INFO 4240 – DATA WAREHOUSING

COURSE PROJECT PART 1

**Letter of Engagement YA Hotel**

**Executive summary:**

YA HOTEL s is a locally owned hotel run by two small-town business owners. YA HOTEL operates in a small town outside of Newport, TN and first opened its doors to travelers in March 2019. The hotel started collecting data, via an excel spreadsheet, on their customers, employees, and reservation details starting with the very first booked room.

YA Hotel owners decided to start tracking data in the hopes that it could tell them when they could make the financial choice to open a new location. Currently, this small hotel has only one location, but they would like to eventually become a chain and are starting to see themselves offering rooms to travelers all over the state of Tennessee, and one day the entire country. Additionally, the owners of YA Hotel want to know when people are most likely to book a room and when they are not. Knowing the trend of slower months will allow them to make choices about when certain marketing efforts should be made to help keep a steady flow of revenue.

Based on the owners’ future goals, YA HOTEL understands that their current way of tracking data via spreadsheets on the main owner’s desktop is not a sustainable way of collecting, housing, or maintaining data. As a result, the hotel owners want to create a data mart where they can store customer, employee, and reservation data and use historical data to make informed choices on marketing efforts and growing their business in the future.

**Business Requirements:**

**1.** When is the hotel's busy season? What is the revenue and total number of orders during the busy season? Are the orders associated with weekends?

**2.** Does the season or bed type affect how long people stay at the hotel?

**3.** Knowing customers' preferences for room types will be helpful for us in opening the next hotel. Which room type is the most popular? Which room type generates the highest revenue? Are customers' preferences for room types influenced by the season?

**4.** What are the characteristics of the customers? This can include their gender ratio, age, etc. to tell us what type of customer spends the most money.

**Information Package:**

