

STORY

The hospitality industry is one of the most competitive industries in the world. The ever changing market trends and customer demands calls for quick and **effective decision making** at highest level of hierarchy based on analytical study of customer feedbacks and changing market trends.

This analysis is specifically required by the sales team which is required to bring business to the hotels. The sales manager needs to **understand specific customer demands** and **prepare sales strategy** for the same. The sales team needs to come up with **new schemes and discount packages** to attract new customers as well as retain regular customers. It also has to work out the expansion strategy by **predictive analysis** of the future prospects of expansion based on current performance and set realistic **short term** and **long term targets** accordingly.

This requires proper **analytical** and **business intelligence tool** to expedite the decision making without compromising on the effectiveness of the decisions. This app takes into consideration the customer data and feedbacks and provides proper analysis through **graphs** and **pie charts**. It also compares the quarterly sales performance of the customer with previous performance based on **real time facts and figures** and pin point the areas of improvement.

PERSONA

Name – Pierri Cardin

Background – 40 year old. MBA in Marketing and Sales from IIM Calcutta, Overall 9+ years of experience in all aspects of Hospitality Sales & Rooms division in the leading hotels of UAE,

Job title/roles – senior sales Manager

Job responsibilities

- Bringing in guests and making the hotel money.
- Work with owners to plan sales promotions and strategies, set sales goals, and train staff.
- Possessing complete knowledge of all of the services the hotel offers for making a successful sale.
- Seek out business with individual guests and meet with large groups, such as churches, traveling executives, and family reunions to stay with their hotel.

Needs

- Need to categorize customers based on their frequency and scale of business generated from them.
- Need to analyze customer feedbacks for appropriate business decision making.
- Need to monitor sales of the hotel with respect to current market trends and previous performance.
- Need to track the efficacy of the discount schemes and offers levied by the hotel in bringing business.

Main goals

- Come up with effective schemes to attract maximum business and optimize the sales.
- Identify and sell the features in demand to potential customers, and pin point the areas of concern impeding the sales.

- Instant analyses of market trends and demands to gain competitive advantage over the opponents.
- Work out suitable expansion strategy and set long term targets to capture a wider market than available.

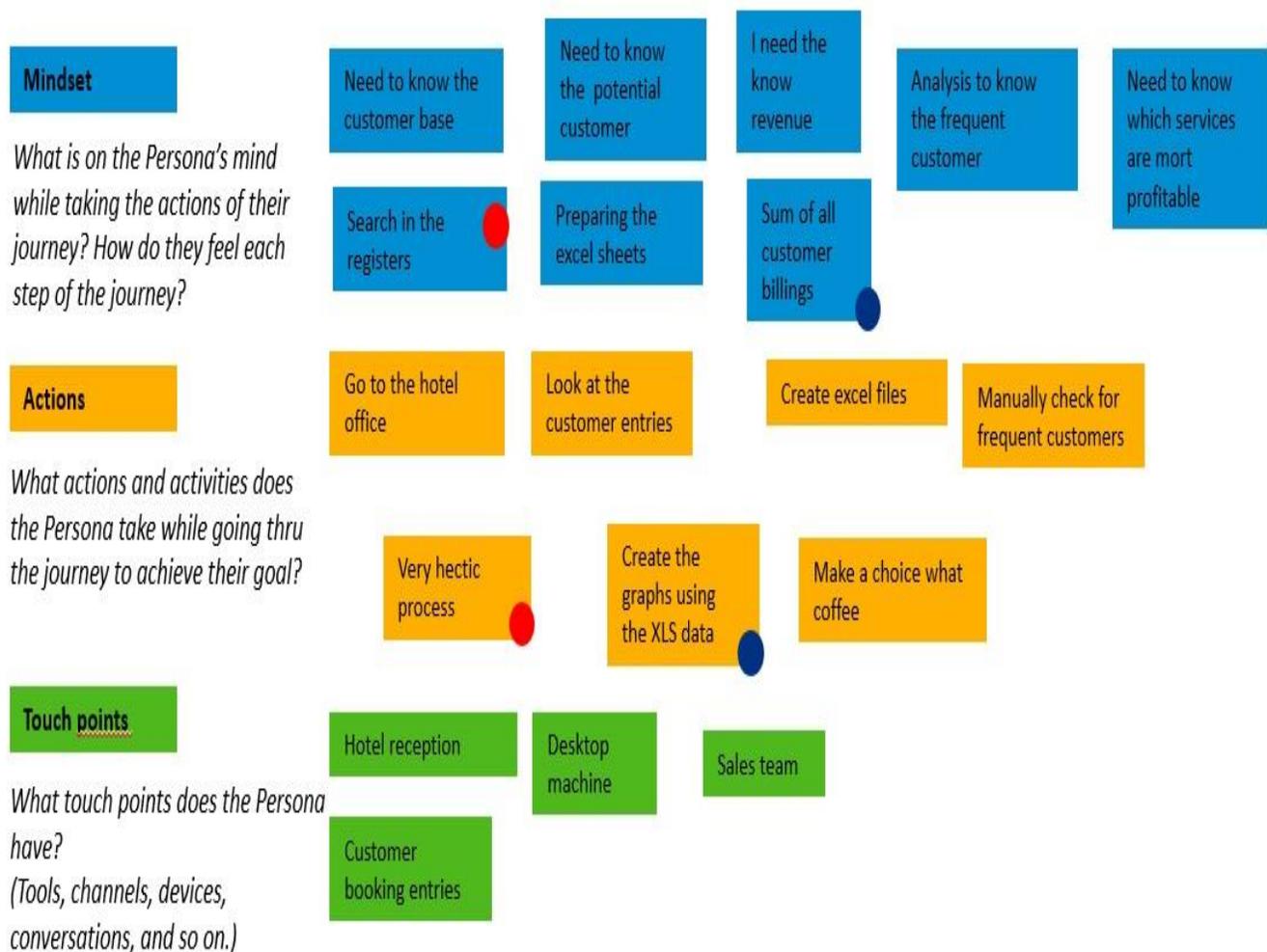
Pain points

- Improper analysis of the customer feedback and demands.
- No tool to segregate the customers and work out specific schemes and discount packages for specific customer expectations.
- Impeded decision making based on instincts rather than market analysis and current trends.

Stakeholders

- Customer
- Sales team
- Revenue manager
- Hotel Managers

User experience Journey



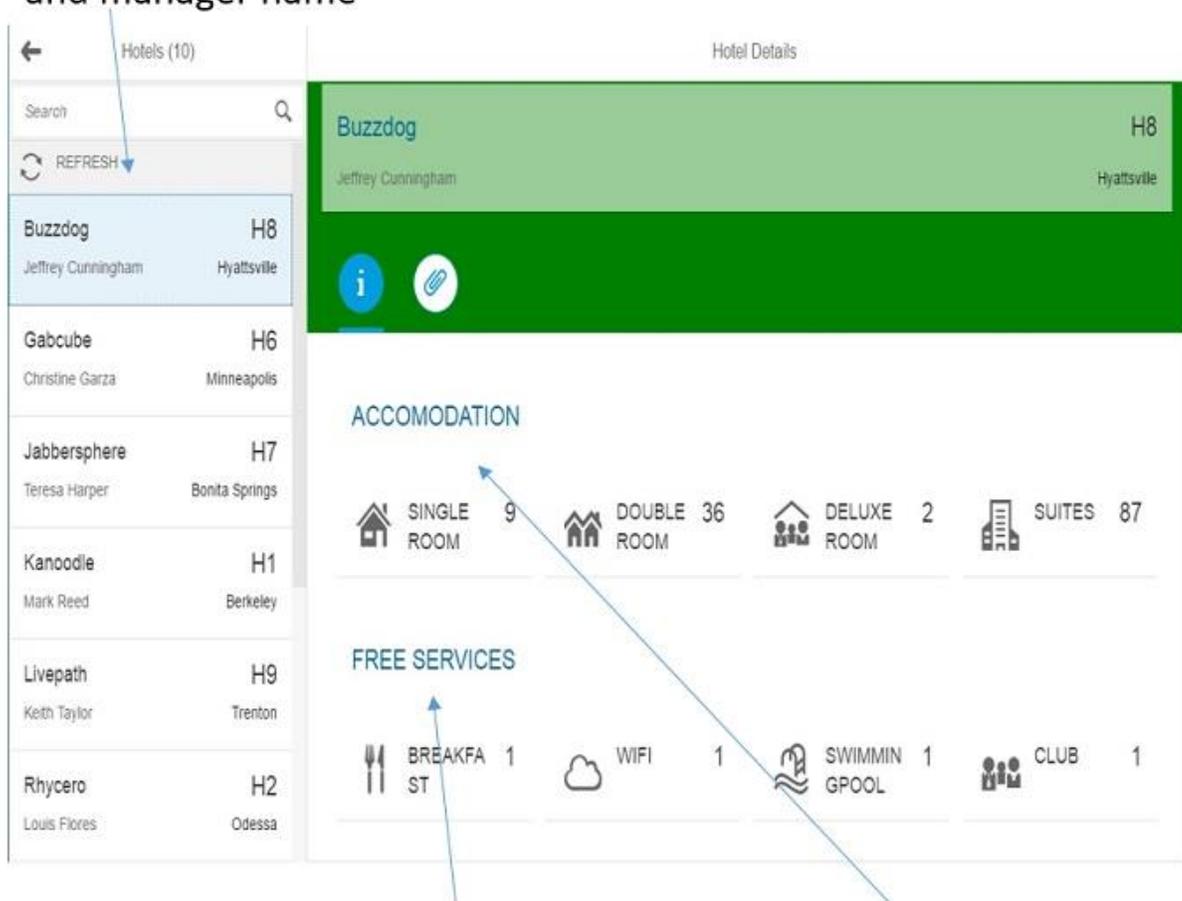
POINT OF VIEW

Pierr Cardin, the Sales manager needs a way quickly and easily see the list of customers visited in the hotels, frequent travelers, which services of the hotels are most profitable, how they lake from other hotels and which months of the year have more customers, along with the effect of previous scheme made for increasing customer base. This would help him to make these processes efficient.

MOCKUP

This is just a prototype to give a high level working model about the proposed App.

Hotel List with city and manager name



Available free services

Accommodation capacity

PROTOTYPE OF APP

Below is Youtube link for the application which explains the working of HotelSalesAnalyser app and different component and their significance.

https://youtu.be/8W_mkrM4wHs