

HOTEL BOOKING DATA ANALYSIS

PRESENTATION

FINANCIAL OUTLOOK

INCOME OVERVIEW

50

40

30

20

10

0

YOY PROFIT

67%

WEBSITE TRAFFIC

73%

BUSINESS GROWTH

\$137,000
\$15,048

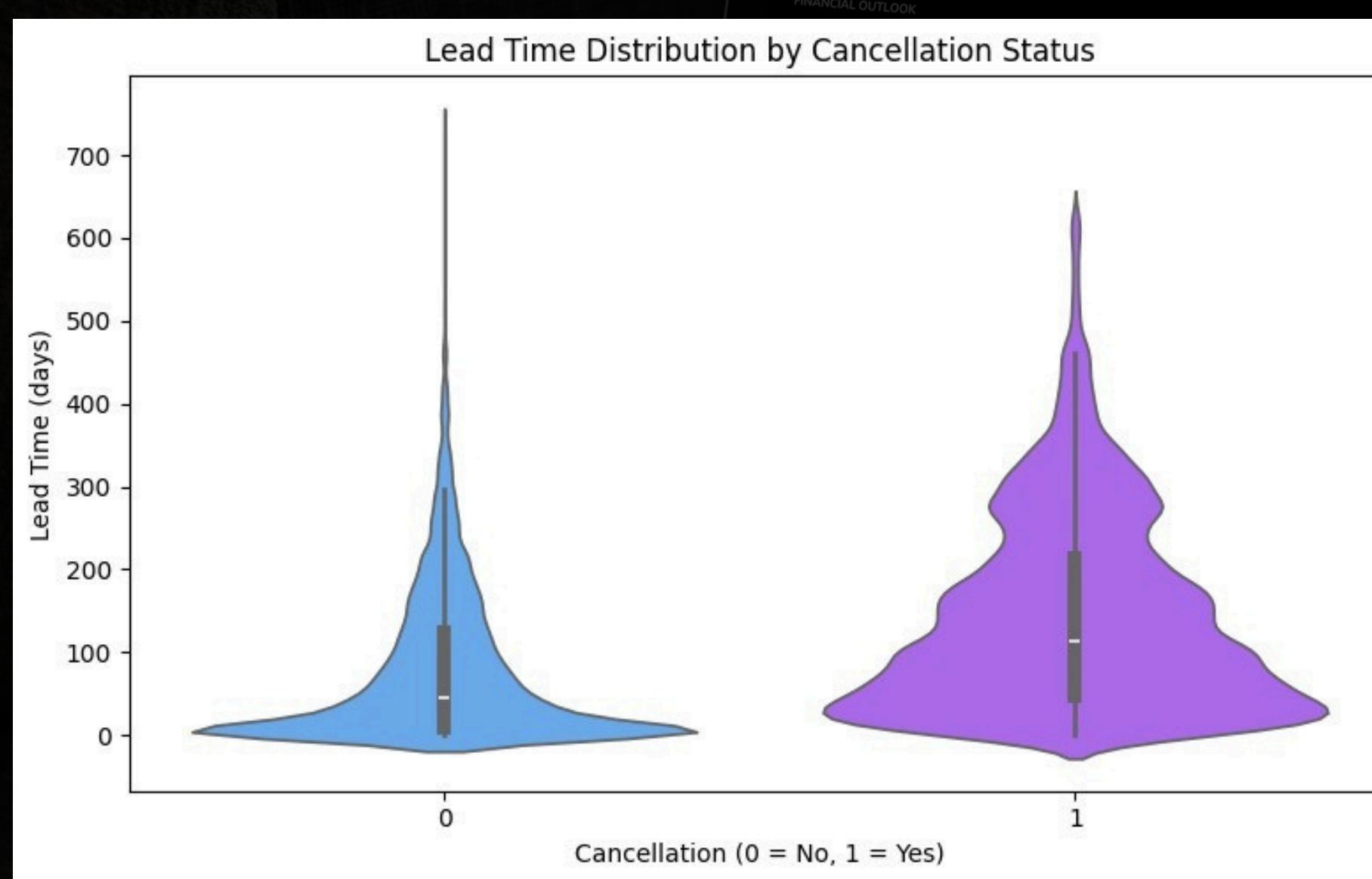
NUMBER OF BOOKINGS DONE ACCORDING TO THE MONTHS EACH YEAR



INSIGHT: We can understand that in initial months and last months the booking are decreasing

Action: So in those months we can give some offers to increase the number of customers like end of year offers and new year eve offers

HOW LEAD TIME AFFECTS CANCELLATION ?



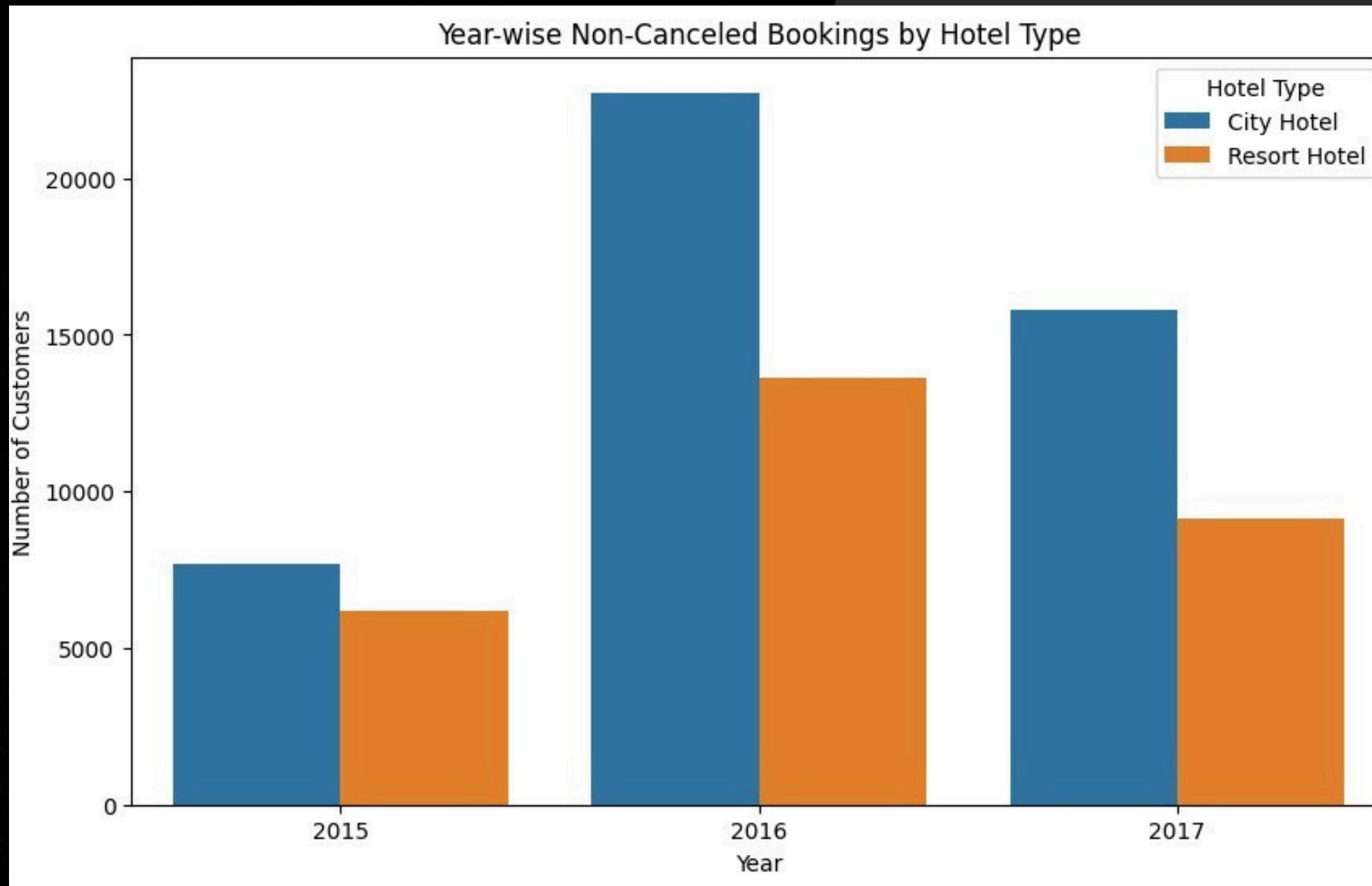
INSIGHTS

Most cancellations happen when the lead time is long

ACTION

we should manage our cancellation policies so that it will not end up to give loss

YEAR WISE NUMBER OF CUSTOMER



INSIGHTS

this will show which hotel get higher customer year wise

ACTIONS

we can use the same strategy to increase the customer rate again

WHEN PEOPLE ARE STAYING MORE WEEKEND OR WEEKDAYS

INSIGHTS

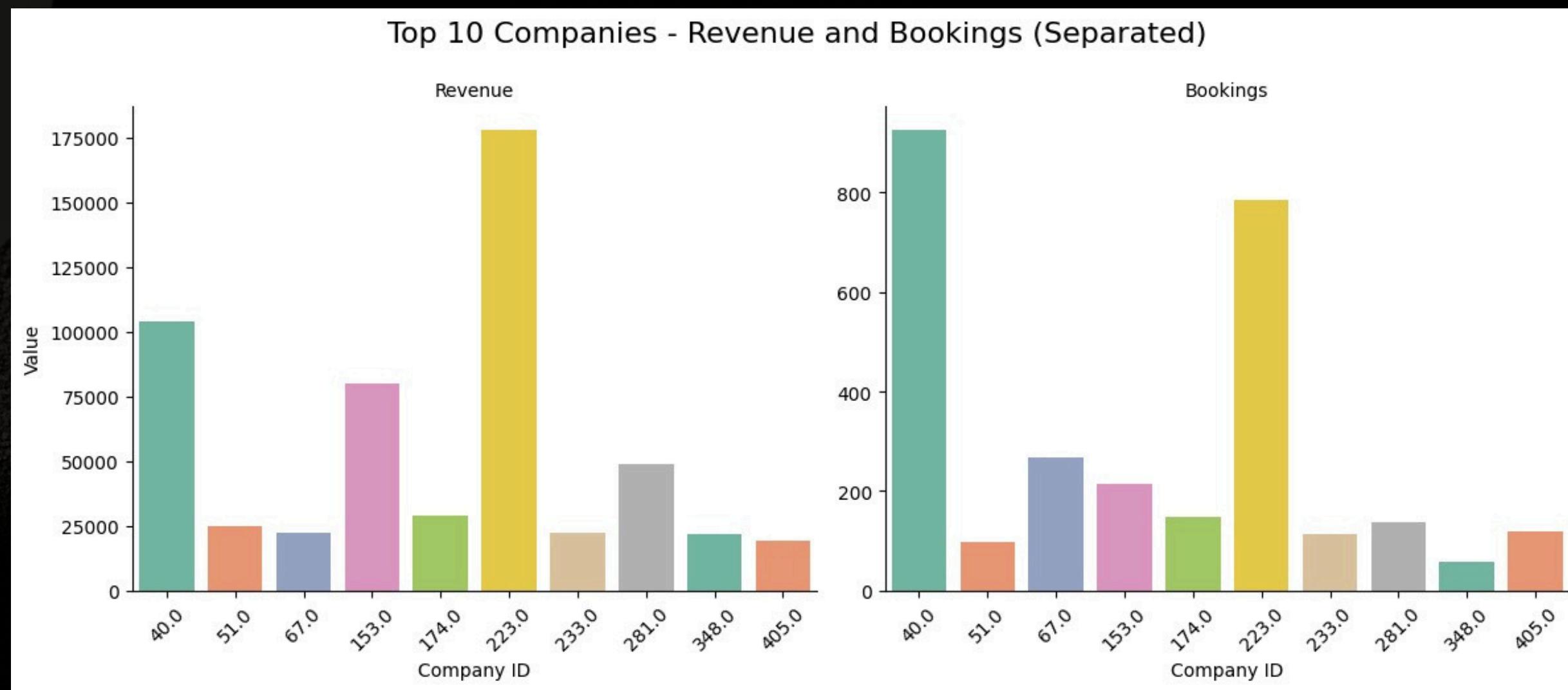
more people are booking rooms in weekdays

ACTIONS

can provide weekends plans for family and friends to enjoy their leave days that will help in increasing number of bookings in weekends



TOP 10 COMPANIES BASED ON REVENUE & BOOKINGS



INSIGHTS

Some companies bring high revenue with fewer bookings — likely due to higher prices or longer stays.

Others have many bookings but lower revenue — possibly due to lower rates.

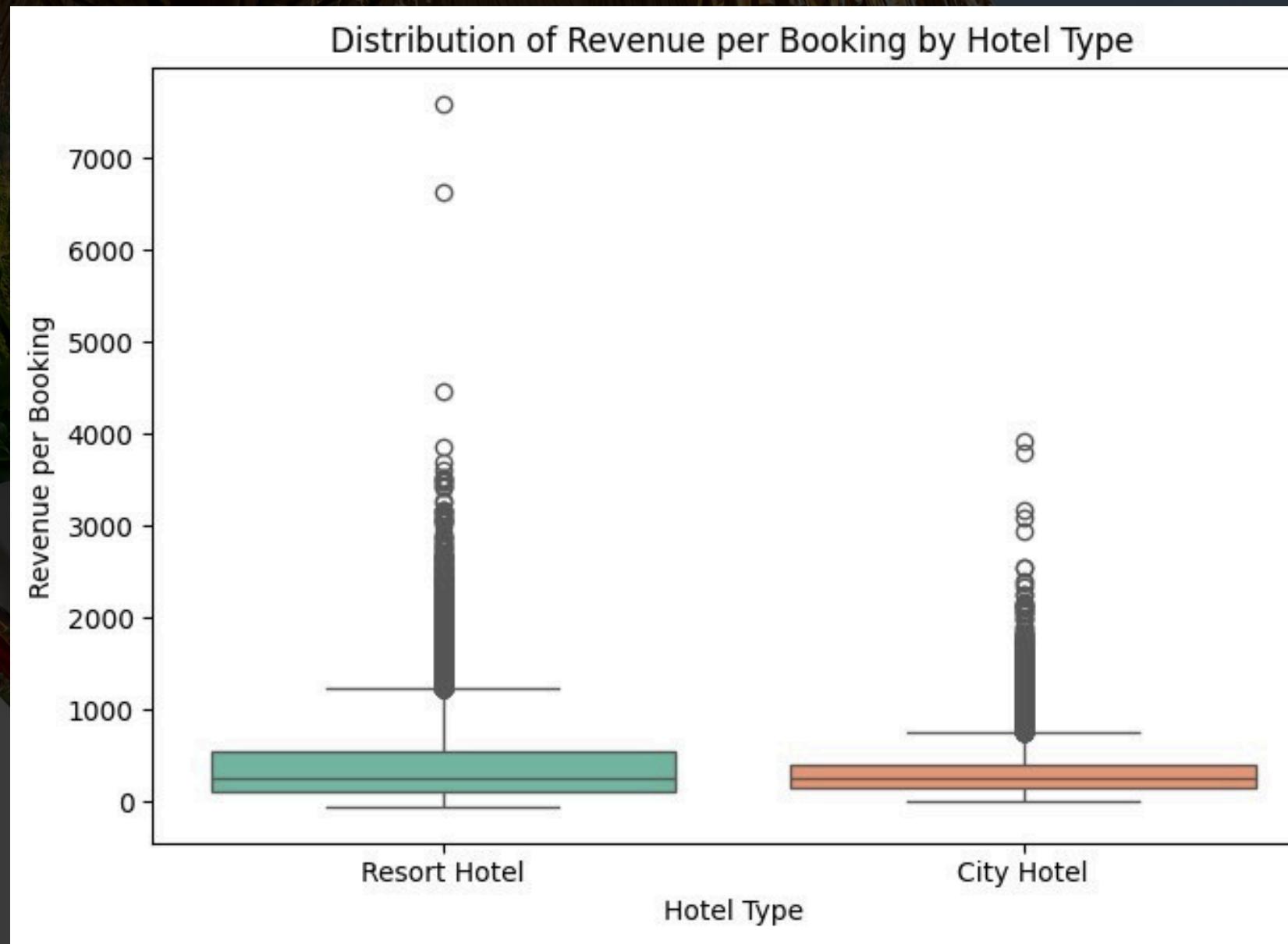
Revenue is concentrated in a few key companies.

ACTIONS

Focus on high-revenue companies — build strong partnerships. Upsell to high-booking, low-revenue clients — offer add-ons or premium rates.

Reduce dependency on top clients — grow business with mid-tier companies.

Compare distribution of revenue per booking between Resort and City Hotels.



Insights

Resort Hotels earn higher revenue per booking. They also have more high-value bookings. City Hotels show lower average revenue.

Actions

Promote premium packages in Resort Hotels. Upsell services in City Hotels to increase revenue. Study high-revenue Resort bookings to apply best practices.

Identify which factors most influence booking revenue.

INSIGHTS

Total nights has the strongest impact on revenue (0.75).

ADR (price per night) is also strongly correlated (0.57).

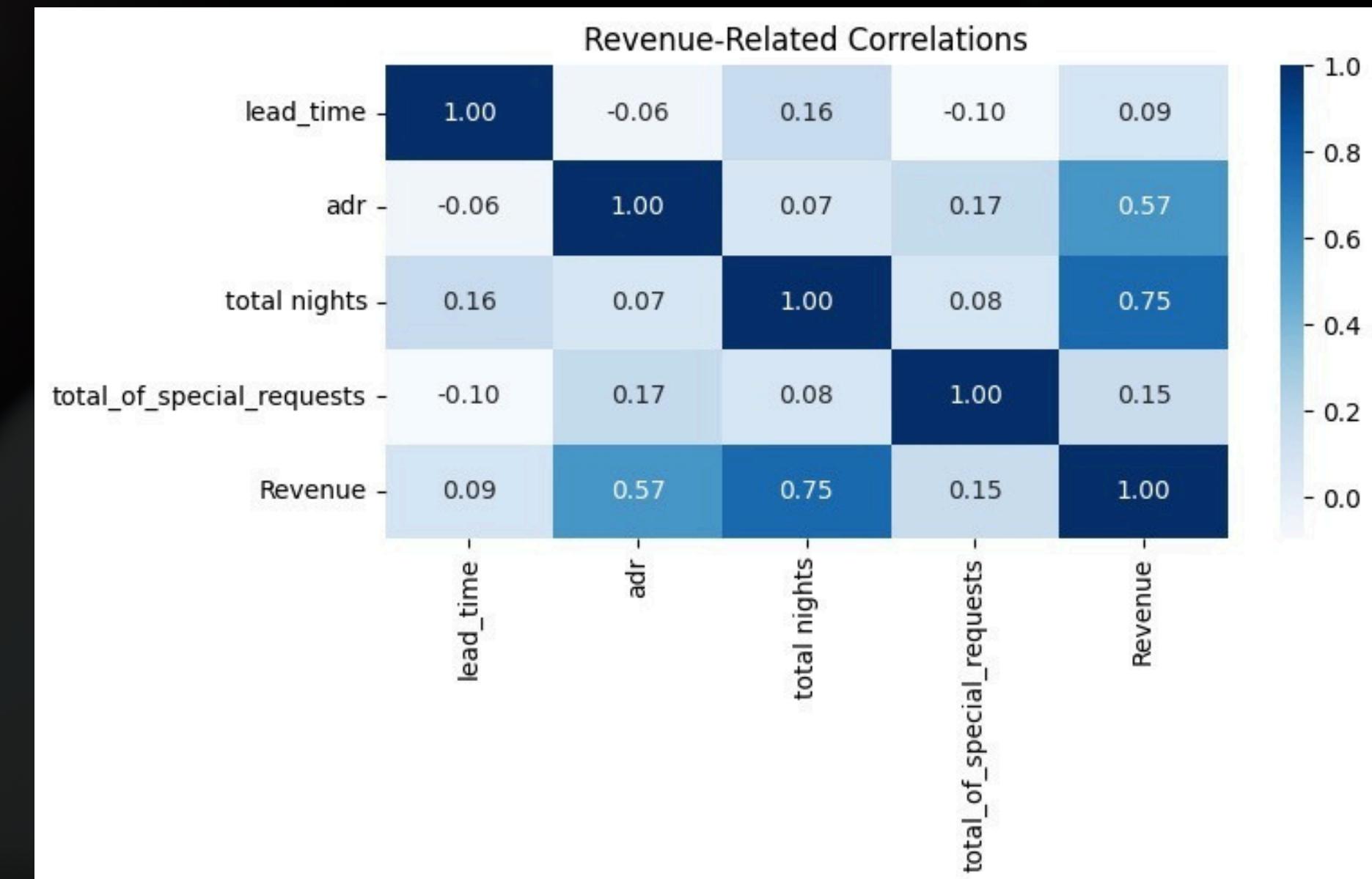
Lead time and special requests have little effect on revenue.

Actions

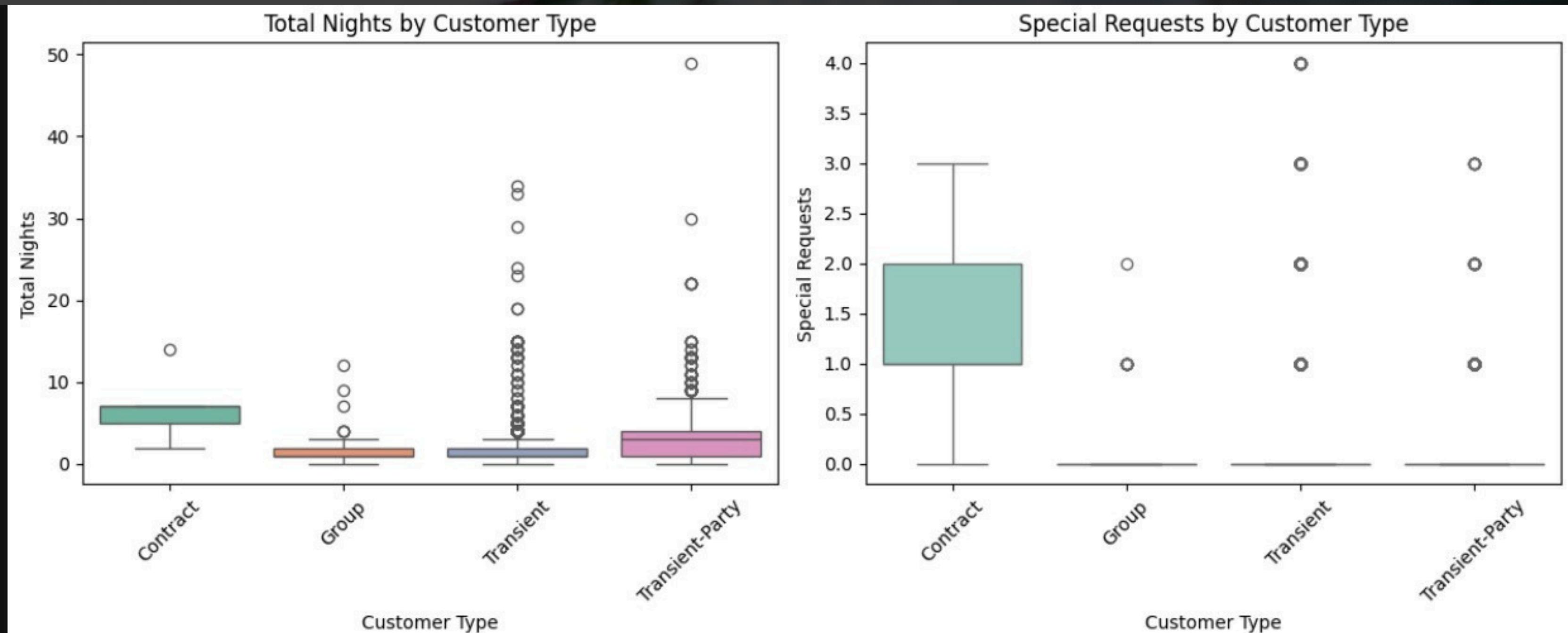
Encourage longer stays with discounts or packages.

Optimize ADR using dynamic pricing strategies.

Focus marketing on guests likely to book longer stays.



Compare customer types by stay duration and special request behavior.



Insights

Contract guests stay longer and request more services.
Group & Transient guests have short stays and minimal requests.
Transient-Party stays are variable but low in requests.

Actions

Enhance service bundles for Contract customers.
Promote upsells (e.g. meals, upgrades) to Transient/Group guests.
Create flexible stay offers for Transient-Party type.

MOST DEMANDING MEAL TYPE

INSIGHTS

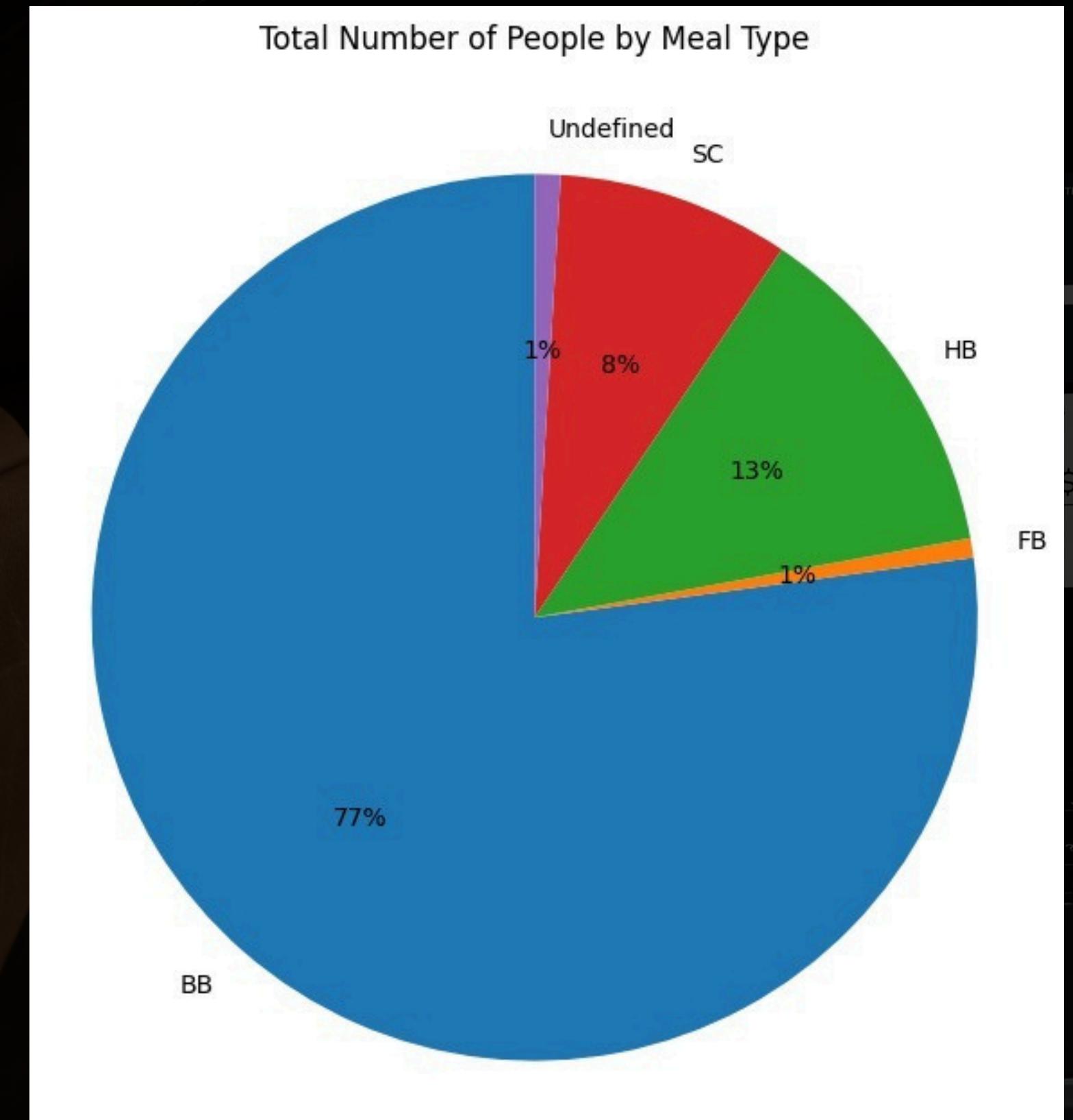
Breakfast and Bed are the most preferred meal type

SC-Self Catering

HB-Half board

FB-Full Board

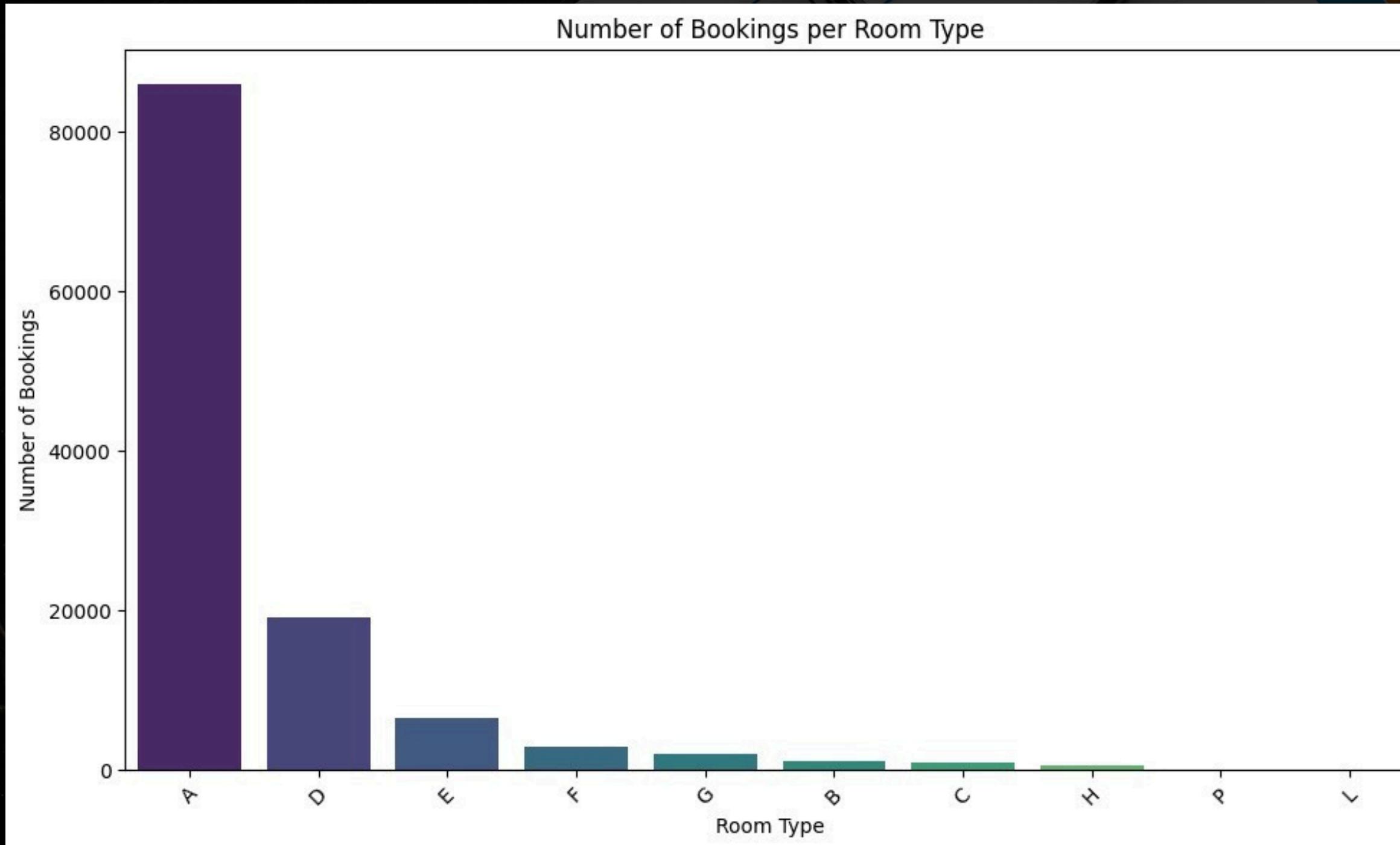
BB- Bed and Breakfast



ACTIONS

increase the price of most wanted meal and decrease of lower one and include some deals

MOST PREFERRED ROOM TYPE



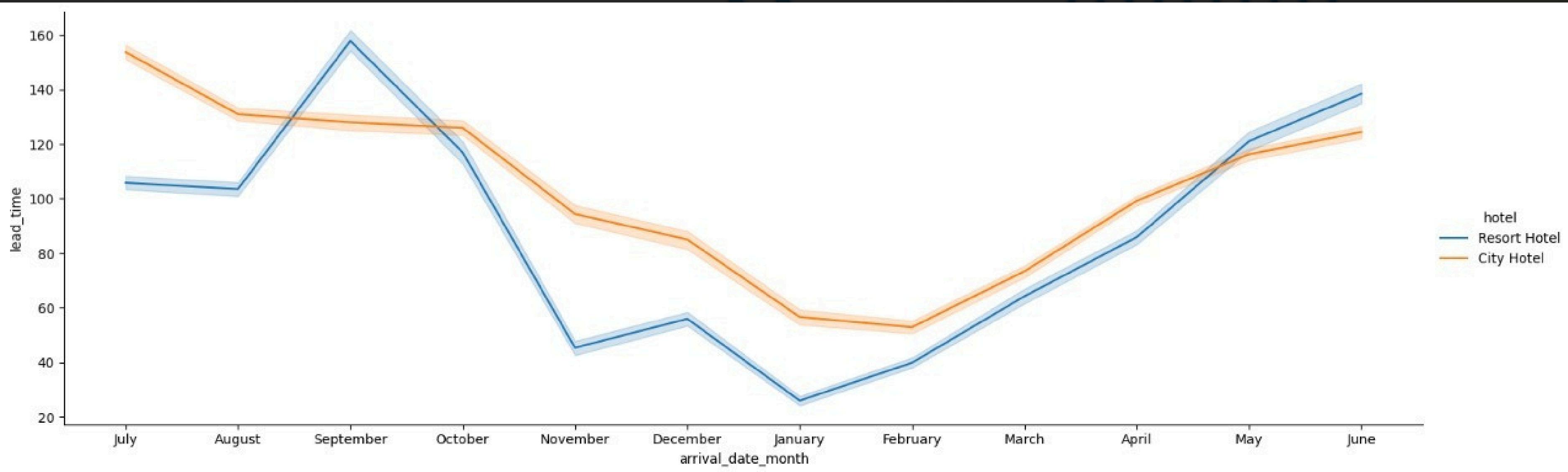
INSIGHTS

most people are booking A type room

ACTIONS

increase the room price to increase the profit and decrease the room price of least preferred to gain number of booking for those rooms too, and do enhancement in other type rooms

How far in advance do guests book rooms



Insights

Plan marketing and promotions based on when guests book.

Action

Allocate staff and resources earlier in high lead-time months. Understand customer behavior to improve dynamic pricing models

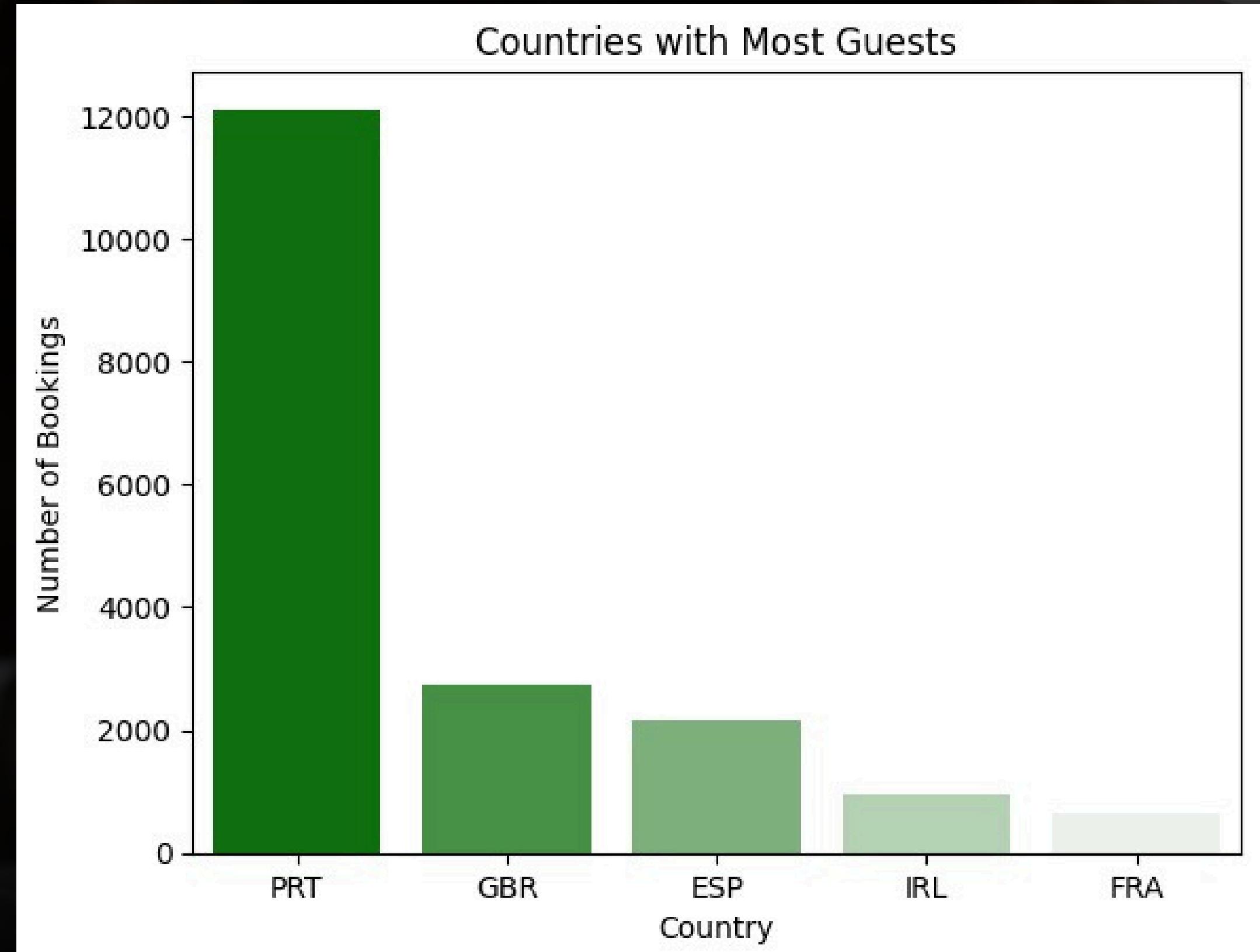
FROM WHICH COUNTRY MOST PEOPLE ARE BOOKING HOTEL ROOMS

INSIGHTS

Guests from Portugal are booking hotel rooms more than any other country.

ACTIONS

We Can Provide Some Offers and Benefits to the Portugese People.



Which agent bring highest number of bookings

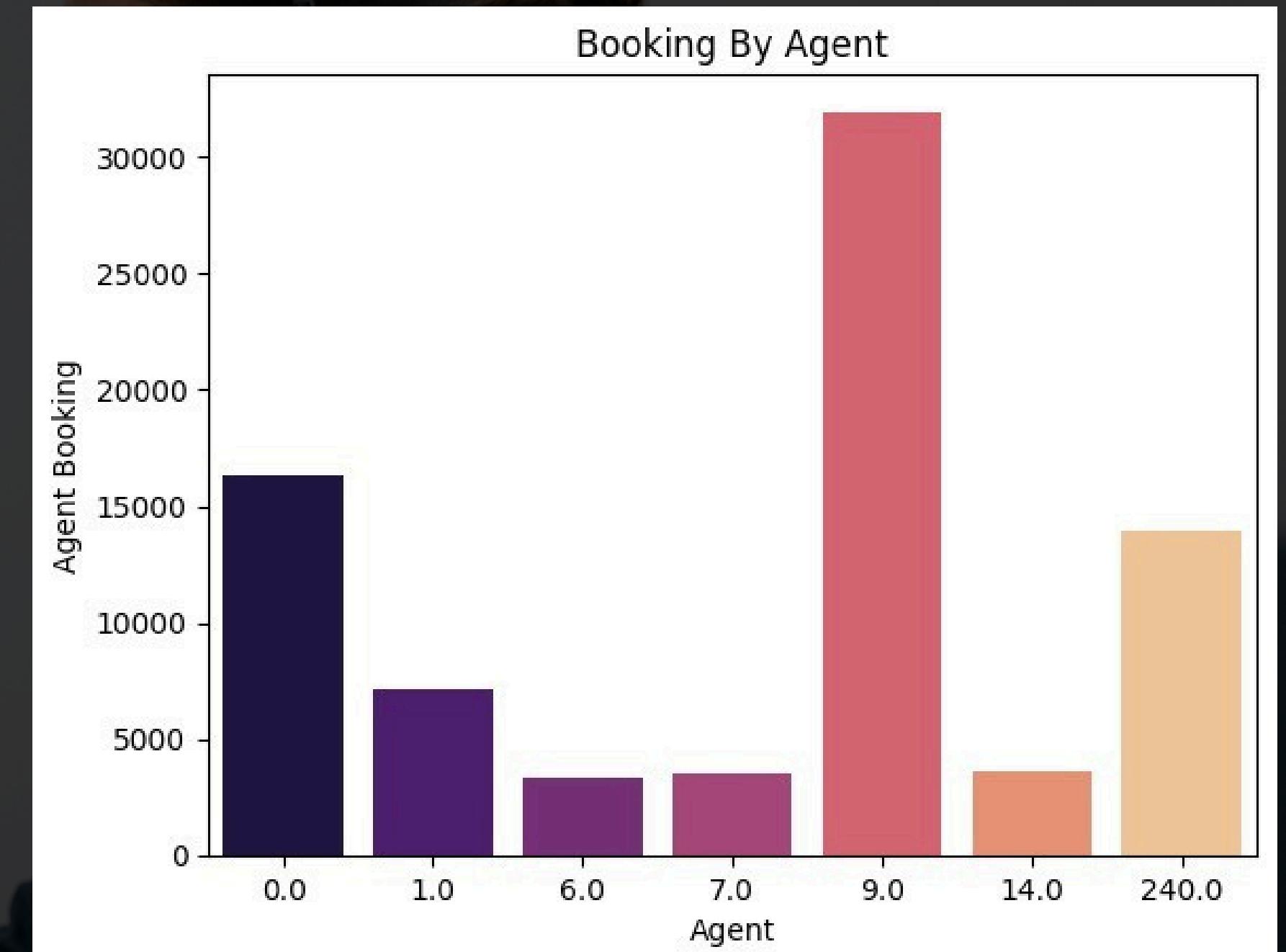
Insights:

Most bookings were done by agent 9, followed by agent 0.

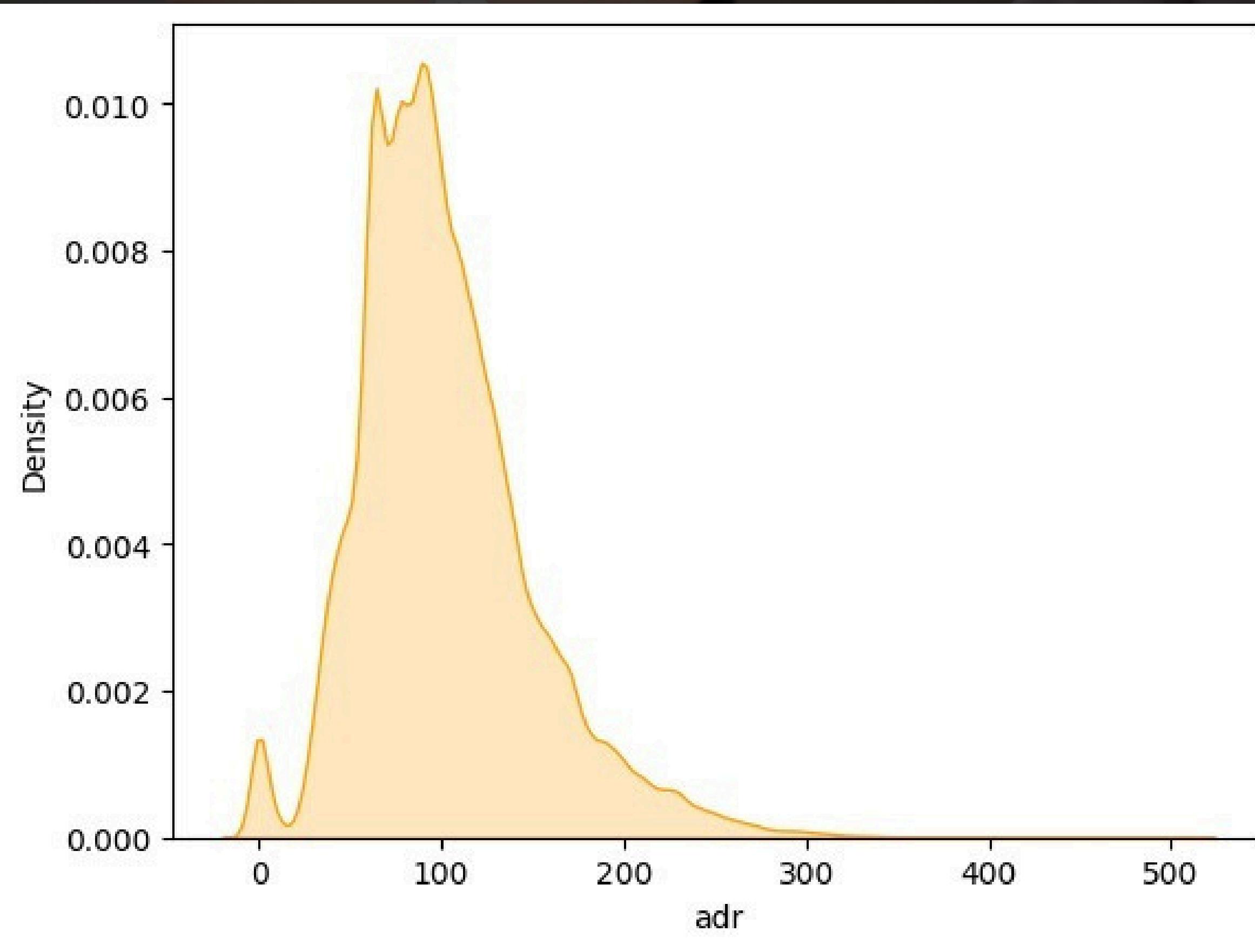
Agents 6, 7, and 14 did very few bookings compared to others

Action

provide offer links so that people who come through that agent can use that link to book rooms in some discount



What is the typical price range (Average Daily Rate) that most guests are charged



Insights:

Helps in pricing strategy: set competitive yet profitable rates

Action:

Understand guest affordability range. Detect anomalous pricing or promotions that spiked prices.

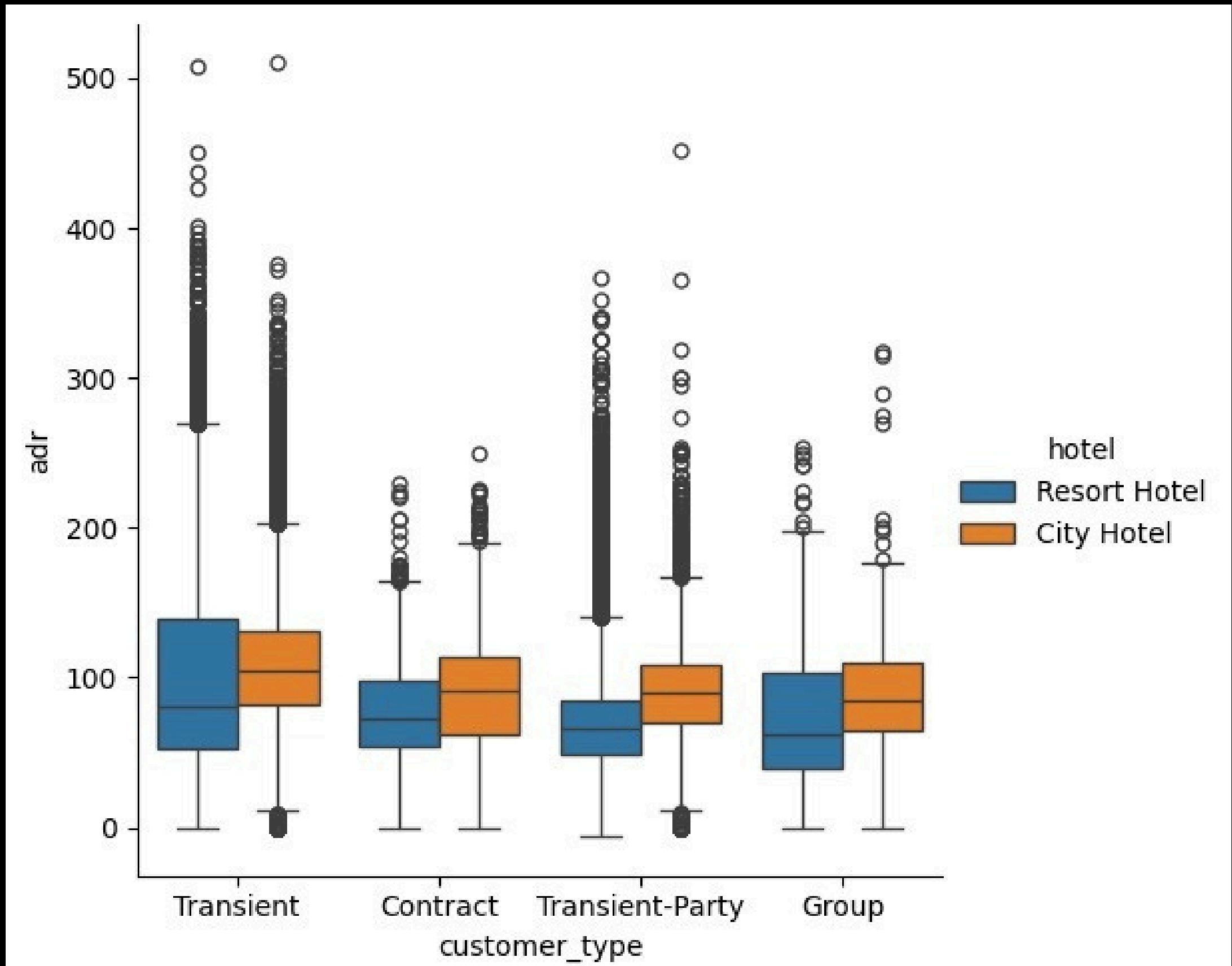
How do different types of customers impact room pricing across hotels?

Insights:

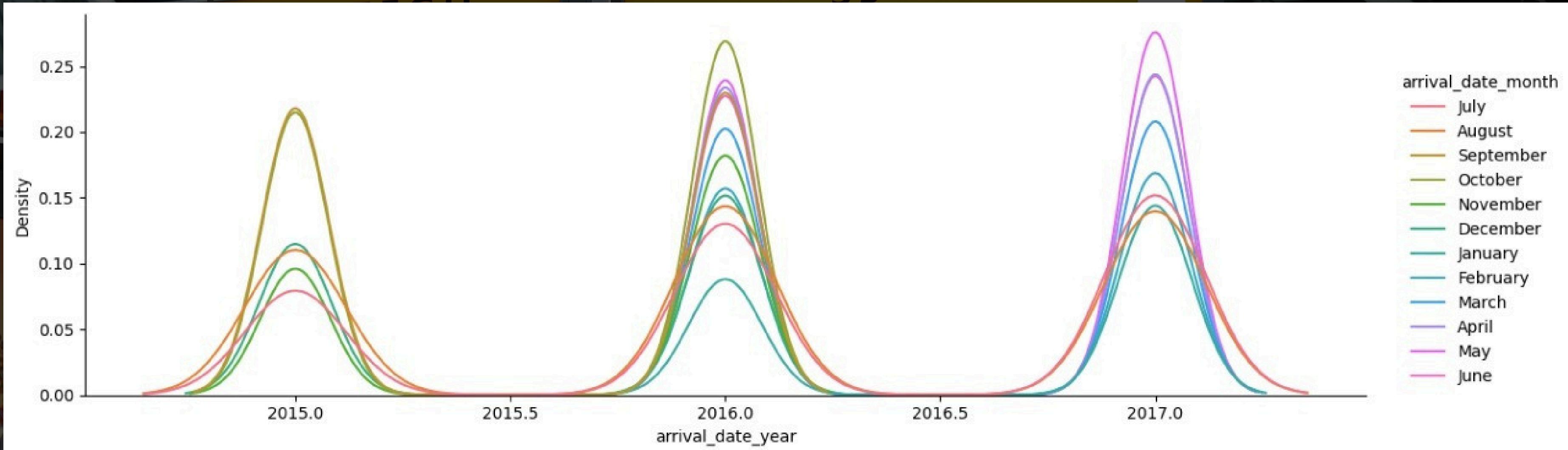
Tailor pricing strategies for each customer segment.

Action :

Offer targeted discounts to specific customer types to maximize revenue. Understand which customer segments bring in higher profits.



Which months and years show peak booking density?



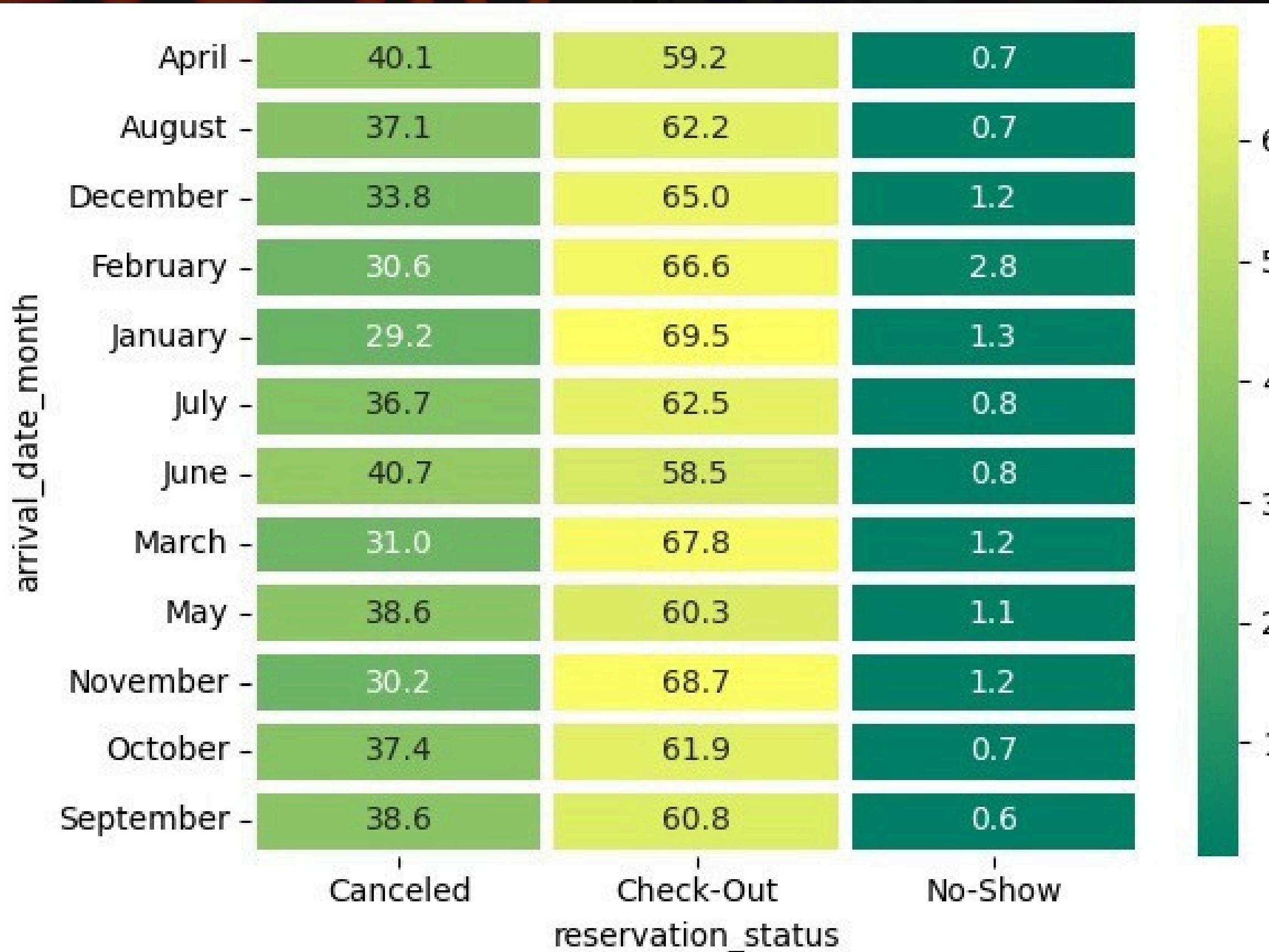
Insights

Arrivals peak mid-year, especially in May, June, and September, with consistent yearly seasonality.

Action

Align staffing and inventory for peak months, market to boost off-peak demand, and optimize peak pricing

How do reservation outcomes vary by month



Insights

August, July, and May see peak check-outs; February and March have more no-shows; cancellations spike in April and August.

Action

Strengthen cancellation rules for Feb–Mar, prepare for peak check-outs in summer, and offer incentives to reduce cancellations in high-cancel months.

GROUND

THE INDUSTRY'S HISTORY

WE WANT TO SAY

THANK YOU

FOR YOUR ATTENTION

