

VerifIA Meeting Notes: Core Principles for Ensuring Booking Data Consistency

Date: April 5, 2025

Time: 2:00 PM – 3:30 PM

Location: VerifIA Headquarters, Innovation Hub, Room 3C

Attendees

- **Marina Solis** – Head of Data Quality
 - **Darian Cole** – Senior Systems Designer
 - **Talia Nguyen** – Hospitality Data Analyst
 - **Jasper Lee** – Product Manager
 - **Rhea Patel** – Quality Assurance Lead
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Agenda

1. Overview of Booking Data Consistency Challenges
 2. Discussion of Key Principles and Real-World Implications
 3. Strategies for Implementing Data Validations and Preprocessing
 4. Next Steps for Finalizing the Report
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1. Overview of Booking Data Consistency Challenges

Marina Solis opened the meeting by explaining that booking records must accurately reflect guest behavior and operational policies to support reliable analytics and decision-making. She noted that inconsistencies—such as bookings without any nights, or misclassification of new versus returning guests—could distort insights and harm operational planning.

Key Points:

- The importance of realistic guest counts in every reservation.
 - Ensuring that guest history labels (new vs. repeat) are accurate.
 - The need to reconcile service options and additional requests with booking details.
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2. Discussion of Key Principles and Real-World Implications

2.1 Valid Stay Duration

Darian Cole emphasized that every booking must reflect an actual stay.

- **Discussion:** A booking showing zero nights is clearly erroneous. The team agreed that validations must flag such records immediately.
- **Decision:** Implement an automated check to ensure all bookings indicate a positive number of nights.

2.2 Appropriate Guest Composition

Talia Nguyen highlighted that bookings should always include at least one adult to be considered valid.

- **Discussion:** Reservations listing only children or infants were cited as examples of common data entry errors.
- **Decision:** Enhance user interface validations to require an adult guest.

2.3 Consistent Repeated Guest History

Jasper Lee discussed the importance of aligning repeat guest labels with verifiable booking history.

- **Discussion:** There were concerns about cases where a guest marked as "returning" had no prior successful stays.
- **Decision:** Establish a cross-check to flag inconsistencies in guest history data.

2.4 Clear Distinction for New Guests

Rhea Patel stressed that new guests should not have any historical bookings recorded.

- **Discussion:** The team discussed the impact of misclassified guest segments on loyalty program analytics.
- **Decision:** Define and enforce criteria that clearly differentiate new guests from repeat visitors.

2.5 Balanced Cancellation and Completion Records

Marina Solis explained that a balanced record of cancellations versus completed stays is crucial for accurate guest profiling.

- **Discussion:** The group reviewed examples where an excessive cancellation count raised red flags.
- **Decision:** Integrate anomaly detection methods to identify and review outlier guest histories.

2.6 Service Options and Additional Requests

Talia Nguyen noted that when guests select enhanced service options (e.g., meal plans), corresponding special requests should typically be present.

- **Discussion:** The team agreed that missing details in this area can indicate data gaps or entry errors.
- **Decision:** Recommend enhancements to data collection forms to capture additional service details more reliably.

2.7 Realistic Lead Time and Stay Duration

Darian Cole discussed how lead time should logically correlate with stay duration.

- **Discussion:** Cases where last-minute bookings indicate unusually long stays need further scrutiny.
- **Decision:** Set up validation rules to flag such discrepancies for manual review.

2.8 Proportional Relationship in Frequent Bookings

Jasper Lee reviewed the need for cancellation and successful stay counts to be proportionate in repeat guest profiles.

- **Discussion:** The group agreed that an imbalance might suggest either data entry errors or unreliable guest behavior.
 - **Decision:** Develop a metric to evaluate the consistency of booking records over time.
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3. Strategies for Implementation

- **User Interface Enhancements:**
Rhea Patel proposed that booking forms should incorporate real-time validations to prevent nonsensical entries (e.g., zero-night stays or missing adult guests).
 - **Automated Data Processing Pipelines:**
Darian Cole and **Marina Solis** agreed that backend pipelines should routinely check for anomalies and flag records that deviate from the established principles.
 - **Cross-Department Collaboration:**
Jasper Lee stressed that ongoing communication between engineering, data quality, and customer service teams is key to refining these rules and ensuring data consistency.
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4. Next Steps

- **Marina Solis** will lead the integration of automated validation checks in the data processing pipeline.
- **Darian Cole** will work with the development team to update booking form interfaces.
- **Talia Nguyen** and **Rhea Patel** will prepare a detailed proposal for anomaly detection metrics for guest history and service option fields.
- **Jasper Lee** will draft the final report based on today's discussions, incorporating all key principles and decisions.

Next Meeting: Scheduled for April 12, 2025, at 2:00 PM to review progress on the implementation tasks and finalize the report draft.

5. Conclusion

The meeting concluded with a shared commitment to improving the consistency of booking data at VeriflA. By adhering to the discussed principles—ensuring valid stay durations, accurate guest compositions, and balanced booking histories—the team aims to enhance both operational efficiency and data-driven decision-making. These steps will ensure that booking records reliably reflect real-world guest behavior and support better business outcomes.

Meeting adjourned at 3:30 PM.