Hotel Booking Analysis

Aim

The purpose of this dashboard is to analyze hotel booking data to identify patterns, trends, and insights related to booking types, cancellations, guest demographics, and monthly performance. This helps in understanding customer behavior and improving hotel management strategies.

Key Insights

- A total of 119,390 bookings were recorded.

- City Hotels accounted for a larger share of bookings (79,330) compared to Resort Hotels (40,060).

- Cancellation bookings are significant with a total of 44,224.

- Most cancellations were from City Hotels (33,102), while Resort Hotels had 11,122 cancellations.

- 'Two Adults' is the dominant guest type, contributing to the majority of both total and cancelled bookings.

- Most bookings and cancellations occur in August, followed by July and May.

- The majority of bookings are categorized as 'Correct' with high guest volumes; however, incorrect room types still show considerable bookings and cancellations.

Conclusion

The analysis reveals that City Hotels are more popular but also face higher cancellation rates. August experiences the highest volume of both bookings and cancellations, suggesting a peak travel season. Understanding these trends can help hotels adjust pricing strategies, cancellation policies, and marketing efforts to enhance guest experience and operational efficiency.