

## Castiglione Hotel Insights and Recommendations.



We made a database on Mockaroo for a hotel business. We used it to create solutions for business problems by querying the database. The solutions provide insights and inform business recommendations. Each SQL script in this branch contains insights and recommendations for the respective problem, and each CSV file presents the query results in a table format.

The following tables are present:

- Employees- data on all employees
- Rooms- data on all rooms(available or not)
- Bookings- data on all hotel bookings
- Guests- data on all guests
- Guest\_service - data on all services consumed by a guest
- Services- data on all services offered in the hotel
- Employee\_schedules- data on staff shifts

An ER Diagram is provided in the main branch of this repository. It lays out how the tables are related.

### Business Problems

1. ***Determine the average number of services used per guest during their stay.***

Each guest uses **one** service on average. This insight will inform several decisions:

- The business can strategize which services can be bundled into a package to increase the tally of services used.

- The business can allocate resources to streamlining service delivery using technology in a bid to enhance efficiency and satisfaction.
- The hotel may collect customer insights to identify gaps for improvement in service delivery.

## **2. *Identify the busiest day of the week in terms of check-ins***

**Fridays** are the busiest days with 20 check-ins. This insight helps inform on:

- Shift planning as a higher labor force would be allocated to Friday and Tuesday to maintain efficiency.
- The hotel can hold marketing campaigns for Friday & Tuesday check-ins to capitalize on the demand.
- Resource allocation for busy days to maintain efficiency and customer satisfaction e.g., inventory(towels)
- Prices can be adjusted on Thursdays to see if check-ins may increase.
- The Hotel can strategize on differentiating their services by tailoring services to these results e.g., special welcome messages

## **3. *Identify the top 5 highest earning services offered by the hotel in the last quarter***

**Meetings** generated the highest revenues in the last quarter. These insights may inform on:

- If the hotel identifies this as a trend for the quarter, they may prepare by allocating resources to enhance the meeting experience and boost customer satisfaction.
- Marketing campaigns can be heightened for meeting services before this quarter to reach more customers.
- Cross and Upselling services that sell well during the period to boost revenues e.g., Sauna, Swimming pool, Concierge.
- In the future, inventory can be prepared to meet the needs of this quarter.

## **4. *List the guests who have stayed for more than 7 days in the past year***

**41 guests** have stayed for more than a week in the past year. These insights will inform on:

- Identifying High CLV customers to whom personalized services may be offered to increase retention rates and satisfaction.
- Collecting insights from them on service delivery gaps. They provide a perfect group as they use various services during their stay.

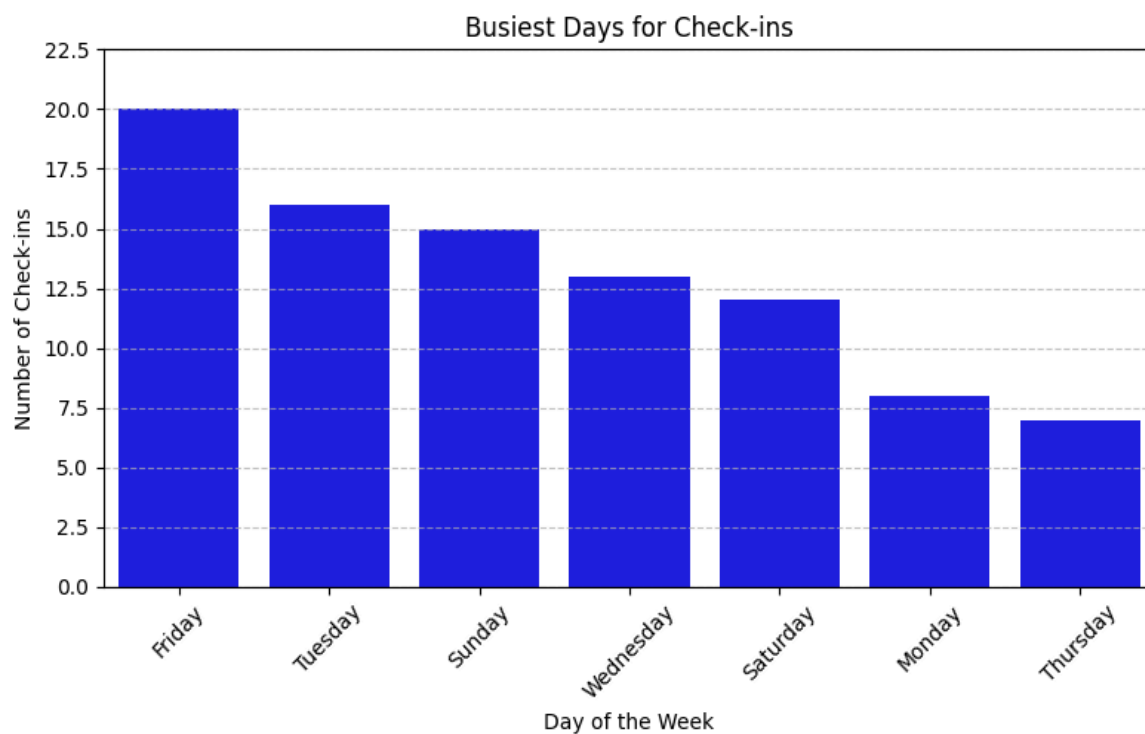
## **5. *Find the occupancy rate of each room type in the hotel for the current year***

**Suites** have the highest occupancy rate at **57%**. This will help inform on:

- Efficient resource allocation. Suites can be prioritized during replenishment as they're more occupied. This will leave room for maximum utilization of resources.
- Investments in Suites can be prioritized to enhance customer experience.
- The hotel could collect insights from Suite occupants to identify service delivery improvement gaps
- The hotel can collect insights from other room-type occupants and identify service delivery improvement gaps. They should also carry out strategies e.g., price adjustments, and promotions to boost the occupancy rates.

## VISUALIZATIONS

1.



2.

