

## Insight Assignment

### Introduction to Insight

#### Learning Objectives

After completion of this assignment students should be able to:

- Access Insight business intelligence system,
- Demonstrate basic navigation skills in Insight: switch between different dashboards and dates,
- Define a branded hotel,
- Define a full service hotel,
- Define an extended stay hotel.

You were just hired by a Hotel Management Company to work as a strategy analyst. This Hotel Management Company manages a diverse portfolio of branded hotels. This is your first day at work and you need to learn about the hotels you will be working with. Please use Insight business intelligence system to explore the hotel brands included in the company's portfolio. Prepare summary tables to assist you with memorizing new information.

**Branded Hotel : industry jargon for a hotel affiliated with a national chain. (Hayes & Miller, 2011, p. 94)**

#### 1. Brands.

First, please identify all hotel brands that are included in the company's portfolio. Please fill out the following table. Include the hotel brand names and affiliated franchisor companies (property groups). Please add as many extra rows as needed. An example is included for you to follow.

Hotel Brand	Property Group (Franchisor Company)
Hampton Inn & Suites	Hilton

#### 2. Rooms and Revenues.

Next, please look up how many rooms were rented on August 15, 2019 across all hotel brands in the portfolio. Also, report the cumulative revenue received by the managed hotels.

Number of Rooms Rented	Total Revenue

**3. Full service hotels.**

Now, please identify full service hotels managed by your company. First, define the concept of full service hotels, then fill out the table. You may use Internet resources to assist you with finding this information. Please, add as many rows as needed to include all full service hotels Report all figures for August 15, 2019.

A full service hotel is \_\_\_\_\_.

Brand	# of rooms rented	Room Revenue	Food Revenue	Bev Revenue	Other Revenue	Total Revenue
Total:						

**4. Extended stay hotels.**

Please identify extended stay hotel brands managed by your company. Again, start with the definition of an extended stay hotel and then fill out the table. You may use Internet resources to assist you with finding this information. Please, add as many rows as needed to include all extended stay hotel brands. Please, report all figures for August 15, 2019.

An extended stay hotel is \_\_\_\_\_.

Brand	# of rooms rented	Room Revenue	Food Revenue	Bev Revenue	Other Revenue	Total Revenue
Total:						

**5. Comparison.**

According to the system, you should see six full service and five extended stay hotels in your portfolio. Please compare the room revenues and food revenues received from these two hotel groups (please use the figures you reported in the previous questions).

	<b>Room revenues</b>	<b>Food revenues</b>
Full service hotels (6)		
Extended stay hotels (5)		

- Please describe the pattern that you see in the data. You may use per hotel averages to assist you in developing your answer.
- Please explain the marginal food revenue contribution from the extended stay hotels.

Good Luck!