**OBJECTIVE**

**MAIN OBJECTIVE**

Draft #1

The project aims to develop an automated Predictive Analytics system for SM Hotels and Conventions that would retain a great level of efficient and effective service of their organization.

Draft #2

, since when the group asked the manager of the SM Hotel and Convention if they have an application that would allow them to predict if

**SPECIFIC OBJECTIVE**

Draft #1

* To provide managers a meaningful report from their reports for better decision making
* To produce an accurate report
* To provide reports on what is going to happen for the months and years

Draft #2

OLD DRAFT

(OLD) The group's main objective on this study is to be develop a tool that would predict or go beyond knowing what would have happened in the future, from that the marketing team of SM Hotels would have a better assessment of what will happen in the future situation and have data that would help them to come up marketing strategy. To come up with a prediction, the team would need the history of data of SM Hotels, specifically the rate of occupancy rate and the trend reports in which contains the decline and increase of trend.