**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.