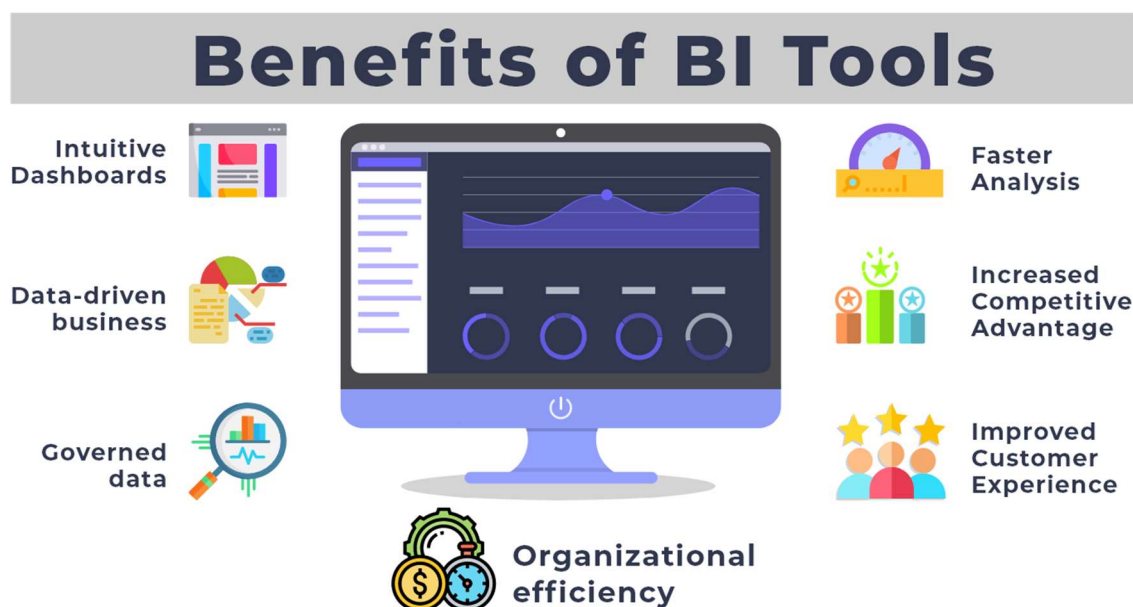
As it has been proposed above, Palm Hotels PVT Ltd aims to build a website using business intelligence to cater their customers. Through this Palm Hotels aims to create a more personalized experience for its customers. By collecting and analyzing data on customer preferences and behavior, the hotel can gain insights into what its customers value most and what they are willing to pay for. This allows the hotel to offer a range of services and amenities that are tailored to the needs and preferences of its guests, resulting in a more enjoyable and memorable experience for everyone involved. This strategy allows hotel to optimize its pricing strategies. By analyzing data on customer spending patterns and budget preferences, the hotel can adjust its pricing and package offerings to ensure that they are competitive and attractive to potential customers. Let us take you through a real-time scenario of how our website works. First when a customer searches through related Keywords and land on our homepage they will be directed to click to a link of their dream vacation quiz. Which will lead to our questionnaire. That is a bunch of questions which will be given to the user in a fun interactive manner.

The Websites will take the information provided by the user and recognize patterns and suggest them a trip which suits their preferences the most. The website uses cookies to keep track of all the activities performed by users on the website. This allows the website to analyze these data and show more curated content to the user.

Perhaps let's consider a user has stated they would love to go camping. The Palm Hotels Website will use this data and show the user with reviews left by previous customers who actually went on a camping trip in Ella close to our hotel in Ella, Pictures of this site, Articles written about Ella etc. This is how the Website is designed to work.

When a user finishes the survey and they are willing to calculate a proper budget of their trip, the website has the facility to calculate those expenses. A customer can always add more destinations or activities as per they wish. Which will also be calculated to their budget and the time frame. The website provides an online assistance for customers who can ask the bot any questions. After all if a customer is settled in on a trip with Palm Hotels they can make the necessary payments through the web portal. Since the proposed website provides online payment services as well, a customer can use their master card or their VISA cards to pay. They can pay a half amount to reserve and pay full in later. Financial services and assistance are provided by our staff.

Palm Hotels Pvt Ltd believes this strategy will bring in more revenue to the company. Using Business Intelligence will give them a competitive advantage against their competitors, this will help them promote word wide and reach a huge audience than any other marketing activities performed locally.

Benefits of BI Tools

- Intuitive Dashboards
- Data-driven business
- Governed data
- Organizational efficiency
- Faster Analysis
- Increased Competitive Advantage
- Improved Customer Experience

CONCLUSION

BESTOFSL.ORG is a non-profit website designed to assist foreigners in planning their vacations in Sri Lanka. By gathering inputs from users through a questionnaire, the website can sort and select the best vacation package from its database of 25 preplanned packages. Additionally, a weather API will be integrated into the website, and a dedicated person will update each location's accurate weather information daily. To ensure maximum reach, the website will employ white-hat-SEO techniques and launch a blog about Sri Lankan tourism. Although the website does not charge users for planning their vacations, foreigners can reserve packages on the website.

Palm Island Pvt Ltd aims to improve foreigners' experiences visited in Sri Lanka through a new website, BESTOFSL.ORG, offering customized vacation packages and end-to-end services. Moreover, business information can be utilized to enhance the facilities given by the hotel industry to satisfy the needs and preferences of foreigners. Ultimately, BESTOFSL.ORG is a non-profit website created to help foreigners plan their vacations in Sri Lanka.

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SKETCH OF THE POSTER