

Village Hotels Improves Efficiencies & Data Availability with GCP

We worked with Village Hotels to help them manage their data in a more efficient way by using Google Cloud technology. The team also worked with them to help make data easier to analyse and access across the business by using Looker.

The challenge

Village Hotels had a vast amount of data on its customers and the business itself. However, the multiple locations of these insights coupled with a lack of structure made it difficult to quickly analyse important figures. They needed to be able to access, analyse and report on this data much more effectively in order to better inform business decisions and continue its growth trajectory.

The solution

To help with the management of Village Hotels' data, we enlisted Google's BigQuery and integrated it with Google Cloud BI. Additionally, we also implemented Looker, where they've been able to build dashboards that make it easier to see and act on these insights - and make informed decisions for the future.

The results

Rolling out this powerful combination between BigQuery and Looker has improved data availability across the business, simplifying the decision-making and forecasting process. Now, the hotelier can quickly identify what its biggest cost drivers are, allowing them to view its overall performance in an easier and more accessible way.

“Having our data in one central location has been a huge benefit for us. We've been able to supply the business with levels of information they've never had access to before. We can gather hugely granular data from the call centre team, sales department or finance team, and quickly identify where we can make improvements as a business. It's great for the company as we forecast for the future.”

Jon Davis, CTO at Village Hotels

About Village Hotels

Village Hotels is UK-based, with hotels in England, Wales and Scotland. Founded in 1995 and employing over 1700 members of staff, the business runs 31 hotels across the country. As well as accommodation, Village Hotels' sites include food and drink facilities, workspaces and meeting rooms and fitness and wellness clubs.

Industry: Tourism & Leisure

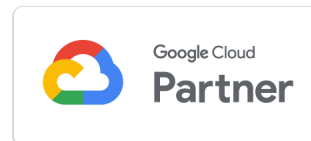
Primary project location: United Kingdom

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