HOTEL BOOKING ANALYSIS OVERVIEW

Revenue Trends

Legend: total_revenue, moving_avg_revenue

Left axis: 72M, 70M, 68M, 66M, 64M
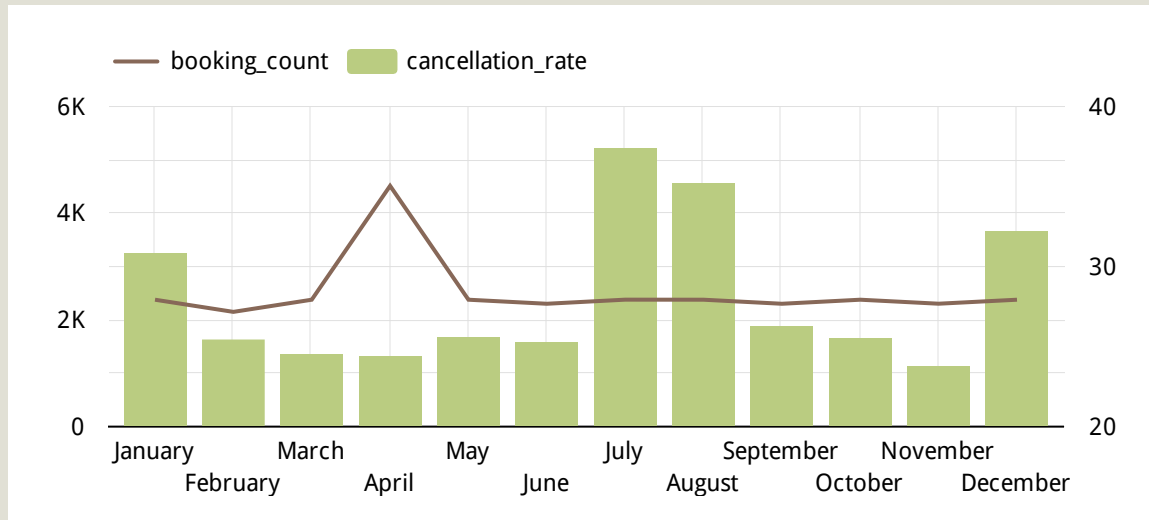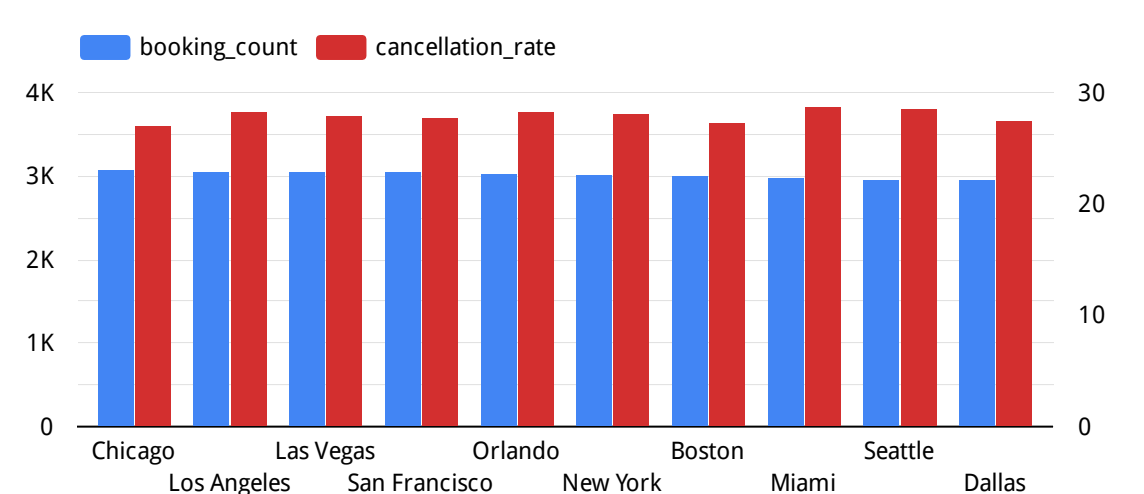Right axis: 30K, 29.8K, 29.6K, 29.4K, 29.2K, 29K
X-axis: 2024 April, 2024 June, 2024 August, 2024 October, 2024 December, 2025 February, 2025 April
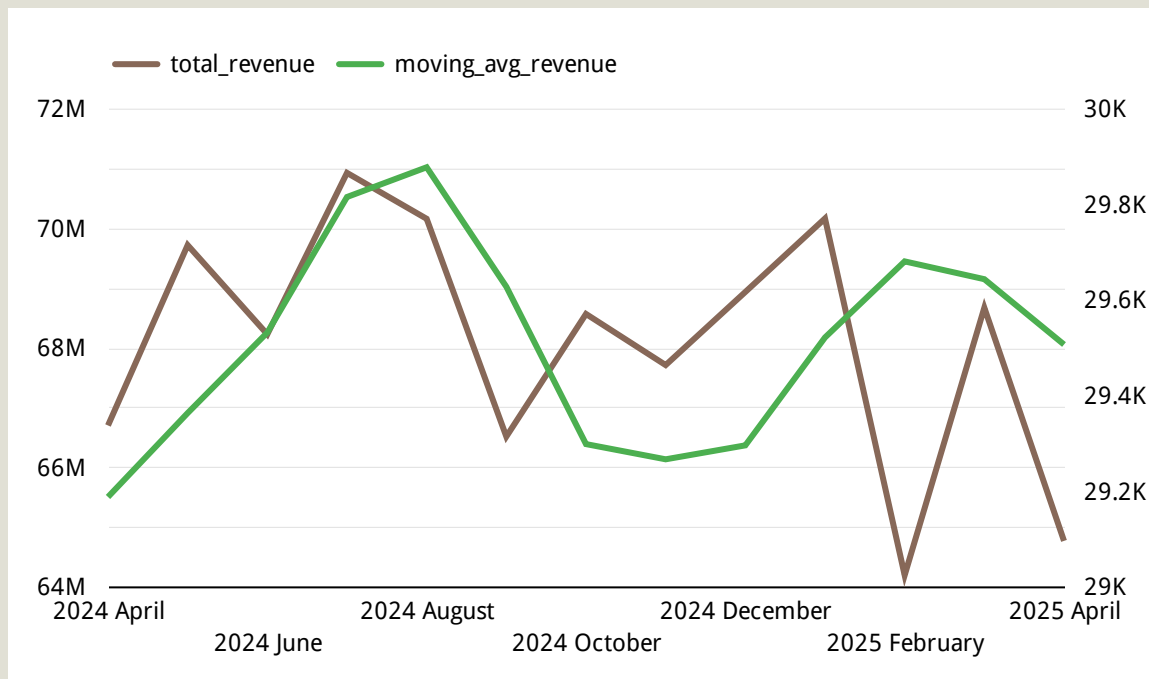
Booking Pattern by Channel

- Web — 50%
- Mobile App — 40%
- Travel Agent — 10%

Monthly Booking Trends

Legend: booking_count, cancellation_rate

Left axis: 6K, 4K, 2K, 0
Right axis: 40, 30, 20
X-axis: January, February, March, April, May, June, July, August, September, October, November, December
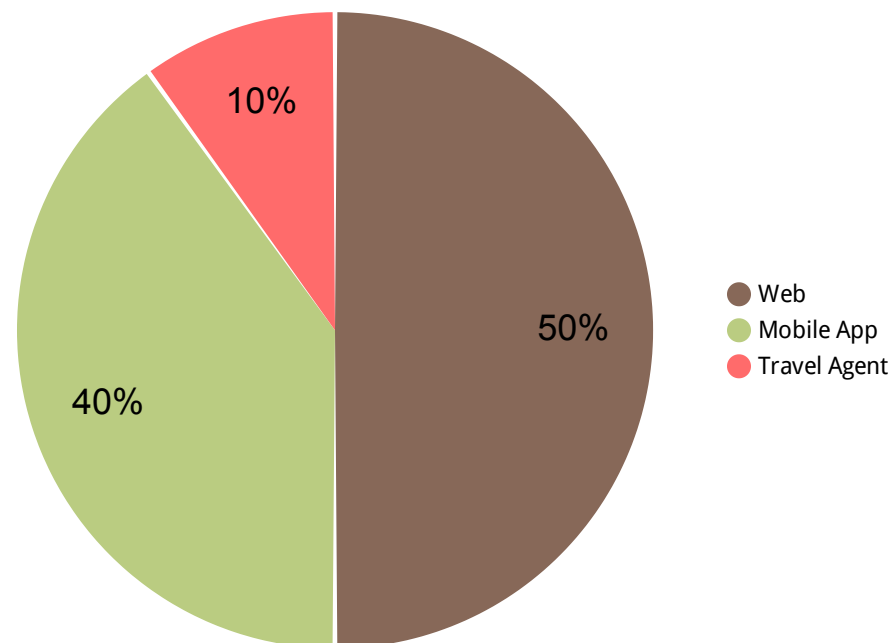
Booking Performance by City

Legend: booking_count, cancellation_rate

Left axis: 4K, 3K, 2K, 1K, 0
Right axis: 30, 20, 10, 0
X-axis: Chicago, Los Angeles, Las Vegas, San Francisco, Orlando, New York, Boston, Miami, Seattle, Dallas

Cancellation and Root Cause Analysis

Cancellation by Refund Status

	refund_status	payment_met…	cancellation_rate
1.	Yes	PayPal	28.02
2.	Yes	Debit Card	27.87
3.	Yes	Credit Card	27.73
4.	Yes	Bank Transfer	26.68
5.	No	Debit Card	27.57
6.	No	PayPal	28.89
7.	No	Credit Card	29.82
8.	No	Bank Transfer	27.38

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Cancellation by Lead Time
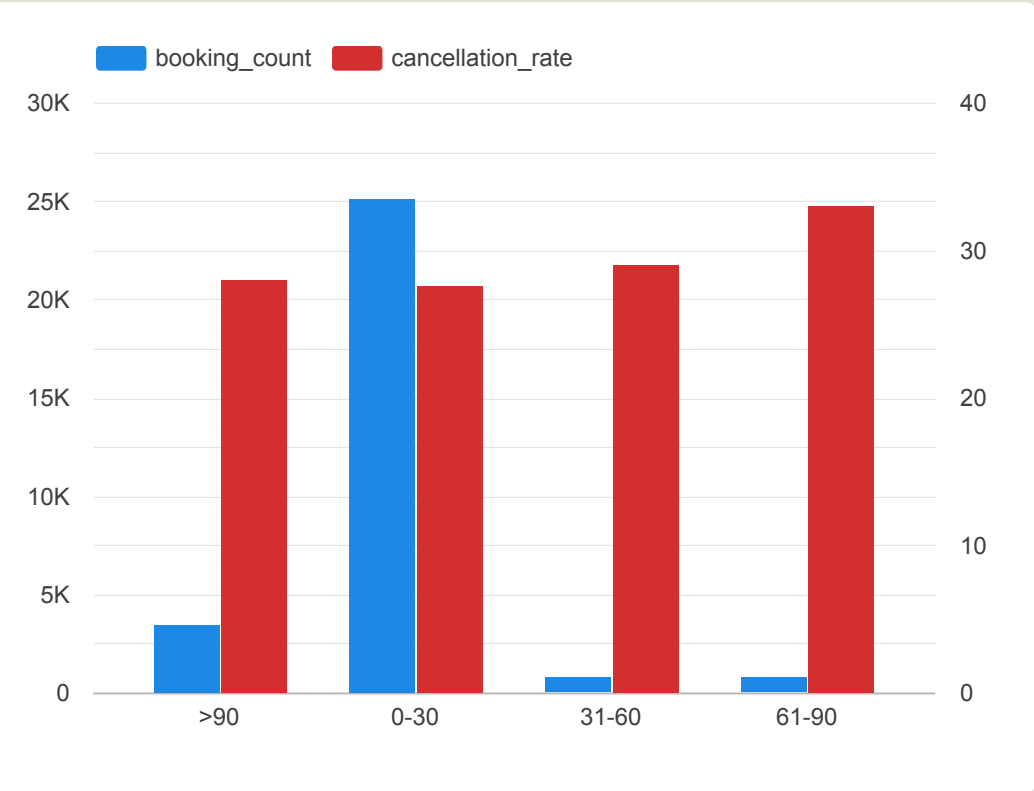
Booking Pattern by Room Type
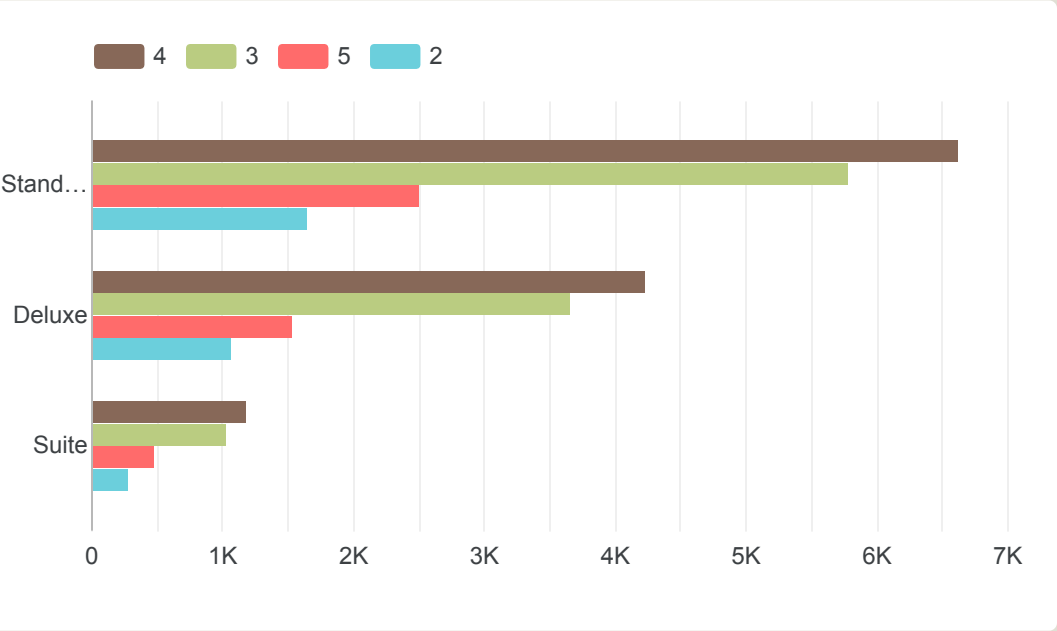
Correlations

	booking_channel ▾	avg_mark…	coupon_canc…	avg_cashback
1.	Web	6,985.17	52.18	3.87
2.	Travel Agent	6,931.74	63.03	3.84
3.	Mobile App	6,943.9	61.24	3.78

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