

Understanding the Seasonality of the Bookings



Total Bookings

119K



Price Multiplier

1.00



Season

High Season

Season

All

Date

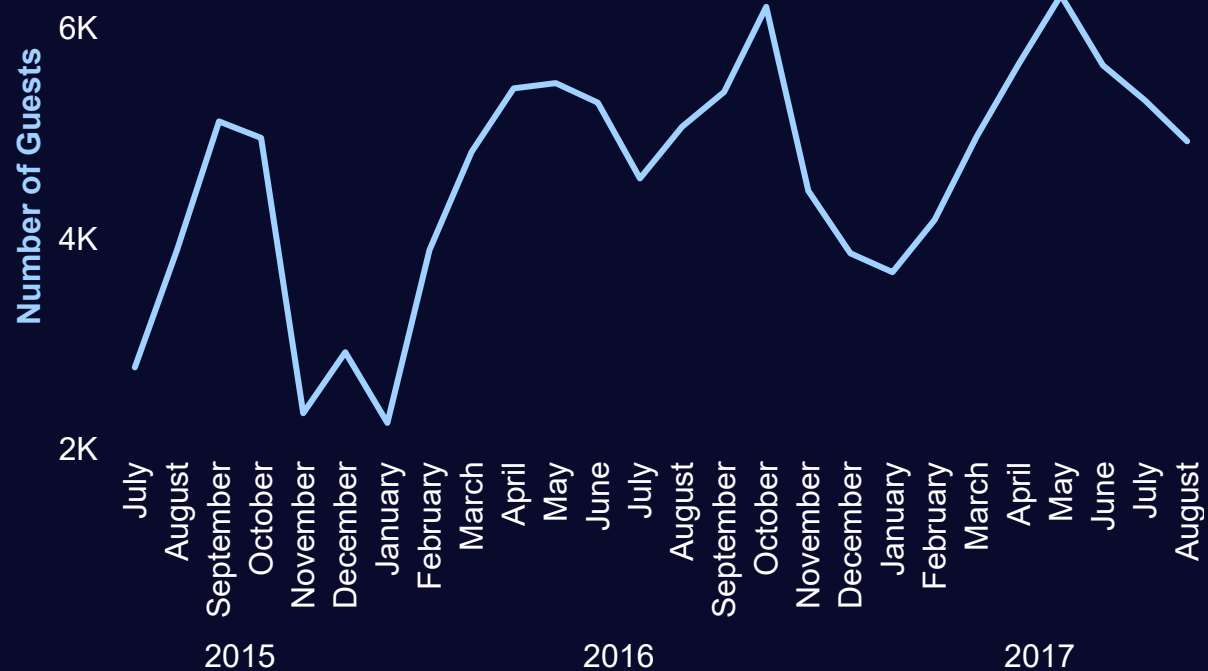
01/07/2015



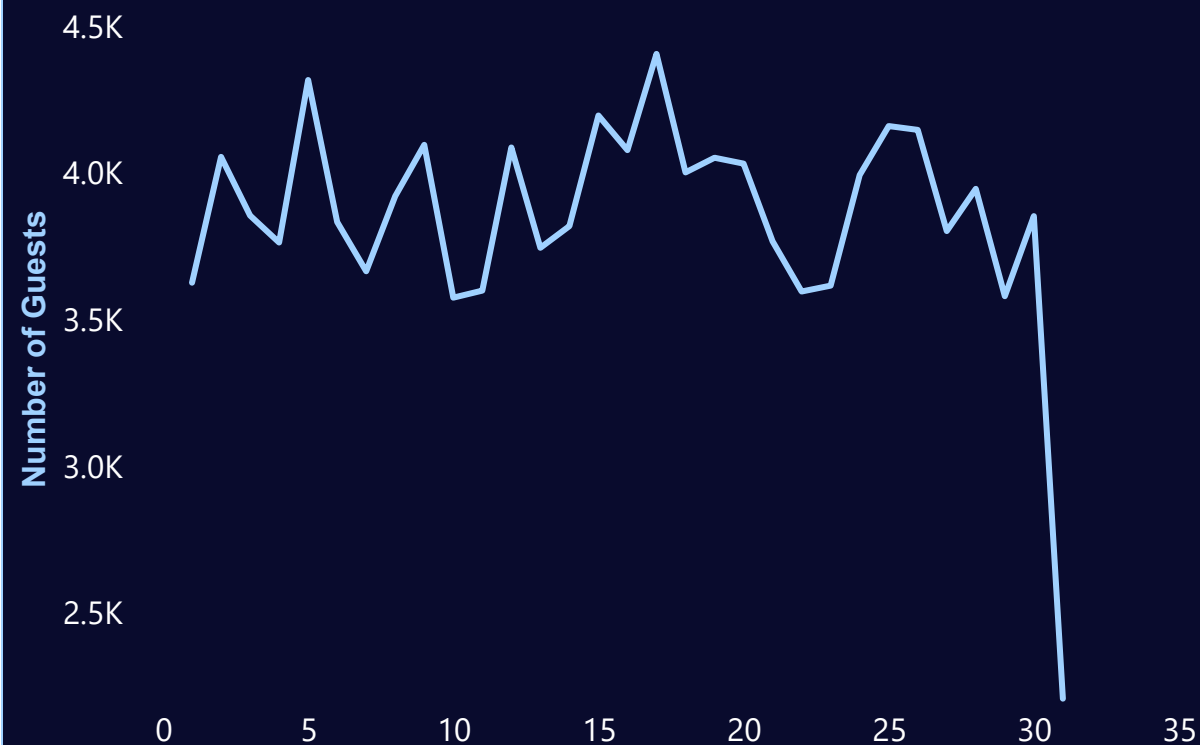
31/08/2017



Daily Bookings

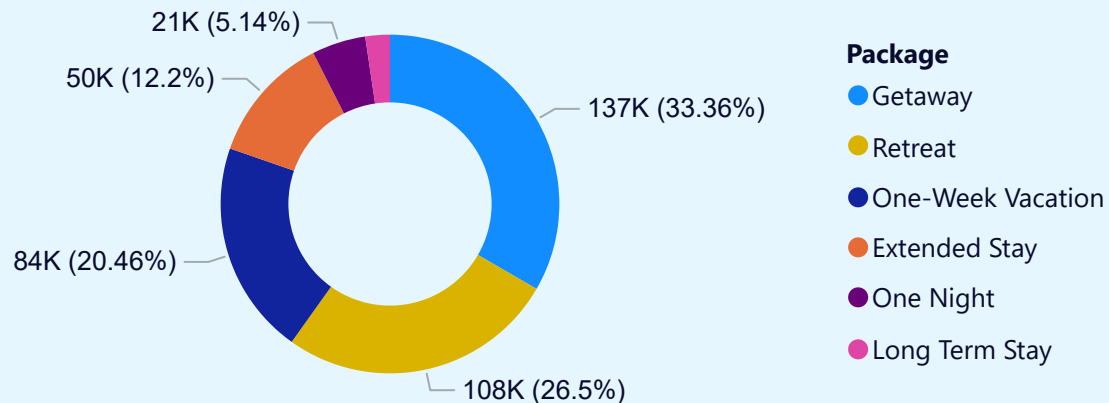


Daily Bookings



Creating the Shape of Future Hotel Packages

Package Distribution



Total Bookings

119K

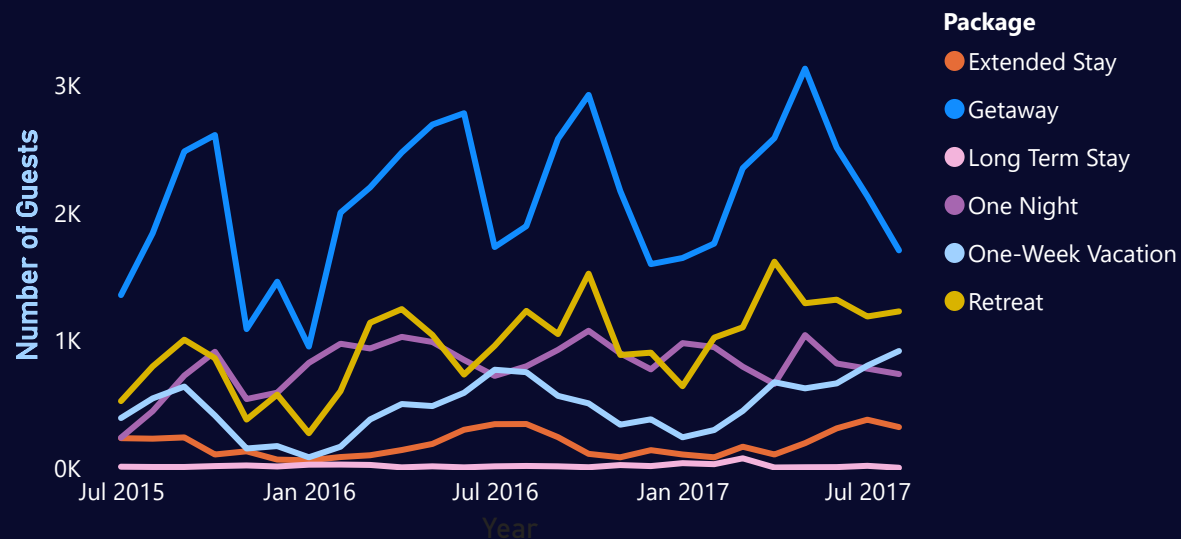
Package

Extended Stay

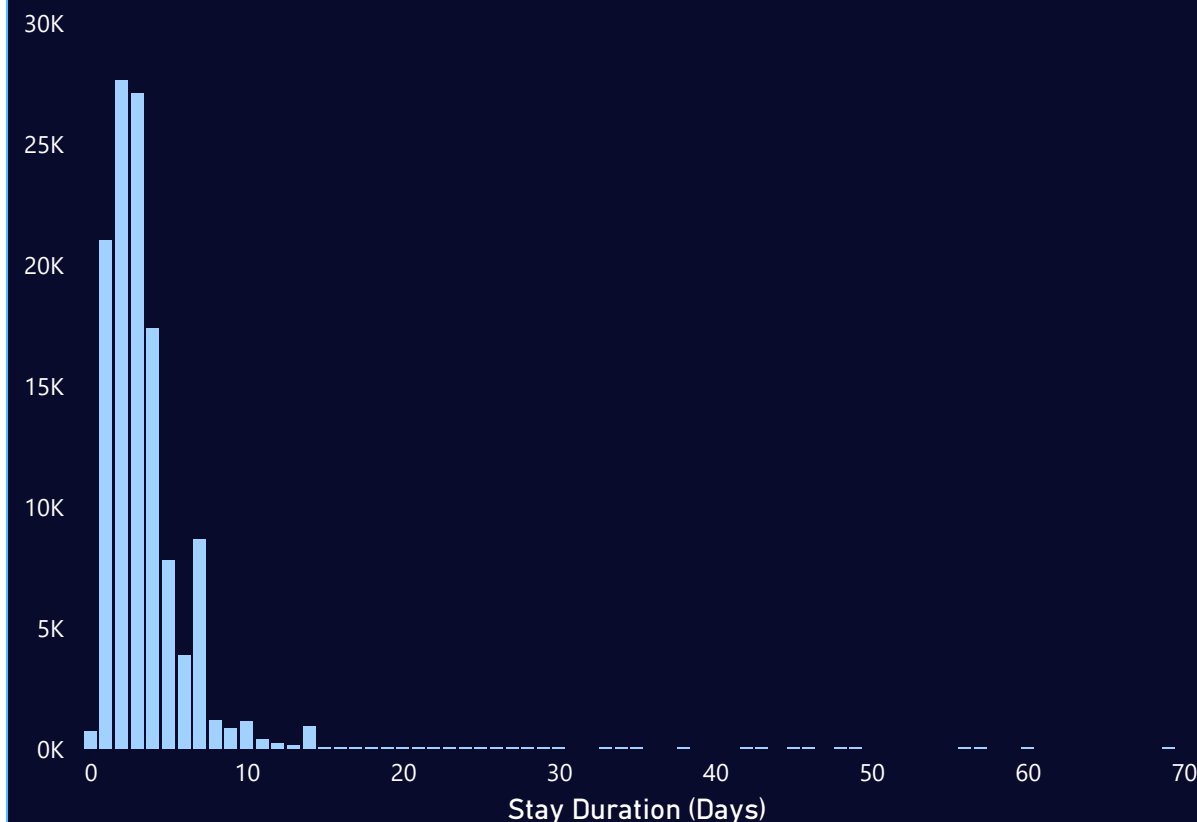
AVG Stay Duration

3.43

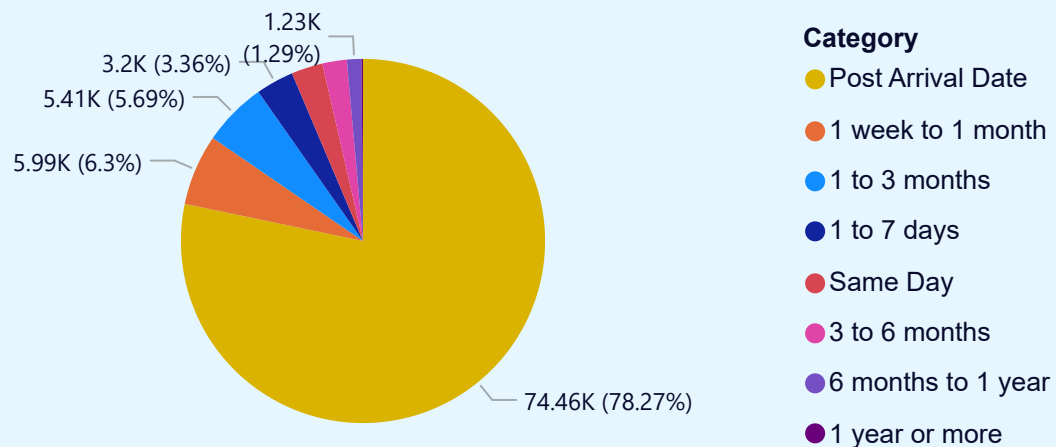
Bookings by Package



Stay Duration Distribution



Penalty Distribution

Total Recovered
Amount

7.3 M

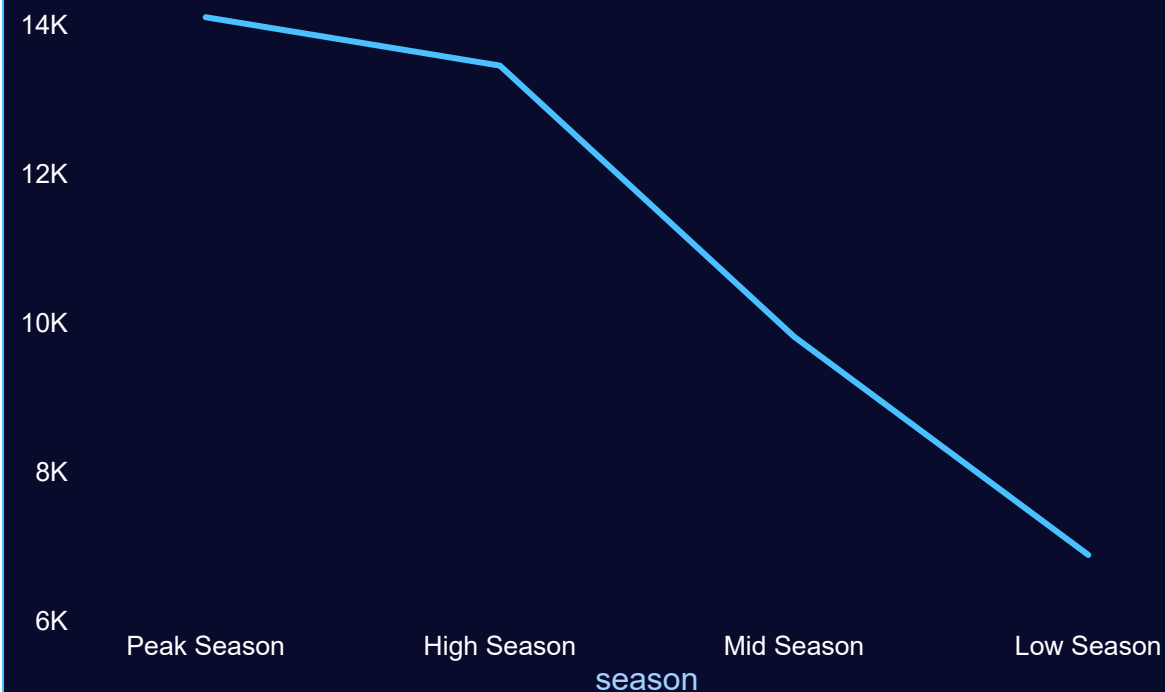
Recovered
Percentage

43.7%

Cancellations by Lead Time



Cancellations by Season



Preparing the IT System for Demand

Part
1Part
2Part
3Part
4

Total Bookings

119K

Peak Weekly Bookings

4K

Low Weekly Bookings

933

Peak Monthly Bookings

14K

Date

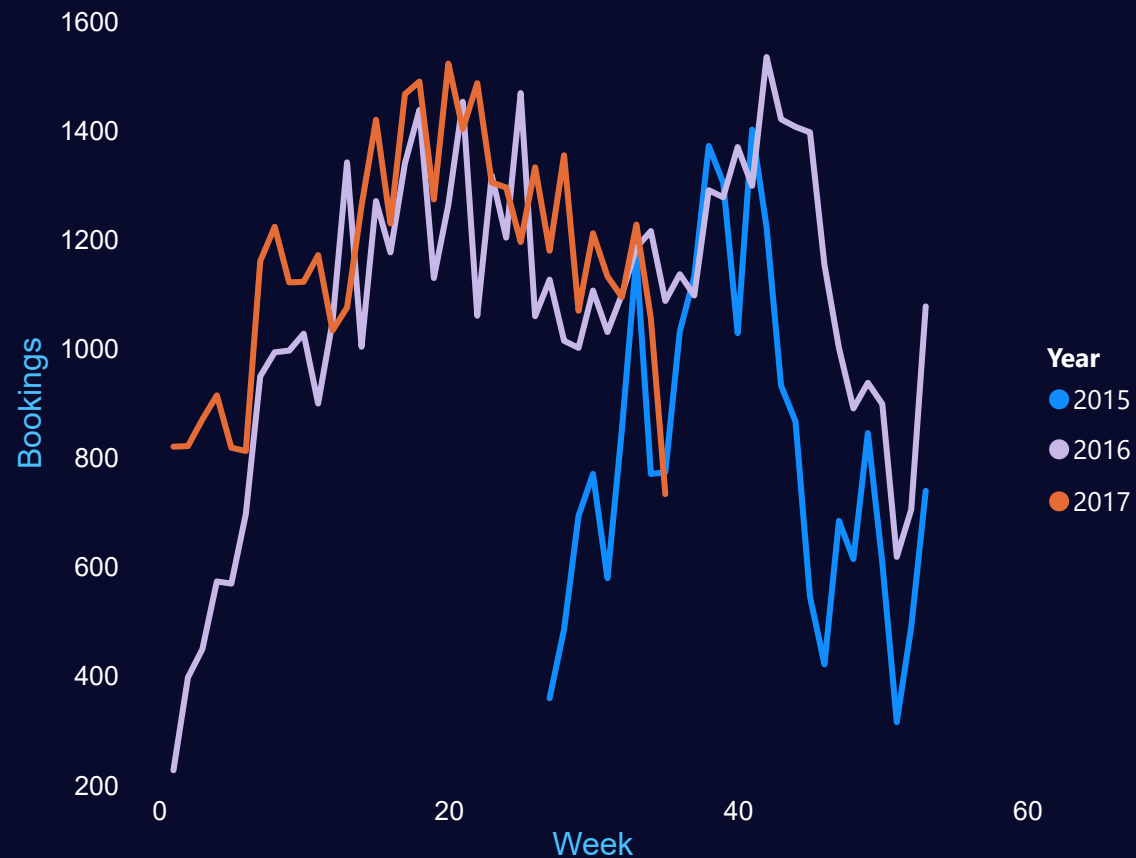
01/07/2015



31/08/2017



Bookings per Week



Predicted Bookings per Week

