

**D01 -Project Scenario**

In 2020, five students (Ilias, Klevis, Maria, Stauros and Vasilis) of a prominent BI & Analytics Academy were hired by a short-rental services and fast-growing startup called “StayMore”, which has been blossoming in the Netherlands and is looking to expand worldwide. The company has a track record of investing in young talent to bring in innovative ideas.

StayMore operates in Amsterdam. It’s in fact an online platform that brings together a property host with a client enabling the latter to complete a short-term rental in no time. Over the last year, the company faces an unprecedented increase in revenue but also many infrastructure challenges on its way to expand outside of Amsterdam.

One of them – probably the most crucial – is its weakness to manage and utilize a huge load of data. Of course, the company’s actual goal is to serve its customers with better hospitality services and thus become more competitive and profitable. So, it decided to build an in-house project team in order to develop its own complete Business Intelligence system, which utilizes these data and provides meaningful analytics visualizations and reporting to support business decision making.

This means that after the analysis of data sourced from StayMore’s CRM, the company will be able to make informed business decisions that will affect positively in building a stronger relationship with new and existing customers, upscale its revenue and finally conquer the global hospitality industry!