

# Hotel Analysis

**In this Analysis following business questions are covered :**

1. What is the Revenue, Total Nights and Average Discount of particular hotel on specific year and month?
2. What is the trend of Revenue, Total Nights and Average Discount?
3. What is the Top 5 Market Segment on the basis of Revenue?
4. Do we need to increase car parking space for more customers?
5. Which market segment give highest revenue?

Hotel

- ☐ City Hotel
- ☐ Resort Hotel

Year

All

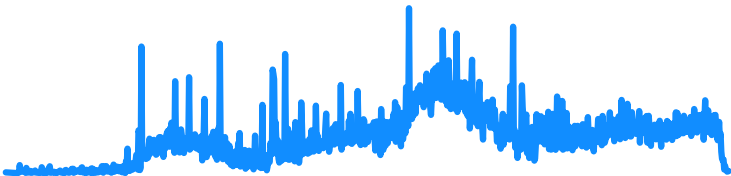
Month

All

\$49.53M

Revenue

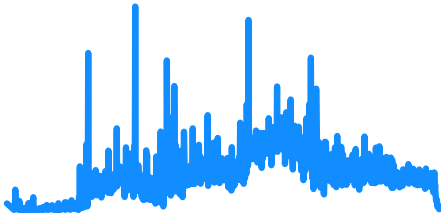
revenue



484K

Total Nights

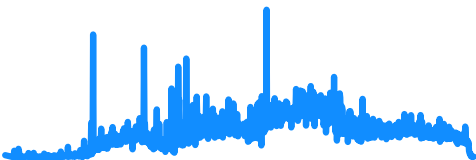
total\_nights



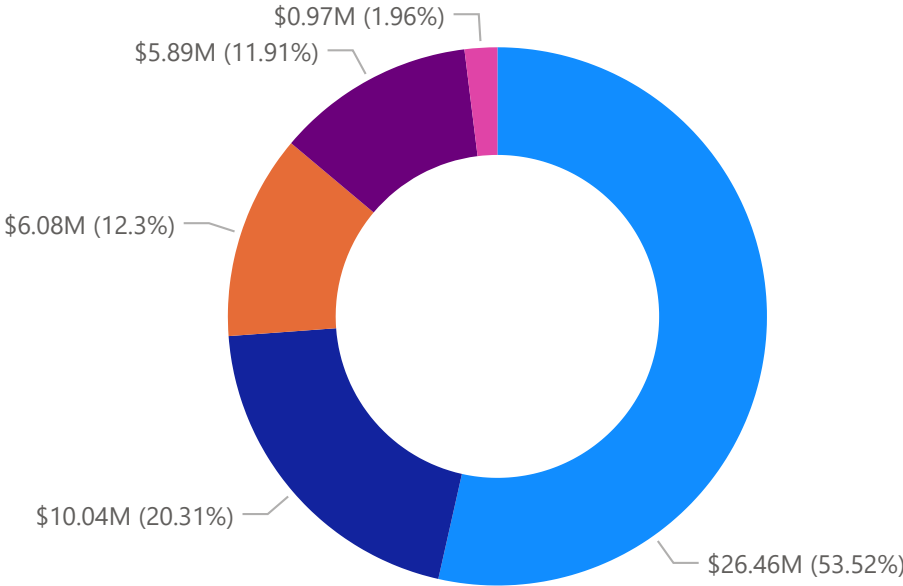
24.07%

Average of discount

discount



Revenue by Market Segment (Top 5)



Market Segment

- Online TA
- Offline TA/TO
- Direct
- Groups
- Corporate

Year	required_car_parking_spaces	parking percentage
2018		
Qtr 1	0	0.00
Qtr 2	0	0.00
Qtr 3	656	0.02
Qtr 4	647	0.02
2019		
Qtr 1	897	0.02
Qtr 2	958	0.02
Qtr 3	1827	0.02
Qtr 4	1556	0.02
2020		
Qtr 1	793	0.02
Qtr 2	864	0.02