



DEPI – Data Analytics Graduation Project

# Stakeholder Analysis

## Purpose

The goal of the stakeholder analysis is to identify the main individuals and departments who will benefit from or contribute to the **ProHost** analytics system. Understanding their needs helps ensure that the project delivers relevant insights and supports effective decision-making within the hotel.

## Stakeholder Table

<i>Stakeholder</i>	<i>Role / Responsibility</i>	<i>Expected Benefits</i>
Hotel Management	Oversees all hotel operations and strategic planning.	Access to summarized dashboards for overall performance, financial results, and customer satisfaction.
Finance Manager	Handles budgeting, cost control, and profitability analysis.	Detailed financial reports showing revenue, expenses, and profitability by department.
Marketing Team	Promotes hotel services and manages guest engagement campaigns.	Data on customer demographics, preferences, and booking trends to plan targeted campaigns.
Public Relations Manager	Manages guest feedback, complaints, and brand image.	Access to guest satisfaction analysis and sentiment trends to improve customer experience.

## Stakeholder Communication Plan

<i>Stakeholder</i>	<i>Communication Method</i>	<i>Frequency</i>	<i>Purpose</i>
Hotel Management	Dashboard presentations and summary reports	Monthly	Review of hotel KPIs and strategic performance.
Finance Manager	Financial dashboards and reports	Monthly	Track income, expenses, and profit margins.
Marketing Team	Marketing performance reports	Monthly	Evaluate customer segments.
Public Relations Manager	Feedback and sentiment analysis report	Monthly	Improve guest satisfaction and reputation.

## Summary

The ProHost system ensures that every department receives data-driven insights tailored to its responsibilities.

By combining information across Finance, Marketing, and Customer Relations, hotel leaders can make more informed, coordinated decisions to enhance performance and guest satisfaction.