

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Serving up Data: Application of data in the Hospitality Sector**

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**Please contact the corresponding author, if you would like to access the full case study.**

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## **Serving up Data: Application of data in the Hospitality Sector**

### **Abstract:**

Sudhir, a data analytics expert, must convince a major Indian hotel chain to unlock the power of hidden data in their PMS system for smarter business decisions and smoother operations. However, the chain, fiercely protective of confidential data, refuses to share it. Undeterred, Sudhir turns to publicly available hotel cancellation data, determined to prove the value of data-driven insights through his models.

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