

## Power Bi Questions

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1. Visualize booking trends over the years, including the number of bookings, cancellations, and average lead time. Identify seasonality patterns.
2. Analyze monthly booking patterns to identify peak months and optimize marketing strategies.
3. Compare stays in weekend nights and weekday nights to determine preferences and variations by hotel type.
4. Calculate and visualize the booking conversion rate (canceled bookings to total bookings) over time.
5. Visualize the distribution of adults, children, and babies in bookings. Explore the impact of children and babies on cancellation rates.
6. Analyze the distribution of Average Daily Rates (ADR) and identify correlations with the number of special requests made by guests.
7. Visualize the relationship between the number of required car parking spaces and booking types (Resort Hotel vs. City Hotel).
8. Use Power BI to explore how the total number of special requests made by guests varies by hotel type and customer type (e.g., Transient, Group).
9. Explore meal plans and their impact on Average Daily Rates (ADR). Analyze meal plan preferences and their association with booking channels.
10. Analyze how meal plans correlate with stay duration and investigate any differences in stay lengths based on meal plans.
11. Correlate parking requirements and special requests with different meal plans. Determine if certain meal plans result in more requests or parking needs.
12. Explore how meal plans are distributed across various booking channels. Analyze if certain channels are associated with specific meal plans.
13. Visualize booking distribution across different market segments and analyze cancellation rates within each segment.
14. Compare the effectiveness of booking distribution channels in generating confirmed bookings. Identify the most commonly used channels by guests.
15. Visualize the percentage of repeated guests for each hotel type (Resort Hotel vs. City Hotel) over time. Explore factors influencing guest retention.
16. Analyze the impact of a guest's booking history (previous cancellations and noncanceled bookings) on their likelihood of canceling a current booking.

17. Visualize the distribution of reserved and assigned room types. Analyze whether guests tend to receive the room type they initially reserved.
18. Investigate the relationship between the number of booking changes made by guests and their likelihood of canceling a booking.
19. Analyze room type preferences based on customer types (e.g., Transient, Group) and identify any patterns in room type selection.
20. Analyze whether guests who make multiple bookings tend to consistently request the same room type or if their preferences change over time.
21. Provide an overview of reservation statuses over time, including the percentage of canceled, checkedout, and noshow bookings.
22. Analyze trends in reservation status dates, such as the busiest checkout dates or patterns in cancellations by month.
23. Visualize how reservation statuses vary across different customer types (e.g., Transient, Group) and identify if certain customer types are more likely to result in cancellations or noshows.
24. Explore the relationship between reservation statuses and Average Daily Rates (ADR) to determine if there are differences in ADR based on booking outcomes.