DATA GATHERING AND ANALYSIS IN THE HOSPITALITY INDUSTRY

Course Focus

Making effective business decisions requires gathering and analyzing data. In the hospitality industry we have access to significant amounts of data about customers, buying patterns, pricing, occupancy rates, etc. With a solid understanding of basic statistical analysis, a manager can begin to make sense of all these numbers and extract meaningful business information. A critical first step in many analyses is using surveys to gather data, and this course provides a step-by-step approach to creating and using surveys in your organization. This course also uses hospitality scenarios and hands-on exercises and labs to provide you with the skills needed to gather, describe, and analyze data.

Who Should Take this Course?

This course is important for managers and individuals at any level who need to analyze data for their organization—especially those responsible for project and business planning, market research, revenue management, or designing customer or employee satisfaction surveys. We strongly recommend this course to those who have completed or plan to complete eCornell courses in scenario planning, hospitality marketing, or restaurant revenue management.

Course Benefits

After completing this course, participants will be able to:

• Discuss applications of statistics in the hospitality industry
• List common ways in which statistics can be misused to distort or misrepresent data
• Apply the appropriate graph for a given data set
• Calculate, define, and apply descriptive statistics including median, mean, and standard deviation
• Use Excel’s display and analysis tools for graphs, PivotTables, descriptive statistics, and optimal problem solutions
• Describe the normal distribution
• Describe and select appropriate methods of gathering data
• Choose appropriate survey methods

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

- Module 1 - Describing and Analyzing Data
  1. Hospitable Statistics
  2. Graphing
  3. Mean, Median, and Other Measures
  4. Hospitable Statistics

- Module 2 - Gathering Data
  1. Sourcing Data
  2. Designing Surveys
     - Bales Interaction Analysis
     - Five basic group structures and how they influence communication flow
     - Characteristics of a well-functioning team
     - The role of the participant observer

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:
- Certificate in Hospitality Marketing
- Master Certificate in Hospitality Management

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Cornell University
School of Hotel Administration
Office of Executive Education