**Purpose and Description**

Draft #1

In some industries employees represents the company, and this phrase includes the hotel industry. Employees of hotel are mostly the front-line of the organization, they are the one who interacts with the guest, which means if guest were displeasured then it heavily affects the organization, and do take note that hotel industry is continually growing, a dissatisfied customer can easily find another hotel if one gave a bad impression during his/her stay. This is where survey comes in and those data are weightily important to the hotel to react on what changes needs to be done.

We believe that SM Hotels and Conventions has the necessary reports to know the situation, but with those tons of reports it will take a time for a man to come up with an analysis on what to do. So the Predictive Analytics we aim to develop would not only save time for the employee but also give meaningful outputs for manger for their decision making. Not only did they save time and energy of their employees but also got them a better reports on what to do on the upcoming day, month and year; therefore it is a win-win situation.

Draft #2

but in all honesty the reports weren’t used in their full potential. The Predictive Analytics System that we aim to develop will use those reports

It’s easy to say that with those reports and information

but honestly despite having those reports and information

(OLD) With efficiency being one of the factor for productive flow of the business so, the researcher's prospected to have a solution that would allow the marketing team of SM Hotels to have a software or a tool that would allow to foretell if the following months, days, or weeks of their operating days would need to have a change of marketing strategy regarding the services in order to keep the efficiency of service great. Mainly, the researchers would need the Rate of Occupancy record of the hotel and the Back Logs or History Logs to see where the trends mostly rise and decline.