A Plus Holidays & Travels

## Dataset – Booking Data

Cleaning Process

- Converted the entire dataset to a table for faster processing of formulas.
- After careful consideration there are 6 columns that needed cleaning they are **"Booking ID", "Agent", "Country", "Payment Date", "Payment Status", "Total Amount".**

Cleaning Process for "Total Amount"

- **Used TRIM to clean any white spaces**
  Step 1: "TRIM([@[Total Amount]])"
- **Used to "SUBSTITUTE" to remove "INR" and Comma**
  Step 2: "SUBSTITUTE([@TRIM],"INR","")"
  Step 3: "SUBSTITUTE([@[Removing "INR"]],",","")
- **Used VALUE to covert the col from string to "Numeric"**
  Step 4: "VALUE([@[Removing Comma]])"

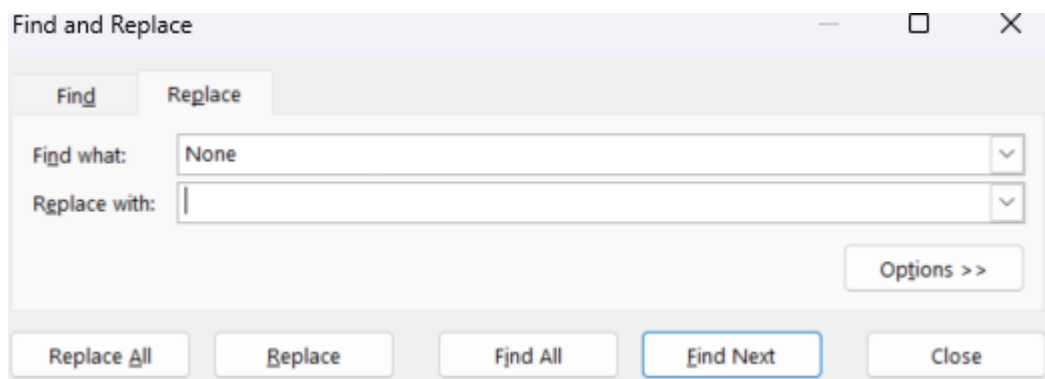### Cleaning Process for "Payment Status"

- "Payment Status" is a Categorical column
- It has 3 values "Paid", "Pending", "Cancelled"
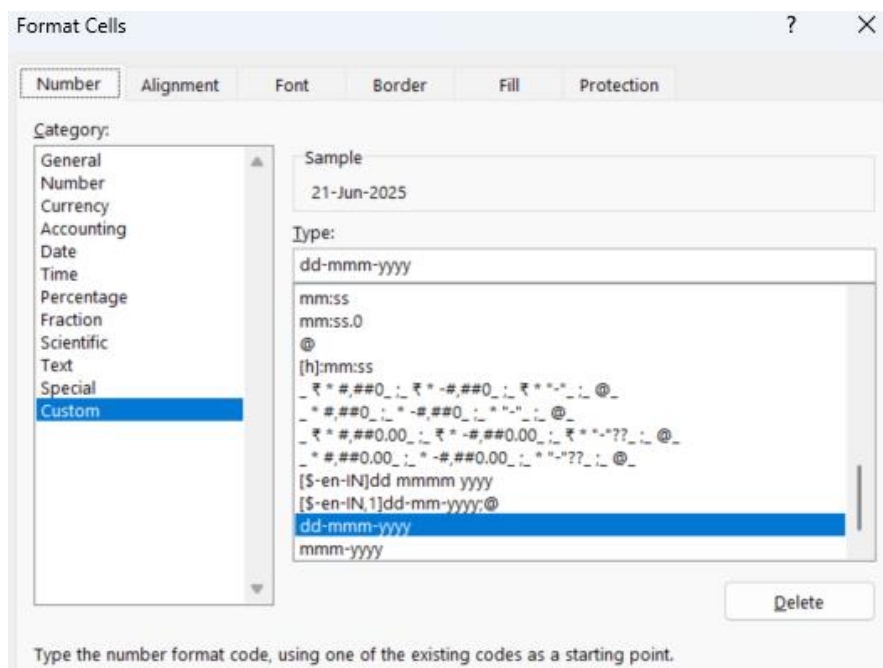- The column had "PAID" which was converted to "Paid"
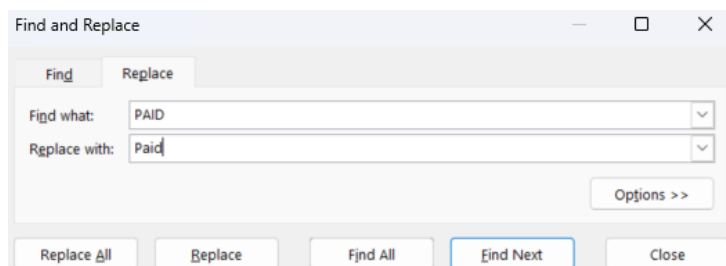
- 557 replacements are made

Cleaning Process for "Payment Status"
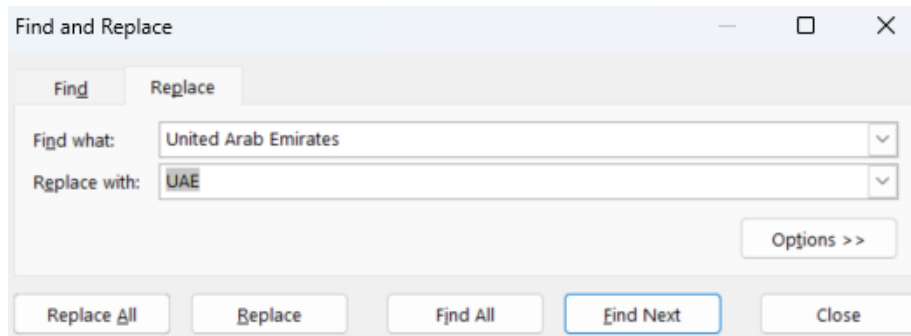
- First I removed all the "None" to BLANK

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- I have used custom formatting to standardize the "Payment Date" col.

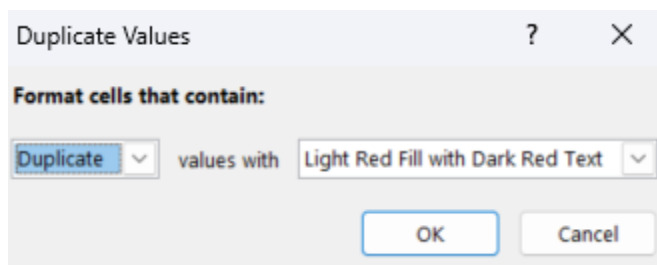## Cleaning Process for "Country"

- In order to standardize the Country col I have converted "United Arab Emirates" to "UAE"
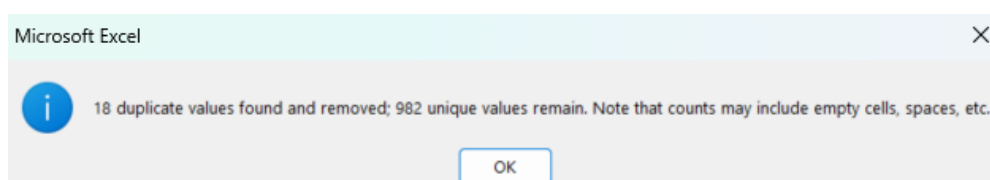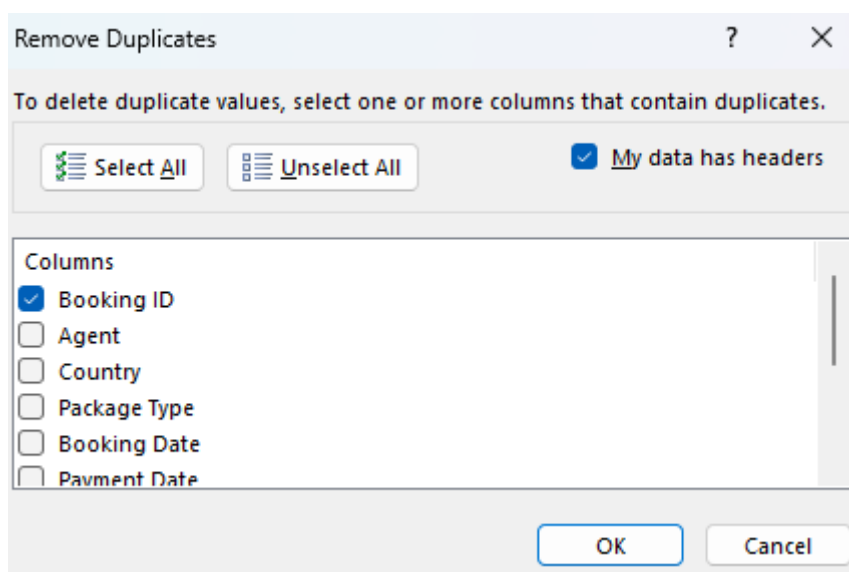

- 143 replacements are made

Cleaning Process for "Booking ID"

- There were duplicate rows in the "Booking ID" col which was then removed
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BKG1241
BKG1242
BKG1243
BKG1244
BKG1245
BKG1246
BKG1247
BKG1248
BKG1249
BKG1250
BKG1251
BKG1252
BKG1253
BKG1254
BKG1255
BKG1256
BKG1257

- Removed all the duplicates value using "Remove Duplicates" from the data tab

Remove Duplicates   ?   ✕

To delete duplicate values, select one or more columns that contain duplicates.

Select All   Unselect All   ✓ My data has headers

Columns
✓ Booking ID
☐ Agent
☐ Country
☐ Package Type
☐ Booking Date
☐ Payment Date

OK   Cancel

-

Microsoft Excel   ✕

ⓘ   18 duplicate values found and removed; 982 unique values remain. Note that counts may include empty cells, spaces, etc.

OK

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Cleaning Process for "Country"

- Agent col had some inconsistency with names. I have cleaned them and removed the white spaces.

"**Agent_Cleaned**" col – "=TRIM([@Agent])"

Data Modelling:

- After cleaning the data I added the "**Bookings_data**" to the data model to calculate measures.

These are the queries I have used to create these measures

- **Average Revenue**
  "AVERAGE(Booking_Data[Total_Amount_Clean])"

- **Paid_Perct%**
  "DIVIDE(COUNTROWS(FILTER(Booking_Data, Booking_Data[Payment Status] = "Paid")), COUNTROWS(Booking_Data))"

- **Cancellation%**

  "DIVIDE(
      COUNTROWS(
      FILTER(Booking_Data, Booking_Data[Payment Status] = "Cancelled")) ,

      COUNTROWS(Booking_Data))"

- **Commission_Perct**
  "AVERAGE([Commission_Perct])"

- **Total Commission Earned**

  "SUM(Booking_Data[Commission_Earned])"

- **MoM_Growth%**
- **Total Revenue** = "SUM(Booking_Data[Total_Amount_Clean])"

- **Previous_Month_Revenue** =
  "CALCULATE(SUM(Booking_Data[Total_Amount_Clean]),
  PARALLELPERIOD('Calendar'[Date], -1, MONTH))"

- MoM_Growth% = "DIVIDE([Total_Revenue] - [Previous_Month_Revenue],
  [Previous_Month_Revenue])"

- **AR_Days**
- Created a calculated col for "Booking Lead Time"

  "IF(
     AND(
        NOT(ISBLANK([Payment Date])), [Payment Date] >= [Booking Date]),

  DATEDIFF([Booking Date], [Payment Date], DAY), BLANK()))"

Dashboard Insights – Performance Table
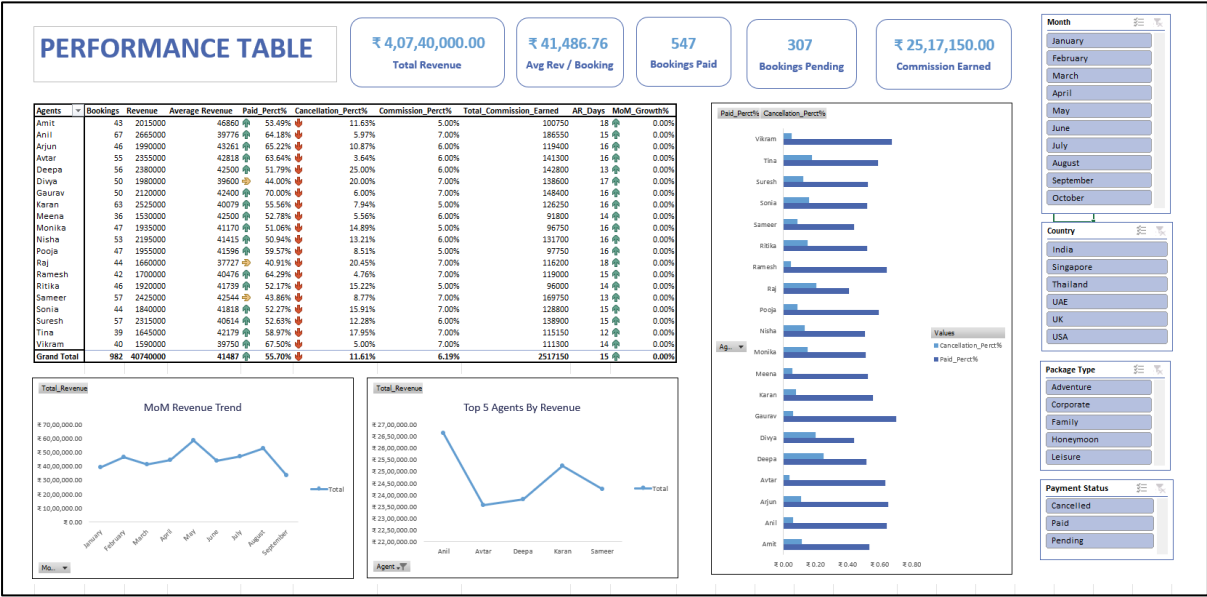
Insights:

This dashboard presents a clear summary of booking performance, agent effectiveness and Revenue metrics for the year 2025.

Key Performance Insights:

- **Total Revenue generated** is ₹ 4,07,40,000.00, spread across 982 bookings.
- **Average Revenue per Booking** stands at ₹ 41,486.76, highlighting revenue efficiency per transaction.
- **Bookings Paid** are 547, and Bookings Pending total 307, indicating a substantial portion of bookings are yet to be finalized.
- **Commission Earned** so far is ₹ 25,17,150.00, with an average commission percentage of about 6.19% across agents.

Agent and Booking Analysis:

- **Top performing agent by revenue** is **Anil**, with revenue exceeding ₹ **26,65,000**.
- **Highest Paid Percentage** for an agent is **Vikram**, at **58.76%**, showing better payment reliability.
- **Highest Cancellation Percentage** is with **Divya**, at **20.00%**, suggesting a need for follow-up or process improvement.

Trends:

- **Revenue saw a peak in May**, hitting the highest point of the year, and declined in September, indicating possible seasonality in bookings