Hospitality Analytics Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The hospitality industry is rapidly evolving, driven by data-centric decision-making, digital transformation, and customer-centric strategies. Hospitality Analytics empowers professionals to leverage advanced data analytics, predictive modeling, and business intelligence to optimize operational efficiency, enhance guest experiences, and increase revenue streams. By understanding patterns in occupancy rates, customer preferences, pricing trends, and service quality, hospitality organizations can make evidence-based decisions that deliver measurable business outcomes.

Hospitality Analytics Training course is designed for hospitality professionals, managers, and data enthusiasts seeking to harness analytics tools and techniques to drive strategic insights. Participants will gain hands-on exposure to data visualization, predictive analytics, performance metrics, and real-world case studies, enabling them to make actionable decisions, forecast trends, and maintain a competitive edge in a rapidly changing industry landscape.

Programme Curriculum

Hospitality Analytics Training Course

Introduction

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5 days

Course Objectives

1. Develop data-driven decision-making skills for hospitality operations.
2. Understand key performance indicators (KPIs) in hotel and restaurant management.
3. Apply predictive analytics to optimize occupancy, revenue, and pricing strategies.
4. Utilize data visualization tools like Tableau and Power BI for actionable insights.
5. Implement customer behavior analytics to enhance guest satisfaction.
6. Integrate revenue management analytics to maximize profitability.
7. Learn real-time analytics monitoring for operational efficiency.
8. Conduct market trend analysis for strategic planning.
9. Apply sentiment analysis on online reviews and social media.
10. Leverage business intelligence dashboards for executive decision-making.
11. Understand hospitality revenue forecasting techniques.
12. Enhance operational analytics to reduce costs and improve service quality.
13. Gain insights from case studies of global hospitality brands.

Target Audience

1. Hotel and resort managers
2. Restaurant and F&B managers
3. Revenue management professionals
4. Hospitality analysts and consultants
5. Marketing managers in hospitality
6. Operations managers
7. Data enthusiasts entering the hospitality sector
8. Students pursuing hospitality or data analytics courses

Course Modules

Module 1: Introduction to Hospitality Analytics

- Overview of hospitality industry trends
- Role of analytics in hotels and restaurants
- Key metrics and KPIs in hospitality
- Introduction to data sources in hospitality
- **Case Study:** Marriott’s use of data analytics for customer retention

Module 2: Data Collection & Management

- Types of data in hospitality
- Data cleaning and preprocessing techniques
- Data privacy and compliance

- Structuring datasets for analysis
- **Case Study:** Accor’s centralized data management system

Module 3: Data Visualization & Reporting

- Importance of visual storytelling in analytics
- Tableau, Power BI, Excel
- Creating dashboards for occupancy, revenue, and satisfaction
- Visual KPI tracking for decision-making
- **Case Study:** Hilton’s dashboard-driven operational efficiency

Module 4: Customer Behavior & Sentiment Analysis

- Understanding guest demographics and preferences
- Online reviews and social media analytics
- Predicting customer needs using analytics
- Customer segmentation for personalized marketing
- **Case Study:** Hyatt’s sentiment analysis for loyalty improvement

Module 5: Revenue Management & Pricing Analytics

- Dynamic pricing models in hospitality
- Forecasting demand and optimizing revenue
- Competitor benchmarking
- Yield management strategies
- **Case Study:** InterContinental Hotels Group’s revenue optimization techniques

Module 6: Predictive & Prescriptive Analytics

- Introduction to predictive modeling in hospitality
- Machine learning applications in forecasting occupancy
- Predicting cancellations and no-shows
- Prescriptive analytics for operational recommendations
- **Case Study:** Data-driven decision-making at Four Seasons Hotels

Module 7: Operational & Performance Analytics

- Monitoring housekeeping, F&B, and service efficiency
- Staff productivity and scheduling analytics
- Cost control using data insights
- KPI-based performance improvement
- **Case Study:** Marriott’s operational analytics for service excellence

Module 8: Strategic & Market Analytics

- Competitive analysis in the hospitality sector
- Market trend forecasting and expansion planning
- Investment analytics for new properties
- Leveraging BI dashboards for executive strategy
- **Case Study:** OYO’s data-driven market expansion

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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