FSDS 2301

FUTURE TALE HOTEL CASE STUDY ANALYSIS

AGENDA

36,275

Total Bookings

Number of bookings per lead time category

Bar chart with y-axis from 0 to 14000 (in increments of 2000). Categories: Long, Short, Within average.

Proportion of Canceled and Not canceled bookings
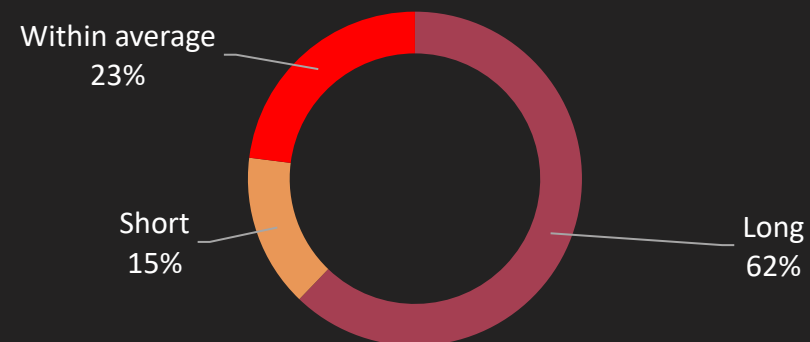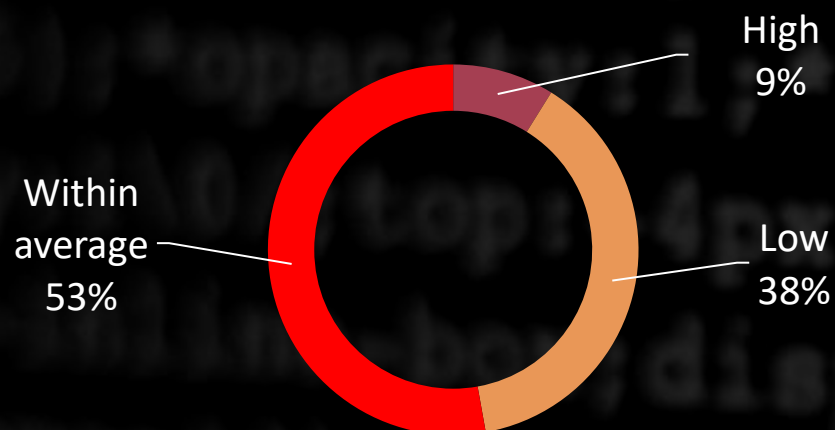

Canceled 33%

Not_Canceled 67%
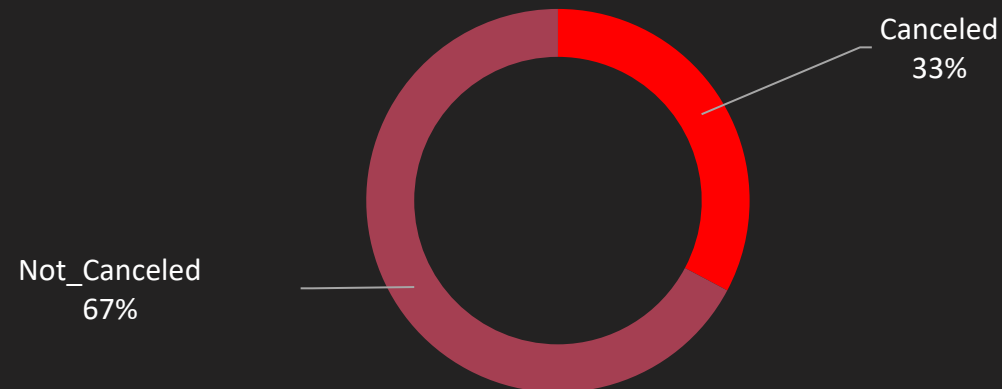
OBSERVATION
- Most bookings are in the long lead time category
- Number of cancelled bookings in long lead time category is over 60% of total cancelation

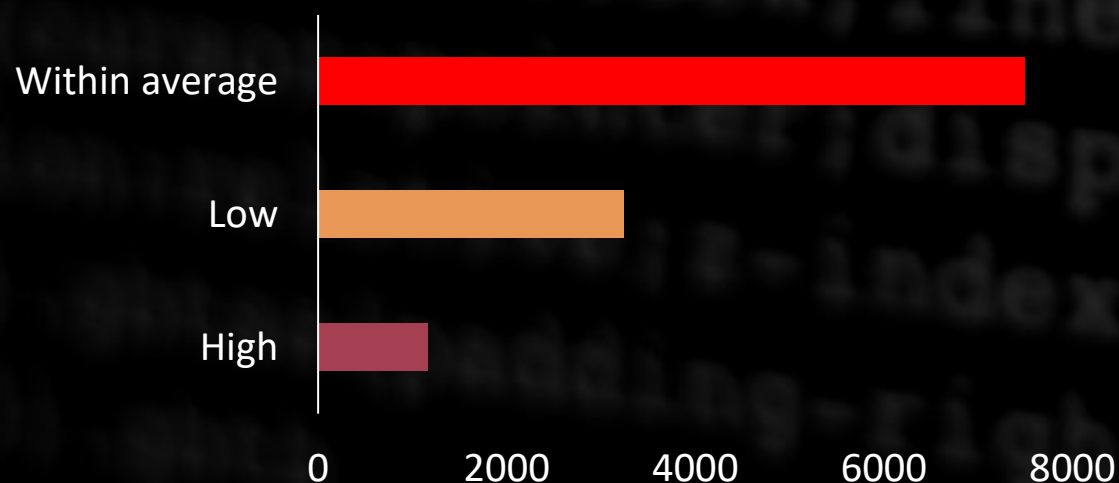## Proportion of cancelled bookings by lead time category

Within average 23%

Short 15%

Long 62%

Total bookings categorized into price segments


- High 9%
- Within average 53%
- Low 38%

OBSERVATION

- Over 50% of bookings fall within average room price.
- Number of cancelled bookings within average room price constitutes more than 60% of total bookings cancelled.
- Most bookings fall under the online market segment.
- Canceled booking under market segment is over 70% of total cancelations.

Total bookings cancelled in each price category

Booking status split by market segments

Legend: Canceled, Not_Canceled

Categories: Aviation, Comple..., Corpora..., Offline, Online
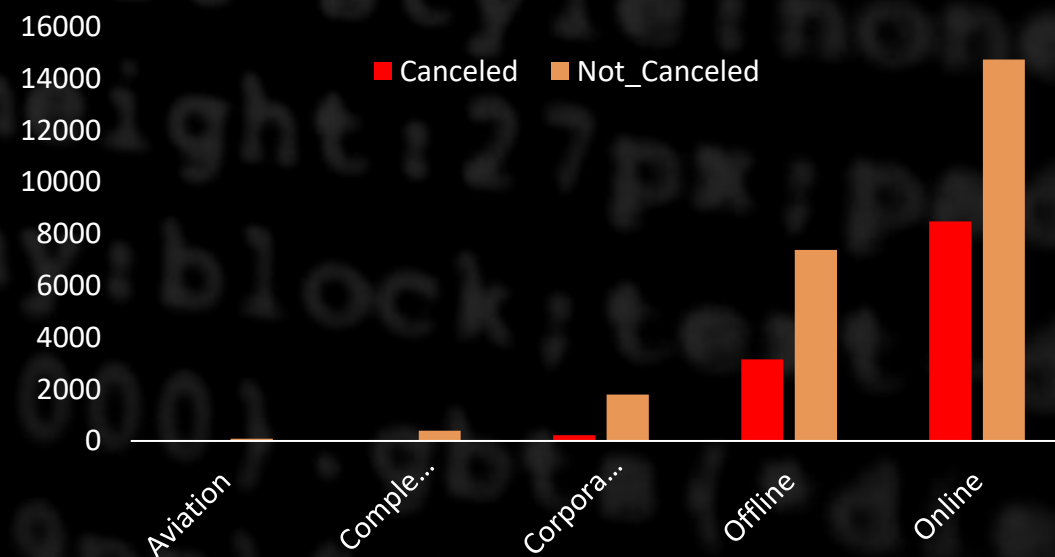
RECOMMENDATIONS

- Give attractive incentives for lead time falling in the range of short and within average to encourage customers to reduce cancelation due to lead time length.

- Reduce average room price to encourage the large proportion of customers to retain their bookings.

- Make website a bit more friendly and easy to use, place better incentive adverts online, especially incentive for online bookings, to reduce cancelation.

- Booking deposit non-refund should be relatively tangible to discourage customers from last minute cancellation.

CONCLUSION

- More information needed on demographic, geographic, psychographic, or behavioural characteristics of customers for deeper analysis to mitigate cancelation rate.

FutureTale Hotel Reservation Dashboard
The Havana Branch

Total Guest
36,275

Total Adults
66,926

Total Children
3,819

Total Weekend Nights
29,409

Total Week Nights
79,961

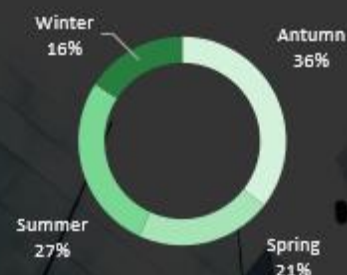### Trend of booking (2017 - 2018)

— Canceled   — Not Canceled

| | | | | | | | | | | | | | | | | | | |
3000
2000
1000
0

Oct Nov Sep Dec Jul Aug | May Oct Nov Feb Apr Sep Dec Jul Jun Aug Mar Jan

2017 | 2018

Total Booking by Market Segment

- Complementary 1%
- Corporate 6%
- Aviation 0%
- Online 64%
- Offline 29%

Total Booking by Repeated Guest

- 3%
- 97%

Total Booking by Season

- Winter 16%
- Antumn 36%
- Summer 27%
- Spring 21%

Total Booking by Price Range

- 1 Star-$200
- Star-$50
- 2 Star-$300
- Standard-$400
- Premium->$400

0 — 40,000
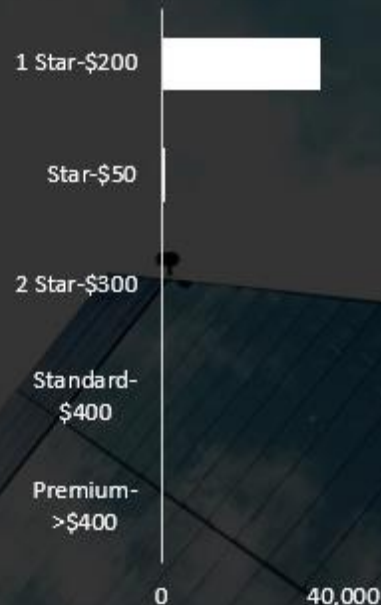
Total Booking by Meal Plan

- Meal Plan 1
- Not Selected
- Meal Plan 2
- Meal Plan 3

0 — 40,000

■ Not_Canceled ■ Canceled

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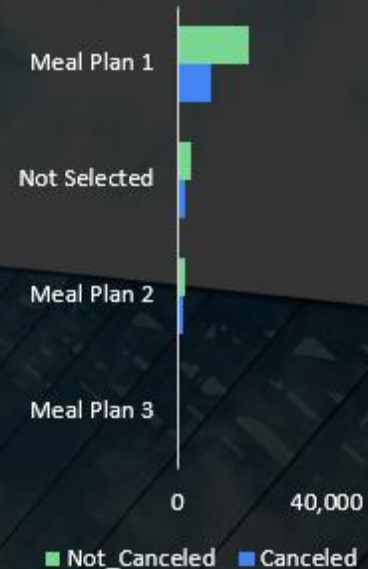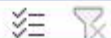
booking_status
| Canceled | Not Canceled |
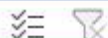
arrival_year
| 2017 | 2018 |

AvgPricing per room
| Star-$50 | Double-$200 |
| King-$400 | Queen-$300 |
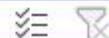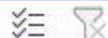
Month
| Jan | Feb | Mar |
| Apr | Jun | Jul |

market_seg...
| Av... | Co... | Co... |
| Off... | O... | |

Season
| A... | S... | S... |
| ... | | |

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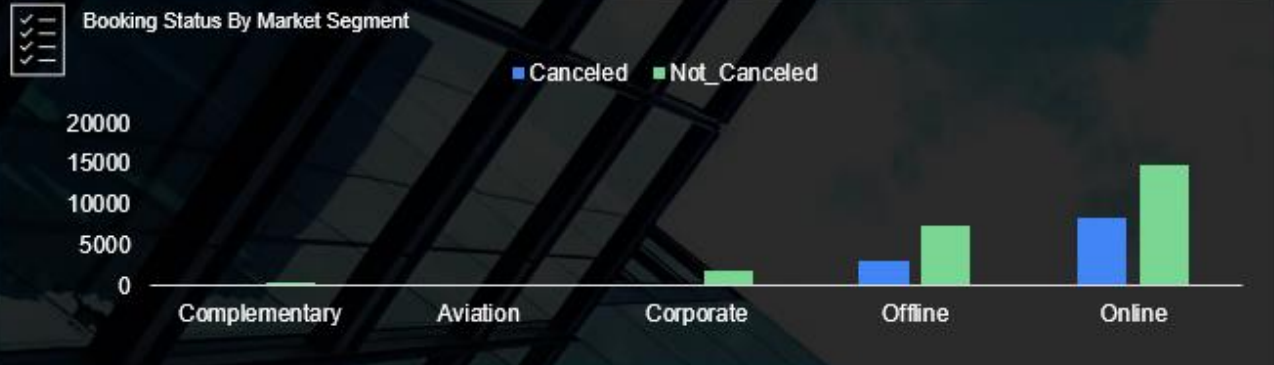Booking Status By Market Segment

Total Bookings By Room Type Reservation

Percentage of Canceled and Not canceled bookings

Total Bookings By Lead Time

Total Bookings Cancelled By Price Category

Total Bookings By Room Type Reservation

Percentage of Canceled and Not by Lead Time Category

THANK YOU