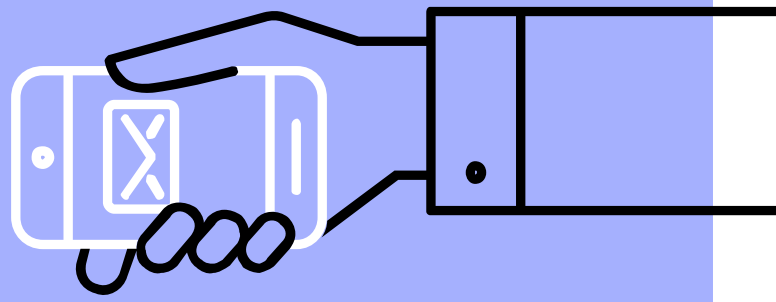
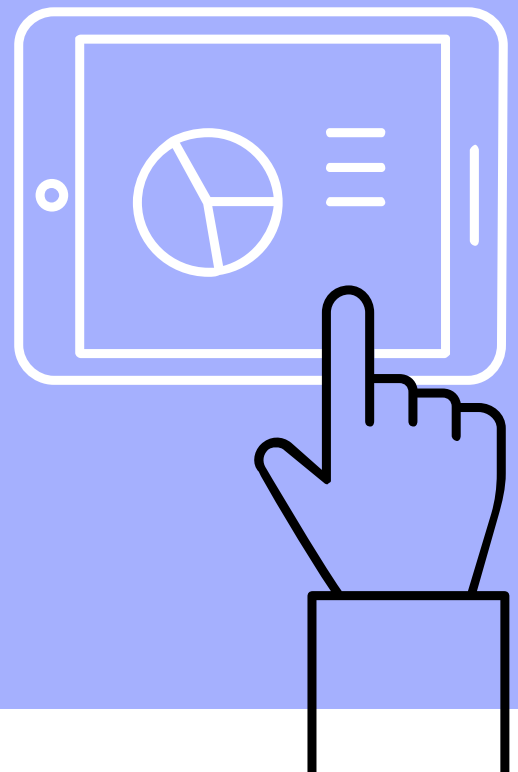


TURNING DATA INTO INSIGHTS

UNIVERSITY OF READING



University of Reading

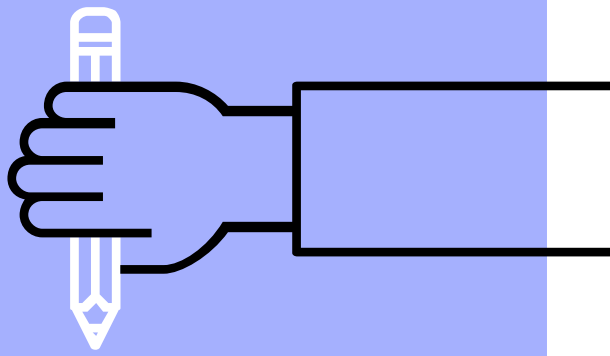
Catering, Hotels & Conferencing

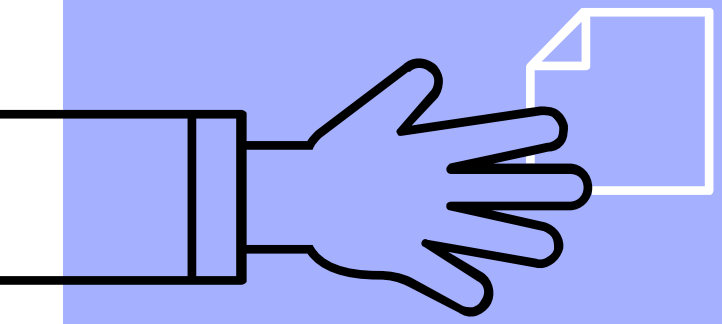
- Operations across 3 campuses in Reading and Henley
- Events – Language schools, residential conferences, meetings, functions, weddings, concerts
- Accommodation – Two hotels, University halls

Kinetic

- Implemented in 2004
- Conferencing, Residential, Catering, & Kxplorer modules
- Online B&B, Web Catering, Online Registration

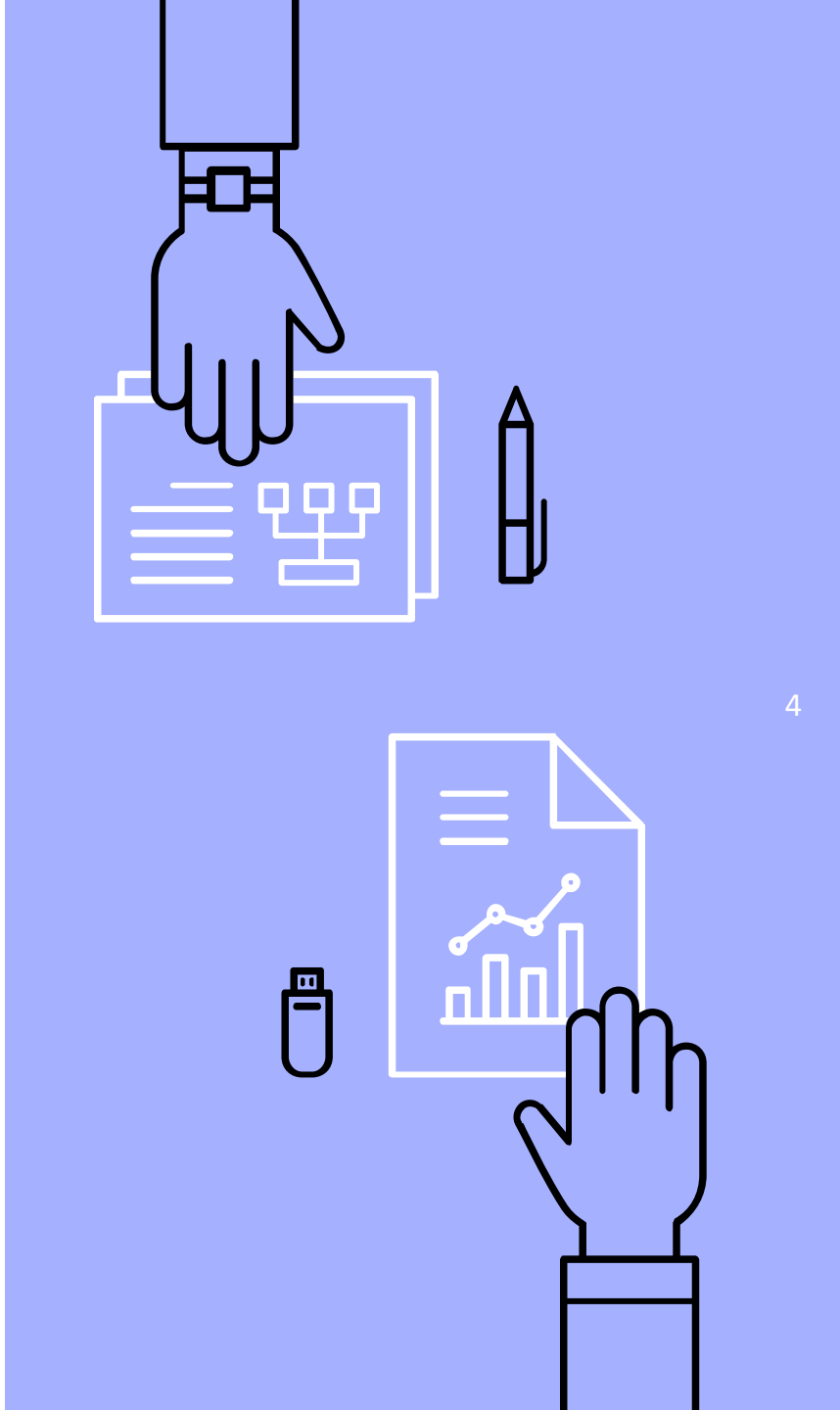
THE PROBLEM





I NEED INFORMATION!

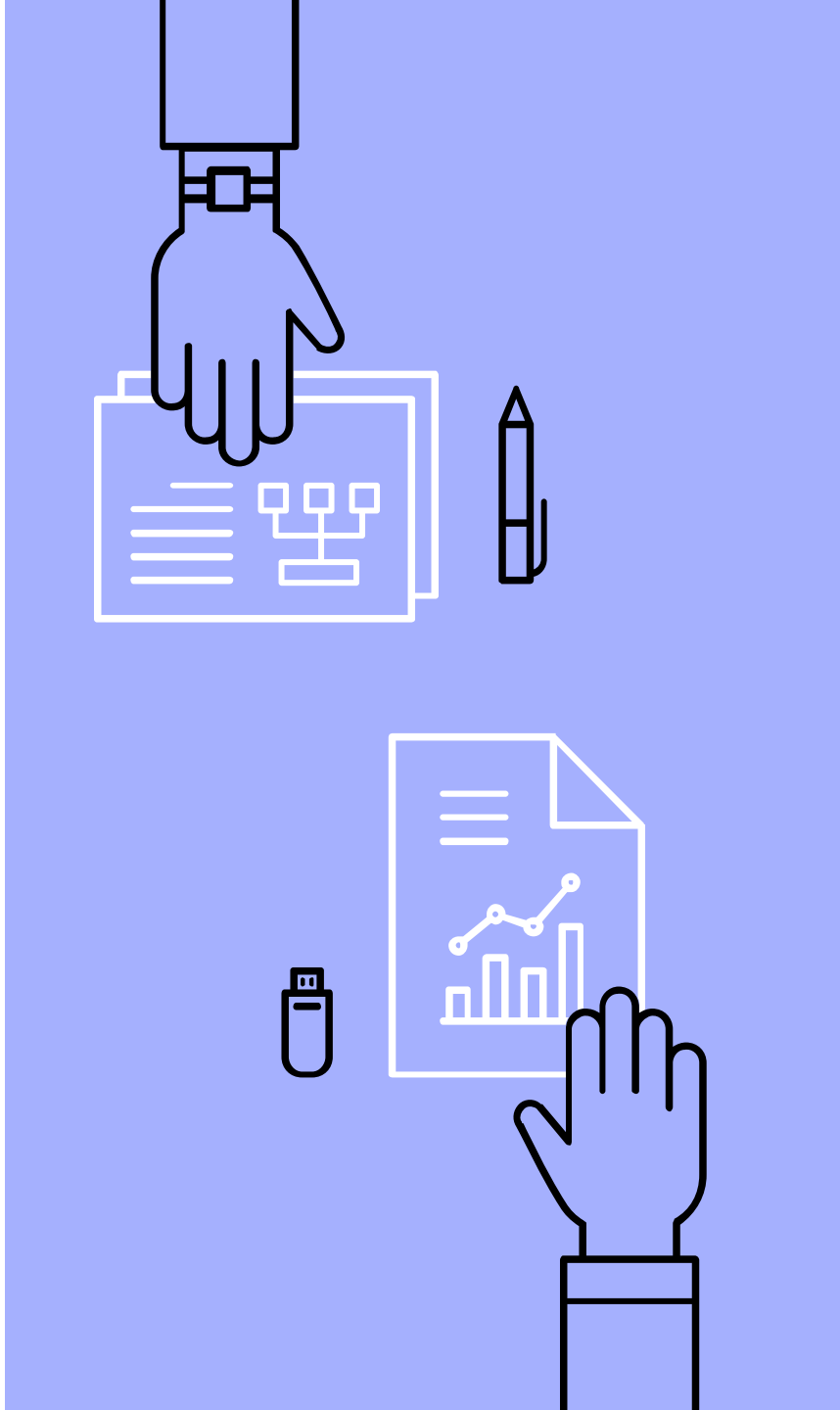
- **Senior Management** - "*How is the business performing? Are we going to meet financial targets?“*
- **Head of Events** – “I need to create my budget, what have business levels been like in the past and what opportunities are there in the future?
- **Event Manager** – *“What is our conversion rate for enquiries? What are the reasons for having to turn down enquiries?”*
- **Business Dev Manager** – “*What are our most/least successful enquiry sources? What customers have recently held events with us?”*
- **Event/Sales Coordinator** – *“What were the customer feedback ratings for a recent event? Did it meet our targets?*
- **Hotel Manager** - *"What does my weekend occupancy look like? Is it better or worse than last year?"*



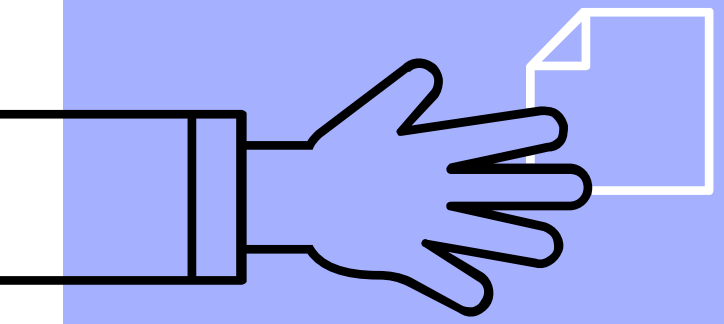
PREPARATION FOR SALES & MARKETING MEETINGS

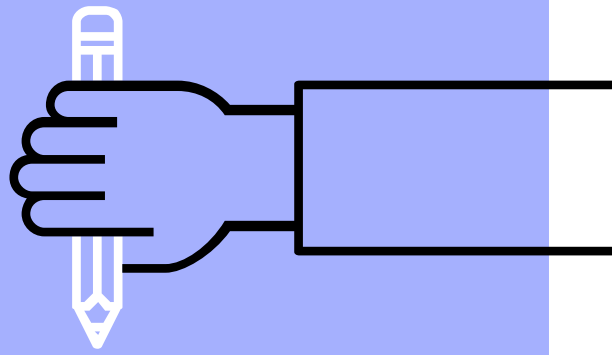
WHAT WERE OUR REPORTING CHALLENGES…

- Static reporting
- Limited visuals
- Missed opportunities
- Multiple data sources
- Access
- Time consuming



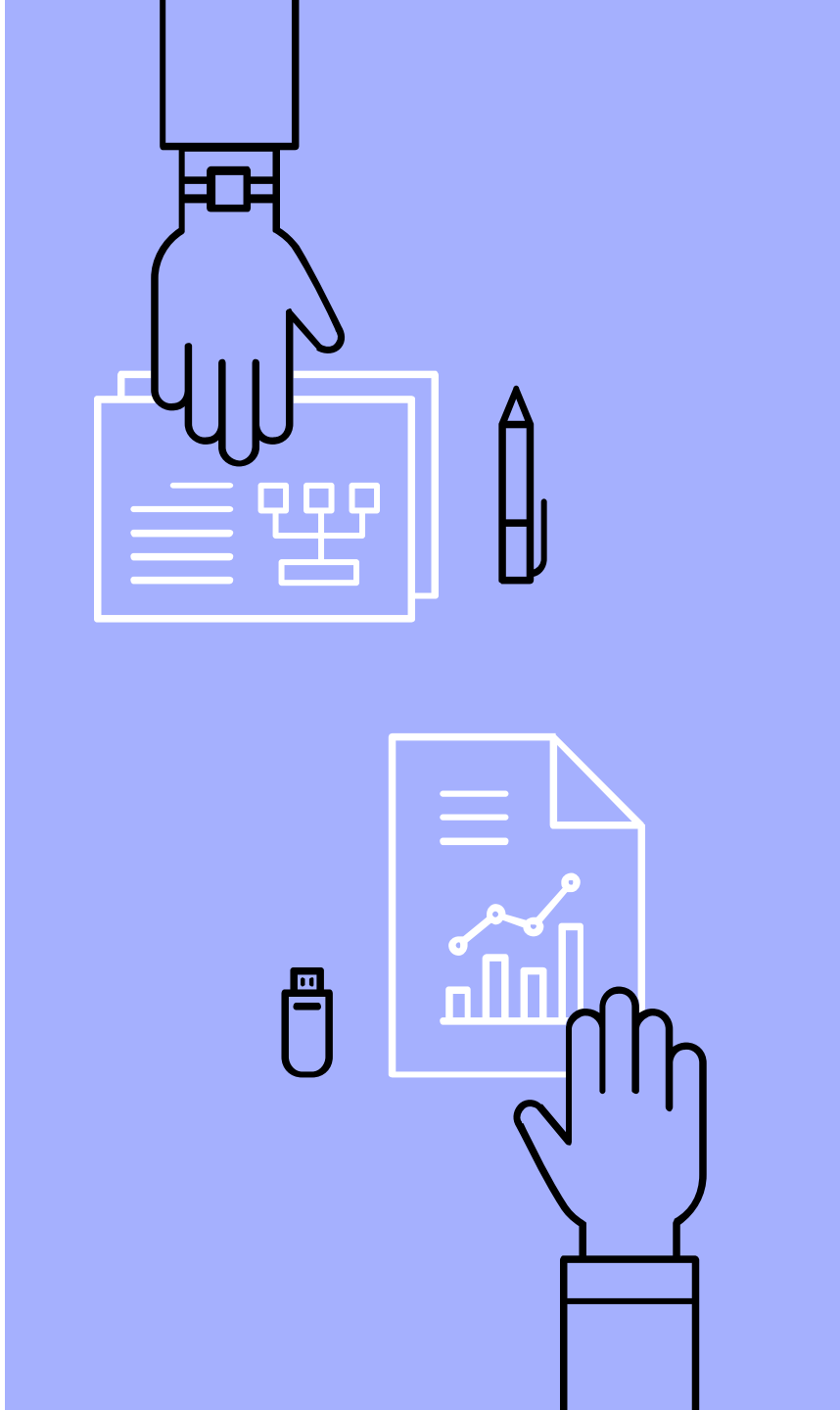
THE SOLUTION





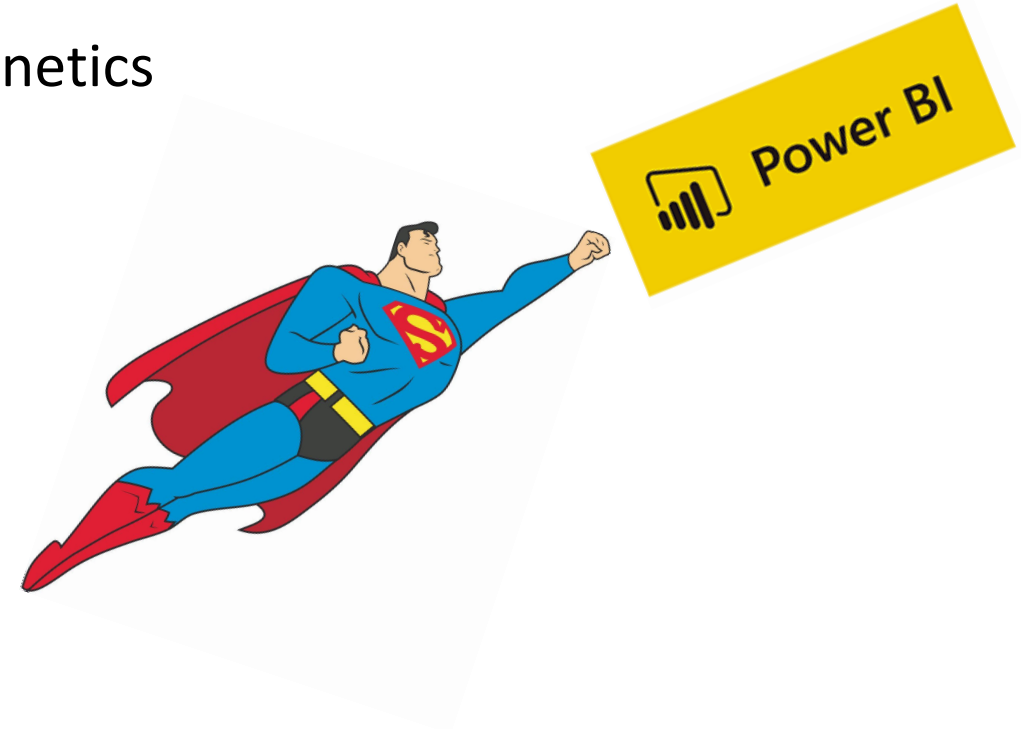
WE NEEDED AN INTELLIGENT SOLUTION THAT…

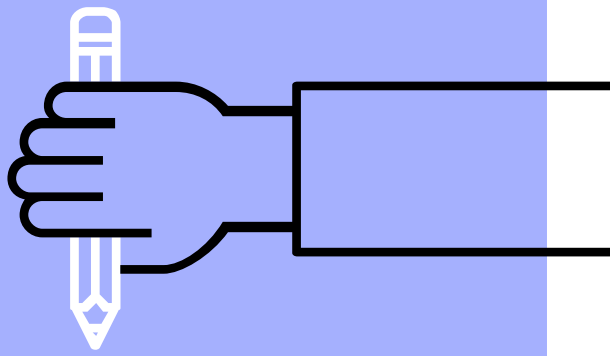
- Helps visualise the data
- Provides access any time and anywhere
- Provides the ability to rapidly analyse and problem solve - not just report
- Integrates data from multiple sources
- Allows reports to be customised to the business requirements
- Empowers team members and decision making



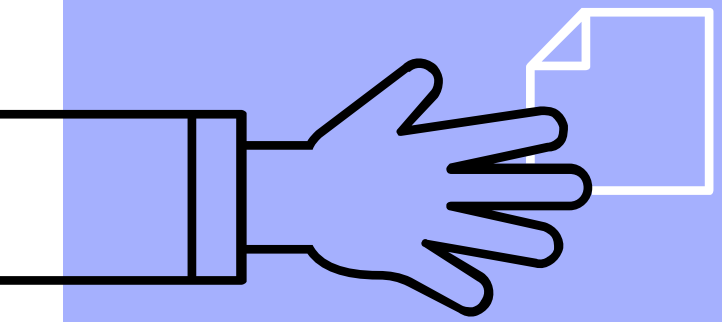
MICROSOFT POWER BI

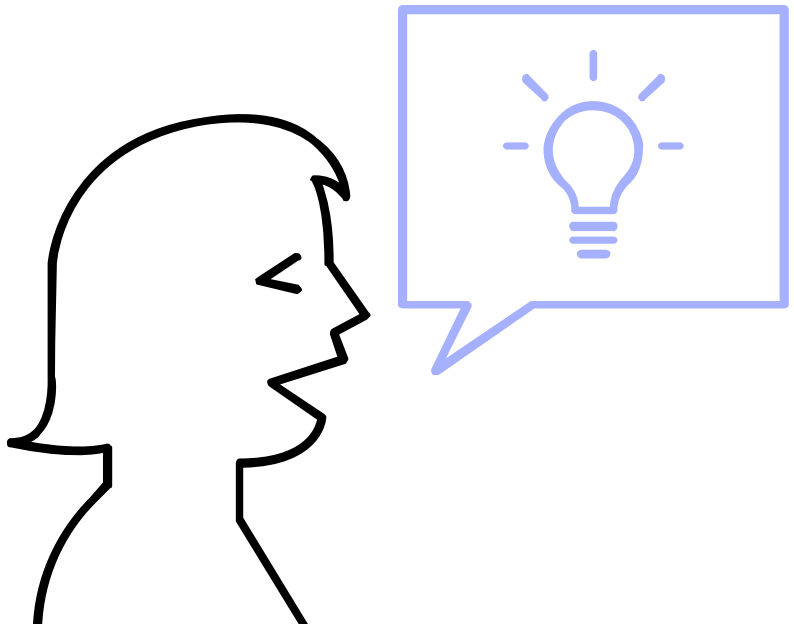
- A business analytics tool that can connect to Kinetics data and other data sources
- Re-vamped our management reporting
  - Revenue
  - Hotel Occupancy
  - Customer Intelligence
- https://app.powerbi.com/home





THE BENEFITS





AUTOMATIC REFRESHING

INTERACTIVE

VISUAL INSIGHTS

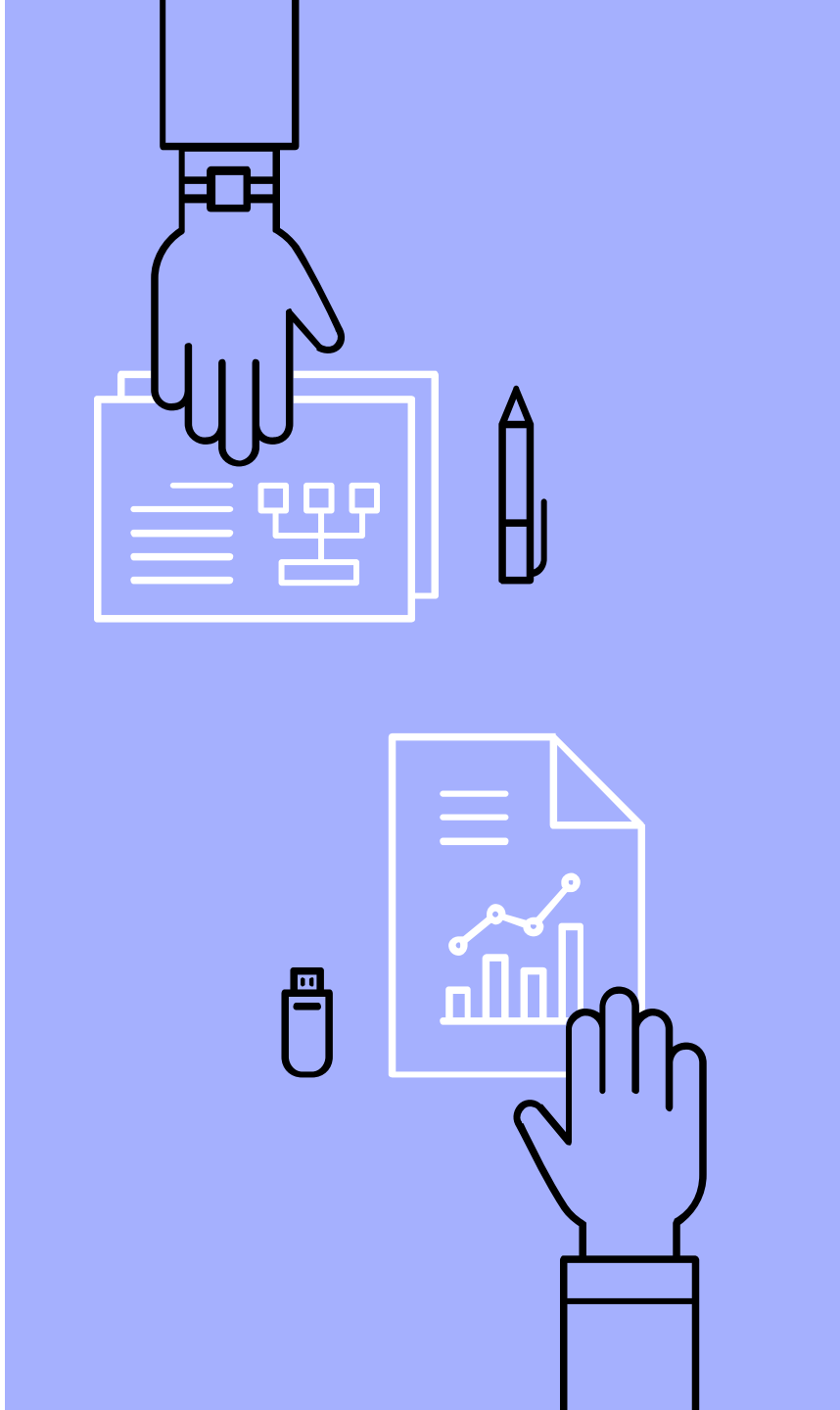
SELF SERVICE

CUSTOMISED

AVAILABLE ON ANY DEVICE

CONSIDERATIONS

- Report creation requires a good understanding of the Kinetic database
- Data quality
- Learning curve to use Microsoft Power BI
- Focus on value-adding reports, not just pretty visuals



QUESTIONS?

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