

**D02 – Business Intelligence Solution Overview**

A complete Business Intelligence System was designed and implemented in order to handle data provided by StayMore’s CRM system and build useful analytics vizualizations, live dashboards and reporting functionality for the business. We are aiming to bring data under a centralized view for business users to interact with through an interface and assist them in decision-making.

First of all, StayMore is looking to understand more on its customers (property hosts) and their properties listed in StayMore platform. They are looking to extract a number of analytics including the platform’s top rated properties. Based on that, they can understand which properties are offering the best experience to the end customer and promote them accordingly in the booking platform. Also, other actions could be taken, such as providing awards to the top rated properties to incentivise hosts to provide a high level of customer satisfaction.

Additionally, the company hopes to get analytics regarding the busiest property owners so that they can further support them in their efforts. Those hosts and their properties are popular among the end users of StayMore’s platform. This will inform the company on the properties that are bringing in revenue on a regular basis.

Moreover, StayMore is looking to understand more on what are the most important factors of a listing or property that affect their value. Therefore, they are hoping to understand more about the significance of different property attributes (such as type of property, amentities provided etc.) by examining existing listings in their platform. They are hoping, then, to get insight on how price is affected by a listing’s attribute and hence be able to detect overvalued or undervalued properties. This will allow the business to assist property owners in pricing better their listings based on the market value model which was created by examinging existing listings. Furthermore, new properties being registered in StayMore’s platform can also receive a price suggestion based on the property’s characteristics.

Lastly, by combining the information on whether a property seems to be undervalued by its host based on the developed model and the property’s rating, StayMore can notify hosts and propose a price increase, which can bring in additional revenue for both the host and StayMore.