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FOR IMMEDIATE RELEASE

Datavision Enhances Powerful Guest Analytics features

Adding more BI self-service reporting options

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Datavision, the premier business intelligence system for the hospitality world, has enhanced Guest Analytics capabilities to further strengthen their comprehensive business intelligence platform. Guest data is extracted and combined from a single source (PMS) or a variety of additional sources (Spa, Golf, Dining, CRM, etc.) to provide a 360-degree views of guest value, spend patterns and stay behavior.

“As part of our push to be the best-of-breed business intelligence solution, we have added further analytics capabilities to understand guest behavior,” said Sudharshan Chary, Datavision CEO. “Our customers want to understand their guest spending loyalty, stay diversity, age, gender and frequency. And they want this information available on demand.”

Datavision has always prided itself in providing self-service capabilities. This means that users can create their own dashboards, reports and visualizations on demand, reducing dependency on third party vendors. This also puts the power of customization and enhancement squarely in the hands of the users, accelerating timelines and ROI.

Datavision provides self-service BI reports and dashboards, with data available for virtually every department in the property or corporate office. Datavision demonstrates ROI in the following areas: Revenue Management for Rooms, Spa, Ski, F&B, Retail, Golf, Catering, Club, Payroll Control, Daily Reporting, Google Analytics, Social Media, Guest Comment card, Account Payable, Competitive set, Forecasting & Budgeting, Corporate Consolidation,

Collaborate vital KPIs and share critical analysis throughout the company. Integrate department data from different source systems to optimize total revenue management. Create dashboards with room revenue on the books overlaid with Spa or Golf booking trends for the same period. Discover which

market segments impact bookings for other departments and which do not. Increase the ancillary revenue in the property by reviewing market segment, booking source and channel booking patterns. Facilitate the total revenue management process, to understand the booking expenses of different booking channels for different markets. Provide feedback on the cost of sales and other expenses relative to the revenue contribution for each department throughout the property. Analyze original booking vs actual upsold room rates by reservations, front office or other team members. Share results via email or mobile devices with MS Power BI or other reporting tools.

About Datavision Technologies

About Datavision: Experience, Expertise and Customer Care... At Datavision, these are not just clichés - these are the basic rules by which we operate. From our offices in Miami, we have been working within the hospitality industry for many years. Since we work exclusively in hospitality, we have acquired an intimate working knowledge of hotels and resorts and fully understand the unique challenges facing our industry. We love data! We live, eat and breathe data. Our goal is to help our customers corral data that is distributed across multiple systems and provide a 360 degree view of the business - Helping run a more efficient operation. Our clients provide top notch service to their guests by understanding their needs. They expect nothing less from their business partners. Datavision is currently used around the world on 6 continents, including some of the very best resorts and multi-property companies. To learn more about our business intelligence modules, solutions and how our customers use Datavision in their daily operations, please visit our corporate website, www.datavisiontech.com, or contact Sherry Marek at 1 (954) 732-7909, or [smarek\[at\]datavisiontech\[dot\]com](mailto:smarek@datavisiontech.com)