

Using Data In Daily Operations for Private Clubs





You can't manage what
you don't measure.

Peter F. Drucker

Today's Agenda

- 1. Meet Our Team**
- 2. Introduction to Power BI**
- 3. General Manager X-Ray**

Meet our team:



Jeremy Hoch
Founder & CEO



Doug Shoemaker
Founder & CIO



Larry Klimantiris
CTO



Mitch Swaney
Lead Developer



Joey Bradley
Developer



Brad Hartman
Developer



Clara
AI Learning Specialist

Meet our Private Club General Manager:

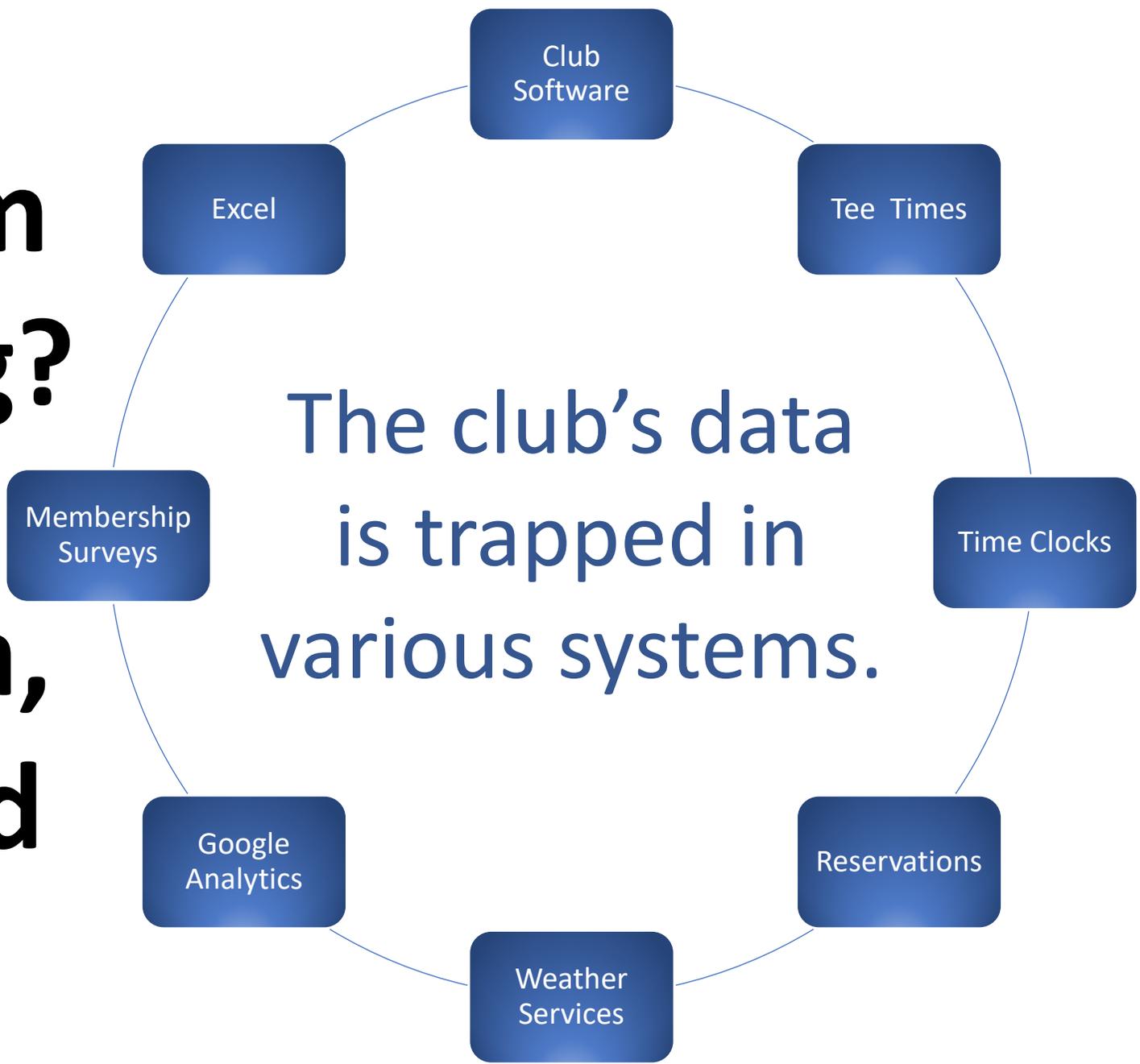


Aaron Dawson, CCM  · 1st  ViewPoint EQ

- Carmel Country Club
- Miramont Country Club
- Chenal Country Club
- Bentwater Yacht & CC

What problem are we solving?

Access to Data, Reporting, and Analysis.



What problem are we solving? Access to Data, Reporting, and Analysis.

You need to have the last...

Covers Report

Member Spending

Member Demographics

Employee Demographics

Daily Sales/Flash Report

Sales Mix

Sales & Labor

Amenity Utilization

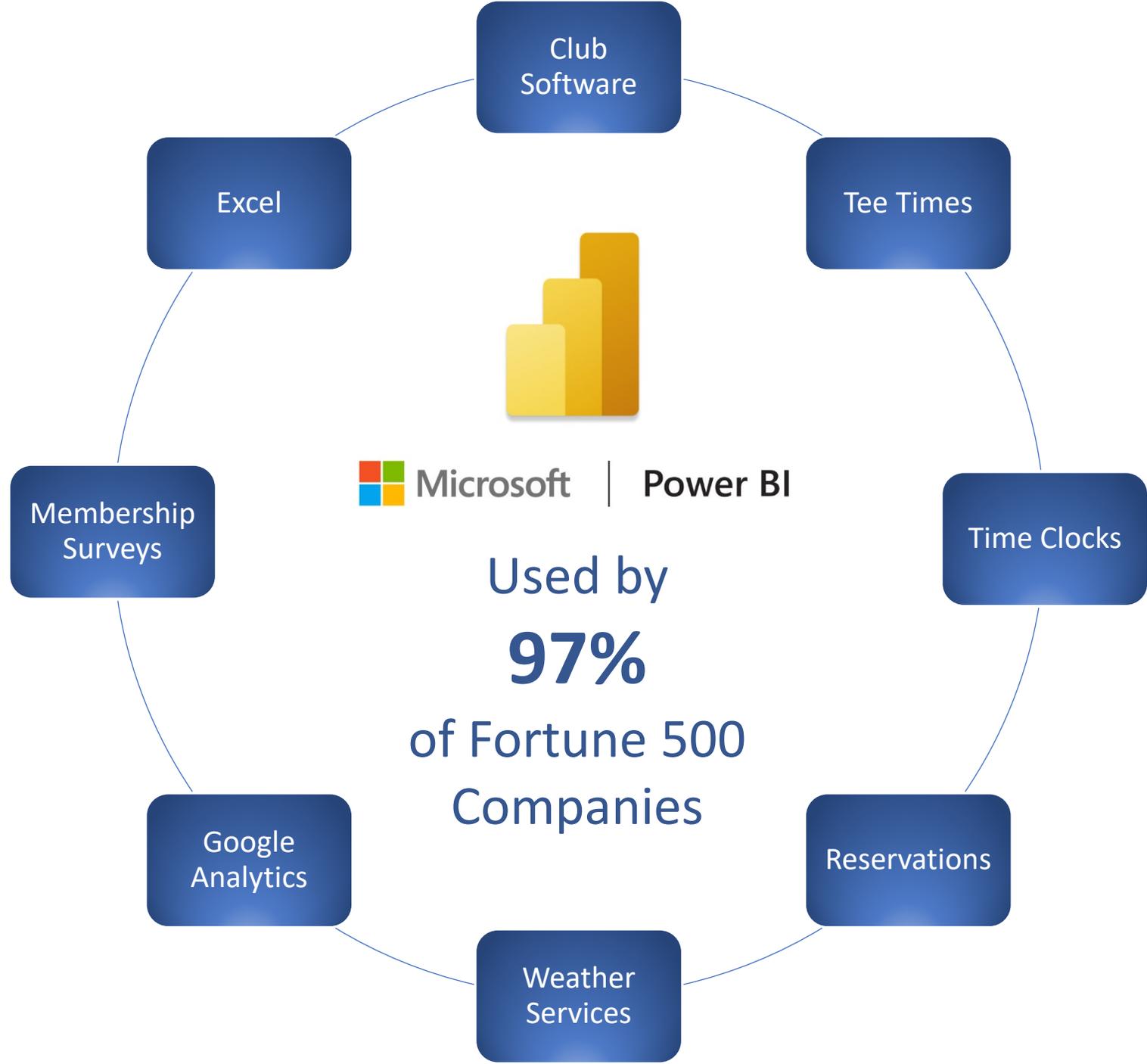
Rounds of Golf

Retail Management

Financial Statements

Member Satisfaction

...report you will ever need.





Club Software

Tee Times

Time Clocks

Reservations

Weather Services

Google Analytics

Membership Surveys

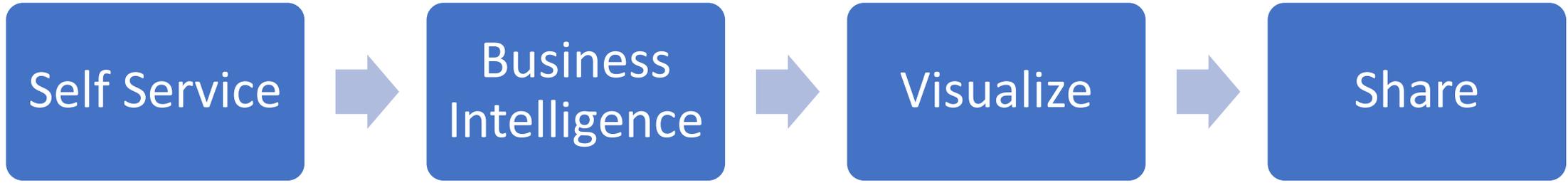
Excel

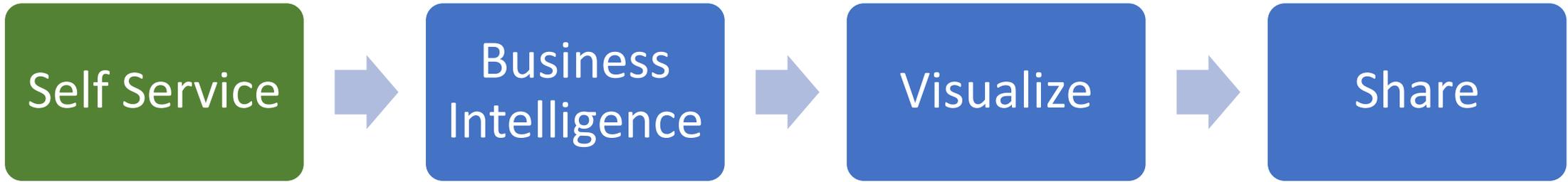
Introduction



Power BI

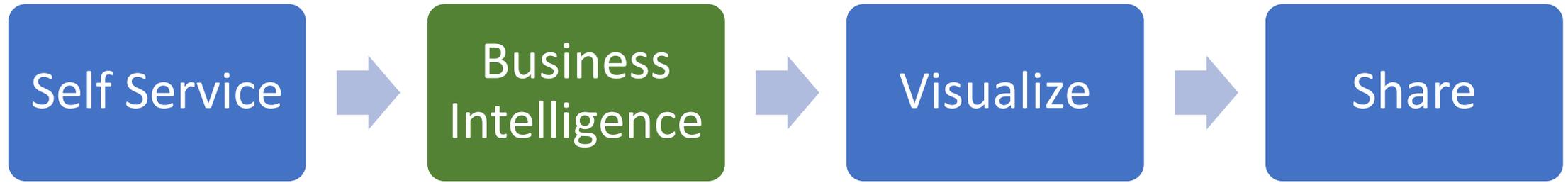
Power BI is a unified, scalable platform for self-service and enterprise business intelligence (BI). Connect to and visualize any data, and seamlessly infuse the visuals into the apps you use every day.





YOU CAN DO IT





Business intelligence (BI) helps organizations analyze historical and current data, so they can quickly uncover actionable insights for making strategic decisions. Business intelligence tools make this possible by processing large data sets across multiple sources and presenting findings in visual formats that are easy to understand and share.

<https://powerbi.microsoft.com/en-us/what-is-business-intelligence/>

Self Service



Business Intelligence



Visualize

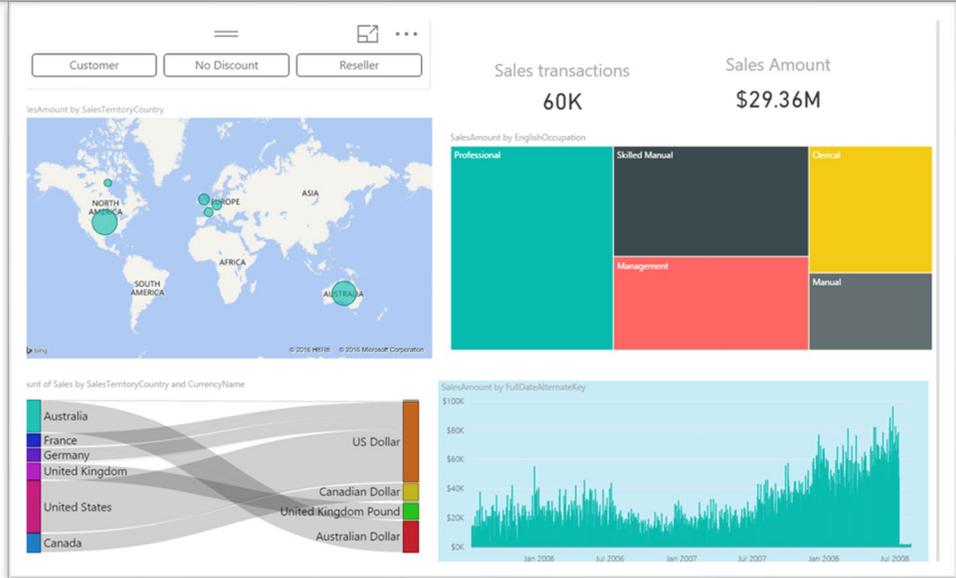


Share

Visualizations

Build visual

A grid of various visualization icons for building a dashboard. The icons include: bar charts (vertical and horizontal), line graphs (area and line), pie charts, maps, gauges, and other data representation symbols. At the bottom, there are icons for R and Python, suggesting data source integration.



Self Service



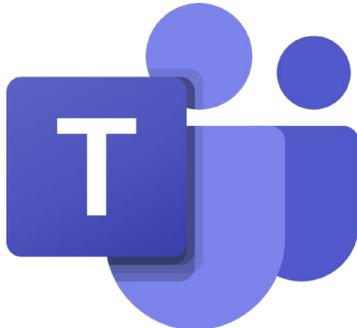
Business Intelligence

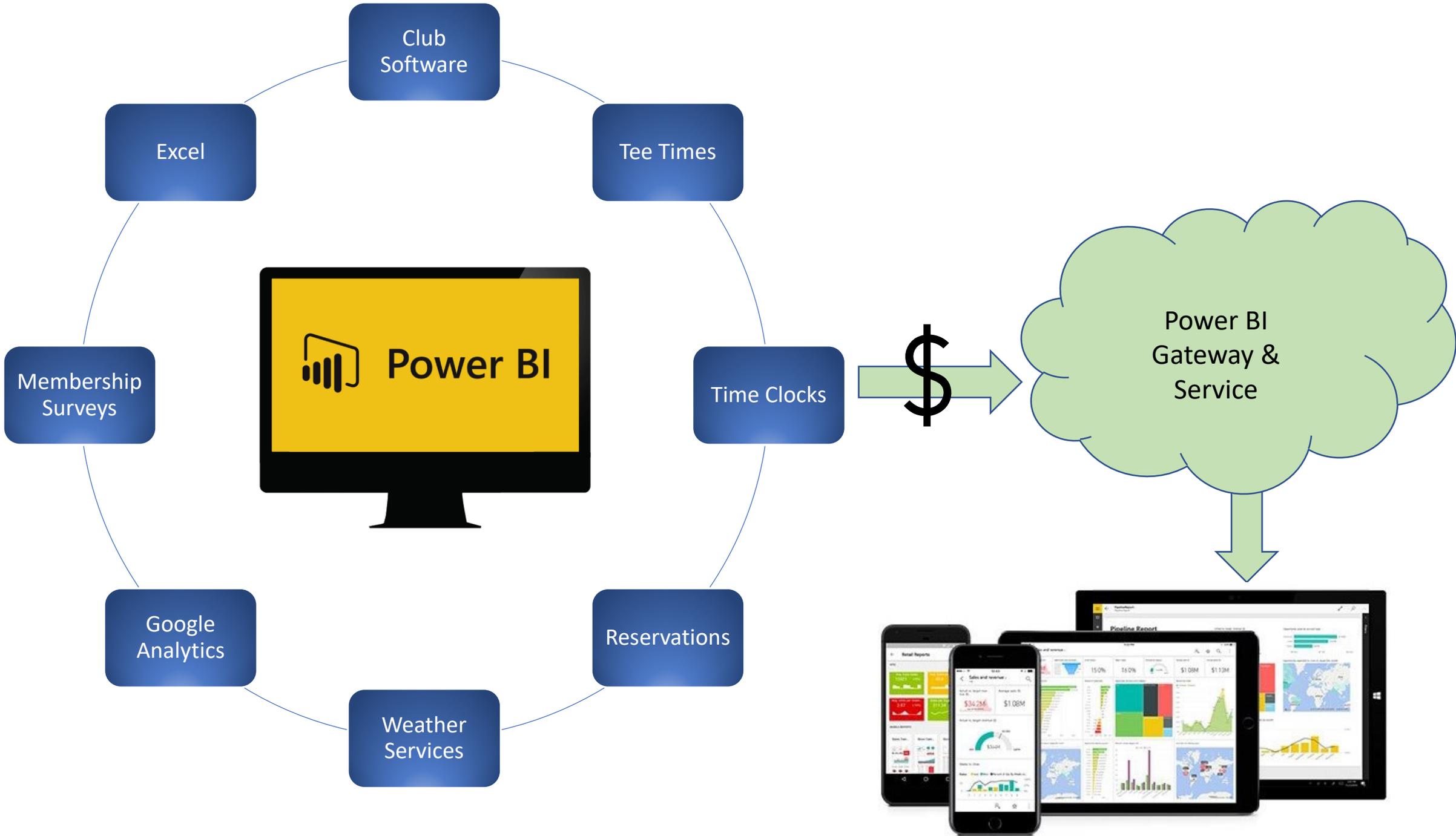


Visualize



Share



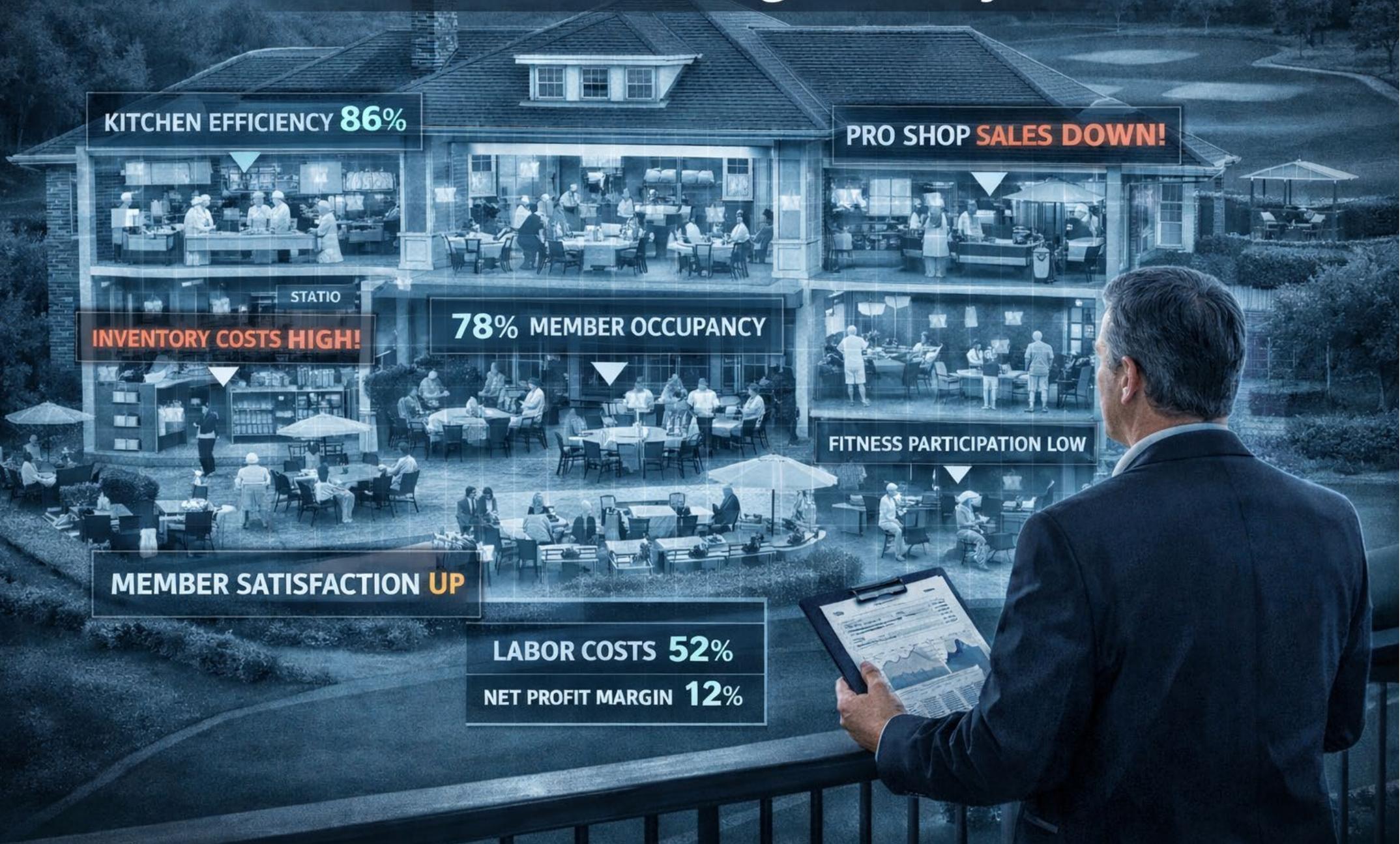


What are clubs doing?

- Deploy a business intelligence solution
 - Modern-day, hands-off approach to reporting
 - Removes the burden of processing
 - Automated: minimal human involvement once deployed
 - One true source of data
 - Increases staff and member satisfaction
 - Right Data in the Right Format, at the Right Time!
 - **Allows operators to operate**
 - Gives you back your time.



General Manager X-Ray



Member Map

All Addresses

Activity Type: All

Category: All

Status: Multiple selections

Member: All

Address Type: Primary



Microsoft Azure

Member Map

All Addresses

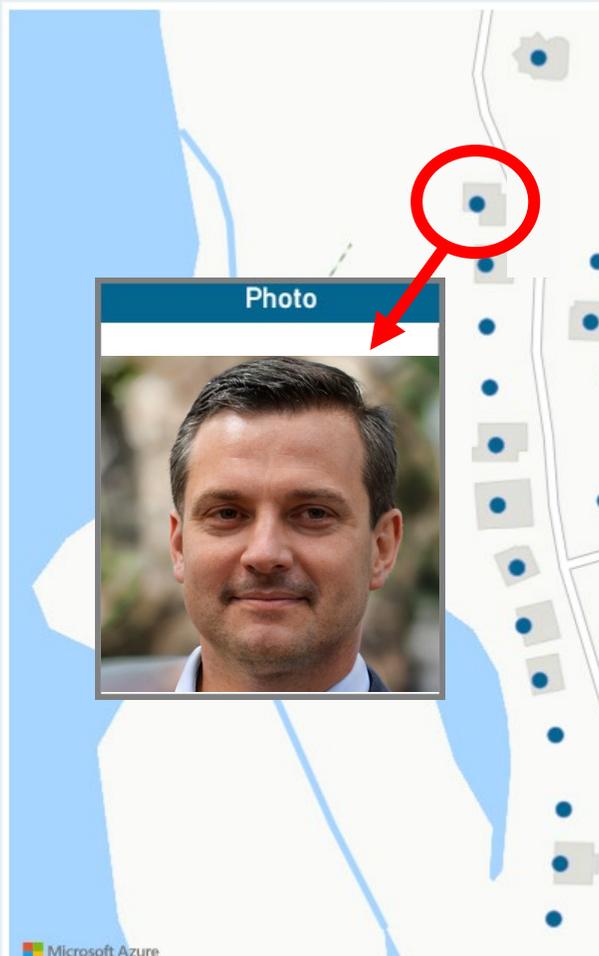
Activity Type: All

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Photo



Microsoft Azure



Universal Key Club Performance Indicators White Paper

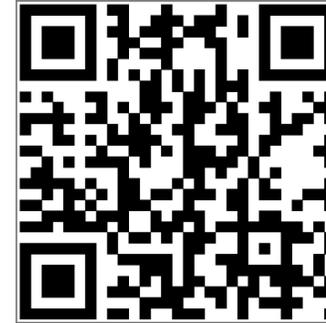




**CLUB DATA
SERVICES**
YOUR POWER BI EXPERTS



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