

Dear [Recipient's Name],

I've completed the analysis of the hotel reservation and rate data as per your assignment. Below are the key insights derived from the data:

1. Popular Booking Rates by Segment

- **Key Insight:** The most popular booking rate is [Fully flexible], particularly among guests in the [1] gender and [GB] nationality.
- **Recommendation:** I suggest focusing marketing efforts on this demographic to maximize booking rates for this category.

2. Online Check-ins by Weekday

- **Key Insight:** Most online check-ins occur on [Thursday], predominantly from guests in age group [35] and [1] gender.
- **Recommendation:** Increase the promotion of online check-ins for other days and target guests in other demographics to balance the adoption.

3. Average Night Revenue per Occupied Capacity

- **Key Insight:** The most profitable customer segment is [MT] Nationality, [0] age group, while the least profitable segment is [TR] Nationality, [0] age group.
- **Recommendation:** Consider revisiting pricing or promotions for lower-profit segments while focusing on driving more business from high-profit groups.

4. Impact of Doubling Online Check-ins

- **Key Insight:** If online check-ins were to double, the total room revenue could increase by approximately from [17813]. To [35638].
- **Recommendation:** Encourage more online check-ins, possibly through incentives or improved communication, to capture this additional revenue.

I hope these insights help with decision-making. Please feel free to reach out if you need further clarification or additional analysis.

Best regards,
Bassam