

DATAVIEW ANALYTICS

GUEST HISTORY ANALYSIS

A GROUNDBREAKING MARKETING INITIATIVE

DataView Analytics is a transformative data study that elevates and supports your strategic planning and marketing efforts. It empowers marketers with reliable data to validate assumptions, gain fresh insights, uncover opportunities, and open strategic discussions with teams and stakeholders. Like most HMA initiative, DataView is customized to your specific data sets and objectives. DataView Analysis can be completed as the launching point to the Intelligencia platform, or a stand-alone marketing analysis initiative.

DATA YOU CAN TRUST

Hailed as a game-changer by many companies, DataView starts by downloading raw PMS data and processing it through our proprietary data cleansing and merging process. This ensures your data is accurate, consistent, and usable—recovering up to 50% more data compared to standard automated cleansing methods. The added value of identifying repeat guests brings even greater insights.

Once analyzed, your data is accessible through Intelligencia's interactive reporting portal, allowing you to explore and filter by geography, market, season, and demographics—giving you powerful tools for deeper analysis and strategic decision-making.



PMS Cleansing & Integration

Our proprietary process ensures your data is accurate, consistent, and ready for action.



Guest History Analysis

Uncover opportunity and fuel your strategic marketing with a deeper understanding of your guest data.



Data Segmentation

Collaborate with us to define precise marketing segments that will revitalize your communication with guests and prospects.



DataView Analytics

Explore your data from every angle with Intelligencia's interactive reporting portal.



Email Builder

Enhance your data with demographics, or opt for our signature written DataView Analysis tailored for hoteliers.

IDEALLY SUITED FOR

- ✓ Individual Hotel Analysis
- ✓ Property Management Portfolio Analysis
- ✓ Destination Tourism Organizations

Transforming raw data
into strategic insights for
informed decision-making.

DATAVIEW ANALYTICS

DELIVERABLES & UPGRADE OPTIONS

What's included with DataView Interactive Analytics:

- ✓ Proprietary Data cleansing and merging. Proprietary data cleansing and merging, and identification of repeat guests. Cross-over analysis and other specialty analysis can be completed with multi-property scenarios. Quoted by project- Based on number of properties, data set(s) and records.
- ✓ Subscription to Intelligencia DataView Analytics portal. Access to Intelligencia's Interactive report portal. 1-Year subscription.
- ✓ Data segmentation. Collaborative process to define and segment your guest data
- ✓ Return of data. Cleansed data with data segments saved into data files in your preferred format, with corresponding email data files provided separately for easy transfer.

Program Upgrade Options:

- ✓ Demographic and Lifestyle Appending at household level: 130/K recommendations quoted post-cleansing

Signature DataView Analysis, written for hoteliers. Quoted by project
- ✓ Analysis Presentation and Marketing Workshop: Quoted by project (remote or on-site)
- ✓ Quarterly or Annual Update Package: Quoted by project based on selections.
- ✓ Upgrade to Essentials or Enterprise within 6 months save 30% off startup costs, plus receive signature written DataView Guest History Analysis.

DATAVIEW ANALYTICS INTERACTIVE REPORT

Comprehensive Data Exploration

Filter and explore your data from every angle > geographic, market, spend season, demographic/lifestyle, and much more.

[LEARN MORE](#)

