

# Datavision

Business Intelligence

## PERUsing History Over Spring Break

### Sudharshan Chary

There I was, sitting down to dinner at a nice restaurant with kid #3. He is trying to make conversation and I'm begging him – "Kid, please stop talking to me. Don't you have a phone or an iPad or something? Can't you be like all the other 14 year olds and keep your face glued to electronics? Just leave me alone."

Not exactly my best parenting moment, I agree. We had just landed in Cusco, Peru that morning on our way to hike the Inca trail to Machu Picchu. Cusco is situated at 11,000 feet altitude and internet was full of dire warnings about altitude sickness. I didn't take any of them seriously since I have hiked and climbed at much higher altitudes - I was more concerned with how the altitude was going to affect the kid.

He spent the day hydrating and taking naps while I was running around doing last minute errands before the hike. He did everything he was supposed to do and stupid me thought I was invincible to the altitude. Which brings us to dinner time. I had a pounding headache, felt queasy, lightheaded and just wanted to be left alone. After 15 minutes of sparkling one- way conversation, I escaped to the room, threw up, took a handful of headache pills and fell asleep. Thankfully, I was fine by the time they came to pick us up at 4 AM the next morning.

The Inca Trail itself is quite amazing. You walk past ancient artifacts and Inca villages with a backdrop of the Andes – you're essentially traveling through hundreds of years of history. Just when you want the trek to be over, you arrive at a section called "The Gringo Killer" – a nice little steep section of the trail that makes you wish you had spent just a little bit longer doing cardio at the gym.

Getting past the Gringo Killer puts you at the Sun Gate, the entrance to Machu Picchu. Crest the hill and you are met with one of the most amazing sights in the entire world – an ancient city completely hidden from the outside world, surrounded by mountains that shielded Machu Picchu from outside eyes for hundreds of years.

#### **If you're considering doing this hike, three things to keep in mind:**

1. Prepare yourself mentally to either use a squatty potty or hold it in for a couple of days.
2. Don't spend the week before with kid #2 wandering through Italy eating pasta, drinking wine and sampling gelato every night. It kills your conditioning.
3. Chewing coca leaves apparently helps with the altitude. Coca, as in the stuff that turns into a white powder after some processing.

**I am neither confirming nor denying that I tried this (it tasted weird).**



## Recent News and Events

### Sherry Marek

As we head into the 2<sup>nd</sup> quarter of 2018, a lot of people are focused on the upcoming months to deliver projects prior to year end. Here are some “best of” articles for 2018 and other hospitality news that I hope you enjoy. Look forward to seeing you online, on linkedin or at a future event.



Six free online [Artificial Intelligence](#) courses ranked the best for 2018 via Forbes

Examples of [5 companies using AI](#) in their customer experience including Dominos and 1800Flowers via CMS Wire

It is estimated that the Artificial Intelligence platform will be worth \$9.9 billion by 2022. Chat apps and bots are being used beyond customer service to engage customers during the sales process. Here are [54 AI tools](#) for your review and possible use via Top Rank Blog

[8 Vital Email Marketing](#) tips for a Successful Hospitality Industry Campaign via [www.Hospitalitynet.org](http://www.Hospitalitynet.org)

There won't be any plastic straws at the royal wedding next month. Queen Elizabeth II launched this [anti-plastic campaign](#), outlawing certain disposable plastic items. Sir David Attenborough highlighted the havoc in the recent series "Blue Planet II" via [Mother Nature Network](#)

The good vibes from your friends do more than make you feel good. They also prevent diseases. The benefits of friends are [outlined here](#) via [NY Times](#)

Did you fall for the fake ad blockers? [Google recently removed extensions](#), installed in 20 million chrome instances over the past year via ZDnet.com

As Chuck outlined the historic story of AI below, IBM released “[Adversarial AI](#)” to assist developers in creating, benchmarking and deploying practical defense systems

for AI. Via ZDNet.com

Two articles discuss Artificial Intelligence, worth a read and perhaps sparking discussions about human-like AI via the Mac Observer

Four Lessons in Navigating Social Media Market to Market Hotels via Lodging magazine.

Turning electrical heat (from this reading device) and other industrial computer centers into electricity #GoGreen via Forbes

Read STR's inaugural Consumer Travel Insights report, Perceptions of Destination, explaining how today's discerning traveler's chose their international locations via 4Hoteliers.com

Another release of hacked data via Best Buy, Sears, Kmart and Delta Airlines. Hackers gained access to online chat app. Via Forbes.

Taking the recent smart phone cameras and using more features via ZDNet.com

30 ways to expand your mind, your career and your personal life. Via www.Inc.com

Are you a MS PowerBI user? Take your skills to a new data wrangling level and become certified PUG Microsoft Certified Solutions Expert.

Updates from HFTP on What to expect at HITEC Houston 2018 with Elite Education, Exhibits, E20X and more from www.HFTP.org

Luxury Travelers are interested in exclusive, customized experiences from www.Lodgingmagazine.com

Travelers make several mistakes when booking flights, according to forecasting service Hopper, and here are a few for you to correct via www.travelandleisure.com

From Twitter, here is tweet recapping March RevPAR from STR's @jan\_freitag



# AI and The Fear of A Rising Super Intelligence

Chuck O'Halloran

In the 1968 science fiction film “2001: A Space Odyssey” by Stanley Kubrick, the computer on the spacecraft, Discovery One, runs out of control. Hal, the name of the AI, kills four astronauts before being disabled by the remaining astronaut, Dave Bowman.

We’ve all heard at one time or another the iconic exchange between Dave and Hal, Dave asking Hal to open the pod bay door, and Hal refusing.

Fifty years later, we have not quite reached Hal levels of intelligence in AI, but we are getting closer. The AIs bear recognizable names, Amazon’s Alexa, Apple’s Siri, IBM’s Watson. But there are other names, we think about: the WOPR from “Wargames”, Hal from 2001, Skynet from a whole raft of Terminator movies. Computers that can do stuff; things we may not intend for them to do.

It’s not just people exiting the latest big budget movie that are concerned. Smart people, like the late Dr. Stephen Hawking, captains of industry like Elon Musk, have deep concerns about the future of AI.

Should we worry?

Joscha Bach, a scientist from Harvard recently posited on Twitter the “The Lebowski Theorem”:

“No superintelligent AI is going to bother with a task that is harder than hacking its reward function.”

So, are we safe, because subjugating humanity would be a lot of bother?

If you want to read the AI Open Letter signed by many luminaries, include Stephen Hawking and Elon Musk, you can find it here:

<https://futureoflife.org/ai-open-letter/>

Here is where I was first exposed to the “The Lebowski Theorem”:

<https://kottke.org/18/04/the-lebowski-theorem-of-machine-superintelligence>

---

## Browsing Tips: Default Compact View is Not for Everyone

Peter Merritt

There are a number of great enhancements that have come with the more recent releases of MS Excel and certainly everyone has their favorites that they can’t imagine living without. Don’t worry, this is not that article. Instead, the focus will be on a more controversial feature that receives mixed reviews amongst the “browse happy” DV community...the default “Compact” pivot table view!

If you love it and feel that the benefits of the nested row labels for multiple

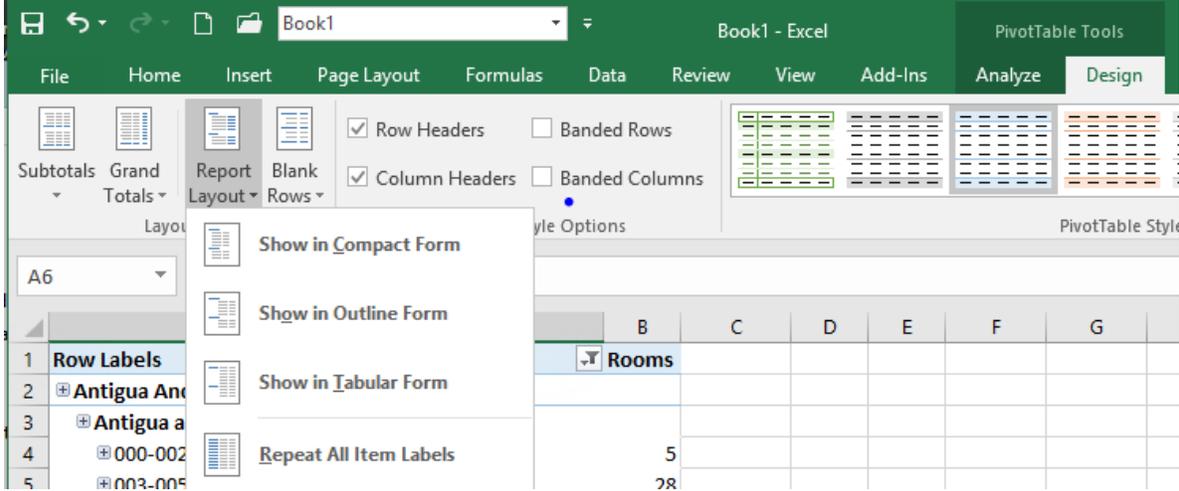
dimensions within a single column give you the added space for viewing the numbers/measures that you have been looking for, then you are all set. For the rest of you, that may miss the old “Tabular” pivot table view or feel that the navigation within multiple dimension hierarchies is less clear this way, there is a very simple way to switch between views.

Please find sample browses below which include GEO Residence, GEO Detail, and LOS dimensions shown in “Compact” and “Tabular” view respectively.

	A	B
1	Row Labels	Rooms
2	All Countries	
3	Antigua And Barbuda	
4	Antigua and Barbuda	
5	000-002	5
6	003-005	28
7	006-007	12
8	008-014	8
9	Antigua and Barbuda, .St. Philips	
10	000-002	2
11	Antigua and Barbuda, Antigua, Coolidge	
12	003-005	4
13	Antigua and Barbuda, Antigua, St John's	
14	000-002	2
15	Antigua and Barbuda, ANTIGUA, St. John's	
16	003-005	3
17	Antigua and Barbuda, Buenos Aires	
18	008-014	13
19	Antigua and Barbuda, Isleworth, Middx	
20	000-002	1
21	Antigua and Barbuda, Long Island, St. Peter's	
22	003-005	4
23	Antigua and Barbuda, Luanda	
24	003-005	3

	A	B	C	D
1	Level01	Level01	Level01	Rooms
2	Antigua And Barbuda	Antigua and Barbuda	000-002	5
3			003-005	28
4			006-007	12
5			008-014	8
6		Antigua and Barbuda, .St. Philips	000-002	2
7		Antigua and Barbuda, Antigua, Coolidge	003-005	4
8		Antigua and Barbuda, Antigua, St John	000-002	2
9		Antigua and Barbuda, ANTIGUA, St. Jo	003-005	3
10		Antigua and Barbuda, Buenos Aires	008-014	13
11		Antigua and Barbuda, Isleworth, Midd	000-002	1
12		Antigua and Barbuda, Long Island, St. F	003-005	4
13		Antigua and Barbuda, Luanda	003-005	3
14		Antigua and Barbuda, MA, Worcester	000-002	1
15		Antigua and Barbuda, Miami Beach	003-005	3
16		Antigua and Barbuda, New South Wale	003-005	4
17		Antigua and Barbuda, Saint Johns	006-007	7
18		Antigua and Barbuda, St George	006-007	7
19		Antigua and Barbuda, St Johns	003-005	16
20			006-007	7

Now to switch between the views, you must first click somewhere in the active browse area to bring up the “PivotTable Tools” menu options. Click on the “Design” tab, navigate to the “Report Layout” option, and select “Show in Tabular Form”. Selecting “Show in Compact Form” will revert you back to the default.



Test it out and please feel free to contact our Support Team with any questions!

If you would like a floor pass to attend HITEC, please email **Bonnie Wise** for the registration link. We look forward to seeing you there!



## What books will you find on Datavision's bookshelf?



Within the confines of the Datavision office, you will find a diverse group of people with varied interests and habits. Here you will find a group of people who work well together to deliver to our customers the very best in support and assistance. They know the internal, intricate details of Datavision and are always here to assist our customers, friends and each other. We are a united family and just like any family, the interests vary greatly from one to the other.

Recently at HITEC in Amsterdam we had dinner with a group of people and someone, I believe it was Rich Siegel, asked what our favorite books were, and this led to a great discussion – it also led to much surprise. Who knew Rich Siegel would say that the Notebook was his favorite book! He somehow doesn't look like the crying type and if you read the book or see the movie, it is a given, you will cry.

We decided to take a survey of the favorite books of some of us in the offices. Some may surprise you but most fit the person we know. So many personalities, so many favorites!

- Sudharshan Chary - Catch-22 by Joseph Heller & No Shortcuts to the Top by Ed Viesturs
- Sherry Marek - The Happiness Project by Gretchen Rubin & The Slight Edge by Jeff Olson
- Mark Fry - The Hunt for Red October by Tom Clancy & The Firm/A Time to Kill by John Grisham
- Chuck O'Halloran - The Black Company by Glen Cook & The Atrocity Archives by Charles Stross
- Sherie Pillis - The Pilots Wife by Anita Shreve
- Donald Ten - The Celestine Prophecy by James Redfield
- Bonnie Wise - Message in a Bottle by Nicholas Sparks

NaiChing Kuo - 2019 by Lung Ying-tai  
Sarvesh Kulkarni - The 3 Mistakes of My Life by Chitan Bhagat  
Santosh Bhaskar - Wings of Fire by Arun Tiwari  
Deepak Kumar - Life Without Limits by Nick Vujicic  
Shruti Bohra - The Lord of the Rings & The Hobbit by JRR Tolkien  
Jitender Singh - Covert Persuasion by Kevin Hogan

**We look forward to hearing about Your Favorite books!**

---

## **Future releases from Datavision**

Datavision has been testing some new cubes for MS PowerBI this spring. We are adding cubes for Spa, POS and others this quarter. We look forward to providing details to all customers shortly on these new releases.

We are planning “**Datavision University**” sessions this fall and working on dates for this in September or October. We plan to have some basic training, advance report creation as well as a day of PowerBI training. Hope you can make plans to attend at least one day! Are you ready to dip your toes in the Microsoft toolkit? You can be a ‘data’ hero by showing your marketing team some predefined PowerBI dashboards. Check out the free [twitter](#), [Facebook](#) and [other solution templates](#). You can also follow your competitors and see their metrics as well as your own! There is approximately a charge of \$9.95/month per user to create dashboards. To consume is currently free.

## **What industry events will you be at later this year?**

Datavision had a booth at **HFTP HITEC in Amsterdam** and will be returning to **HITEC Houston** for the 23<sup>rd</sup> year! Let me know if you are going to **HFTP Annual Convention** in Louisville in October as I will be there, too. Keep watching these newsletters for more updates and plans.

As always, Bonnie Wise has done an excellent job with our social media and producing our DV newsletters. Find us on Facebook, Twitter and LinkedIn. Please continue to give her feedback and ideas if you would like additional information from the DV team.

All my best,

Sherry Marek

PLEASE LIKE AND FOLLOW TO STAY CONNECTED



**Join Datavision at these  
future locations:**

**Houston June 18-21, 2018  
George R. Brown Convention  
Center  
#loveDVdata #HITECtX  
Booth #1230**



**SMS Host Users' Group Conference, November 4- 8, 2018  
Snowbird Resort & Conference Center  
Little Cottonwood Canyon, Utah**

**Be sure to join us because we always look forward to seeing YOU there!**

**Worldwide +1 (954) 433-3633**

**[Visit Datavision's Website](#)**