1. **Booking Patterns and Trends:** a. Analyse booking patterns by year, month, week, and day of the week.

**MECE BREAKDOWN FOR HOTEL\_ANALYSIS**

1. b. Calculate the average lead time for bookings.
2. c. Identify the distribution of booking sources (market segments and distribution channels).
3. d. Determine the most common room types booked.
4. e. Calculate the occupancy rate over time.
5. **Guest Preferences:** a. Analyse the composition of guests (number of adults, children, babies).
6. b. Investigate meal preferences .
7. c. Calculate the average daily rate (ADR) for different types of meals.
8. d. Identify the total count of special requests made by guests.
9. e. Analyse the number of car parking spaces required.
10. **Factors Influencing Cancellations:** a. Analyse the cancellation rate.
11. b. Identify the deposit types and their correlation with cancellations.
12. c. Examine whether being a repeated visitor influences cancellation rates.
13. d. Investigate the impact of market segments on cancellations.
14. e. Explore the historical behavior of guests related to previous booking cancellations and non-cancellations.
15. **Room Allocation Dynamics:** a. Investigate the type of rooms initially reserved and eventually assigned.
16. b. Analyse the number of changes made to bookings and its impact on room allocations.
17. c. Calculate the percentage of room changes.
18. **Reservation Progression:** a. Track the progression of reservations using the Reservation\_Status table.
19. b. Calculate the average time between booking and the final status.
20. c. Determine the reasons for cancellations.
21. **Customer Type Analysis:** a. Analyse customer types.
22. b. Investigate their booking patterns, and cancellation behaviour.
23. c. Explore the number of days a booking spent on the waiting list.
24. **Agent and Company Analysis:** a. Examine the role of booking agents and companies in the booking process.
25. b. Analyse their impact on booking source and cancellations.