

“BI Hub”
For E-Commerce Performance



*My role as Director of E-Commerce
Strategy & Performance*



*Is to bring all the channels
together*



& drill down when needed



*& challenge the tactics in place
to optimize*



*Booking paths are
constantly changing*



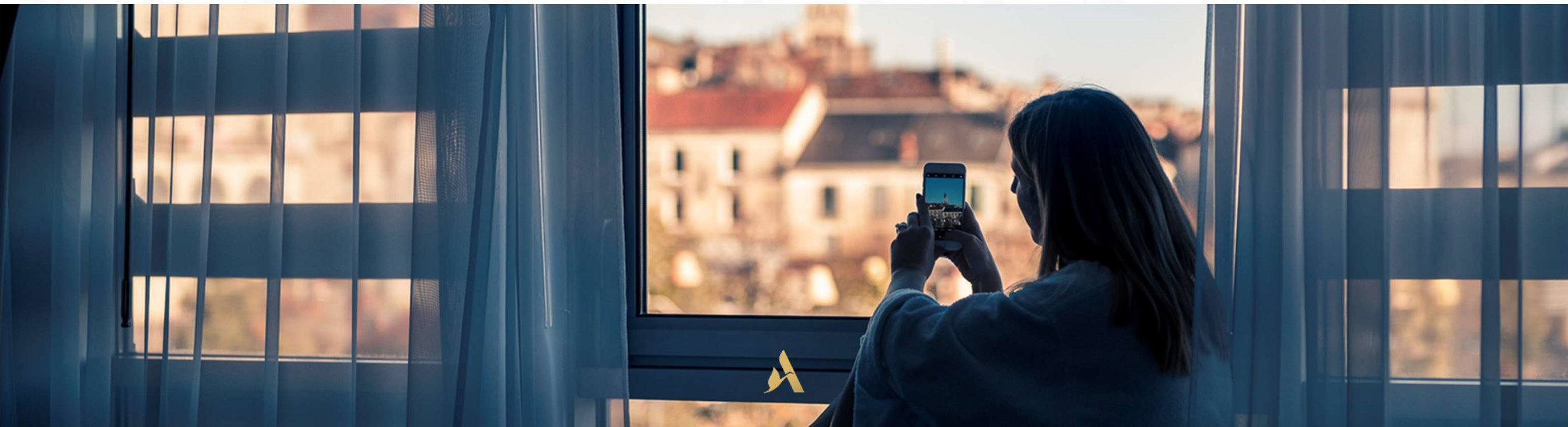
Disruptors like
Google & Airbnb
help shape this



*Mobile has been impacting
for a few years now*



*And has
revolutionized it all*





The recent disruptor



*60% of smartphone users
have tried voice search
at least once in the
past 12 months*



With this constant change, data is key



Accor

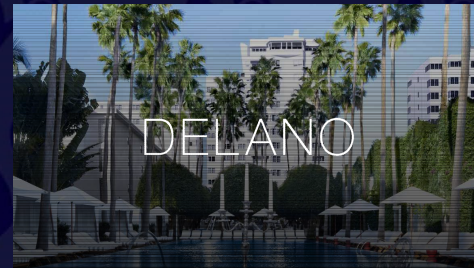
is fast paced organization



In acquisition mode all the time



As new hotels enter the portfolio



Data needed to be consolidated



*A solution was required
to view results all in one place*



In one format



Regardless of the company/hotel brand



Or when they joined our team...



Solution



*A location that centralizes
different data sources to help
manage performance*



“BI Hub” for Ecommerce



A photograph of a modern rooftop infinity pool. In the foreground, there are several lounge chairs with white cushions and a small white side table. The pool extends to the edge of the building, offering a view of a city and distant hills. The building's architecture features a slanted wooden roof and a glass railing. The text "It includes:" is overlaid in the center.

It includes:



1

*Historical data on bookings
based on stay dates
or booking dates*



*Traffic data combining
different website types*



Future looking data

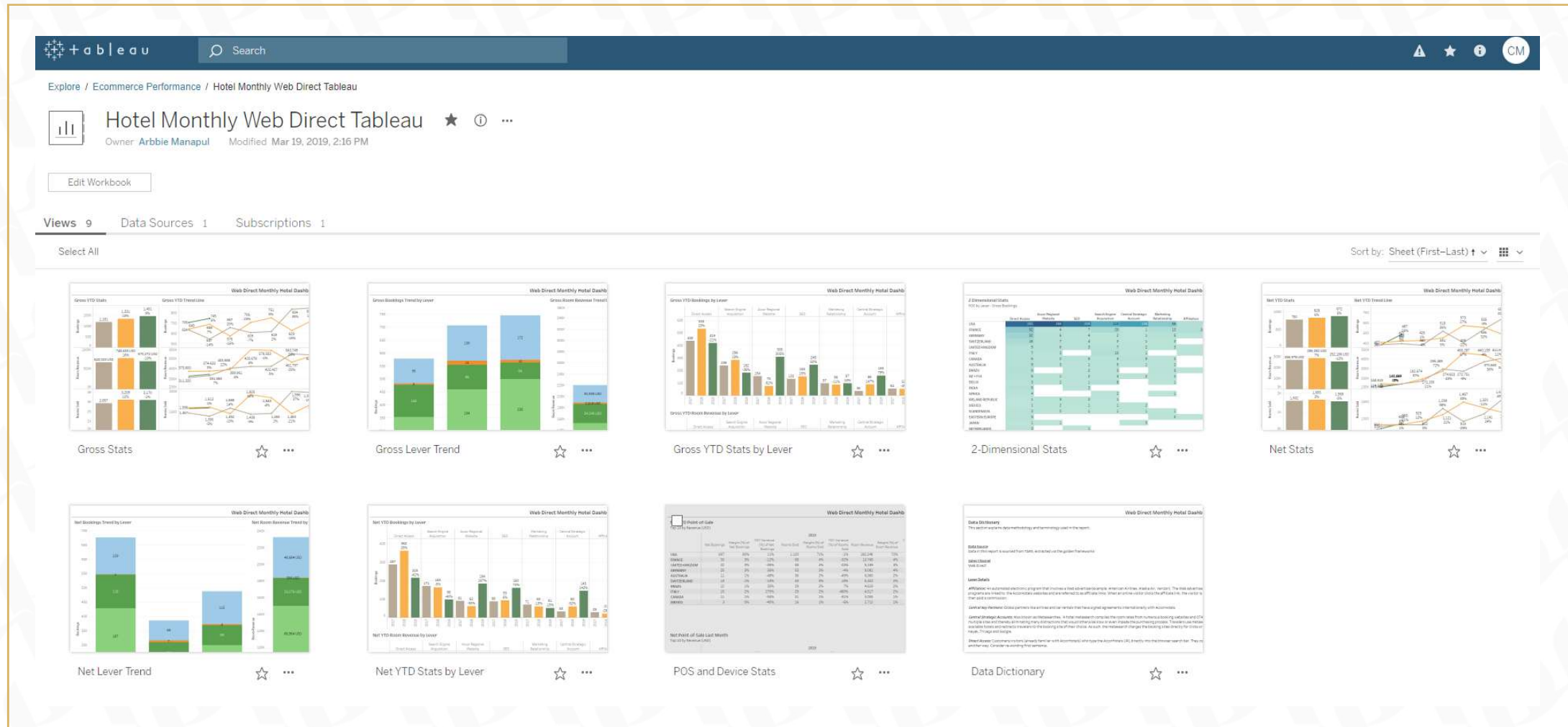




Some of the reports included

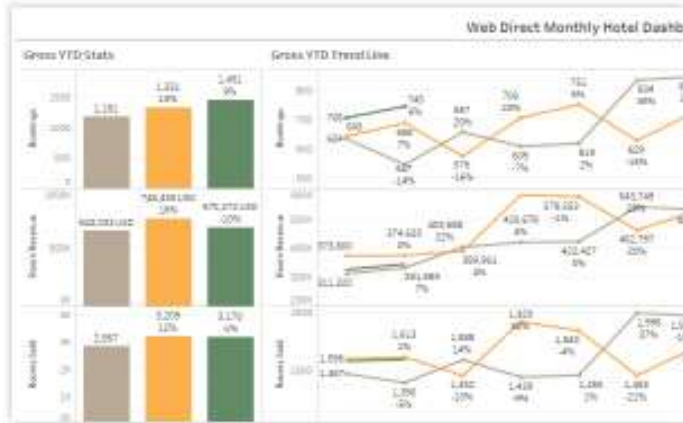


Historical reservations data

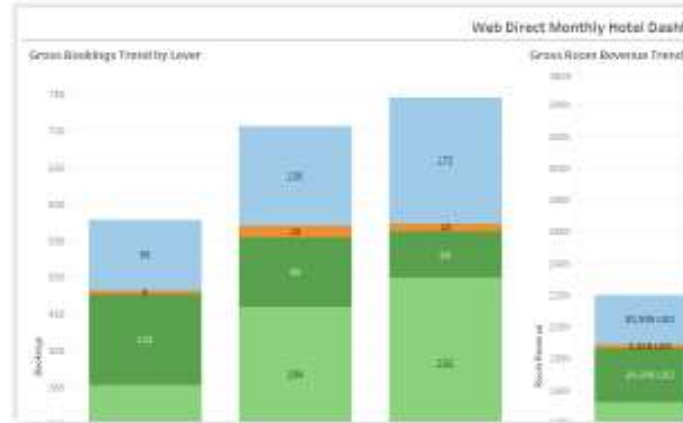


1

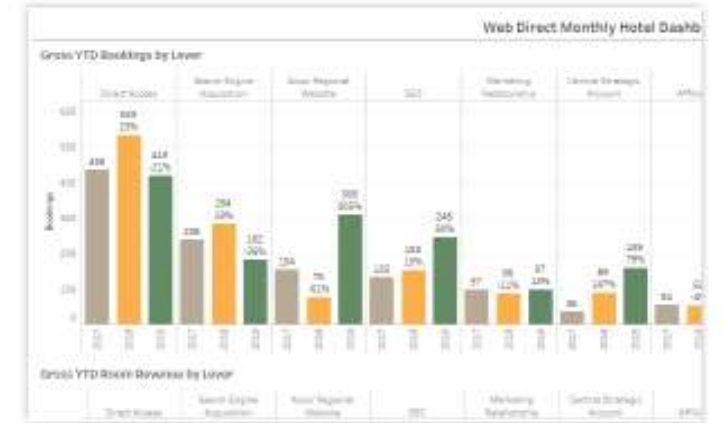
Historical reservations data



Gross Stats



Gross Lever Trend



Gross YTD Stats by Lever



Historical reservations data

FRS AH (Web) - Gross Dashboard

This dashboard provides a list of FRS (Source: CRS) and AH (Source: TARS) hotel brands along with their gross stats: Bookings, Nights, Room Revenue, ADR, ALOS, and Average Lead Time. This report is updated on a monthly basis.

		Bookings	% Bookings YOY Variance	% Bookings Mix	Nights	% Nights YOY Variance	% Nights Mix	Room Revenue	% Room Revenue YOY Variance	% Room Revenue Mix	ADR	% ADR YOY Variance
2019	Banyan Tree	25	100.0%	0.0%	25	100.0%	0.0%	25,000	100.0%	0.0%	1000	100.0%
	Fairmont	47,000	0.0%	20.0%	20,000	0.0%	20.0%	20,000,000	0.0%	20.0%	1000	0.0%
	Ibis Budget	25		0.0%	25		0.0%	25,000		0.0%	1000	
	Ibis Hotels	25,000	100.0%	20.0%	25,000	100.0%	20.0%	25,000,000	100.0%	20.0%	1000	100.0%
	Ibis Styles	1,000	10.0%	0.0%	1,000	4.0%	0.0%	100,000	40.0%	0.0%	1000	40.0%
	Mama Shelter	1,000	10.0%	0.0%	1,000	4.0%	0.0%	100,000	40.0%	0.0%	1000	40.0%
	Mercure	1	100.0%	0.0%	1	100.0%	0.0%	1	100.0%	0.0%	1000	100.0%
	Novotel	25,000	0.0%	20.0%	25,000	0.0%	20.0%	25,000,000	0.0%	20.0%	1000	0.0%
	Pullman	1,000	10.0%	0.0%	1,000	4.0%	0.0%	1,000,000	0.0%	0.0%	1000	0.0%
	Sofitel	25,000	100.0%	20.0%	25,000	100.0%	20.0%	25,000,000	100.0%	20.0%	1000	100.0%
	Swissotel	100	0.0%	0.0%	1,000	0.0%	0.0%	1,000,000	0.0%	0.0%	1000	0.0%
	Total	25,000	0.0%	20.0%	25,000	0.0%	20.0%	25,000,000	0.0%	20.0%	1000	0.0%



Campaign Production

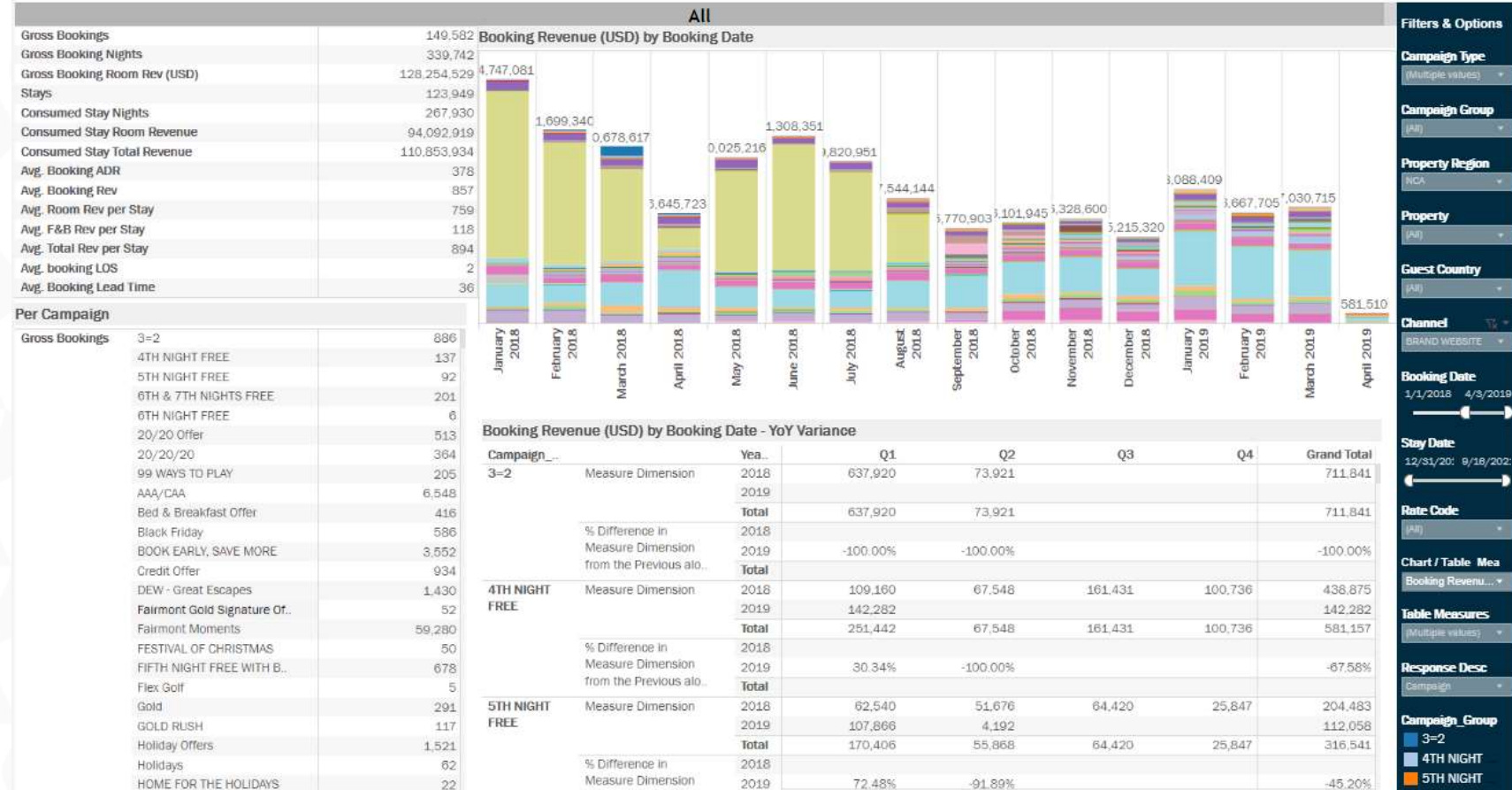
Campaign Production

This report shows campaign production for NCA campaigns. Data is sourced from GDW and TARS/Cognos. It is updated daily for FRS properties and monthly for legacy Accor properties.

4/4/2019
Dataset Updated

4/4/2019
GDW Updated

4/3/2019
Latest Booking Date



Traffic data including corporate site + brand site + microsite

Hotel Pages

Content Dashboard

←

INDEX

→

Date

1/1/20183/22/2019

Hotel Brand

All

Hotel Country

All

Hotel City

All

User Country

All

Channel Grouping

All

Website

All

Time Period

Last Year (ISO)

January 23, 2018March 22, 2019

FromTo

March 22, 2019

Last Updated

Property Name

Ibis Aguascalientes Nor... ✕

7082

Hotel Code

Ibis Hotels

Hotel Brand

Aguascalientes

Hotel City

Mexico

Hotel Country

Property Name	Sessions	% Variance	Bounce Rate	% Variance	Intent Sessions	% Variance	Intent ConvRate	% Variance	Bookings	% Variance	ABV	% Variance	Revenue	% Variance
Ibis Aguascalientes Norte	8425	2111.3%	48.4%	6.6%	4,348	1990.4%	32.5%	27.7%	1415	2569.8%	€ 111.13	63.0%	€ 157,252	4252.0%

Page Grouping	UDC	% Variance	Entrances	% Variance	Bounces	% Variance	Bounce Rate	% Variance
Rates	8680	2304.4%	4690	2051.4%	1915	2801.5%	40.8%	34.9%
Hotel Page	3604	1983.2%	2321	1448.2%	1220	1096.1%	52.6%	-23.7%
Other Pages	3333	8446.2%	1111	-100.0%	798	-100.0%	71.8%	-100.0%
Summary	2423	2164.5%	24	700.0%	13	-100.0%	54.2%	-100.0%
Options	2175	2165.6%	28	1300.0%	15	650.0%	53.6%	-46.4%
Room Dates	2011	4271.7%	183	3560.0%	99	4850.0%	54.1%	35.2%
Payment	1665	2385.1%	32	3100.0%	6	-100.0%	18.8%	-100.0%
Confirmation	1398	2874.5%	24	2300.0%	8	-100.0%	33.3%	-100.0%
Product Page	37	-100.0%	12	-100.0%	3	-100.0%	25.0%	-100.0%
Authentication	30	-100.0%	0	-100.0%	0	-100.0%	-100.0%	-100.0%
Total	25356	2533.0%	8425	2111.3%	4077	2256.6%	48.4%	6.6%

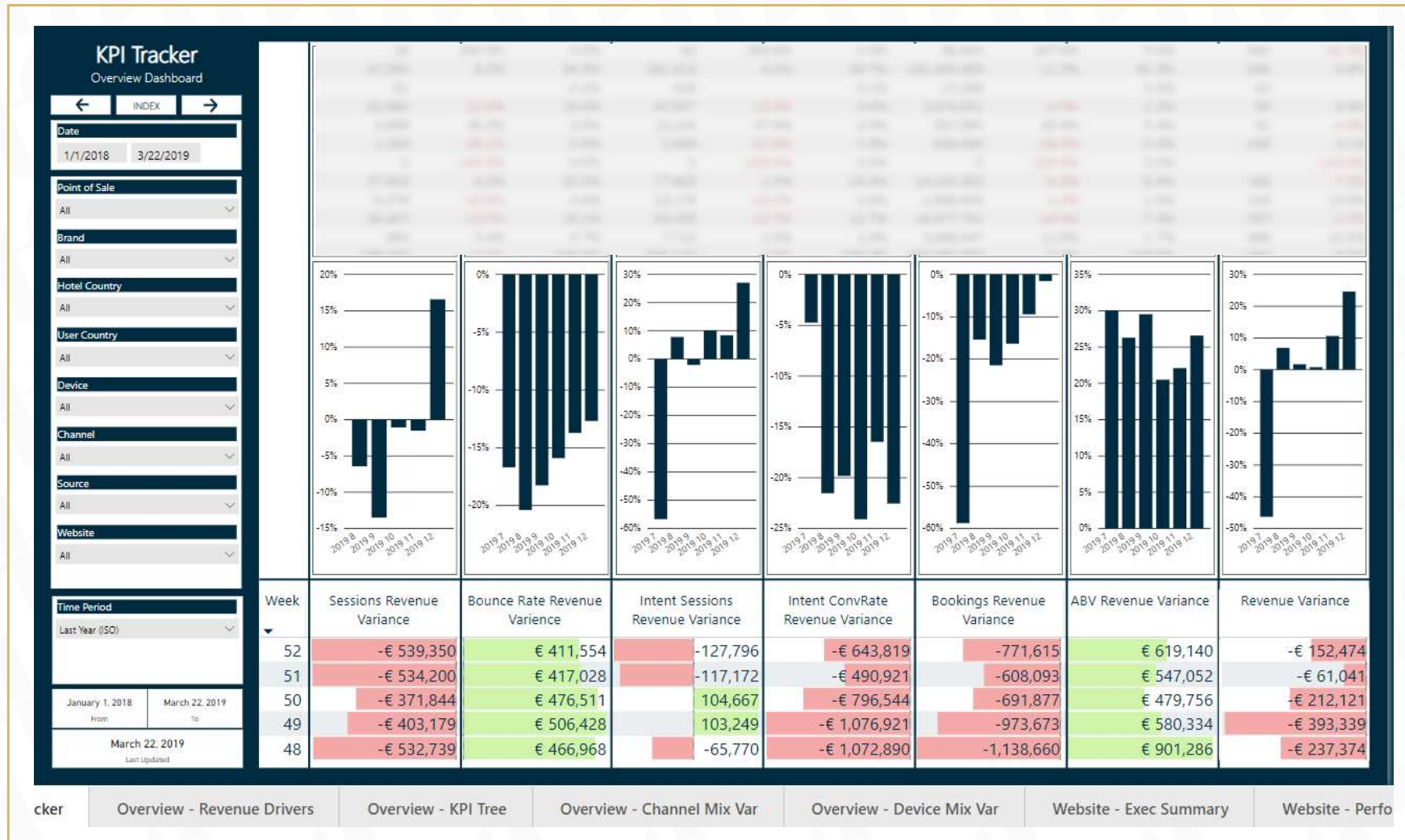
Note: This view uses a specialised metric called "Unique Dimension Combination". This metric inflates sessions to show a users flow through the booking funnel. Therefore the table to the left is accurate to each page name but not additive. For total sessions see the above or below table.

Channel Grouping	Sessions	% Variance	Bounce Rate	% Variance	Intent Sessions	% Variance	Intent ConvRate	% Variance	Bookings	% Variance	ABV	% Variance	Revenue	% Variance
SEO	2151	2029.7%	46.9%	-23.6%	1,142	2828.2%	36.7%	-31.9%	419	1895.2%	€ 112.72	82.1%	€ 47,232	3533.7%
Central Strategic Account	4189	2201.6%	44.5%	39.7%	2,324	1774.2%	13.0%	130.2%	302	4214.3%	€ 140.46	74.3%	€ 42,418	7417.7%
Search Engine Acquisition	408	2620.0%	66.2%	-23.6%	138	6800.0%	258.0%	29.0%	356	8800.0%	€ 94.56	37.3%	€ 33,663	12117.7%
Direct Access	1049	1619.7%	45.0%	-16.8%	577	1960.7%	31.2%	-12.7%	180	1700.0%	€ 97.99	17.8%	€ 17,638	2020.4%
Marketing Relationship	78	-100.0%	52.6%	-100.0%	37	-100.0%	313.5%	-100.0%	116	3766.7%	€ 101.75	50.8%	€ 11,804	5729.5%
Other Referrers	308	-100.0%	87.0%	-100.0%	40	-100.0%	75.0%	-100.0%	30	-100.0%	€ 115.20	-100.0%	€ 3,456	-100.0%
Retargeting	146	-100.0%	67.8%	-100.0%	47	-100.0%	8.5%	-100.0%	4	-100.0%	€ 109.10	-100.0%	€ 436	-100.0%
Affiliates	16	1500.0%	62.5%	-37.5%	6	-100.0%	66.7%	-100.0%	4	-100.0%	€ 90.07	-100.0%	€ 360	-100.0%
Social Media	34	-100.0%	44.1%	-100.0%	19	-100.0%	10.5%	-100.0%	2	-100.0%	€ 83.73	-100.0%	€ 167	-100.0%
(Other)	44	-100.0%	61.4%	-100.0%	17	-100.0%	5.9%	-100.0%	1	-100.0%	€ 52.96	-100.0%	€ 53	-100.0%
Accor Regional Website	0	-100.0%	-100.0%	-100.0%	0	-100.0%	-100.0%	-100.0%	1	-100.0%	€ 23.93	-100.0%	€ 24	-100.0%
Display	0	-100.0%	-100.0%	-100.0%	0	-100.0%	-100.0%	-100.0%	0	-100.0%	-100.0%	-100.0%	€ 0	-100.0%
Local Partners	2	-100.0%	50.0%	-100.0%	1	-100.0%	0.0%	-100.0%	0	-100.0%	-100.0%	-100.0%	€ 0	-100.0%
Total	8425	2111.3%	48.4%	6.6%	4,348	1990.4%	32.5%	27.7%	1415	2569.8%	€ 111.13	63.0%	€ 157,252	4252.0%

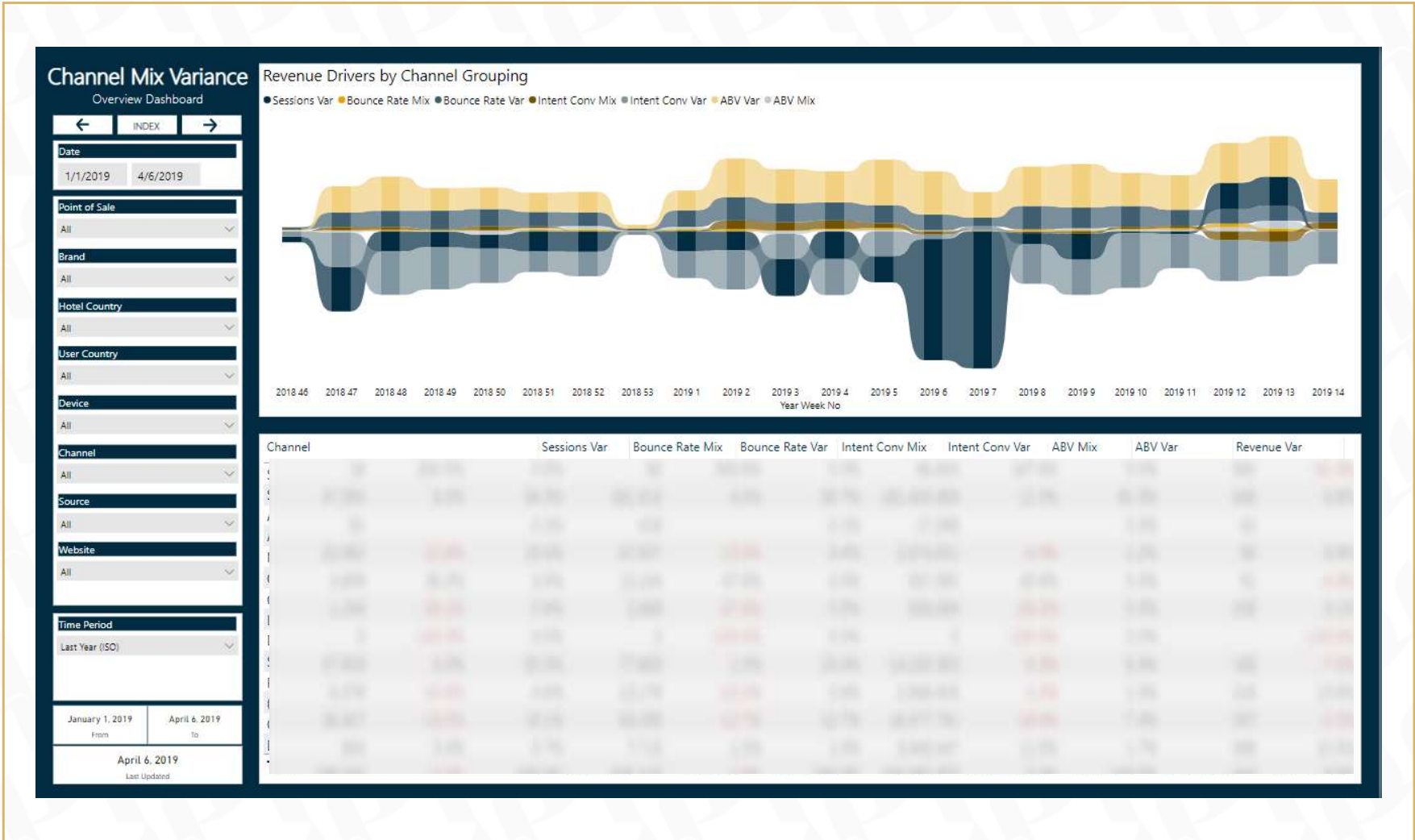
Note: This view uses a specialised metric called "Unique Dimension Combination". This metric inflates sessions to show a users flow through the booking funnel. Therefore the table to the left is accurate to each page name but not additive. For total sessions see the above or below table.



*Traffic data including
corporate site + brand site + microsite*



*Traffic data including
corporate site + brand site + microsite*



*Traffic data including
corporate site + brand site + microsite*



Pacesetter report with future looking data

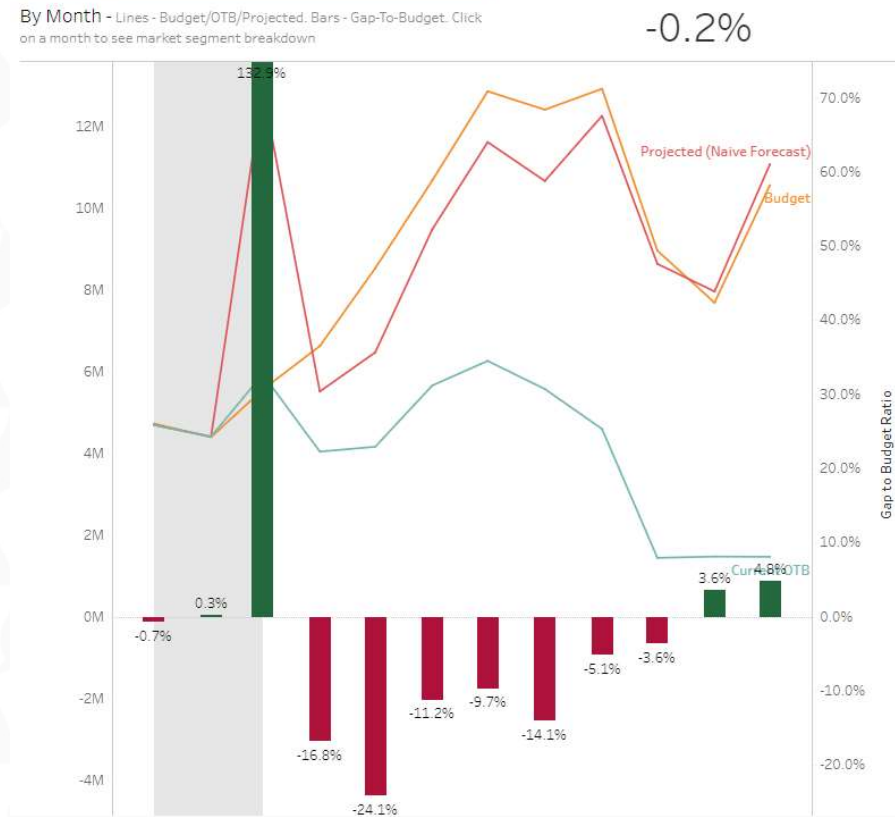
Pacesetter - Gap to Budget Ratios

This report calculates the projected variance to budgeted roomnights and room revenues. Projected pickup is based on LY data and can be adjusted based on current forecast. Information is sourced from the Ideas and is updated dai

Variable To: Revenue

Total Gap-To-Budget Ratio (Revenue) for Jan 2019 to Dec 2019

By Month - Lines - Budget/OTB/Projected. Bars - Gap-To-Budget. Click on a month to see market segment breakdown



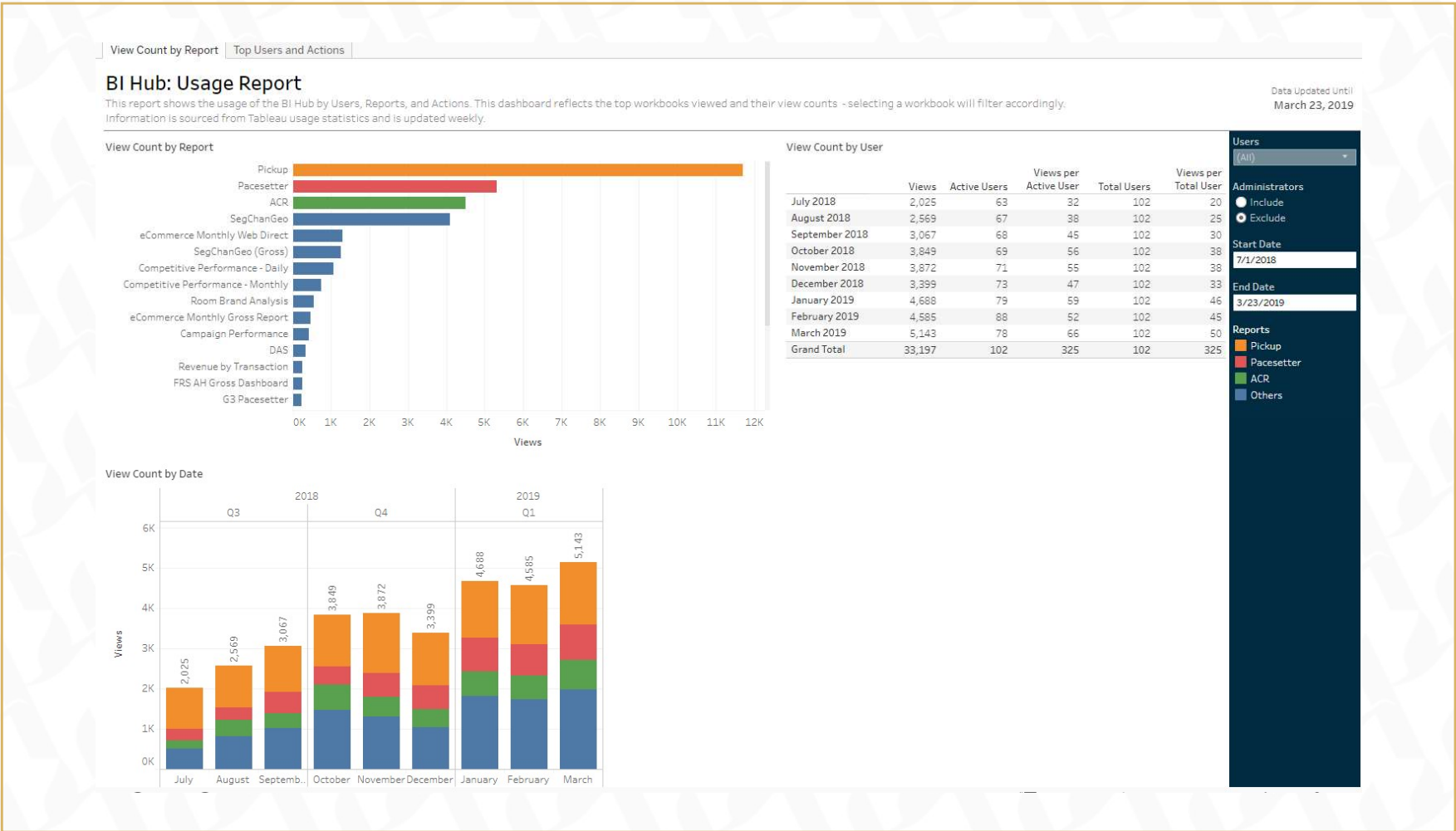
By Market Segment

Click drilldowns to expand market subsegments

Group	Market	Budget Rev	Projected Rev
TRANSIENT	TBR		-7.4%
	TDS		-7.6%
	TIM		-8.3%
	TPK		-14.7%
CORPORATE	CIB		-16.4%
	CIC		-14.3%
	CIG		-13.8%
	CIP		-14.3%
CONVENTI..	CIV		-17.3%
	All Convention/Meetings		-21.4%
	WFK & WTO		-14.4%
	WTA & WTS		-4.6%
LEISURE/W..	MISCELLAN..		-13.4%
	All Miscellaneous		-13.4%
	COMPLIME..		-13.4%
	All Complimentary		-13.4%
Grand Total			-0.2%



User usage index



View Count by Date

2018

2019

Q3

Q4

Q1

July

August

Septemb.

October

November

December

January

February

March

Views

0K

1K

2K

3K

4K

5K

6K

2,025

2,569

3,067

3,849

3,872

3,399

4,688

4,585

5,143



*All this data
fulfill key goals*



The image depicts a dark, atmospheric interior space, possibly a meditation or relaxation room. The ceiling is black and covered with numerous small, warm-toned lights that resemble stars. The walls are made of dark, textured panels. The floor is a smooth, teal-colored surface that reflects the ambient light. In the foreground, there are several lit candles in glass holders, placed on dark, rectangular stone-like platforms. The overall mood is serene and contemplative. The title "Deep Dive" is centered in the middle of the image in a gold, serif font, with two thin, diagonal lines extending from the text towards the floor.

Deep Dive

An aerial photograph of a swimming pool. On the left, a dark wooden deck is furnished with several white lounge chairs and small round tables, some with orange flowers. A person is swimming in the pool on the right. The text "Draw conclusions" is written in a gold, italicized serif font, flanked by two thin gold diagonal lines. A small gold logo is at the bottom center of the deck.

Draw conclusions



Optimize





Test again



Solutions Developed by the

- *BI & Analytics team*
- *Ecommerce Performance team*



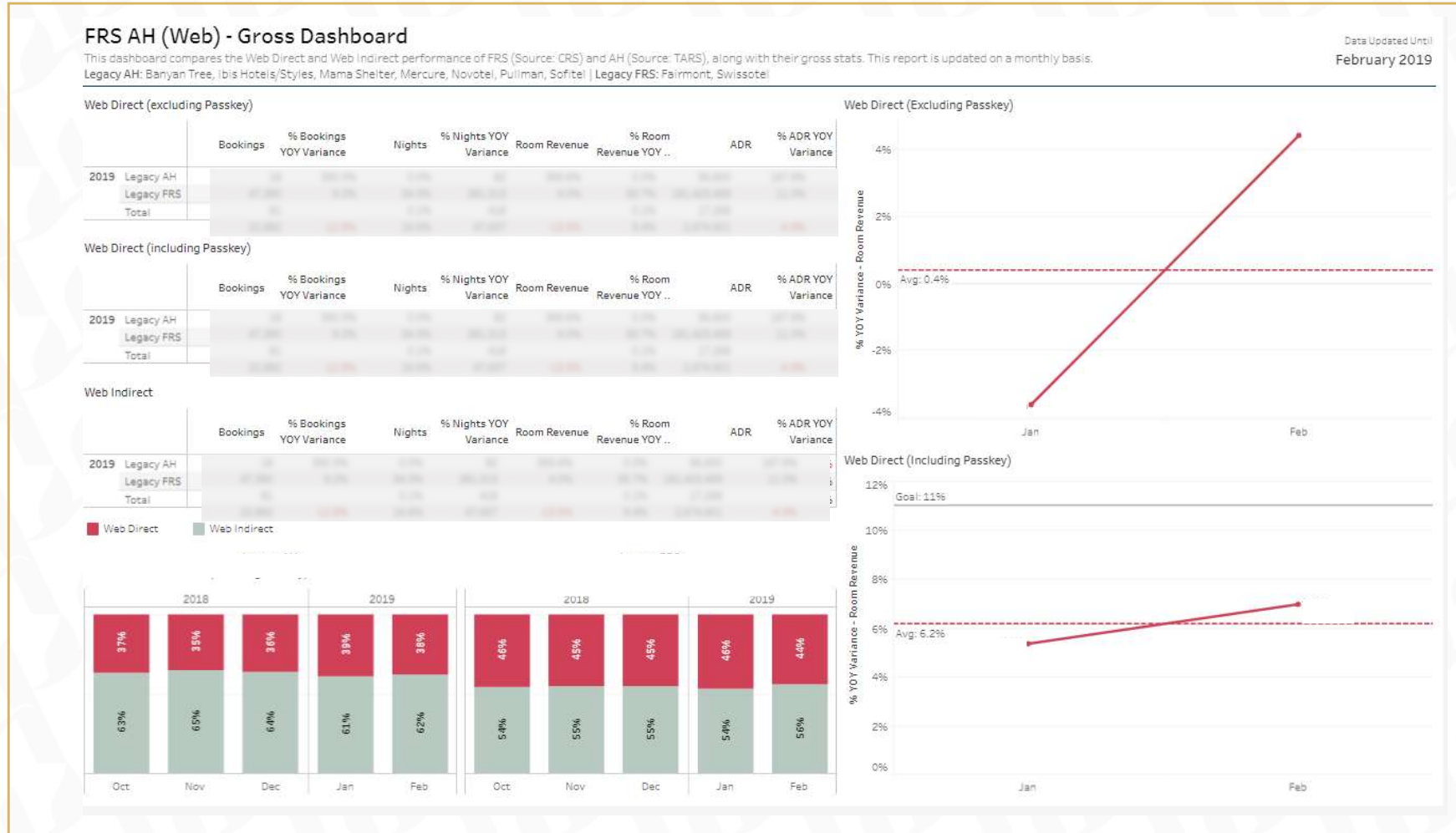


RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

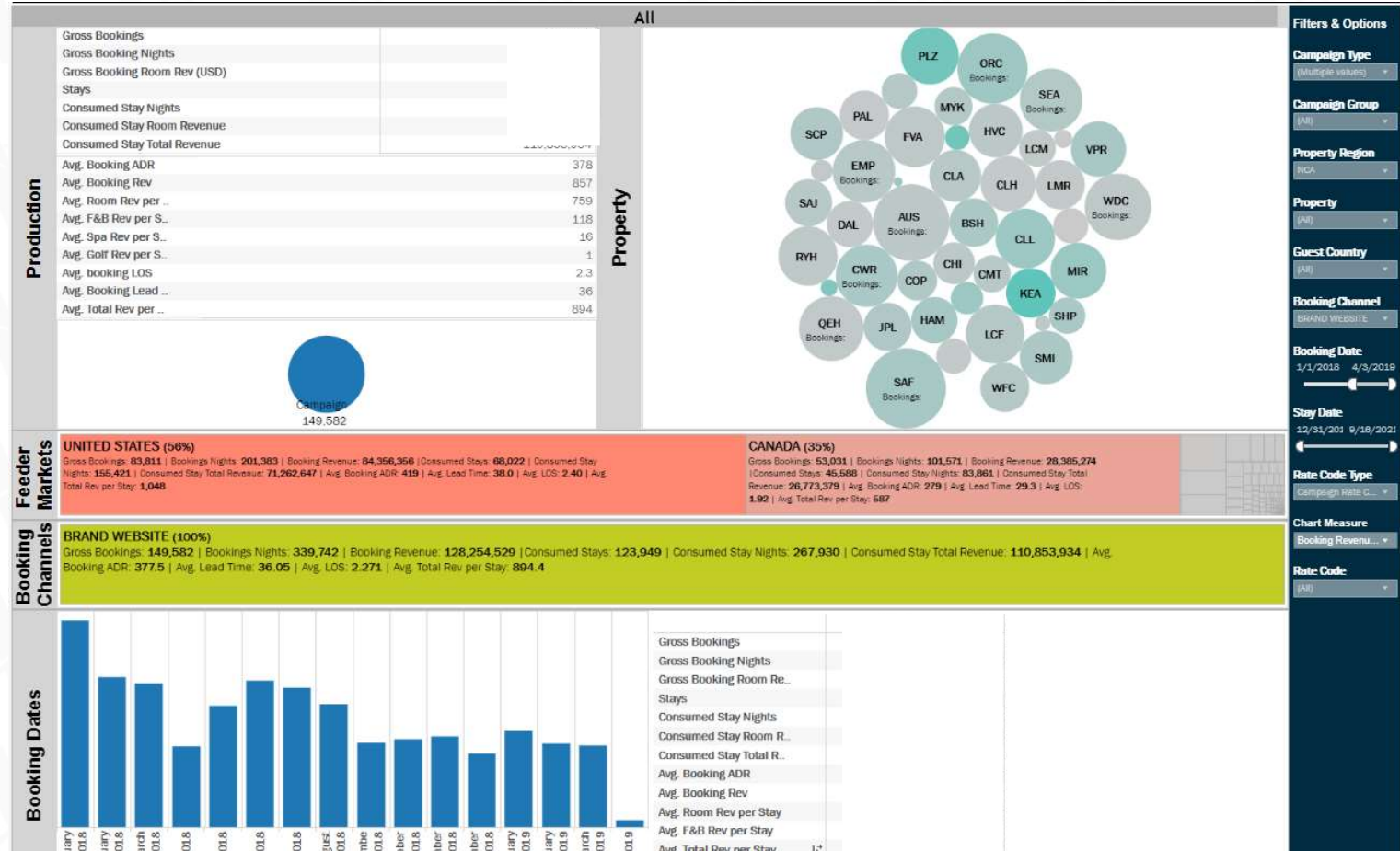
Annex



Historical reservations data



Campaign Production



BI HUB

Accorlive

FAIRMONT RAFFLES SWISSOTEL

Applications

Collaboration Center

Company Updates

ME - MyEmployment

Quick Links

Hosgeldiniz, Marianacci, Connie (COR)

April 08, 2019

Search

Go

Who's Who?

Go

Helpdesk

You are here:Sales & Marketing > Americas Sales & Marketing > BIA.aspx

BROWSE


PAGE

PUBLISH


Version: 193.0


Status: You are editing the Personal Version of this page

NCA BI Hub



Welcome to the NCA BI Hub. You will find here access to BI and reporting resources that will enable you to make data-driven and informed decisions. Please reach out to Salman Akbar, Director BI & Analytics, if you need any assistance.



Reports marked with  require a Tableau Online license to access. Please contact Salman Akbar for a login if you do not have one.

Here is **Tableau Fundamentals** documentation to help you navigate around Tableau reports: 








Reports

Historical Production



Monthly Aggregated

-  Segment / Channel / Geo Historical Production 




Daily Data

-  Agency / Company / Rate Code (ACR) Production
-  By Market Segment and Day
-  By Rate Code and Day
-  By Rate Code and Day of Week
-  By Busy Day Breakdown
-  By Transaction and Market Segment 
- By Geo and Market Segment
- By Room-To-Charge


Competitive Performance

-  Competitive Performance (Monthly Aggregated)
-  Competitive Performance (Daily Data)

E-commerce and Digital Performance

-  Gross Booked Segment/Channel/Geo Historical Production 
-  Web Direct Monthly Dashboard (Legacy AH properties)

Campaign Reporting

-  Campaign Production

Fairmont Gold

Thank You

