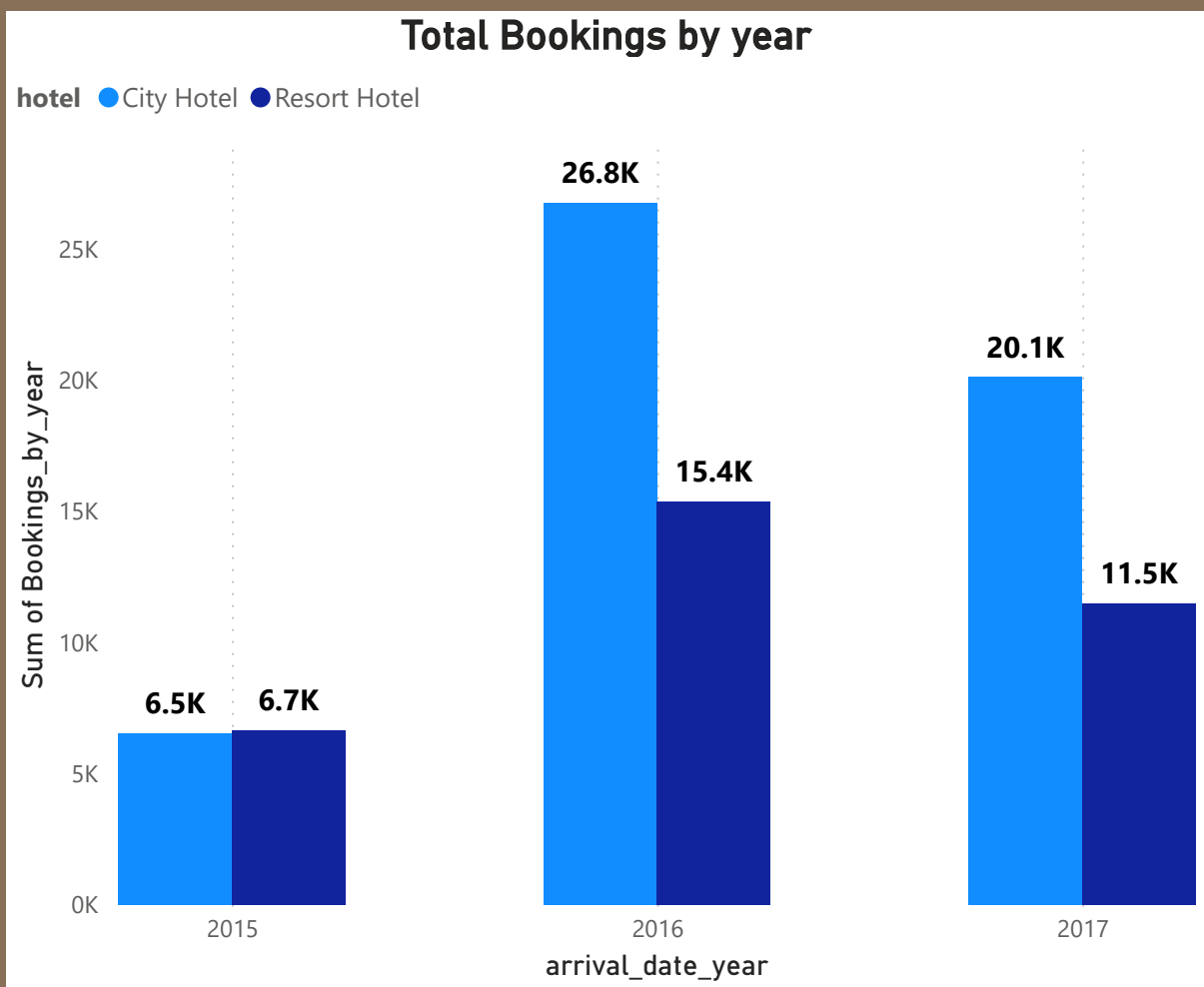
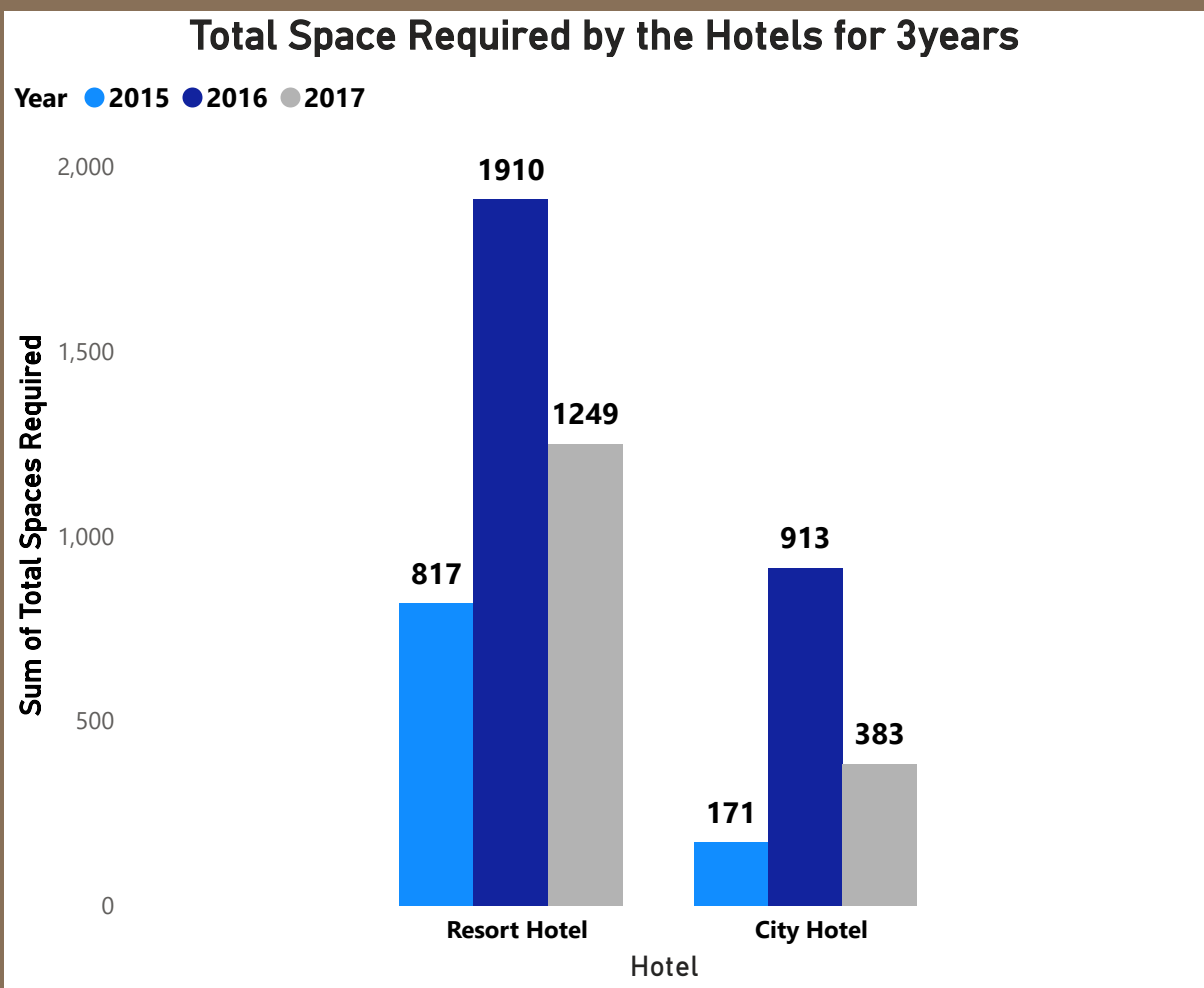
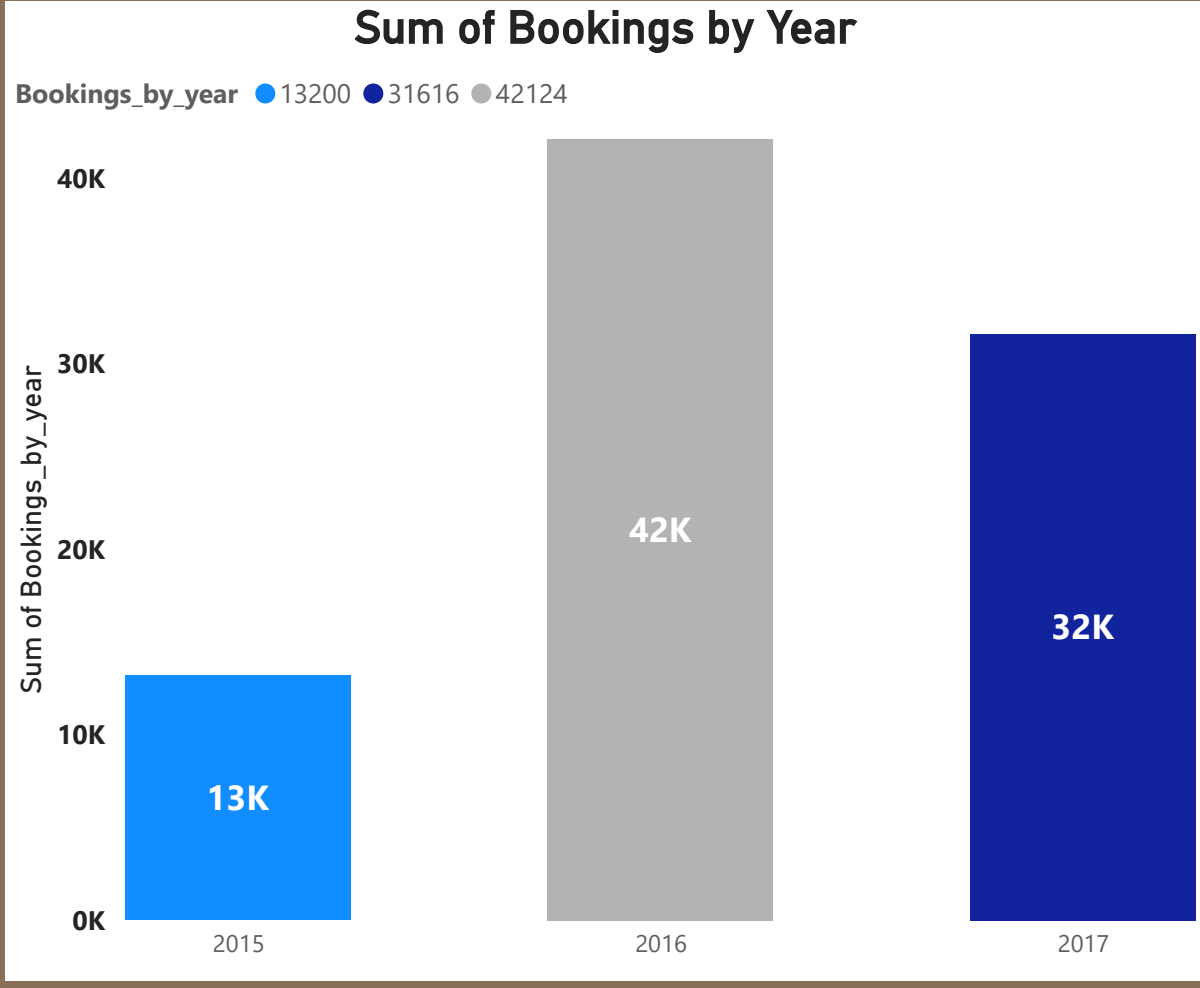
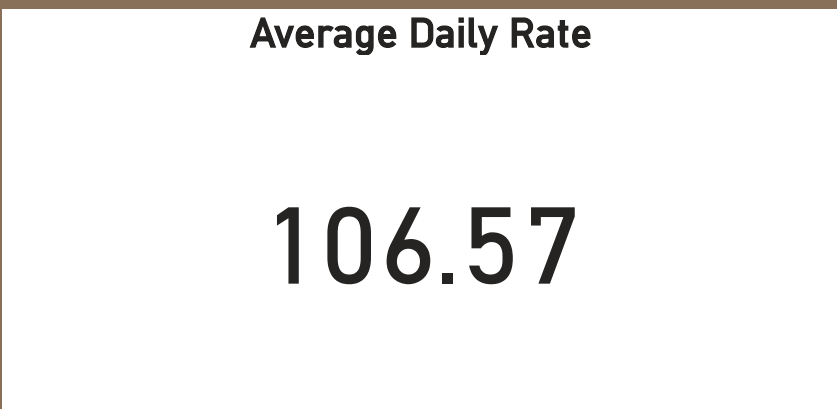
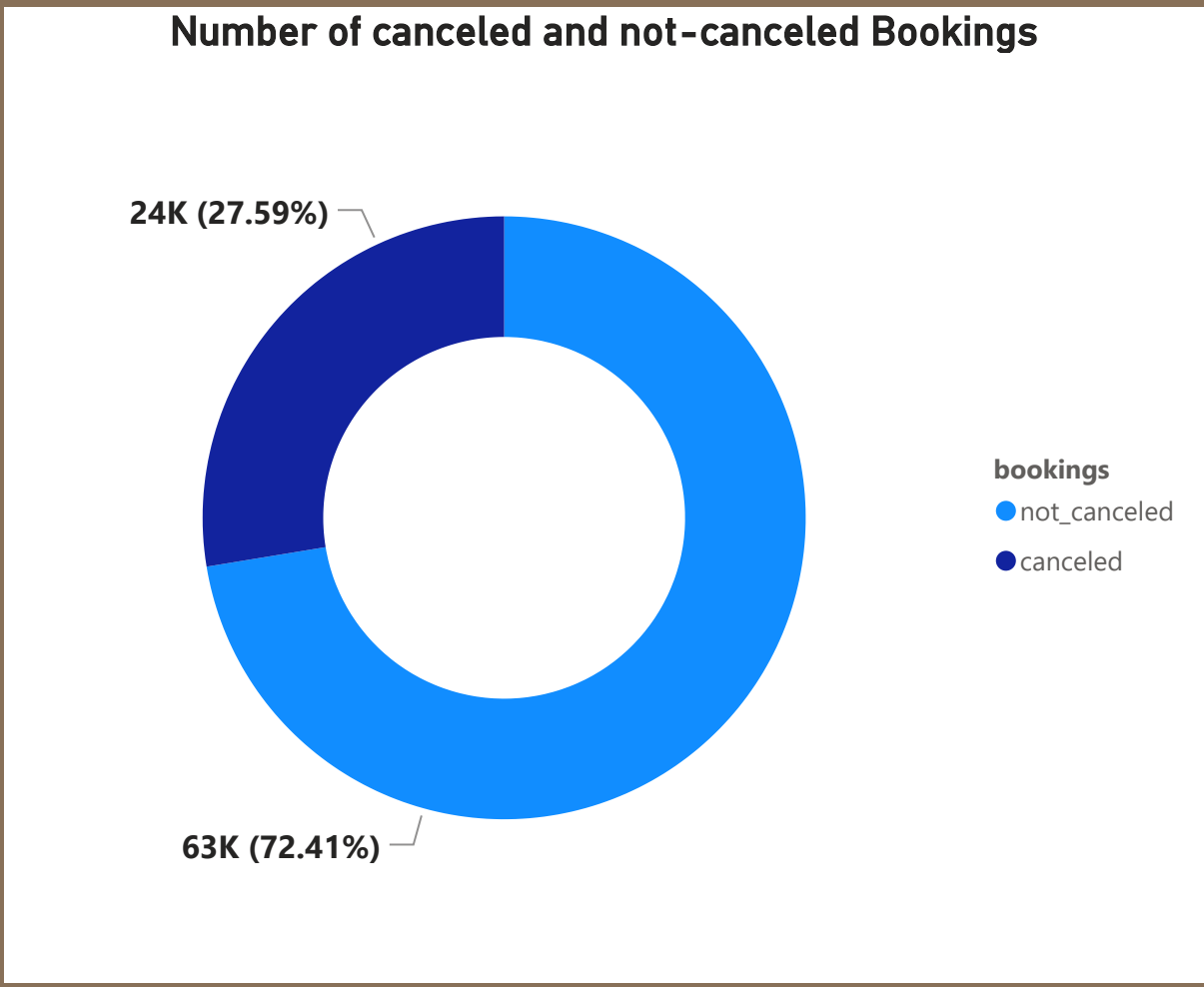
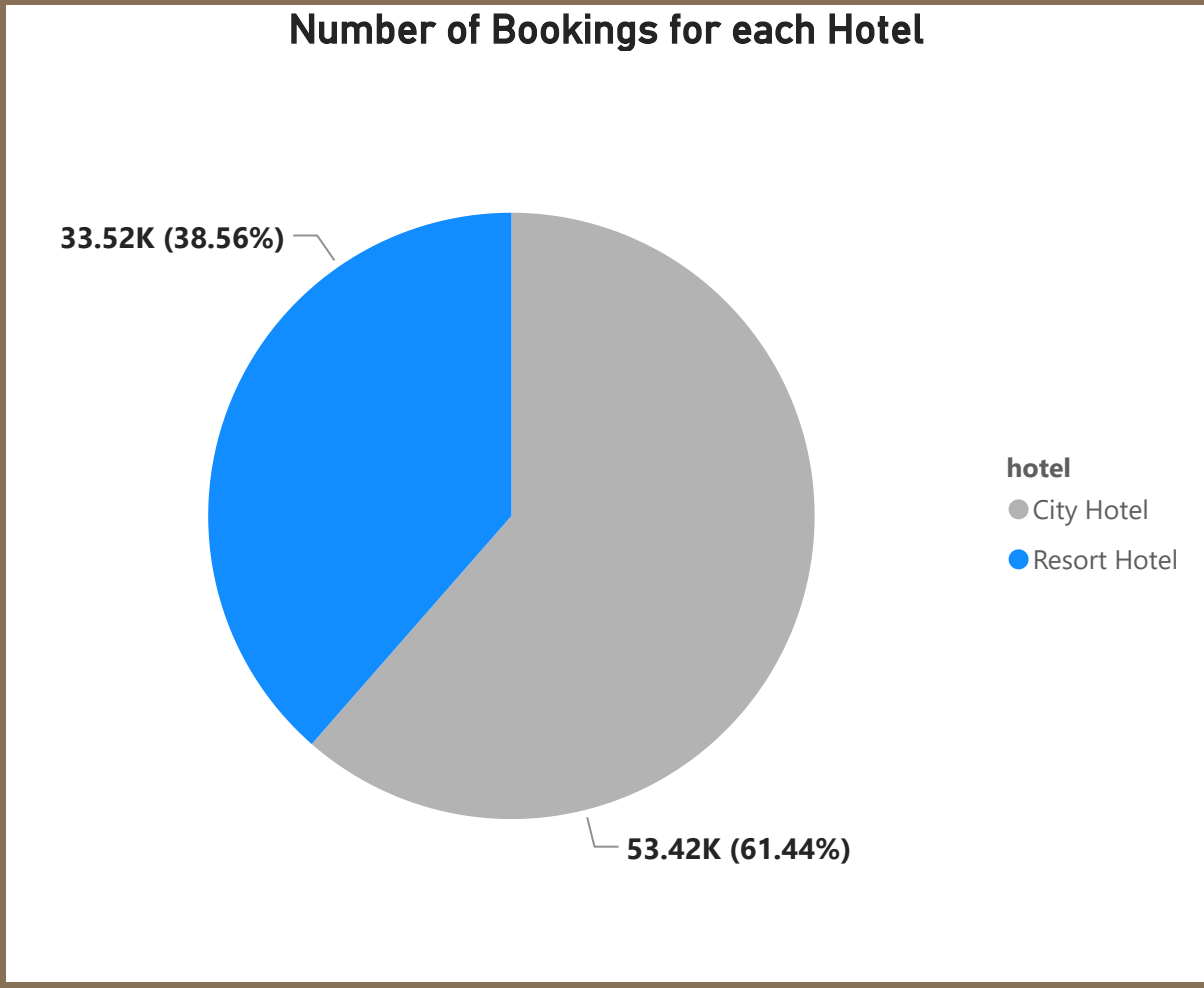
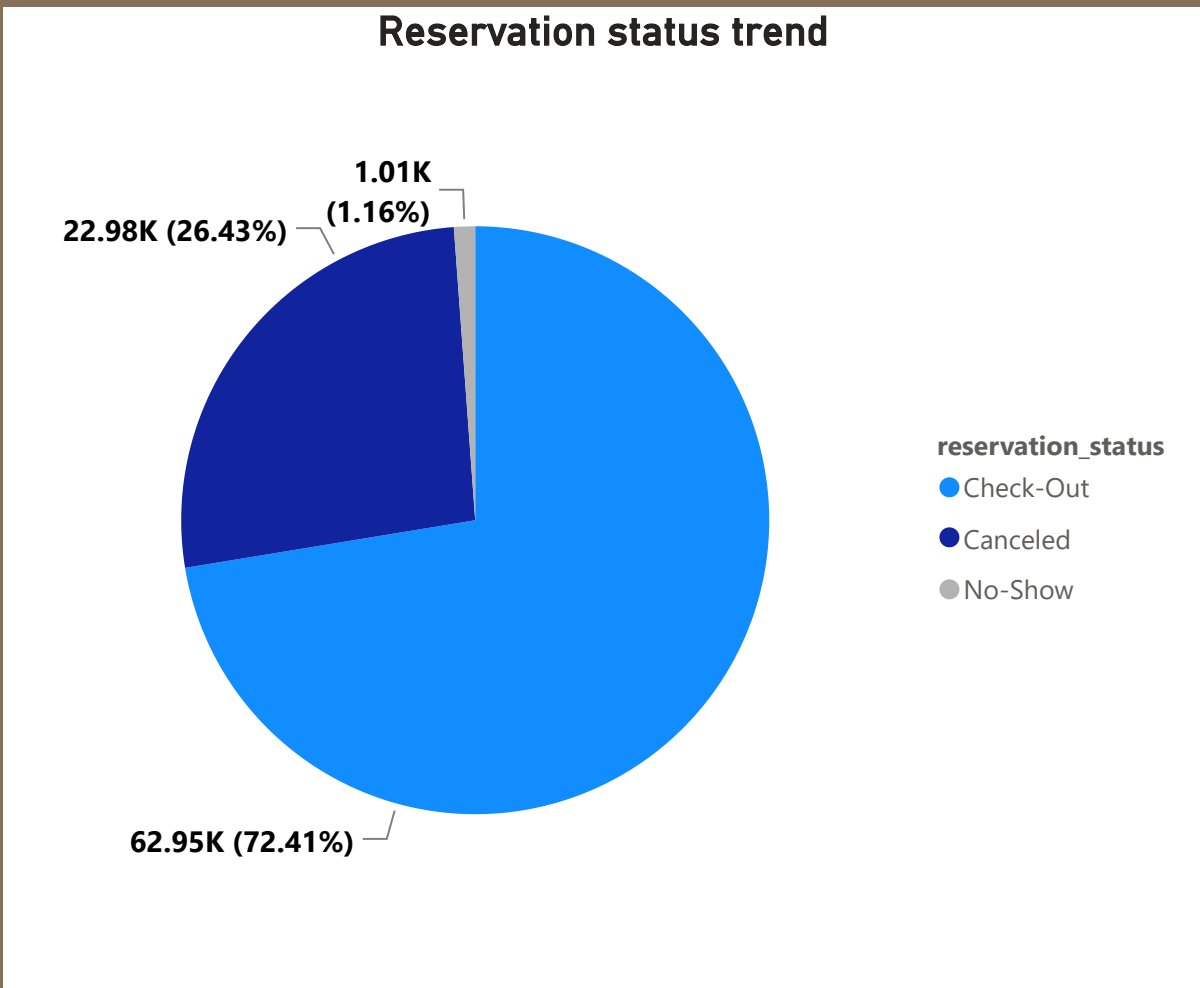


CITY AND RESORT HOTELS RESERVATION ANALYSIS DASHBOARD



Hotel

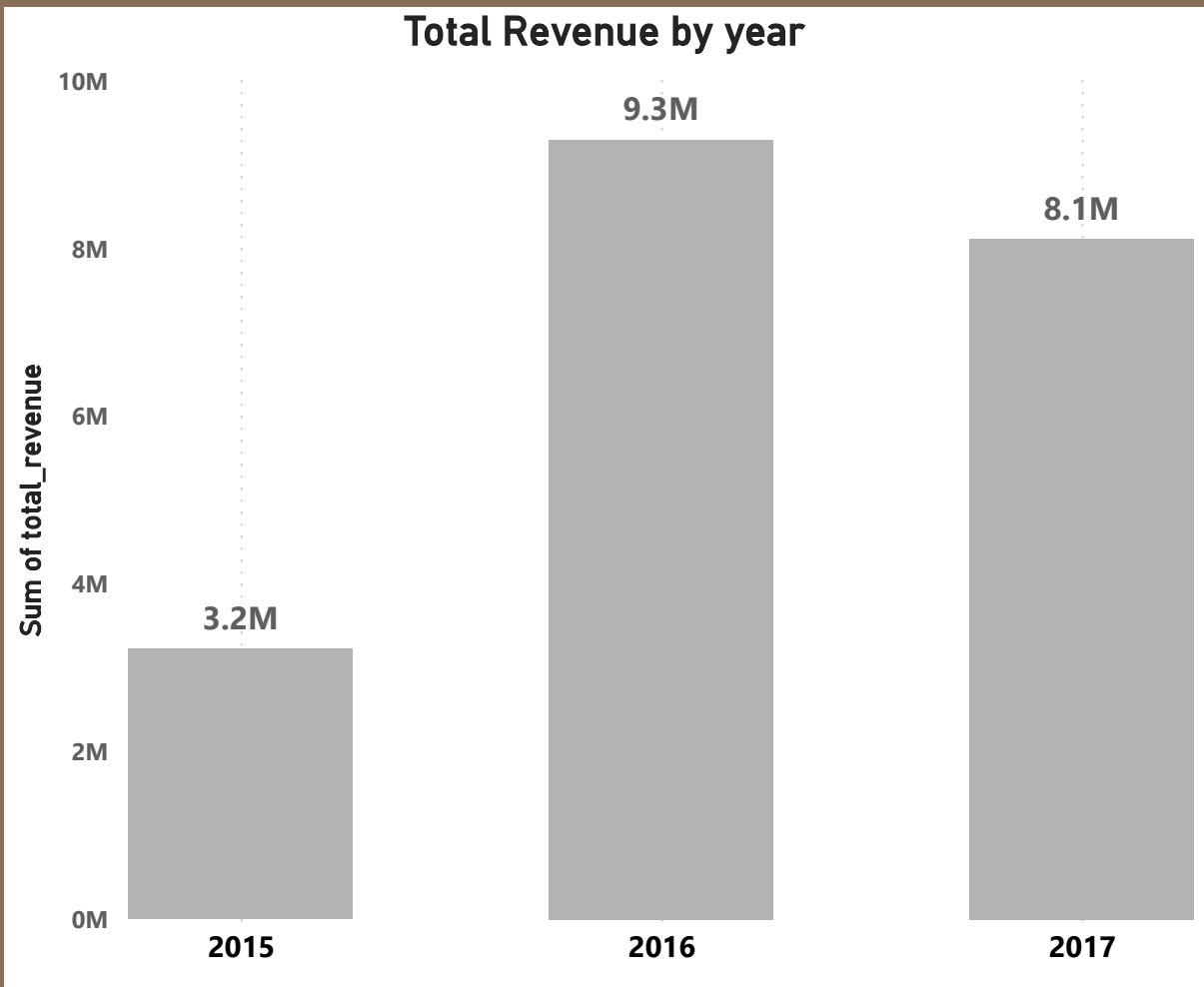
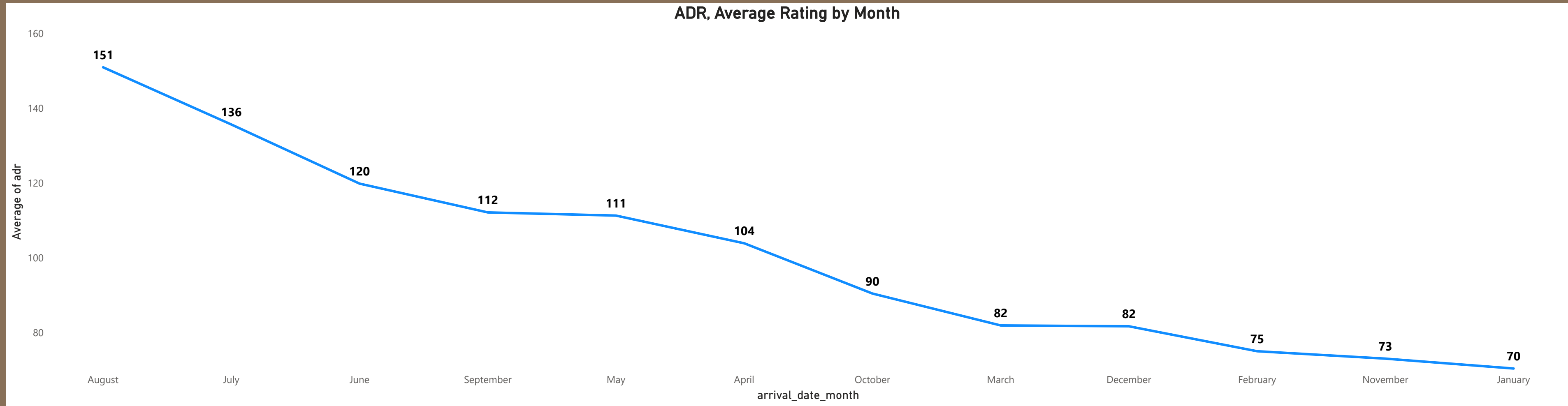
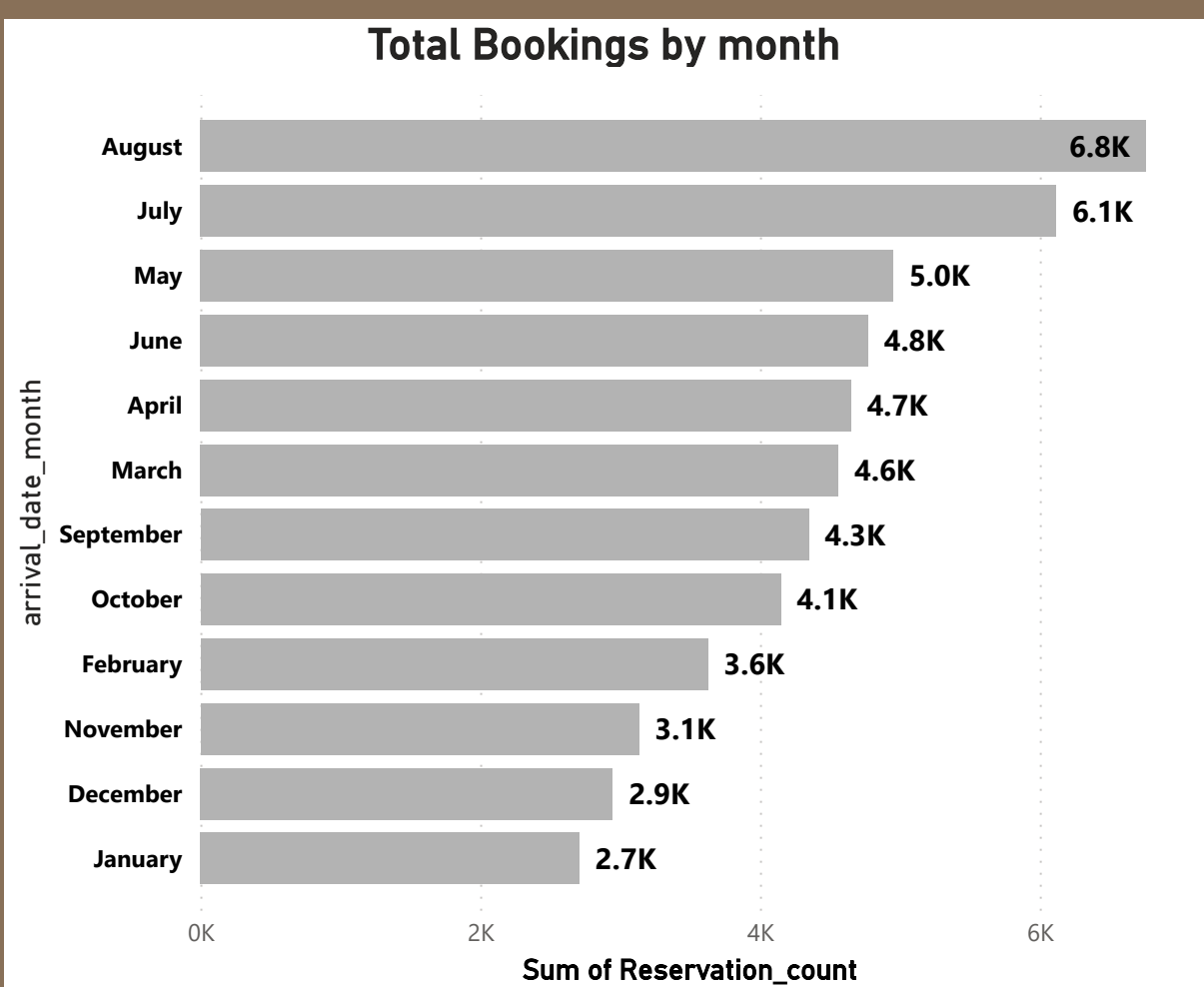
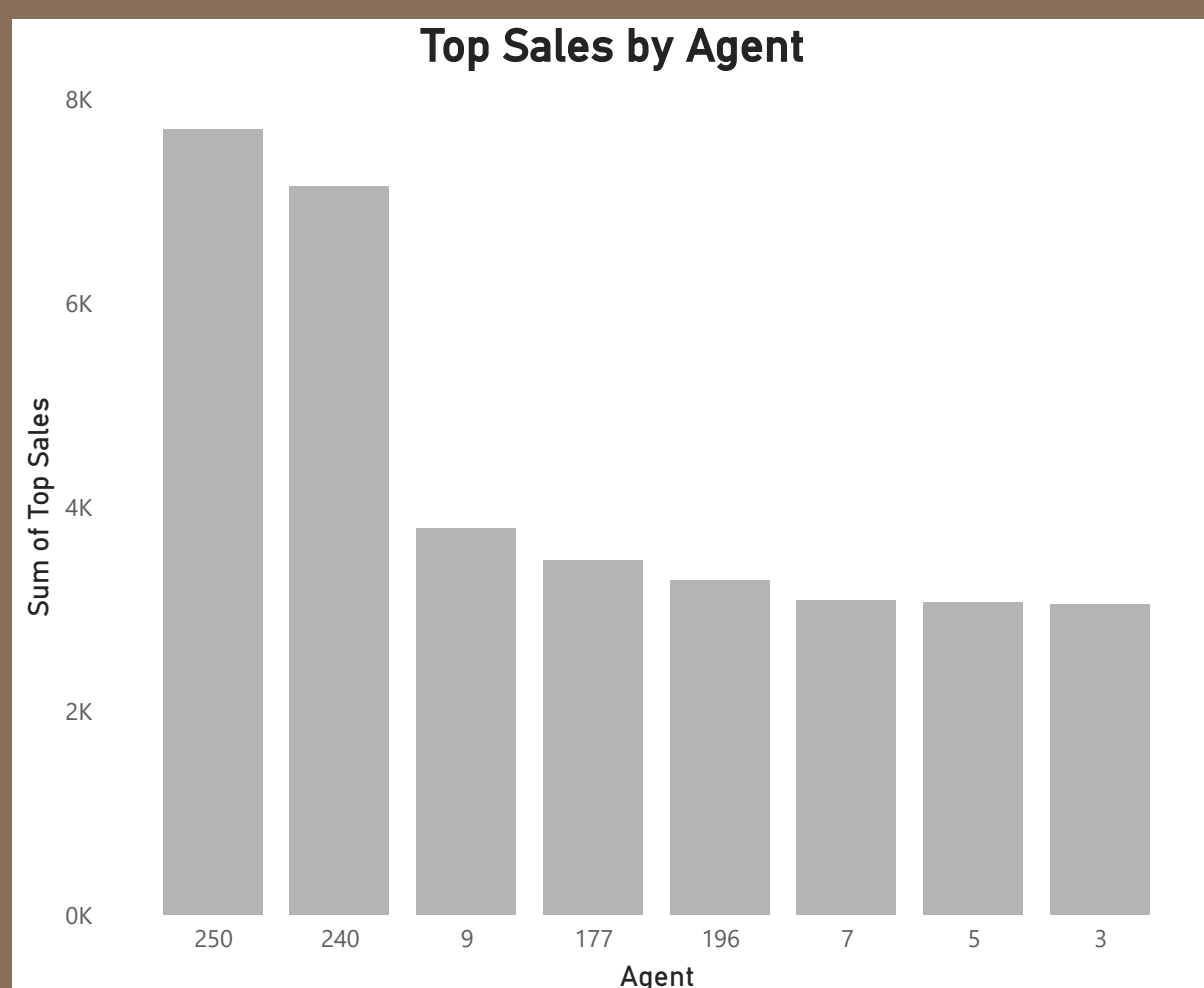
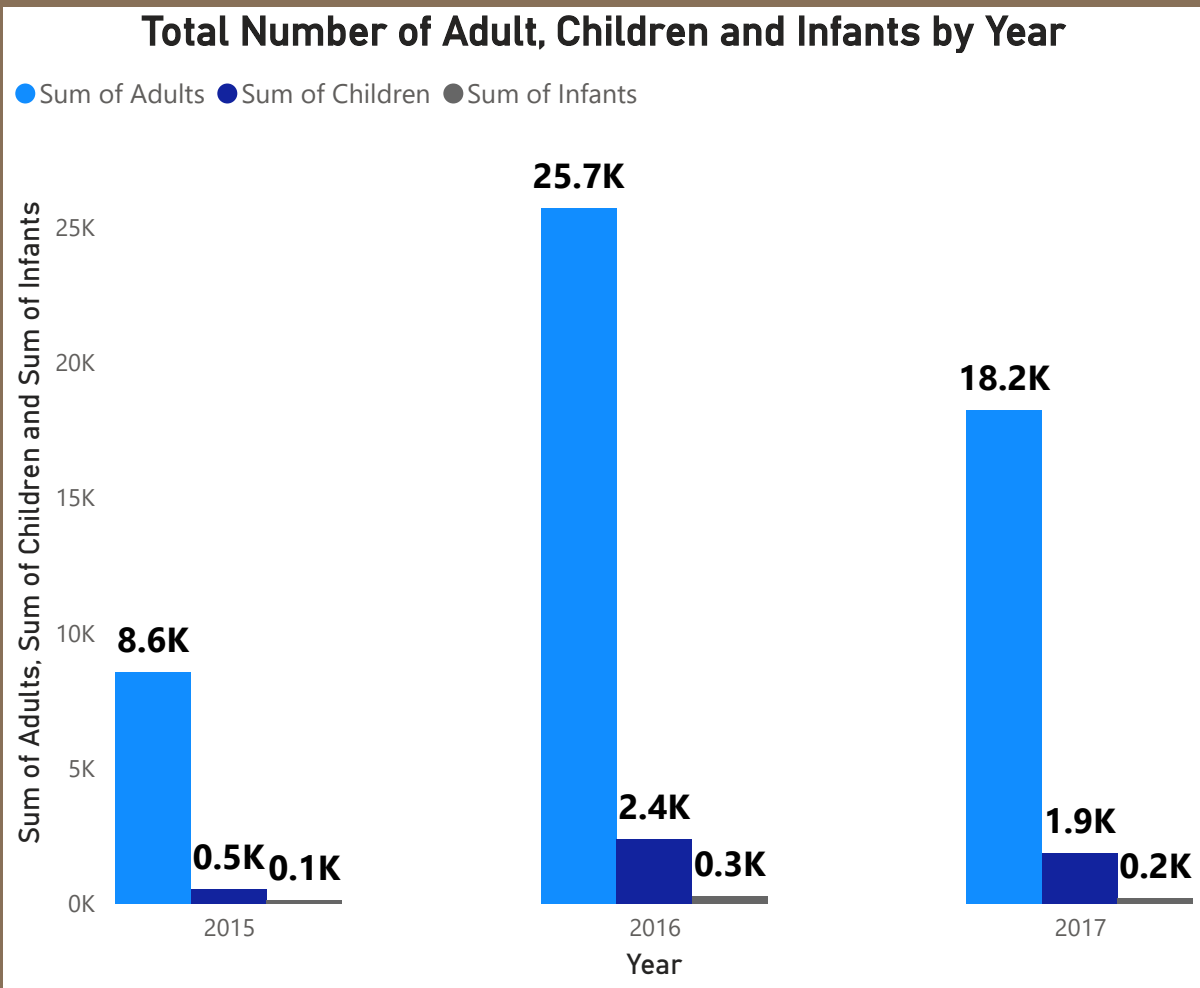
All

market_segment

All

meal

All



Recommendations

- From the results above, we can conclude that there has been a large boost in the number of children and infants from year 2015 to 2017. This shows that we can expect a steady increase over the next few years in guests from these categories, and must therefore take the appropriate steps to introduce more family friendly options in the future to increase customer satisfaction and hotel reservations.
- The hotel revenue is relatively growing yearly.
- From the Visual above, this we can say that an additional parking lot would be beneficial for both hotel chains given the dramatic increase of at least double the previous years parking from 2015 to 2016.
- It is best to expand this parking (as the budget allows) for locations in more populous areas that see more travelers passing through.
- August and July has the highest reservations, Family summertime outings can be a possible explanation for this insight, again introducing more family friendly options in the future will be beneficial to the hotel