



SIESTA SMART

Hotel Booking Data Analysis

GRG DZA
SRB CHL
BEL ISR KRE
ARG JPN HUN
SVK DNK DEU
LVA FIN NLD
NULL AUS CN
MEX ROU NOR
ESP CZE MAR
CO IRN BRA TAI
KOR MOZ LIA
CZE TUR NZL
GBR TUR LUX
PRT FRA TWN

Booking Overview

Arrival Date Analysis

Stay Nights Duration

Guest Demographics

Geographic Distribution

Room Analysis

Repeat Guests and Changes

Lead and Waiting Time

Parking and Special Request

Booking Details



Hotel Booking Data Analysis

**Power BI Report created by : Ayoub Mnina
on 07/18/2024**

This report was developed during the data analysis phase of an internship project focused on processing and analysis hotel booking data. All the work will lead to develop a predictive ML model for hotel reservation cancellations and integrate this IA solution into a 2-way intelligent Property Management System (PMS).



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119390
nb_of_booking

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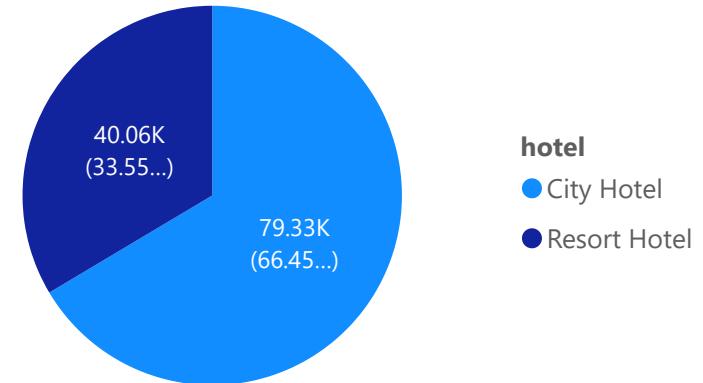
Lead and Waiting Time

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Hotel Booking Data Analysis

Hotel Type

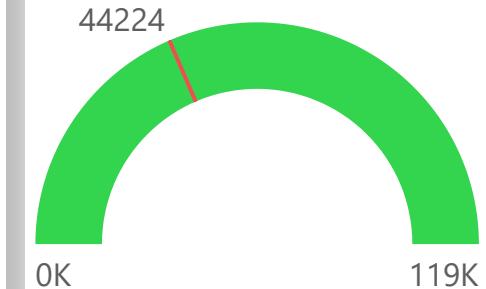


%Hotel Bookings by Type and Cancellation Status

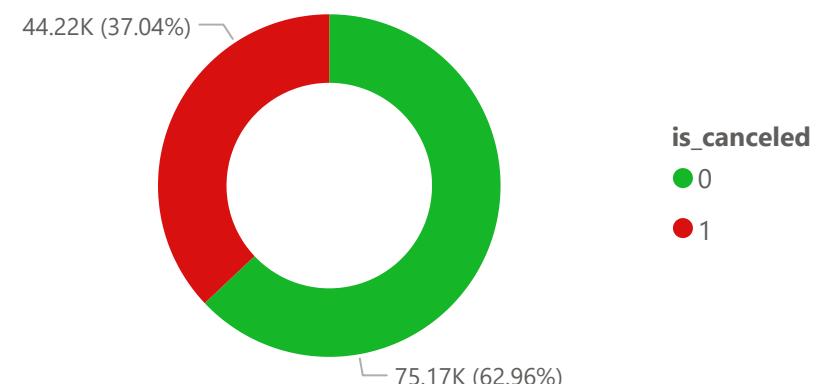
is_canceled ● 0 ● 1



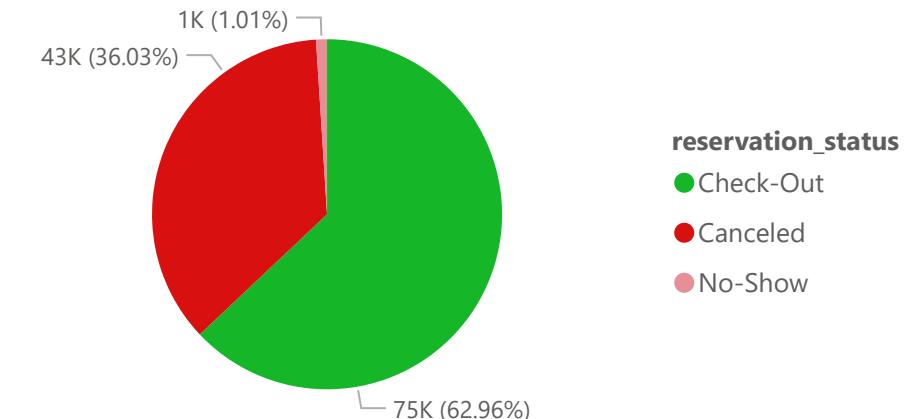
Nb of Canceled Booking



Booking Status



Reservation Status





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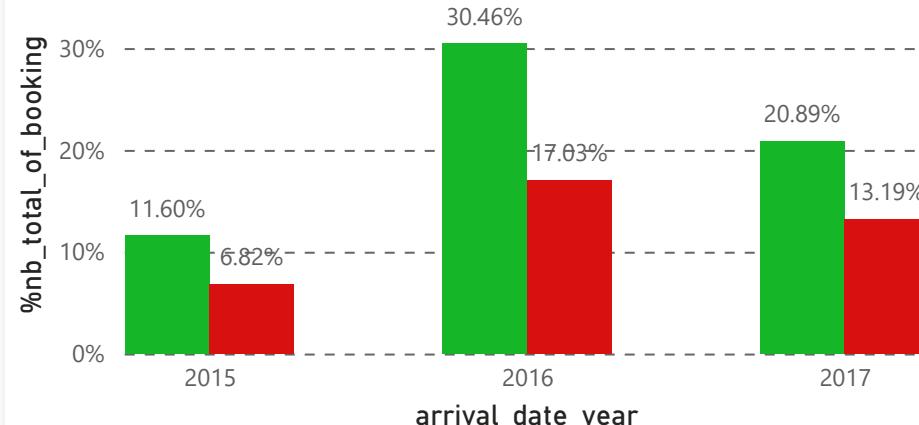
Parking and Special Request

Booking Details

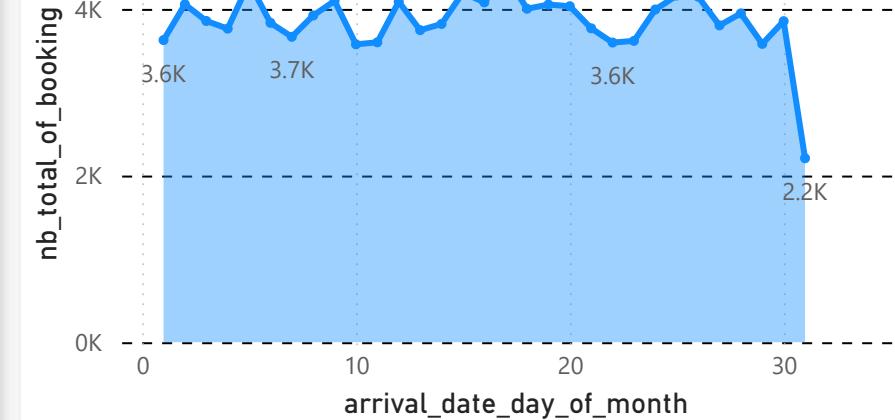
Hotel Booking Data Analysis

% of Hotel Bookings by Arrival Year and Cancellation Status

is_canceled ● 0 ● 1



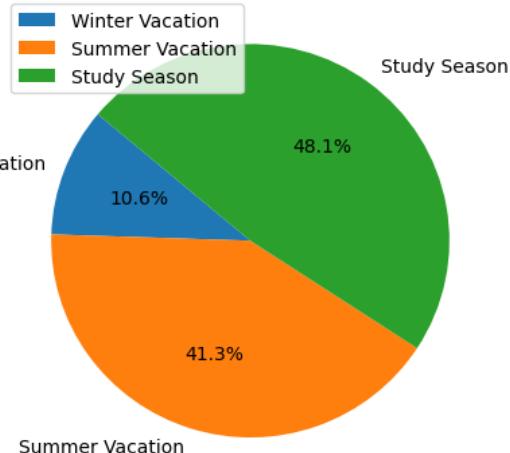
Nb of Hotel Bookings by Arrival Day of Month



Nb of Hotel Bookings by Arrival Month



Season





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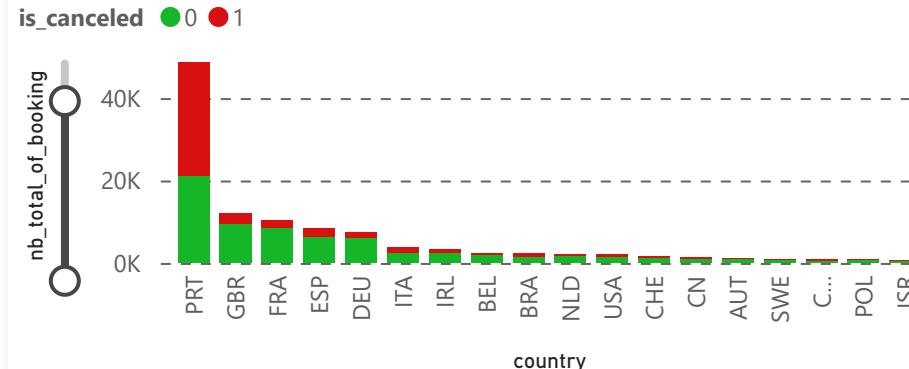
Lead and Waiting Time

Parking and Special Request

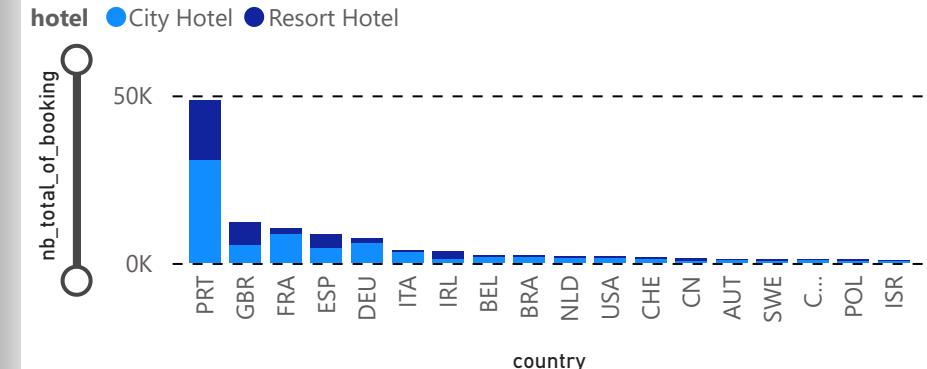
Booking Details

Hotel Booking Data Analysis

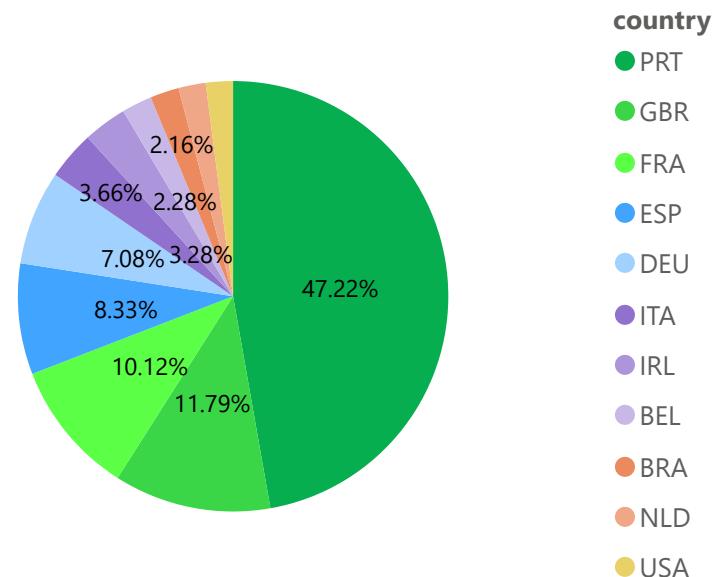
Nb of Hotel Bookings by Country and Cancellation Status



Nb of Hotel Bookings by Country and Hotel Type



Percentage of Hotel Bookings by Top 10 country





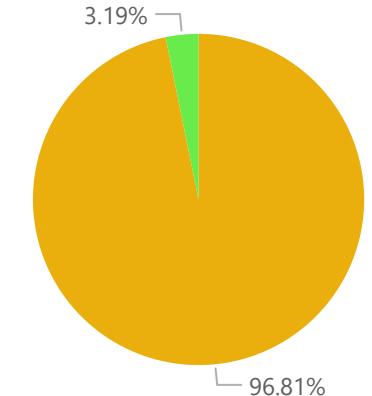
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119390
nb_of_booking**Booking
Overview****Arrival Date
Analysis****Stay Nights
Duration****Guest
Demographics****Geographic
Distribution****Room
Analysis****Repeat Guests
and
Changes****Lead
and Waiting
Time****Parking and
Special Request****Booking
Details**

Hotel Booking Data Analysis

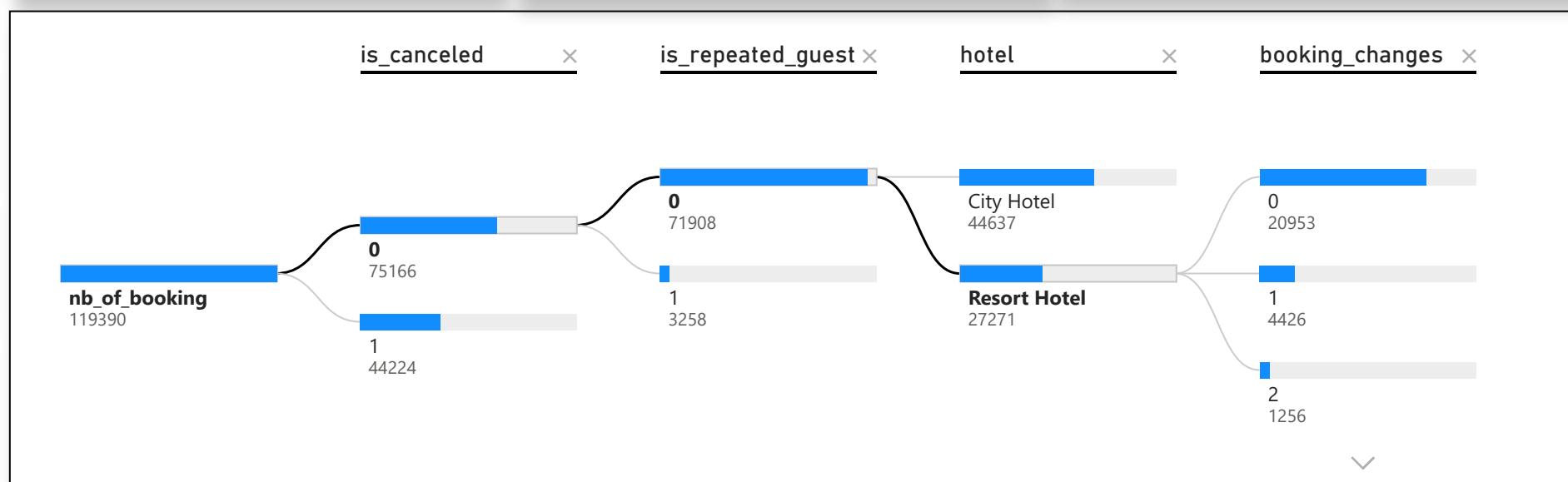
% of Hotel Bookings by is_repeat_guest

repeat_guest ● 0 ● 1



previous_cancellations	Nombre de hotel
0	112906
1	6051
2	116
3	65
4	31
5	19
6	22
11	35
13	12
14	11
Total	119390

previous_bookings_not_canceled	Nombre de hotel
0	115770
1	1542
2	580
3	333
4	229
5	181
6	115
7	88
8	70
9	60
Total	119390





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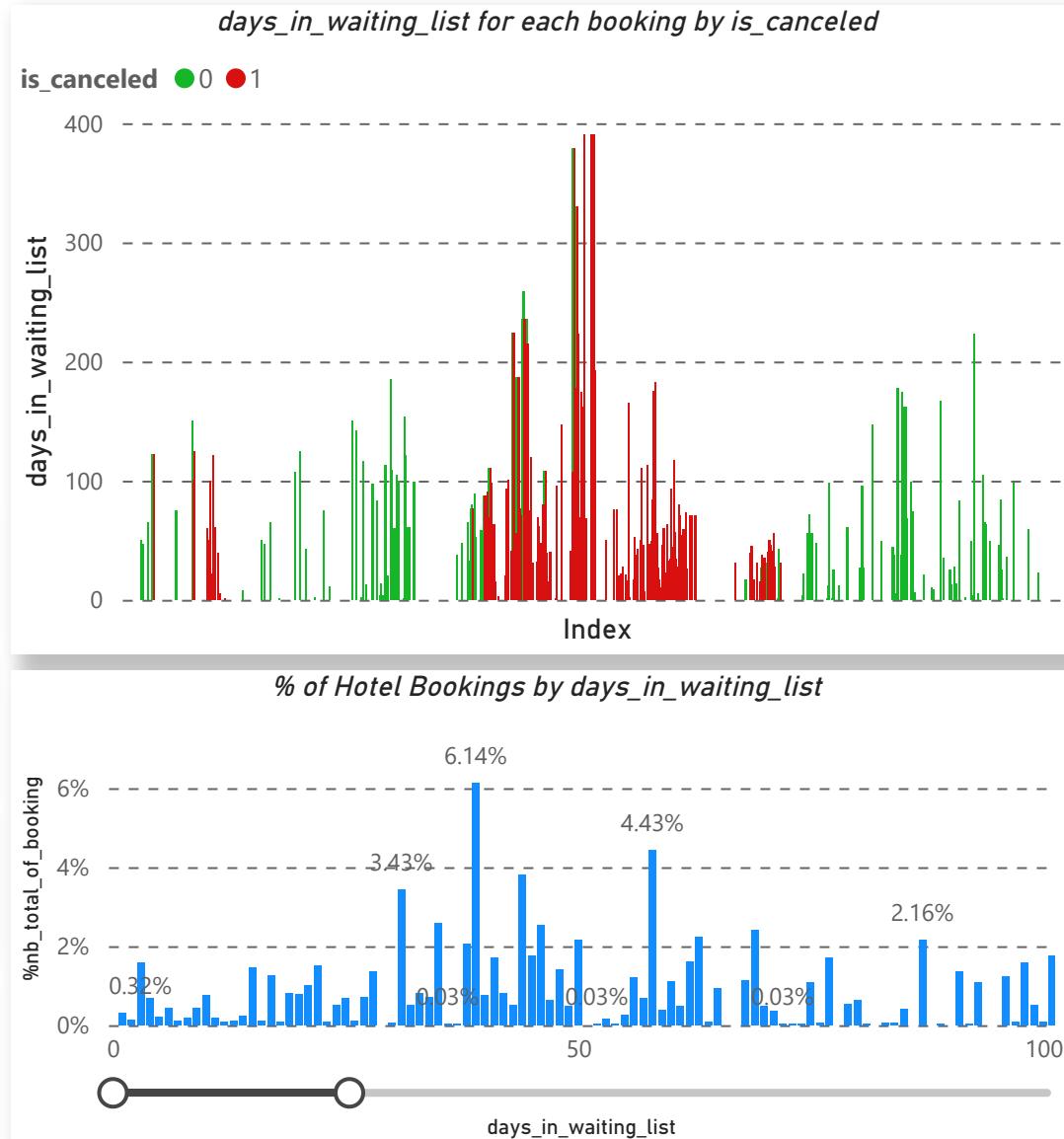
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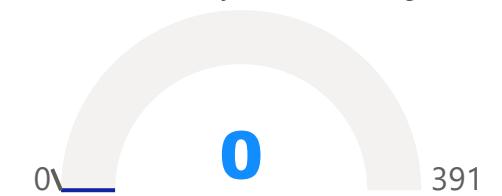
Hotel Booking Data Analysis



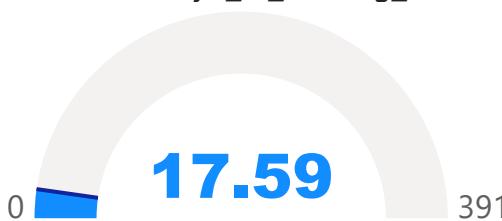
Main of days_in_waiting_list



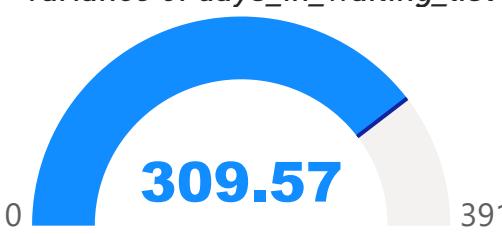
Median of days_in_waiting_list



Std of days_in_waiting_list



Variance of days_in_waiting_list





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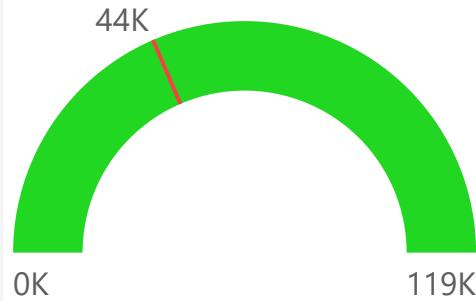
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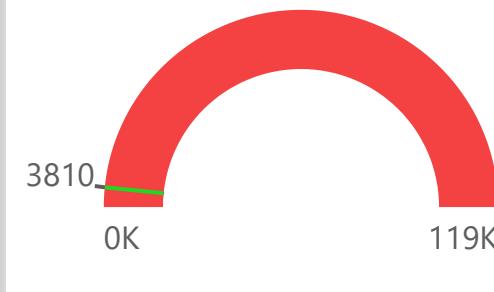
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Booking Details

KPI nb_of_booking by is_canceled



KPI nb_of_booking by is_repeated_guest



%nb_of_bookingby is_canceled & arrival_date_year

34.08%!

Objectif: 35.60% (-4.28 %)
2017

Influenceurs clés Top des segments

Quand lead_time a plus de chances d'avoir la valeur

?

Nous avons trouvé 1 segments que nous avons classés selon M...



Moyenne de lead_time

144.8

Nombre de lignes

44224

%nb_of_booking by arrival_date_year

