

Hotel Booking Insights

Dashboard Overview and Booking
Trends

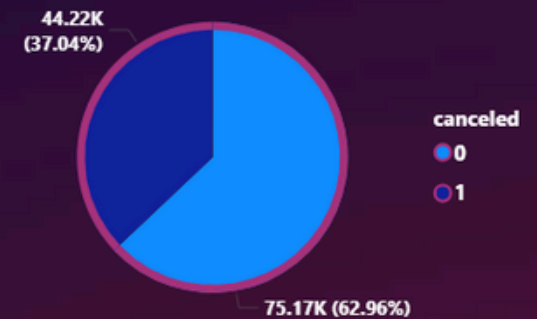
Hotel Booking Dashboard

HOTEL BOOKING INSIGHTS.

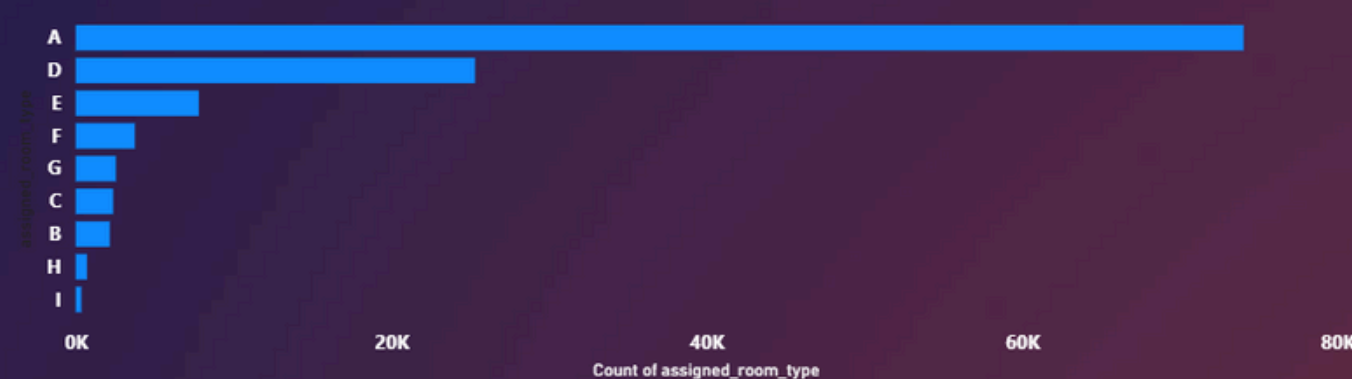
1.) Line Chart For Occupancy Rate.



3.) Cancellations With Pie Chart.







2.) Bar Chart For Booking By Room Type .



4.) Filters For Country.

ABW	ARE	ATF	BEL
AGO	ARG	AUS	BEN
AIA	ARM	AUT	BFA
ALB	ASM	AZE	BGD
AND	ATA	BDI	BGR

Dashboard Insights Summary

-  Occupancy Rate Trend: Steady growth from 2015 to 2017 with visible seasonal patterns.
-  Room Type Popularity: Room Type A is the most booked, followed by D and E.
-  Cancellations: Approximately 63% of bookings were not canceled.
-  Country Filter: Users can filter insights based on country to analyze geographical behavior.

Key Takeaways

- ✓ Room Type A has the highest demand – focus marketing on this segment.
- ✓ Off-peak seasons show a drop in bookings – opportunities for discounts/promotions.
- ✓ Low cancellation rate reflects strong booking confirmation trends.
- ✓ Use country filters to create location-specific strategies.