

Executive Summary:

This report provides a comprehensive analysis of Company A's hotel booking and transaction data. Our objective is to offer insights that will assist Company A in addressing challenges related to tracking business operations and maintaining an efficient process. The insights derived from this data will guide strategic decisions, optimize operations, and enhance profitability.

1. Summary of Hotel's Booking and Transaction Data:

- **Total Number of Bookings:** [141,947]

This represents the total number of bookings made over the specified period. A higher number indicates increased customer interest and demand for the hotel's services.

- **Total Revenue Generated:** [₦ 49,674,355.97]

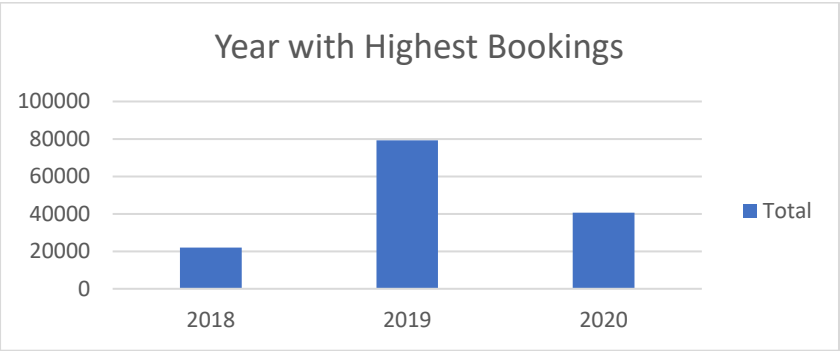
This is the cumulative revenue generated from all bookings. It provides a snapshot of the hotel's financial performance.

- **Total Average Daily Rate (ADR):** [₦ 118.66]

The ADR represents the average revenue earned for each room booked. It's a critical metric that offers insights into pricing strategies and room value.

2. Hotel's Booking Occupancy Rates Over the Last 3 Years:

- **Yearly Breakdown:**
 - **[2018]:** [21,995]
 - **[2019]:** [79,264]
 - **[2020]:** [40,687]



Analysing the occupancy rates provides insights into the hotel's capacity utilization. Trends in this metric can indicate peak demand periods, helping in strategic planning and resource allocation.

3. Revenue per Available Room (RevPAR) Over the Last 3 Years:

- **Yearly Breakdown:**
 - [2018]: [₦ 1,917,491.44]
 - [2019]: [₦ 13,484,870.00]
 - [2020]: [₦ 4,664,274.27]

RevPAR combines the ADR and occupancy rate, offering a holistic view of the hotel's revenue-generating capability. It's essential for understanding the effectiveness of room pricing and occupancy strategies.

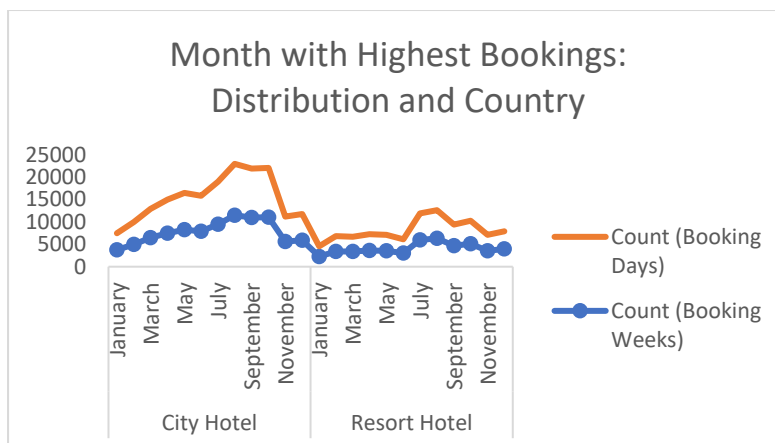
4. ADR Over the Last 3 Years:

- **Yearly Breakdown:**
 - [2018]: [₦ 87.17]
 - [2019]: [₦ 95]
 - [2020]: [₦114.64]

Monitoring the ADR trends helps in understanding the hotel's pricing strategy's effectiveness and adjusting it to maximize revenue.

5. Breakdown of Hotel's Bookings by Channel:

- [Corporate]: Revenue: 8,167
- [Direct]: Revenue: 1,7534
- [GDS]: Revenue: 194
- [TA/TO]: Revenue: 116,042
- [Undefined]: Revenue: 10



This breakdown offers insights into which channels are most profitable and where marketing and partnership efforts should be concentrated.

6. Recommendations:

- **Pricing Strategy:** Based on the ADR and RevPAR trends, we will need to consider adjusting room rates during peak seasons or during high occupancy rates to maximize revenue.
- **Distribution Strategy:** We also have to prioritise channels that have shown the highest profitability or bring the most bookings and revenue. Offering promotions on direct bookings to also help reduce dependency on third-party channels (tour operators).
- **Guest Experience:** Albeit there was not a significant number of special requests and they were not specifically identified, It will be best to analyse the most common special request and consider incorporating them into package deals or loyalty programs to enhance guest satisfaction.

Other Key Performance Indicators (KPIs):

- **Cancellation Rate:** [37%]

A high cancellation rate might indicate issues with the booking process, pricing, or guest expectations.

- **Repeat Guest Rate:** [3%]

A measure of guest loyalty and satisfaction with the hotel's services.

- **Average Lead Time:** [98.57 Days]

Indicates how much in advance bookings are made, helping in inventory and staff planning.

- **Average Number of Special Requests:** [0.85]

Provides insights into guest preferences and areas of potential service enhancement.

- **Most Popular Meal Package:** [Breakfast in Bed (BB)– 109,859 Orders]

I've also identified the most popular meal based on guest preferences, which can aid in optimizing meal offerings.

Conclusion:

From my analysis, I've derived data-driven insights that are pivotal for strategic decision-making. By focusing on high-revenue channels, adjusting pricing strategies based on demand, and understanding guest preferences, Company A can significantly enhance its operational efficiency and profitability.

Detailed Tabled Analysis:

1. Summary of Hotel's Booking and Transaction Data:

Arrival Year	Total Number of Bookings	Average Daily Rate	Total Revenue Generated	Average Sales	Highest Sales	Lowest Sales
2018	21,996	₦ 87.18	₦ 6818116.56	₦ 309.97	₦ 6630.0	₦ 0.0
2019	79,264	₦ 95.0	₦ 25821459.64	₦ 325.77	₦ 7590.0	₦ 0.0
2020	40,687	₦ 114.64	₦ 17034779.77	₦ 418.68	₦ 6300.0	₦ 63.8

- Total Number of Bookings: **141,947**
- Total Revenue Generated: **~~₦~~ 49,674,355.97**
- Total Average (ADR): **~~₦~~ 118.66**

2. Hotel's Booking Occupancy Rates Over the Last 3 Years:

Row Labels	Occupancy Rate (Sold Room
2018	18%
2019	35%
2020	10%
Grand Total	63%

3. Hotel's Revenue Per Room (RevPar) Over the Last 3 Years:

Booking Year	Product of RevPar
2018	₦ 852.09
2019	₦ 3,367.20
2020	₦ 2,014.34

4. Hotel's ADR Over the Last 3 Years:

Year	Average ADR
2020	₦ 114.64
2019	₦ 95
2018	₦ 87.17
Grand Total	₦ 98.93666667

5. Breakdown of Hotel's Bookings by Channel:

Corporate	8,167
Direct	1,7534
GDS	194
TA/TO	116,042
Undefined	10