Hotel Group

SAFE SPACE

EDINBURGH

SOUTHAMPTON

LONDON

MANCHESTER

BIRMINGHAM

IB9HPO Data Management
Group 5

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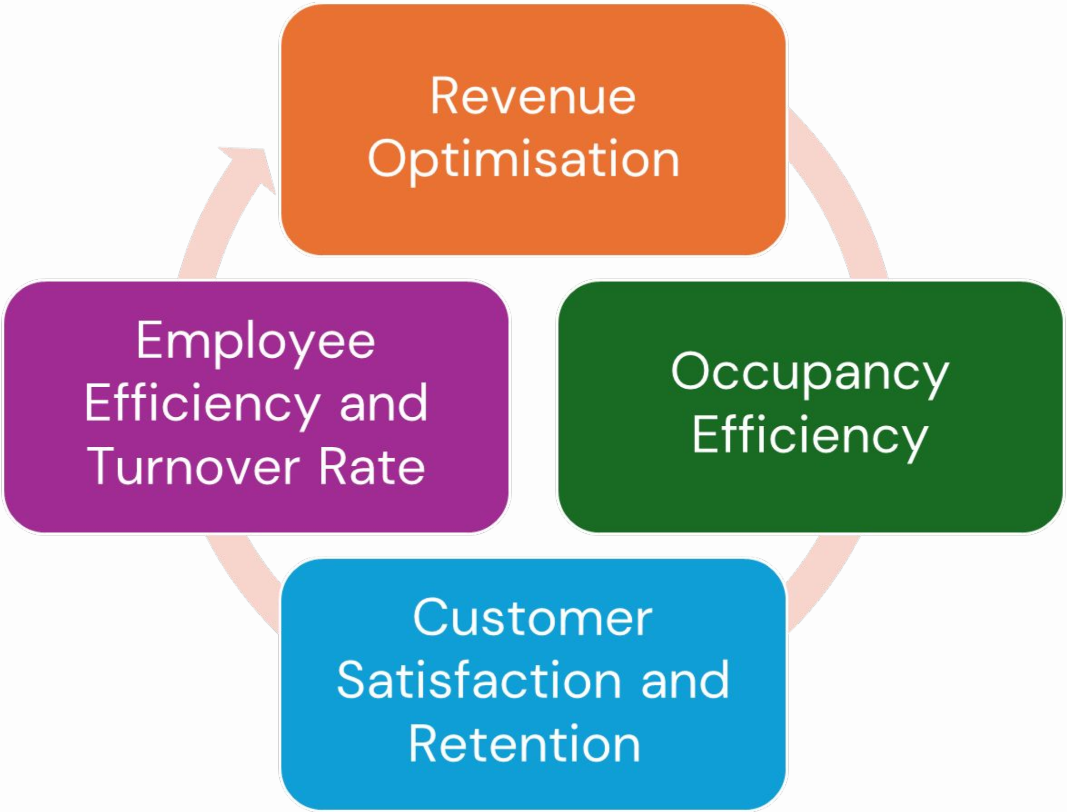
Introduction

Safe Space Hotels (UK) operates in a **competitive hospitality industry**, where **strategic decision-making** is essential for **maximising revenue**, **optimising operations**, and **enhancing guest experiences**.

Customer Experience Investment and Profit Relationship
https://johnnygrow.com/cx/customer-experience-statistics/

Business Challenges Addressed



Business Insights

Branch Performance Analysis

City-Specific Key Insights:

Edinburgh – Festive & High Occupancy – Seasonal demand peaks during holidays, with no walk-in bookings; rooms are mostly fully booked.

Southampton – Stadium & Football Tourism – Hotels near stadiums cater to football fans attending matches, with peak occupancy during match days.

London – Premium & High Occupancy – High-demand year-round with no walk-in bookings; rooms are mostly fully booked.

Manchester – Airport Transit Stays – High number of one-night bookings; requires optimised housekeeping and part-time staffing.

Birmingham – Business & Weekend Demand – Short weekend trips with business purposes, mostly adult guests; peak room occupancy on weekends, more availability during weekdays.

REVENUE GENERATED

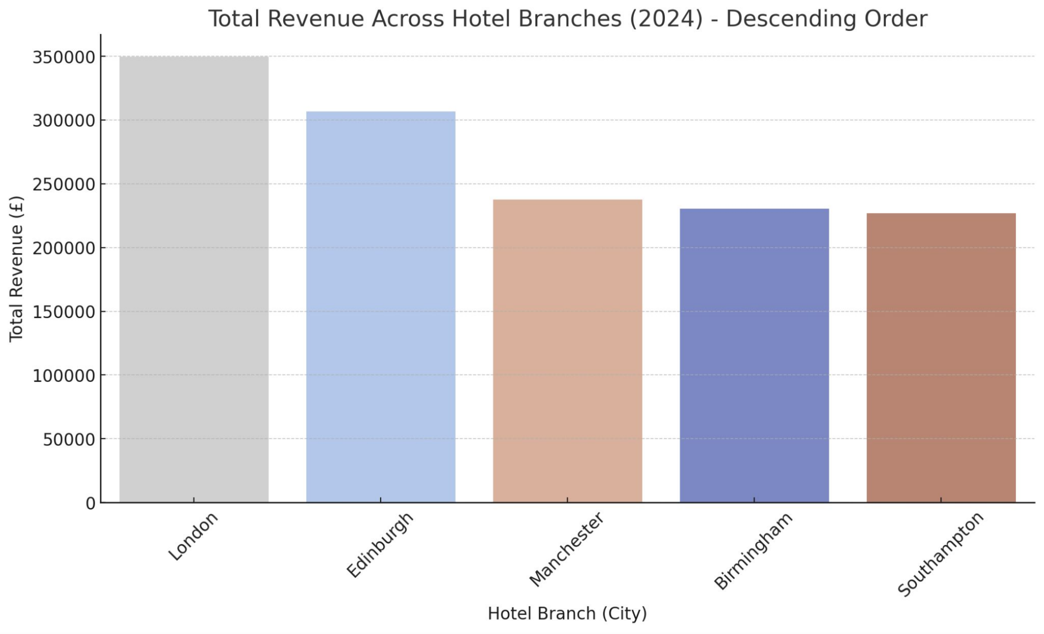
London & Edinburgh Dominate:

Combined revenue = **£656,485** (~49% of total).

Likely drivers: Tourism, business travel, premium pricing.

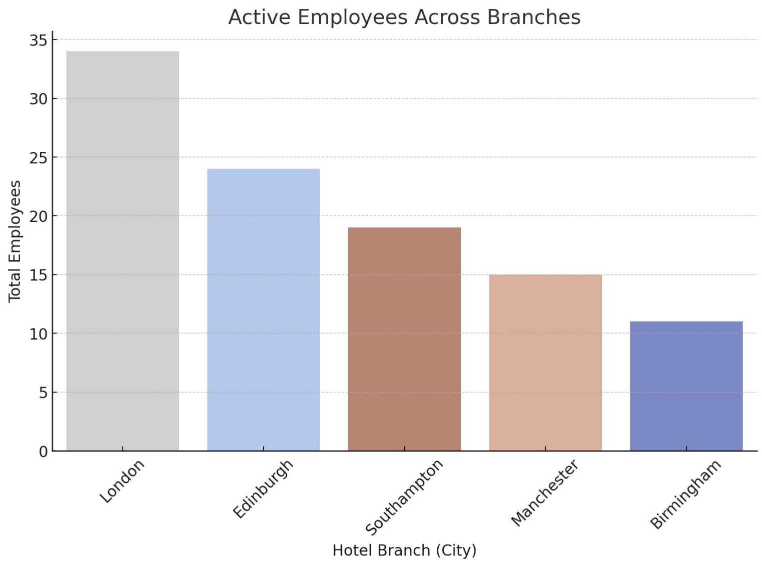
Mid-Tier Gap: Manchester & Birmingham trail by ~ **£100k** vs. leaders.

Southampton Struggles: Lowest revenue; **£120k+ below London**.



Employee Analysis

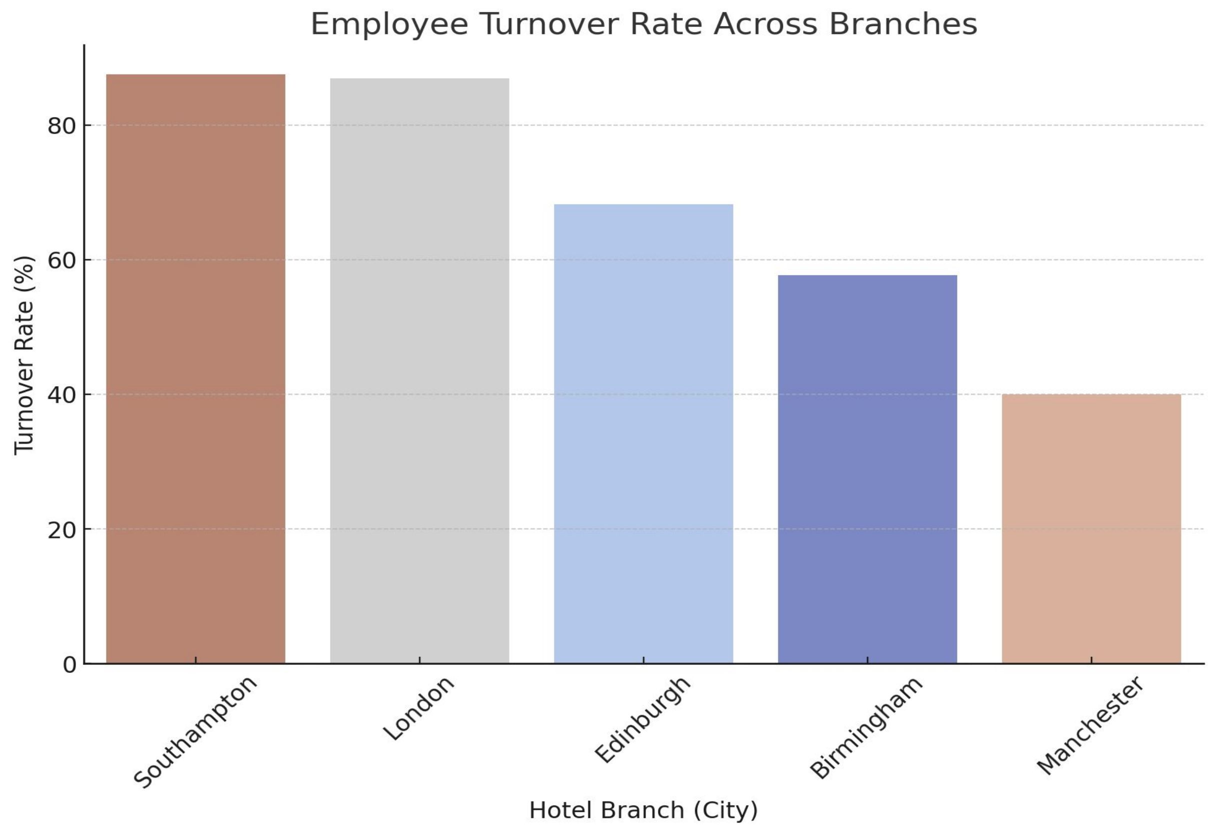
- **Employee Distribution Across Branches –** Tracks workforce balance and shows different active contracts
- **Average Salary across different departments –** Shows the different salary caps for different job types



SALARY MARGIN BETWEEN LONDON AND SOUTHAMPTON

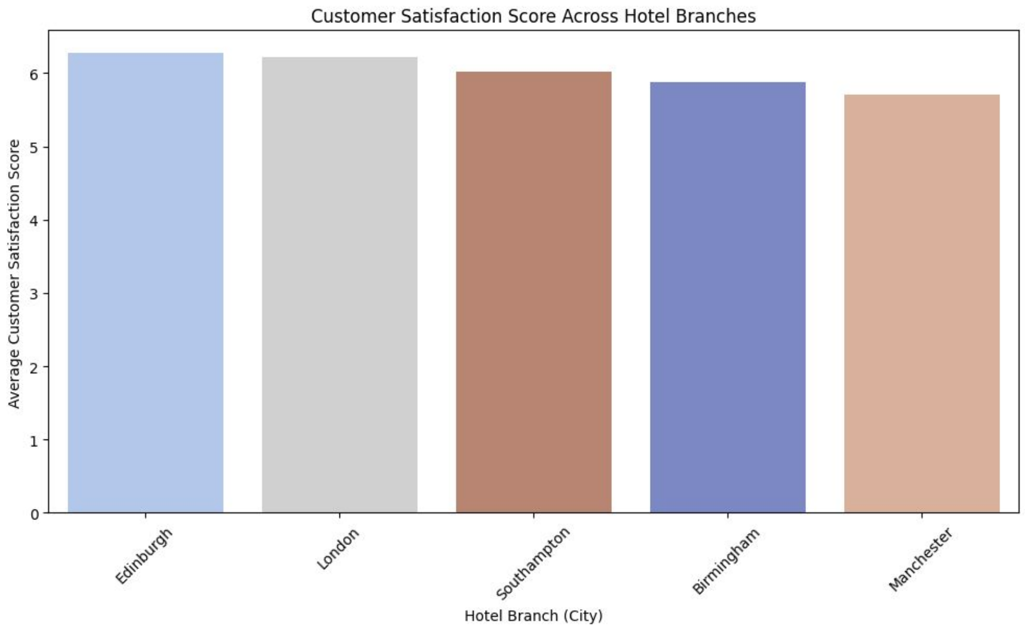
- Higher Managerial Pay in Southampton
- Uniform Salaries for Chefs and Receptionists
- Security Role Disparity
- Opportunity for Cost Optimisation considering revenue generated from southampton is the least

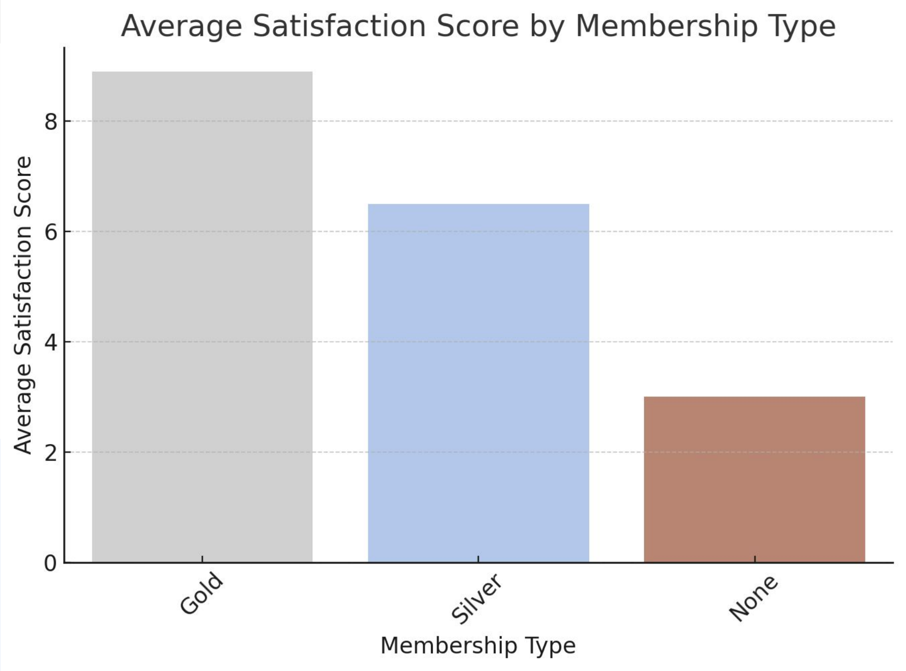
- Employee turnover rates vary significantly across hotel branches.
- Southampton and London have the **highest** turnover rates (~85%).
- Edinburgh and Birmingham have **moderate** turnover rates (~60–70%).
- Manchester has the **lowest** turnover rate (~40%).



Customer Satisfaction Analysis

- All 5 branches show narrow score ranges of **+\- 0.5**, reflecting standardised service quality.
- Edinburgh has the best average score whilst Manchester has the lowest average.
- There is still room for improvement but overall an average score of 5+ is good for Safe space





- The stark difference between Gold and Non-Members shows that membership programs significantly boost satisfaction.
- The gap between Gold and Silver suggests higher-tier memberships deliver disproportionately better experiences.
- The low score for non-members is a concern for brand perception. These customers may churn or leave negative reviews.

RECOMMENDATIONS & CONCLUSIONS

- **Average Guest Feedback Per Branch –** Helps improve service quality.
- **Personalised Discount Offers for Frequent Guests –** Drives repeat business.
- **Optimise Pricing & Services:** Adjust pricing strategies in **Southampton** for example to enhance premium service offerings and boost revenue.
- **Improve Cost Efficiency:** Align managerial salaries in Southampton with performance and standardise salary structures for better cost control.
- **Enhance Workforce Planning:** Optimise staffing balance between full-time and part-time employees based on branch-specific demands.
- **Boost Customer Retention:** Implement personalised loyalty programs and targeted discounts for frequent guests.
- **Focus on Branches with lower Revenue:** Improve **guest experience** through **service enhancements** to **increase customer satisfaction** and competitiveness.