# CASE STUDY

**SONHOS CONSULTING**

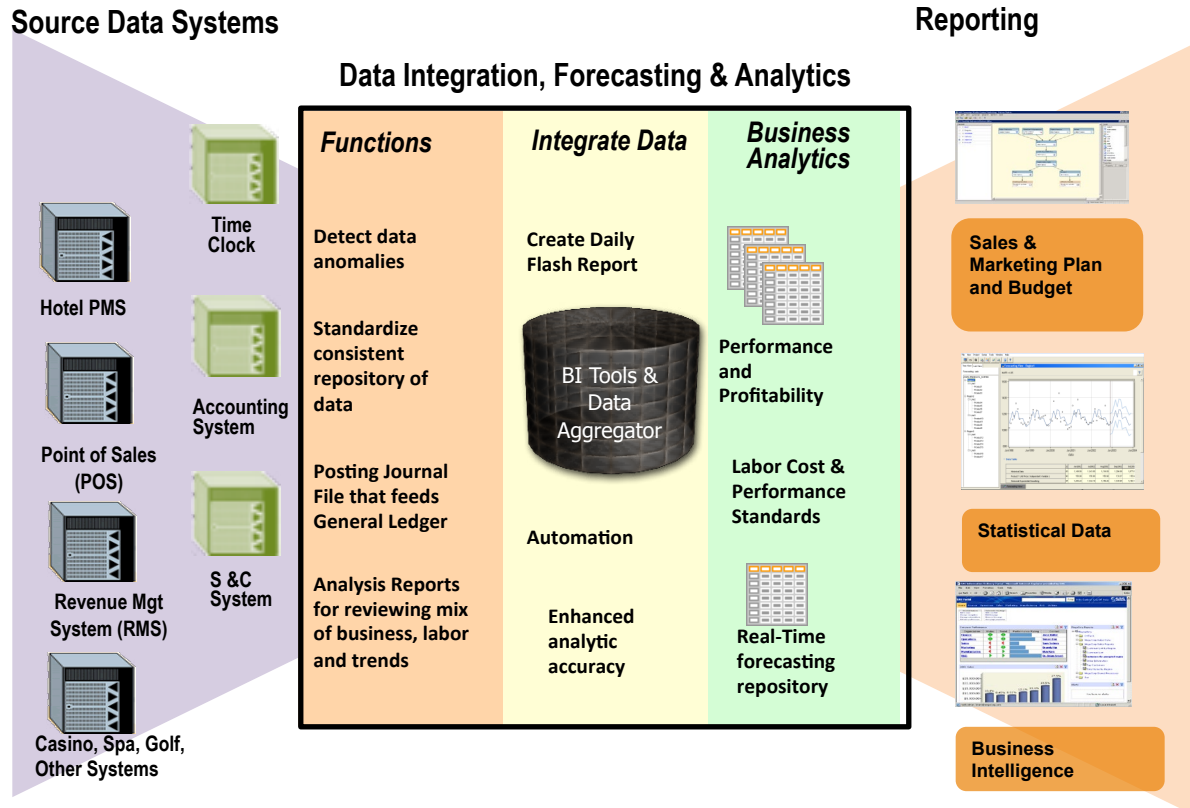## Development and Implementation of Statistical/Quantitative Analytical Tools

### System Integration and Analytical Tools

**Source Data Systems**

**Reporting**

**Data Integration, Forecasting & Analytics**

| *Functions* | *Integrate Data* | *Business Analytics* |
|---|---|---|
| Detect data anomalies | Create Daily Flash Report | Performance and Profitability |
| Standardize consistent repository of data | | |
| Posting Journal File that feeds General Ledger | BI Tools & Data Aggregator | Labor Cost & Performance Standards |
| Analysis Reports for reviewing mix of business, labor and trends | Automation | |
| | Enhanced analytic accuracy | Real-Time forecasting repository |

**Source Data Systems:**
- Hotel PMS
- Point of Sales (POS)
- Revenue Mgt System (RMS)
- Casino, Spa, Golf, Other Systems
- Time Clock
- Accounting System
- S &C System

**Reporting:**
- Sales & Marketing Plan and Budget
- Statistical Data
- Business Intelligence

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*Develop and implement a statistical and quantitative tools (BI and Data Aggregator) for Sonesta Hotels in partnership with Computer Ingenuity Associate (CIA) that interface and import historical, actuals and future business from the Micros PMS, Micros POS, IDeaS Optimization System, Delphi Sales & Catering System, DataPlus and Accounting system. The objective of this assignment was to create one repository data aggregator from the multi data source systems and utilize it for budget and forecast of guestrooms, food & beverage outlets, banquet & catering, labor costs, revenue and expenses and daily audit. It also provided us with business critical information and statistical data with the online SQL Server reporting portal in an effort to understand the trends and patterns and make better business decisions.*

## SCOPE OF WORK

- Develop business analytics on performance and profitability from the multi data source systems to fit operational needs
- Provides factor driven forecast and budgeting and allowing costs to self adjust as drivers and demand change.
- Produce trending information of labor cost and performance standards for budgeting
- Create real-time forecasting repository for static and rolling forecast of all revenue streams.

## RESULTS

- Data warehouse from all data source systems.
- Improved forecast accuracy of revenue streams by 15% overall the year post implementation.
- Increased GOP by 4% within 2 year of post implementation.