

Bahia Principe Hotels & Resorts deploys analytical system with AI models

Bahia Principe Hotels & Resorts collaborated with **Luce Innovative Technologies** to implement artificial intelligence (AI) models for classifying potential customers via site navigation data and predicting the probability of turning those users into buyers. Based on **Microsoft Azure** and Power BI, the

implementation enabled the creation of an infrastructure capable of supporting the training of the AI models through analysis of large volumes of data. The obtained data is made available within optimal response times to maximize user experience while also increasing efficiency in marketing campaigns.



BAHIA PRINCIPE
HOTELS & RESORTS

AT A GLANCE

Customer: Bahia Principe Hotels & Resorts

Country: Spain

Website: <https://bahia-principe.com>

Industry: Travel and Transportation

Customer Size: Corporate (10,000+ employees)

Products and Services: Azure Data Factory,
Data Lake, Event Hubs, and Cosmos DB



Luce Innovative Technologies, Bahia Principe Hotels & Resorts, & Microsoft Azure and Power BI

Customer Challenges

Bahia Principe Hotels & Resorts—a hospitality company based in Spain and part of the **Pinero Group**—sought to elevate its knowledge of potential customers by adopting an analytics system based on AI models. Within the direct-sales channel user flow of its website, *Bahia-principe.com*, the company looked to generate more granular and segmented audience data that could provide **greater return on investment in digital marketing**, driven by the capabilities of artificial intelligence.

Partner Solution

Luce Innovative Technologies ingested data from various sources into the Microsoft Azure Data Lake, developing an optimal configuration for the management of actionable and historical data. To train the AI models, use was made of the advantages such as the processing of **large amounts of data**. The models are currently hosted in the Web Apps feature of Azure App Service to make the enriched data available for different initiatives such as audience creation or **optimization of marketing investments**.

Customer Benefits

With the implementation of Machine Learning's Unsupervised Clustering Algorithm, we have been able to automatically and in real time segment web users according to their browsing "biorhythms," finding strong correlations to their final purchase probability. 1:1 web personalization is produced segmenting high quality users and thus optimizing **digital marketing campaigns**, achieving savings of between **3%** and **20%** in annual spending.



Bahia Principe Hotels & Resorts has realized annual **cost savings** on its digital marketing campaigns of between **3%** and **20%**, depending on strategy and channel.

One-to-one web personalization, along with **automatic real-time segmentation** of web-user browsing, creates strong correlations with final purchase probabilities.

Bahia Principe Hotels & Resorts can now **optimize digital marketing campaigns** by **segmenting high-quality users** and visualizing the results.