AUTHOR
**Tom Imrie,
Senior Consultant**

SECTOR
Hospitality

DIVISION
Marketing

REGION
South Africa

APPROACH
**Data Cleansing
Legacy Data
Real-time reporting
QlikView**

CASE STUDY

Data Analytics in the Hospitality Industry

In this case study we will take a deep dive look at the successful implementation of a data analytical solution for many hospitality clients based throughout Africa & Southern Africa.

The integration of cleansed legacy data with accounting and hospitality management packages allows for a reporting and analytics solution that provides actionable and accurate insights. By providing an automated and integrated multi-dimensional view of their data, clients were able to make informed marketing decisions and optimise their booking and revenue cycle.

pomerol

Problem

Legacy data was not captured within the clients' system leading to lot of manual effort regarding the alignment of the data. This resulted in flat reporting within the company as well as limited insight and understanding. Additionally, the marketing sector was unable to make informed decisions due to inconsistencies in the data.

Solution

Through the use of QlikView, Pomerol created one single reporting system for the clients to use which helped improve their data efficiency, increase their revenue, save time and help them make more informed decisions around their sales and marketing efforts.

Result

$100k

Revenue saved per annum

Pomerol's analytics were used to help the client make key decisions that would ultimately boost their revenues and increase their occupancies in the hospitality industry.

Given that the booking cycle and travel cycle in Africa and Southern Africa can sometimes be in an excess of 18 months, these changes were hard to quantify however Pomerol's analytics included the functionality to illustrate aged receivables and flag any invoices that had been handled incorrectly in their financial system.

This results in the client saving close to $100k revenue per annum.

We're ready to partner with your leadership team to future proof your business.

About Pomerol

We create and deliver meaningful Data-Driven Business Focused Solutions & Services. We've been operating in Data Analytics and Intelligence Reporting for over 6 years within Pomerol and our Partners have a cumulative 100 years in Global Experience. Pomerol partners with our clients to optimise the intersect between changing business demands, technological progress and sustainable business growth.

Contact us

London

+44 (0) 203 998 3253
info@pomerolpartners.com
Pomerol Partners TOG, Scott House
Suite 1, The Concourse,
Waterloo Station, SE17LY

Chicago

+1 (773) 831 7773
info@pomerolpartners.com
1341 W Fullerton, Suite 232,
Chicago IL 60614

Kansas City

+1 (773) 831 7773
info@pomerolpartners.com
10900 S Clay Blair Blvd
Suite 1900
Olathe, KS 66061

Austin

+1 (773) 831 7773
info@pomerolpartners.com
Frost Bank Tower, 401 Congress Avenue,
Suite 1540,
Austin, Texas, 78701

Want to know more?

CLICK TO VISIT OUR WEBSITE

pomerol