

# Informed Decision Making and Strategy with Data

Data Analyst Program

Brief

Assessment on presentations will be based of your ability to show understanding of:

K3

Outline an overview of how data analysis could be applied in business-related areas such as product and service development, sales, IT and operational activities

S4

Use a tool like Google Analytics, Hotjar, Excel, public data sets and given data sets to analyse questions in a business context.

C4

Ask a research question based on data and formulate an analysis to produce insights.



A chain of hotels has just hired you as a data analyst.



And the old analyst only left you with a data set from last years bookings.

[Link to data set](#)

# Data Strategy

1.

Map out different examples of data that can be valuable for them to measure across the organisations departments.

- Data they could collect to produce informed decisions
- Why this data is important
- What insights they can produce from it

In this hotel chain, the following departments are a part of the organisation:

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## Operations

The operation department is making sure that all the hotels and are delivering on service needs such as food, housekeeping & service desks across the hotels.

## Finance

The finance department are keeping track of all hotels financials, costs and earnings. They also pay salaries to the employees.

## Commercial

The sales and marketing teams in the commercial department are managing overall marketing activities, their website and partner sales of the rooms at the hotels.

# Excel data analysis

2.

They haven't analyzed their booking data in the past and need your help developing a strategy for the upcoming year.

Help these departments with the data that's currently available:

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## Operations

They have noticed that the cancellation rate has increased over the past few years, often leaving rooms unrented for several days.

**Based on the data, how can they avoid this?**

## Finance

Investigate whether, for certain types of trips, they can limit the option of meals to reduce the need for restaurant staff at the hotels.

**For which types of hotels would you recommend this approach, city hotels or resorts?**

## Commercial

Sales & Marketing wants to understand how far in advance people are booking their vacations and hotels before traveling.

**When during the year should they focus their marketing efforts on business trips?**

# Presentation

Present an overall strategy of what metrics and data that could be useful for the different departments in the company to track (1).  
Use the dataset to also answer the current questions from the departments (2).

5 minutes

Overall strategy on what to measure, collect and why.  
(Assessment on K3)

10 minutes

Present insights to departments one by one in the organisation that is attending the presentation from what you have seen in the data you got.  
(Assesement on S4 & K4)



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