**Project Context**

Draft #1

The SM Hotels and Convention currently doesn’t have a Predictive Analytics, but they do have several reports to rely on for the manager’s decision making. So this project is about developing a Predictive Analytics for SM Hotels and Convention

Draft#2

This project is about developing a Predictive Analytic System for SM Hotel and Convention (SMHC), for currently they don’t have one, but they do have several reports that they rely on for manager’s decision making, which are in their database called Opera (product of Oracle). The team aims to provide a competitive advantage to SMHC against competitor when the system is used. With the use of Predictive Analytics, the group aims SMHC to have a better operation, more efficient and effective services.

Trend Reports (Refer to Technical Background for the definition) is what SMHC use to base if there is a need for an increase or decrease of employees on the upcoming months. If ever they decreased the number of their employees, it might affect the efficiency and effectiveness of their service which is bad for the reputation of the organization because what represents the organization is the employees.

Old Draft

Predictive Analytics is use of data, statistics algorithms that deals with extracting information from data and machine learning techniques to identify the likelihood of future outcomes based on historical data, using it to predict trends and behavior patterns and to make predictions about the future or otherwise unknown events. You can go beyond learning what happened and why in to discovering insights about the future. Predictive analytics optimize marketing campaigns and website behavior to increase customer responses, feedback and comments of the customer. Each customer's predictive score informs actions to be taken with that customer that produces a predictive score for each customer or other organizational element. Assigning these predictive scores is the job of a predictive model which has, in turn, been trained over your data, learning from the experience of your organization. The goal is to go beyond knowing what has happened to providing a better assessment of what will happen in the future. Predictive Analytics is important to improve operations of the companies. Many companies use predictive models to forecast inventory and manage resources. We use predictive analytics to predict the number of guests for any given night to maximize occupancy and increase revenue. Predictive analytics enables organizations to function more efficiently.