

Making AI Work For Your Business

5 Practical Steps to Build the Data Foundation AI Actually Needs

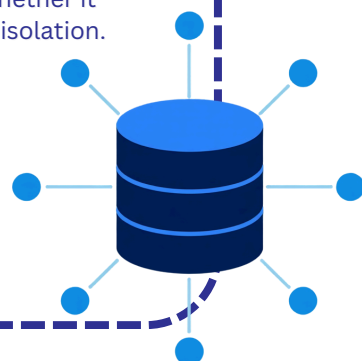
01

Audit Where Your Data Lives

Before you can fix your data foundation, you need to understand what you're working with. Map every tool in your stack and identify what data each tool collects, how it's formatted, and whether it connects meaningfully with your other tools—or sits in isolation.

QUICK WIN

Start with your three most critical tools: PMS, pricing tool, and accounting software. Map how they connect and identify exactly where data breaks down between them.



Standardize Before You Automate

Layering AI on top of inconsistent data and expecting it to sort itself out is one of the most common—and costly—mistakes operators make. Standardize the data going into it: consistent naming conventions, unified date formats, clean guest records, and standardized expense categories across every platform.

02

QUICK WIN

Pick one data category—property names, for example—and standardize it across every tool in your stack. Small, consistent improvements compound quickly.



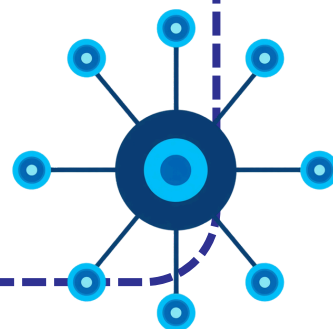
03

Build One Source of Truth

Individual tool integrations help with functionality. But what AI actually needs is a centralized place where data from all your tools flows together—combined, cleaned, and consistent. When AI draws from a single, reliable source of truth, it surfaces insights that are impossible to identify manually.

QUICK WIN

Identify the three metrics most critical to your business decisions that currently require pulling data from multiple sources. These are your first targets for centralization.



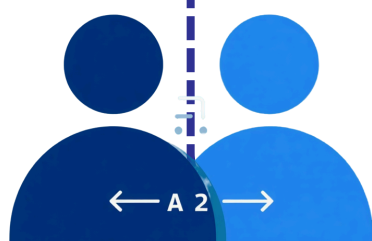
Use AI as a Recommendation Engine— Not a Decision Maker

AI is extraordinarily good at processing large amounts of data and surfacing patterns faster. But it cannot understand the nuance, context, and judgment that comes from actually running your business. The winning formula: clean data feeds AI, AI surfaces patterns and opportunities, and YOU make the final call. That third step is non-negotiable.

04

QUICK WIN

For the next 30 days, treat every AI recommendation as a starting point—not a conclusion. Note when you agree, when you override, and why. You'll quickly learn where your AI is reliable and where it needs better data.



05

Build a Regular Review Cadence

Clean data isn't a one-time project—it's an ongoing practice. As your business evolves, integrations break and data formats change in ways that aren't always obvious. Regular review of your AI outputs is how you catch data quality issues before they become costly decisions.

QUICK WIN

Block 30 minutes every week specifically for reviewing AI outputs. Treat it as non-negotiable as your financial review.



Your tools should work for you.
Your data should give you confidence.
Your AI should make you smarter.