



User Demographics

Gender

All

City

All

TOTAL USERS

1000

MALE
PERCENTAGE

33.20%

Analyzing user profiles and their impact on bookings and revenue.

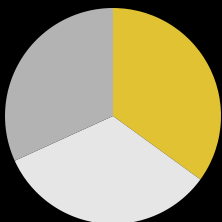
Active Users

962

Revenue/User

31.00K

Gender Distribution



Gender

● Female

● Male

● Other

Top N Users /City

Name

City

Lisa Allen

East Danielfort

Larry Garcia

Emilyport

Jennifer Olson

Everettfort

Daniel Butler

Kevinshire

Jeffrey Moore

Lopezfort

Christopher Cardenas

New Mary

Total

Avg Booking/User

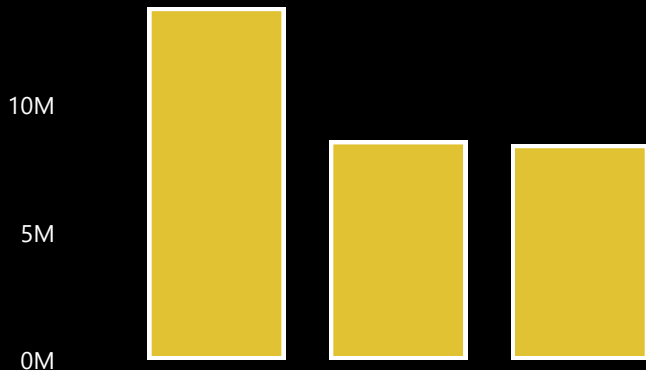


0.00

3.00

6.00

Users/Age Group



30-49

18-29

50+

AgeGroup

Users/Age group

18-29



Hotel Performance

Gender

All

Rating

All

City

All

Total Hotel Revenue

1M

Avg RoomOccupancy

71.83%

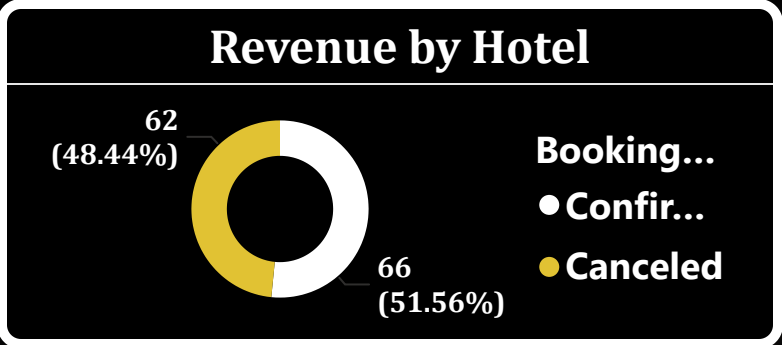
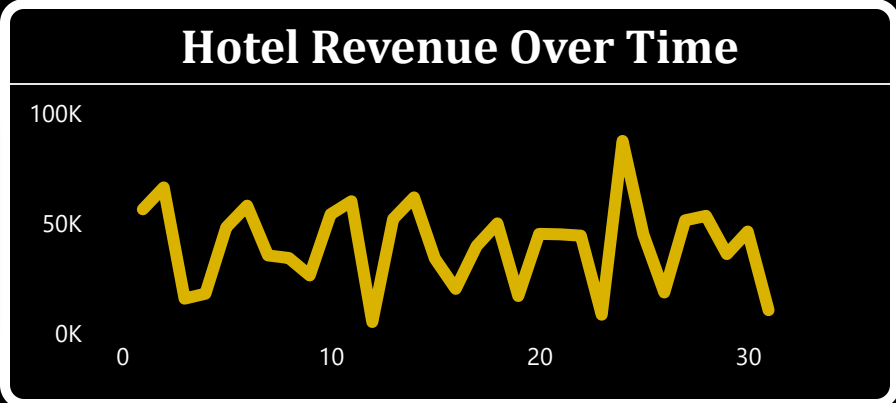
Room available

17K

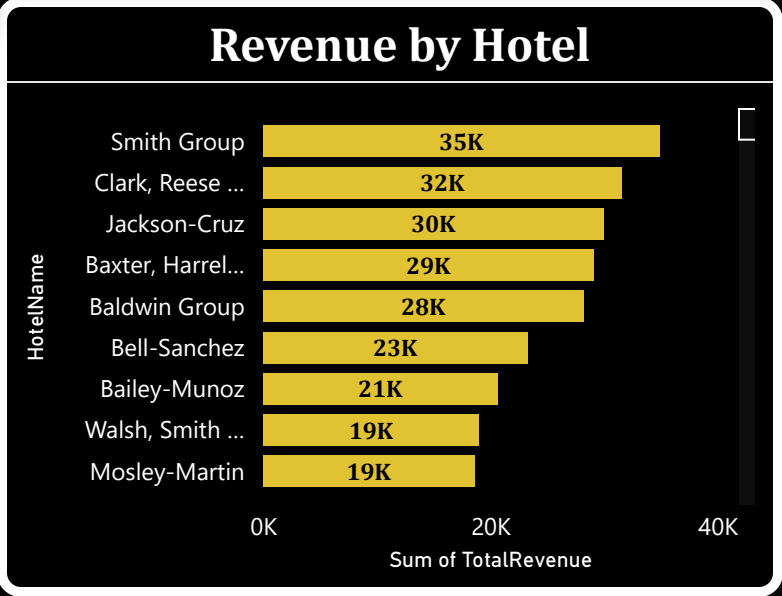
Avg Hotel Rating

3.73

Monitoring hotel booking trends, revenue, and customer satisfaction.



| Hotels/Revenue and Average Rating | | |
|-----------------------------------|-------------------|---------------|
| HotelName | TotalHotelRevenue | Average of Ra |
| Smith Group | 34864 | 3 |
| Clark, Reese and Johnson | 31547 | 4 |
| Jackson-Cruz | 29953 | 3 |
| Baxter, Harrell | 29057 | 3 |
| Total | 153634 | 3 |





Flight Analytics

Analyze flight bookings and popular travel routes

AirlineName

All

DestinationCity

All

Avg Ticket Price

10.38K

Total seats

1500

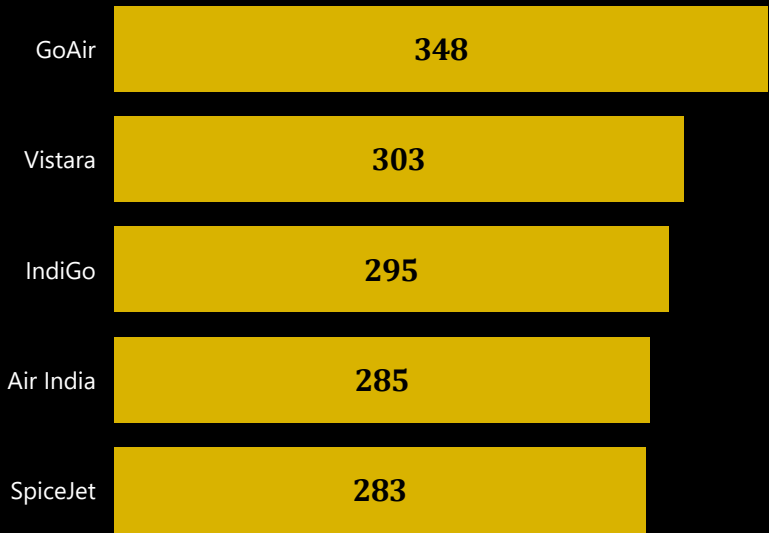
Total Flight Booked

1514

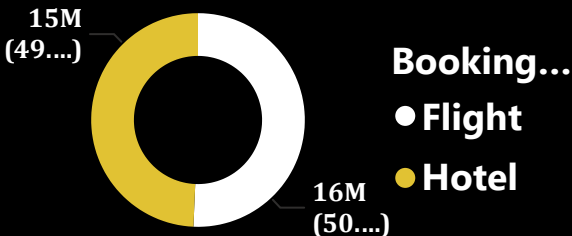
Flight Revenue

16M

Flight Bookings by Airline



Revenue by Booking Type



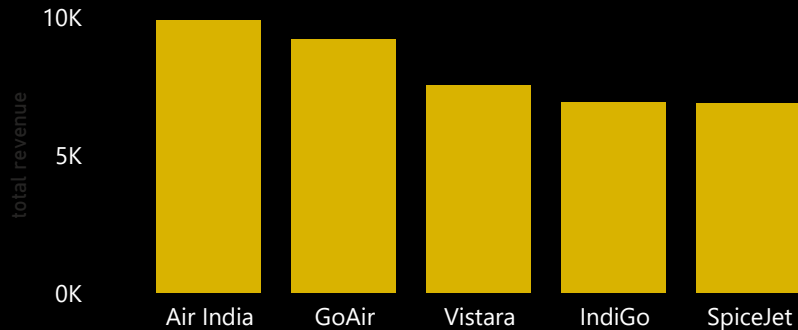
Airlines/Revenue

| AirlineName | RevenueFromFlight |
|-------------|-------------------|
| GoAir | 37 |
| Vistara | 30 |
| IndiGo | 30 |
| Air India | 30 |
| SpiceJet | 28 |
| Total | 1570 |

Airlines by Revenue.



Revenue from Flights by Airline





Booking Trends

BookingDate

All

BookingStatus

All

Total Bookings
Revenue

2M

Cancel%

52.10%

Confirm%

47.90%

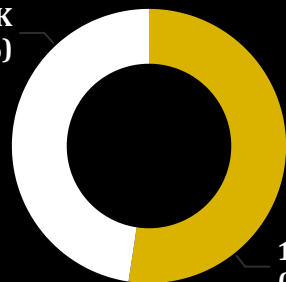
Total Bookings

238

Identify booking patterns and peak seasons.

Revenue by Booking Type

1126K
(47.61%)



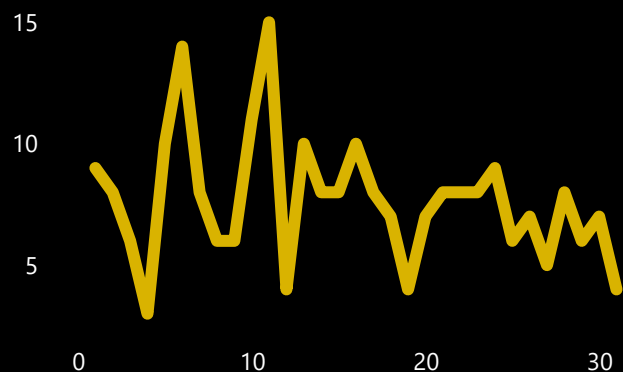
1239K
(52.39%)

BookingT...

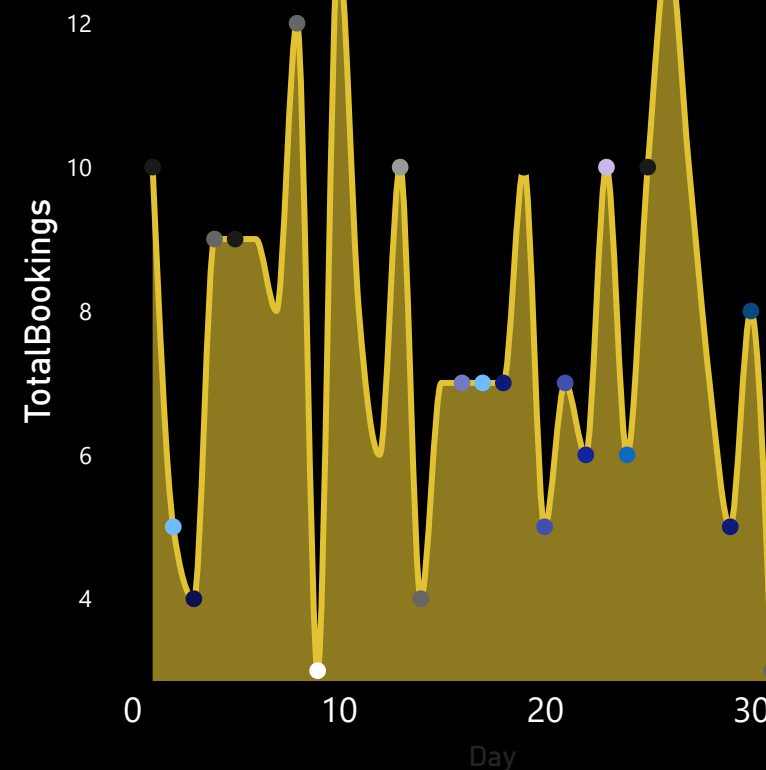
● Hotel

● Flight

Monthly Booking Growth



Total Bookings by Day





Revenue Insights

City

All

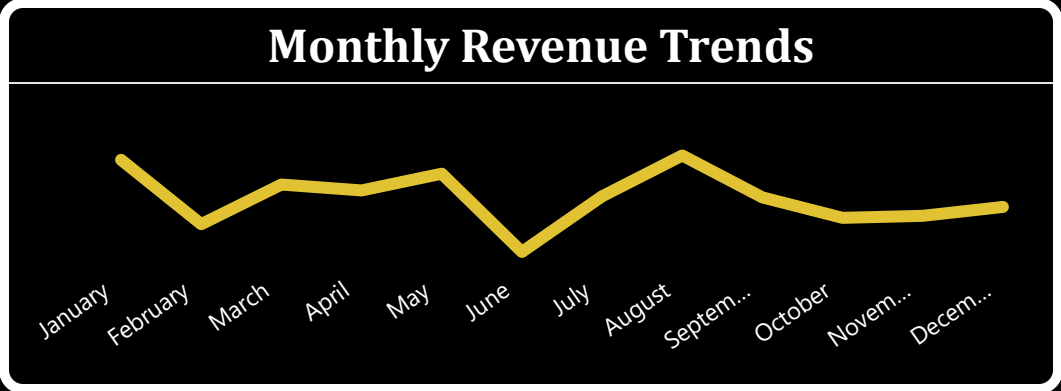
BookingDate

All

Deep dive into revenue generation across different dimensions.

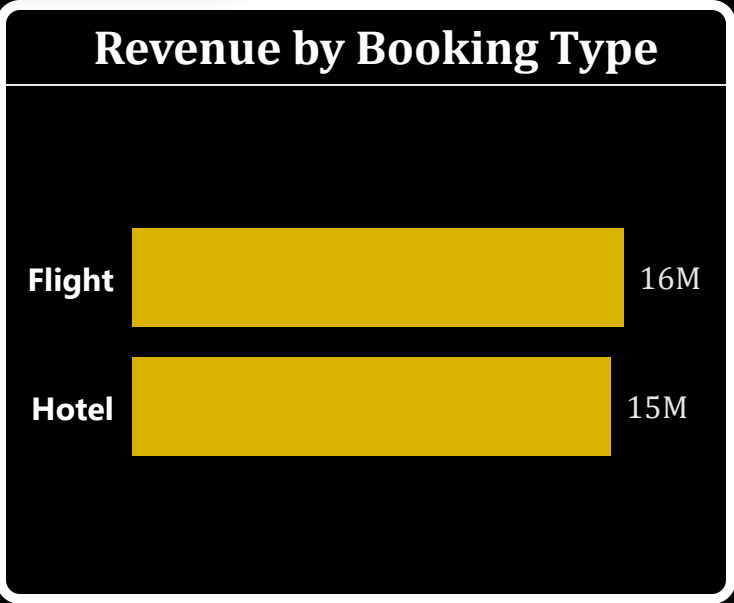
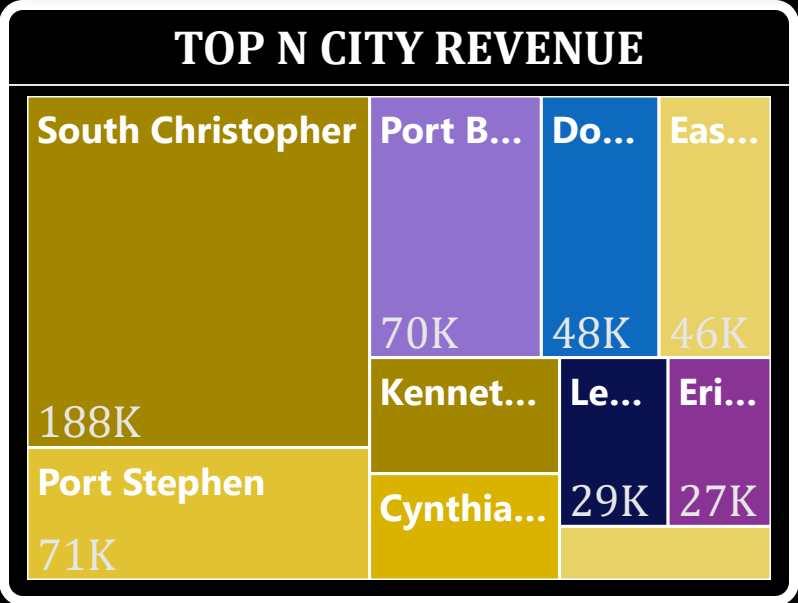
BookingType

All



Total Revenue

31M



Top N Users by Revenue Contribution

| Name | total booking revenue |
|----------------------|-----------------------|
| Ashley Ross | 102400 |
| Christopher Cardenas | 103181 |
| Daniel Butler | 88161 |
| Jeffrey Moore | 102390 |
| Jennifer Olson | 90806 |
| Joshua Johnson | 103601 |
| Larry Garcia | 90207 |
| Lisa Allen | 117787 |
| Mary Gomez | 133503 |
| Ryan Taylor MD | 98518 |
| Total | 1030554 |



Cancellation Dashboard

Understand the impact of cancellations on revenue

BookingType
All

BookingStatus
All

Cancellation%

49.20%

Pendings

1493

Paid%

50.23%

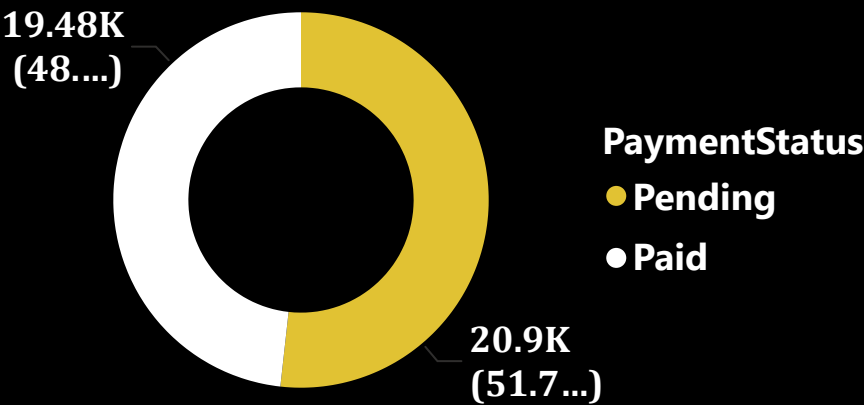
Revenue Loss by
Cancellation

15M

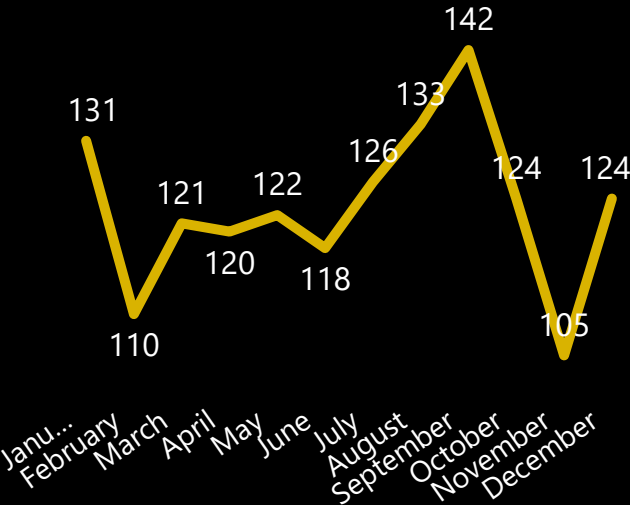
Paid

1507

Revenue by Hotel



Monthly Cancellation



Booking status/review

| City | BookingStatus | Count of Rating |
|-----------------|---------------|-----------------|
| Aaronmouth | Canceled | 4 |
| Abigailton | Canceled | 1 |
| Aguilarland | Canceled | 1 |
| Alexanderburgh | Canceled | 1 |
| Alexandriaburgh | Canceled | 1 |
| Alexchester | Canceled | 1 |
| Allenstad | Canceled | 1 |
| Total | | 719 |



User Retention

City

All

Understand the impact of cancellations on revenue

Revenue Loss
/Cancellation

15M

Avg Booking/User

3.00

High-Value Users

956

User Retention Trends Over Time

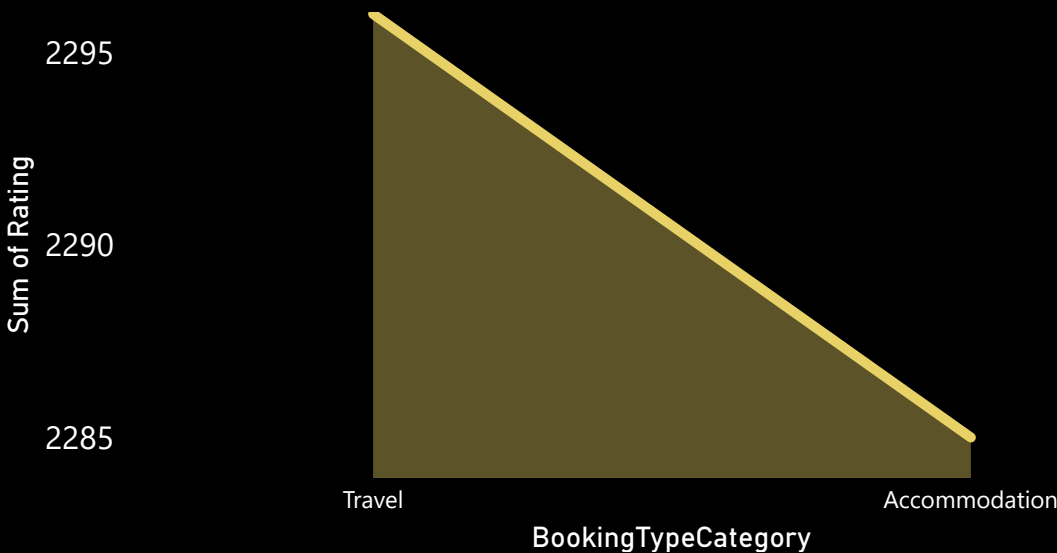


Top Loyal Users by Booking Count

| | |
|------------------|----|
| Mary Gomez | 12 |
| Jennifer Olson | 9 |
| Joshua Johnson | 9 |
| Barbara Walker | 8 |
| Brett Lloyd | 8 |
| Daniel Butler | 8 |
| Dennis Carr | 8 |
| Elizabeth Chavez | 8 |
| Erik Contreras | 8 |
| John Ryan | 8 |
| Lisa Allen | 8 |

TotalBookings

Segments by Retention Behavior



Review Sentiment

Measure customer satisfaction through reviews and ratings.

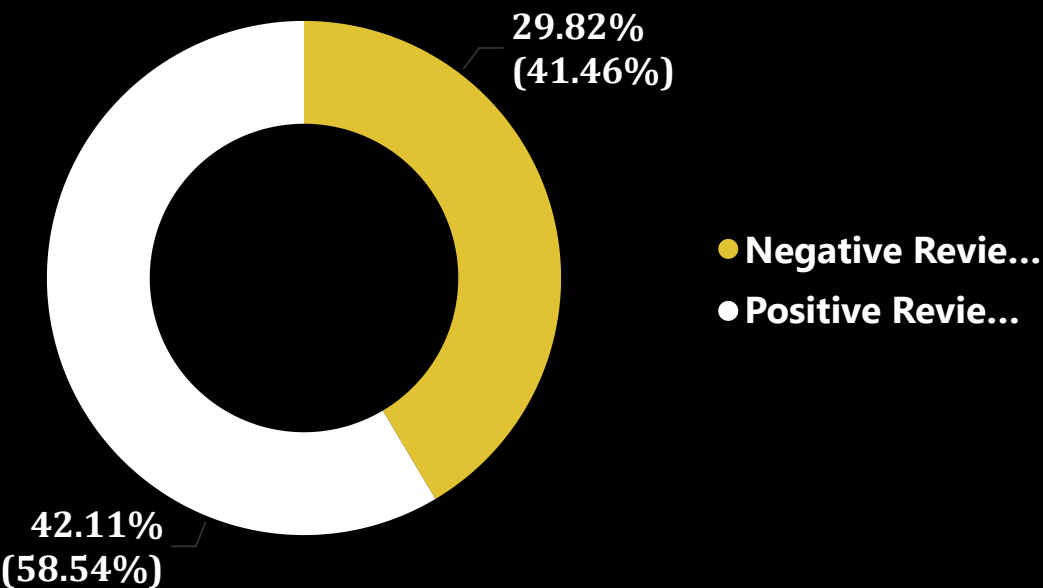
City

All

Positive
Review%

41.27%

Positive vs Negative review



Avg ratings

3.05

Negative Review%

37.40%

Ratings/Booking type

Hotel

127

Flight

56

Sum of Rating

Key Insights

1. Total Users are 1000 (Active: 962) and Total Revenue/User is 31K
2. Total Male Percentage is 33.2%, Female & Other is remaining percentage
3. AGE group made Major bookings is 18-29 years
4. The Top Users by Revenue Contribution: (E.g., Lisa Allen - 117K, Mary Gomez - 133K) and the top City in Revenue
5. Distributions are Christopher Port (\$188K), Stephen Port (\$71K)
6. The Average bookings/user is 3.00
7. Top Performing Hotel in Revenue is Smith Group (\$148K), Andrade-Mullins (\$94K) and The Average Hotel Rating is 3.73
8. Airline Performance GoAir (\$377K), Vistara (\$307K), IndiGo (\$301K) and The Avg. Ticket Price: \$10.38K
9. The Total Seats is 1500 and the Revenue by Flights: \$16M and Revenue by Hotels: \$15M
10. Booking status insights Confirmation (47.9%), Cancellations (52.1%)
11. Revenue Loss Due to Cancellations \$15M
12. The Paid Bookings 1507 and Pending Bookings 1493
14. The Positive Reviews 41.27% and Negative Reviews: 58.54%
15. Focus on retention and engagement of high-value users.
16. Optimize resource allocation to top-performing cities and services.
17. Address cancellation and negative review patterns.
18. Strengthen customer service for better reviews