**CITY HOTEL AND RESORT HOTEL**

**PROJECT NAME:**

CITY HOTEL AND RESORT HOTEL BOOKING ENCHANCMENT (CHE)

**PROJECT OBJECTIVE:**

Investigate the current market trends and customer behaviour affecting City Hotel And Resort growth rate. Analyse the existing business processes, systems, and infrastructure to identify potential bottlenecks and areas for improvement. Identify opportunities for revenue growth and develop a plan to implement them. Develop a comprehensive report outlining the findings, recommendations, and proposed solutions to improve the growth.

**Project Justification:**

Withrising problem in decrease number of booking in hotel it become main concern to analyse the pattern to tackle the problems, and implement the change in the management and promote the ways which can bring more customers.

**Business Problem:**

In recent years, City Hotel and Resort Hotel have seen high cancellation rates. Each hotel is now dealing with a number of issues as a result, including fewer revenues and less than ideal hotel room use. Consequently, lowering cancellation rates is both hotels' primary goal in order to increase their efficiency in generating revenue, and for us to offer thorough business advice to address this problem.

The analysis of hotel booking cancellations as well as other factors that have no bearing on their business and yearly revenue generation are the main topics of this report.

**Project Stakeholders:**

* **Business Sponsor:** Owner,Head of Operation
* **Product Owner:** Hotel Manger
* **Business Analyst:** Me (you)
* **Data Analyst:** Me (you)
* **Customer Support:** Regional Team Leader
* **Customers: End-** User of the Hotel
* **Agents:** Promotion and Bookings
* **Legal and Compliance Team:** Ensure Regulatory Alignment

**RACI MATRIX**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TASK/ROLE | RESPONSIBLE | ACCOUNTABLE | COUNSLTED | INFORMED |
| REQUIREMENTS  GATHERING | BA (ME) | CUSTOMER AGENTS | **CUS**TOMER AGENTS, BUINESS SPONSOR | DEVELOPMENT /OPERATION TEAM |
| ANALYZING | DA(ME) | TEAM LEAD MANAGER | TEAM LEAD MANAGER, PRODUCT OWNER, CUSTOMER AGENTS, LEGAL TEAM | STAKEHOLDER |
| TESTING | AGENTS | PRODUCT OWNER | BA, SOPNSOR, CUSTOMER SUPPORT AGENTS | CUSTOMER SUPPORT AGENTS |
| DEVELOPMENT | PRODUCT OWNER | PRODUCT OWNER | BA, SOPNSOR, LEGAL TEAM | CUSTOMER SUPPORT AGENTS |

**Role Assignments Adjustments:**

* **Requirements Gathering**: Business Sponsor should also be **Consulted** since they influence major decisions.
* **Analyzing**: Consider **consulting** Customer Agents or Product Owner as they provide real-world insights.
* **Testing**: Add the **Product Owner** as **Accountable**, since they ensure the final product meets business needs.
* **Development**: Customer Agents should be **Consulted** for feedback, not just informed.

**Project In-Scope Use Case:**

* 1. Data security risks – customer booking and payment data must be protected to avoid breaches.
  2. System downtime – Implementing new feature might cause this service interruptions.
  3. User adoption – Agents and customer may resist change If the new system is too complex
  4. Regulatory Compliance – Ensuring the booking system follows legal & compliance guidelines.
  5. Pricing & Discount – Implementing dynamic pricing and promotional offers for booking.

**Project Out of Scope Use Case**

* Hotel Management Operations – the project focuses only on analysis to finding the problems and providing the best solution.
* Third part Travel Partnership – Integrating with external travel agencies like Expedia, booking.com etc is not in scope.
* Physical Infrastructure changes – No change to hotel facilities, staff, or room configurations.

**Project Risks**

* DATA BREACH, LIMITED DATA.

**Project Dependencies**

* Data provided by the team can be limited, wrong, inaccurate.
* Agents may be not getting in the environment where change is made, still following same pattern.

**Project issues**

* Delays may be there due to an unpredictable and uncontrollable situation.
* Limited Budget can be one of the major problems in quality of service to provide the clients.

**Project Constrains**

* 2-month time limit.
* $10,000 budget limit.

**Project Assumption**

1. No unusual occurrence between 2015 and 2017 will have a substantial impact on the data used.
2. The information is still current and can be used to analyze a hotel’s possible plan.
3. There are no unanticipated negatives to the hotel employing any advised technique.
4. The hotels are not currently using any of the suggested solutions.
5. The biggest factor affecting the effectiveness of earning income is booking cancellations.
6. Cancellations result in vacant rooms for the booked length of time.
7. Clients make hotel reservation the same year they make cancellations.