



BUSINESS INTELLIGENCE



OPERATIONAL



MARKETING



GUEST EXPERIENCE

PROFESSIONAL HOTEL MANAGEMENT & MARKETING BI SOLUTIONS

TRANSFORMING YEREVAN HOTELS
WITH SMART INTELLIGENCE

WHAT YOU GET



HOTEL BUSINESS INTELLIGENCE DASHBOARD

Real-time flow visibility, bottleneck identification, and optimized bed capacity management.



MANAGEMENT SYSTEM DEVELOPMENT

RCM optimization, departmental expense drill-down, and predictive procurement analytics.



MARKETING INTELLIGENCE SYSTEM

Data-driven labor mapping to patient demand, overtime & burnout risk tracking, and agency analysis.



GUEST EXPERIENCE & LOYALTY ANALYTICS

Readmission risk forecasting, HAC & infection tracking, and HCAHPS sentiment analysis.

HOSPITALITY-INSIGHT
3.0

HOTEL OPERATIONAL EFFICIENCY

ER Wait Time Trends



REVENUE CYCLE & FINANCIALS

Claim Denial Rate

47.63%

Net Collection Rate

OR Turning Time



Cost-Per-Case Analysis



MARKETING & CHANNEL MANAGEMENT

Booking Source Forecasting

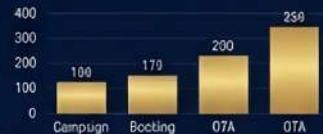


Guest Data Utilization

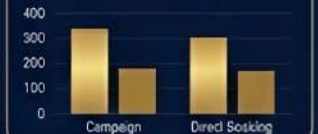


MARKETING INTELLIGENCE SYSTEM

Campaign Performance Analytics



OTA vs Direct Booking Comparison



GUEST EXPERIENCE PERFORMANCE PANEL

GUEST BEHAVIOR ANALYSIS



LOYALTY PROGRAM UTILIZATION



PARTNER WITH US



SUSTAINED
GROWTH



ENHANCED GUEST
SATISFACTION



FINANCIAL
OPTIMIZATION



OPERATIONAL
EXCELLENCE



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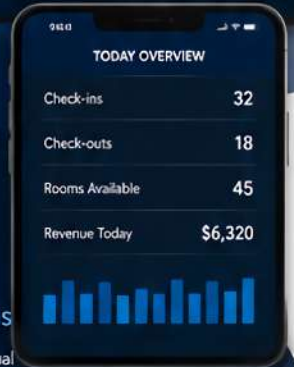
BUSINESS INTELLIGENCE

PLANNING-CONTROLLING | DECISION MAKING | PERFORMANCE

SMARTER MANAGEMENT. STRONGER MARKETING. BETTER GUEST EXPERIENCE.

BUSINESS INTELLIGENCE SOLUTIONS FOR YEREVAN HOTELS

We help hotels transform data into actionable insights to increase revenue, streamline operations, and build lasting guest relationships.



KEY CHALLENGES YEREVAN HOTELS FACE



LOW VISIBILITY INTO PERFORMANCE

Scattered data and manual reports make it hard to track occupancy, revenue, costs, and channel performance.



INEFFICIENT MARKETING & CHANNEL MANAGEMENT

Difficult to measure campaign ROI and channel effectiveness, leading to high OTA dependency and increased commissions.



LACK OF GUEST DATA UTILIZATION

Guest data is underused, resulting in missed opportunities for personalization, loyalty, and repeat bookings.



MANUAL AND TIME-CONSUMING OPERATIONS

Disconnected systems and manual processes reduce efficiency, increase costs, and impact service quality.

OUR SOLUTIONS



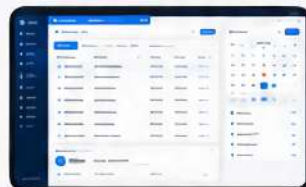
1. HOTEL BUSINESS INTELLIGENCE DASHBOARD

- Real-time KPI monitoring
- Revenue & expense analysis
- Booking source performance
- Trend forecasting
- Custom reports & alerts



2. MANAGEMENT SYSTEM DEVELOPMENT

- Reservation management
- Front desk operations
- Housekeeping coordination
- Inventory & procurement
- Financial reporting
- Staff performance tracking



3. MARKETING INTELLIGENCE SYSTEM

- Campaign performance analytics
- OTA vs direct booking comparison
- Guest segmentation
- Email & SMS marketing
- Social media tracking
- Competitor benchmarking



4. GUEST EXPERIENCE & LOYALTY ANALYTICS

- Guest behavior analysis
- Loyalty program management
- Personalized offers
- Review & satisfaction analysis



BENEFITS FOR YOUR HOTEL



Increase Revenue



Reduce Operational Costs



Improve Guest Satisfaction



Boost Direct Bookings



Make Smarter Decisions with Real-Time Data

PARTNER IN YOUR SUCCESS

LET'S BUILD A SMARTER,
MORE PROFITABLE FUTURE
FOR YOUR HOTEL.

Business Intelligence Company is your strategic partner in transforming data into growth. We provide customized solutions that drive results and create long-term value.

CONTACT US TODAY FOR A FREE CONSULTATION

1. HOTEL BUSINESS INTELLIGENCE DASHBOARD

A centralized dashboard that provides real-time insights into your hotel's performance.



CUSTOMIZED BI DASHBOARD FOR OPERATIONAL INSIGHTS

A comprehensive management solution, streamlines operations, efficiency and revenue across all hotel operational insights.

FEATURES INCLUDE:



Occupancy, ADR, RevPAR Tracking
Key performance metrics



Revenue and Expense Analysis
Detailed financial drill-down



Booking Source Performance
Segment bookings by channel



Seasonal Trend Forecasting
Predict demand based on historical data



Custom KPI Monitoring
Tailor key metrics to your needs



Real-Time Data Integration
Ensure accuracy with current information

BENEFITS:



Faster & Smarter Decision-Making
Data-driven choices for efficiency



Improved Revenue Management
Optimize pricing and availability



Clear Visibility Across Departments
Connect and inform teams



Operational Performance Optimization
Drive productivity and guest satisfaction



HOTEL BUSINESS INTELLIGENCE DASHBOARD

FILTERS

Meta Range

May 15 - May 18, 2025

Property

All Properties

Room Type

All

Market Segment

All

Source

All

Meta Plan

All

Channel

All

Clear all filters

OCCUPANCY

78%



ADR

\$145.20



REVPAR

\$113.25



TOTAL REVENUE

\$850k



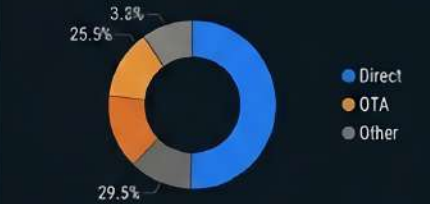
REVENUE OVER TIME (by source)



OCCUPANCY TREND (daily/weekly)



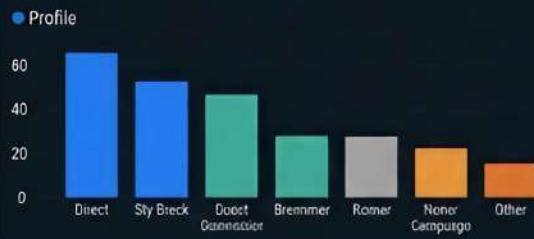
BOOKING SOURCE BREAKDOWN



DEPARTMENTAL EXPENSE DISTRIBUTION



GUEST SEGMENTATION (by profile)



SEASONAL TREND FORECAST (e.g., Summer Season)



MARKET SEGMENT PERFORMANCE

Segment	Donut Rank	ADR	REVPAR	Total Revenue
Direct	78.86%	\$145.20	+78%	\$85.30k
Room Type	78.80%	\$13.25	+18%	\$113.25k
Market Segment	8.86%	\$13.25	+15%	\$15.20k
Seasonal Reprogram	23.86%	\$13.30	+15%	\$19.29k
Market Segment	3.59%	\$3.35	-36%	\$5.20k
Total	784.99%	\$145.20	+78%	\$650.20k

KPI DEVIATION ALERTS



COMPETITOR COMPARISON (Rate/Occ)



DAILY SUMMARY SCORECARD



REAL-TIME INSIGHTS
Access real-time data and make faster decisions.



CENTRALIZED SYSTEM
All departments in one integrated platform.



SECURE & RELIABLE
Enterprise-grade security and data protection.



SCALABLE SOLUTION
Designed to grow with your hotel business.

3. MARKETING INTELLIGENCE SYSTEM

A data-driven marketing solution to optimize your hotel's digital presence and booking performance.



CUSTOMIZED SYSTEM FOR HOTEL OPERATIONS

A comprehensive management system that streamlines operations, improves efficiency and connects all hotel departments in one platform.

FEATURES INCLUDE:

- Campaign Performance Analytics**
Track digital ad ROI and channel metrics
- OTA vs Direct Booking Comparison**
Analyze split and commission costs
- Guest Segmentation & Targeting**
Demographic, behavioral, and source data
- Email & SMS Marketing Integration**
Campaign reach and open rates
- Social Media Performance Tracking**
Engagement and conversion by platform
- Competitor Benchmarking**
Rate, occupancy, and share comparison

BENEFITS:

- Higher Direct Bookings**
Improves cost of digital bookings analytics.
- Reduced OTA Dependency**
Reduces occupancy and dependency.
- Better Marketing ROI**
Improves overall marketing effectiveness.
- Personalized Guest Engagement**
Personalized guest engagement and marketing.



MARKETING INTELLIGENCE SYSTEM

May 12 - May 18, 2025

vs. May 5 - May 11, 2023

More filters

FILTERS

Beta Range
May 12 - May 18, 2025

Property
All Properties

Department
All

Room Type
All

Market Segment
All

Booking Source
All

Rate Plan
All

Channel
All

Clear all filters

Property

All Properties

Booking Source

All

Campaign Name

All

Region

All

78.4M

Donut chart

\$135,760

KR Commission savings

\$20.6M

Commission savings

BOOKING SOURCE BREAKDOWN



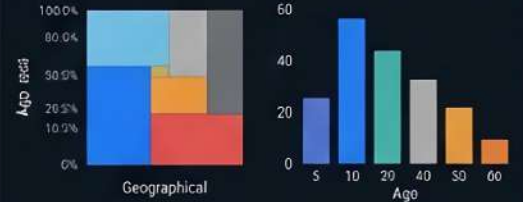
CAMPAIGN PERFORMANCE OVERVIEW



GUEST SEGMENTATION



AGE DEMOGRAPHIC



DIGITAL MARKETING ROI



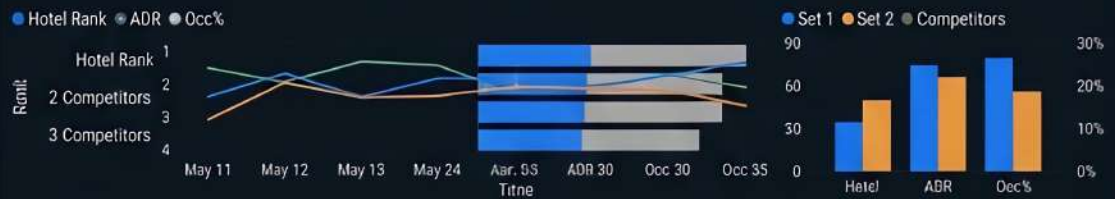
KPI



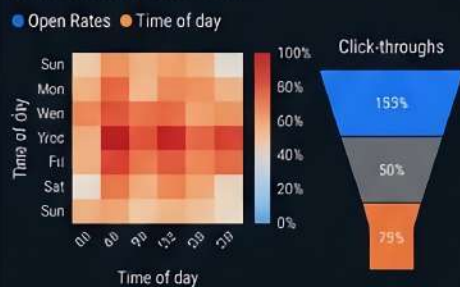
ROI



COMPETITOR BENCHMARKING



EMAIL & SMS ENGAGEMENT



SOCIAL MEDIA PERFORMANCE



REAL-TIME INSIGHTS
Access real-time data and make faster decisions.



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