**Introduction**

Two large hotel chains, totaling more than 200 locations, were recently acquired by Hokie Resort Hotels. To gain an edge in the hospitality industry during this period of rapid growth, a data-driven strategy is essential. To help with strategic decision-making and gain an edge over the competition, we have compiled a list of three management questions that cover the most important parts of running a hotel.

**Question 1: How can we optimize revenue by analyzing room occupancy rates, pricing strategies, and customer spending patterns across all properties?**

Following these significant purchases, Hokie Resort Hotels' financial success depends critically on revenue optimization. Having a large portfolio of luxury hotels and resort properties means that knowledge of income generating across several property kinds is crucial. This question addresses income control in several spheres:

First, it tackles the intricate pricing system the company scenario describes, whereby kind, facilities, and period of use affect the costs for rooms depending on them. While sleeping rooms run daily with possible fees for longer stays, meeting rooms are charged at half-hour rates with reductions for multiple uses. Analysis of these pricing policies versus occupancy rates helps management find ideal pricing points that optimize occupancy as well as income per available room.

Second, our inquiry emphasizes consumer expenditure outside of lodging expenses. The company description covers several ancillary services like retail stores, fitness clubs, restaurants, and corporate offices. Knowing thorough spending trends helps one determine which services generate extra income and how these differences apply to different client sectors.

Third, the question lets management examine revenue trends, thus guiding seasonal fluctuations, effects of local events, and booking lead times. Strategic planning depends on this knowledge, particularly considering that significant events might be booked two years in advance.   
**Question 2: What are the key factors driving customer satisfaction and loyalty across our diverse property portfolio?**

"The success of Hokie Resort Hotels is due in major part to the team effort felt by all employees," says customer pleasure, which is clearly acknowledged as vital to their success. Their shared driving force is a need to serve the consumer as the best fit. This emphasis on customer service is getting more difficult to sustain as the company expands. Hence, data-driven knowledge of satisfaction variables becomes even more crucial.

This inquiry helps management to pinpoint the operational processes, property characteristics, and service qualities most closely related to customer happiness. Room kinds and features, closeness to facilities, processing of bookings and special requests, staff attentiveness, and billing accuracy, many factors that could affect customer experience—are highlighted in the company description.

Furthermore, by comparing happiness throughout the many property portfolios, management may find best practices at very successful buildings that should be used generally. After acquisitions, when several operational strategies most certainly exist, this knowledge transfer is significant.

The issue also tackles client loyalty, a crucial element in the hotel sector because profitability is driven by returning business. Knowing what elements define customer qualifications, that is, "past history with the hotel chains, their cooperativeness, their flexibility in negotiating the usage of facilities, their promptness in making payment" helps management build long-term, profitable relationships with consumers and corporate clients.

**Question 3: How can we identify cross-selling and upselling opportunities by tracking customer preferences, behaviors, and facility usage across all hotel properties?**

The thorough corporate description exposes a sophisticated organization, including several linked services and facilities. This intricacy offers great chances for cross-selling and upselling, which might greatly raise income per guest. This inquiry is about using consumer data to spot these prospects methodically.

Through pattern analysis of facility use—rooms, restaurants, health clubs, and business services—management may create focused marketing plans that predict consumer wants. The business description states especially: "When a customer checks into one of the public restaurants or the health club with a couple of guests, it is desirable for the staff to know that they are responsible for renting the ballroom for three days and hosting 200 guests who are paying to stay at the Hokie Hotel."

This inquiry additionally tackles the important chance to grasp the interactions among several services. For instance, which configurations of meeting rooms and other services are most often requested together? Which kinds of sleeping rooms match increased expenditure on other services? These realizations help create packages that improve the client experience and boost income simultaneously.

Moreover, knowing consumer behavior patterns helps one to customize offers and services. The company notes how visitors get cards tracking their journeys within different sites. Proper analysis of this information can highlight preferences guiding subsequent marketing campaigns and service improvements  
  
**Conclusion**

These three management issues cover important facets of Hokie Resort Hotels' operations: strategic development prospects, customer happiness, and financial performance. They are chosen especially to offer practical insights to propel competitive advantage following the significant acquisitions. By concentrating on these issues, the data warehouse will provide management with the knowledge required to make strategic decisions in a growingly competitive hotel industry, delivering value across several business sectors.