A Hotel Data Cheat Sheet

UNDERSTANDING DATA

What is Big Data?
Big Data is a very large set of data that can reveal trends. It’s often external data that isn’t generated by your hotel. Examples include weather, traffic, and social media.

What is Small Data?
Small Data is more manageable in size and often highly actionable. It exists within your hotel and comes from places like your PMS, channel manager, or website.

What is Unstructured Data?
Unstructured data is data that is not organized. Customer reviews on TripAdvisor, for example, contain a lot of data but it’s not organized for easy analysis.

What is Structured Data?
Structured data is data that is labeled and categorized. Reservations, for example, are mainly structured, have an arrival date, departure date, name, and country.

UNDERSTANDING ANALYTICS

Descriptive Analytics
The most common and basic form of analytics, descriptive analytics uses large groups of data to summarize what has happened. Examples include everyday hotel reports like performance reports and pick-up reports, AKA Reporting.

Predictive Analytics
Use data from the past to predict the future. Good data with good analytics leads to more reliable results—but never 100% certain. Examples include analyzing past booking trends or pickup speed to predict next week’s occupancy, AKA Forecasting.

Prescriptive Analytics
Suggests action based on trends. The most advanced level of analytics, it combines structured and unstructured data with advanced processes like machine learning. Most likely the future for hotel analytics. Some advanced revenue management systems are headed in this direction.