Data Analytics in the hospitality industry

Introduction

The hospitality industry majorly relies on creating and providing good customer experiences. The usefulness that results from data analysis means that firms in this sector stand to benefit from customized solutions, productivity and profits. This case solution focuses on how analysing data can help companies deliver profound changes in the context of the hospitality business.

Hospitality Sector

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Data Analytics

Its viability might be seen as stupendous, but the execution of data analytics comes with its difficulties. These are; privacy and data security, scarce human capital, and high cost of analytics solutions. To overcome these challenge there is need for an articulated strategy, programs for training both human and developing strict measure adhering to the privacy regulations.

Conclusion

It has become rather clear that the use of data analytics is not a luxury for the hospitality industry; it is a necessity. In particular, emphasising the use of data analysis, hospitality businesses are capable of increasing guest satisfaction, optimising key business processes and ultimately achieving sustainable revenues.

Resource

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