Hotel Booking and Revenue Analysis

This story explores key patterns in hotel bookings, guest behavior, and revenue generation across different customer segments to uncover actionable insights that can guide strategic decisions.
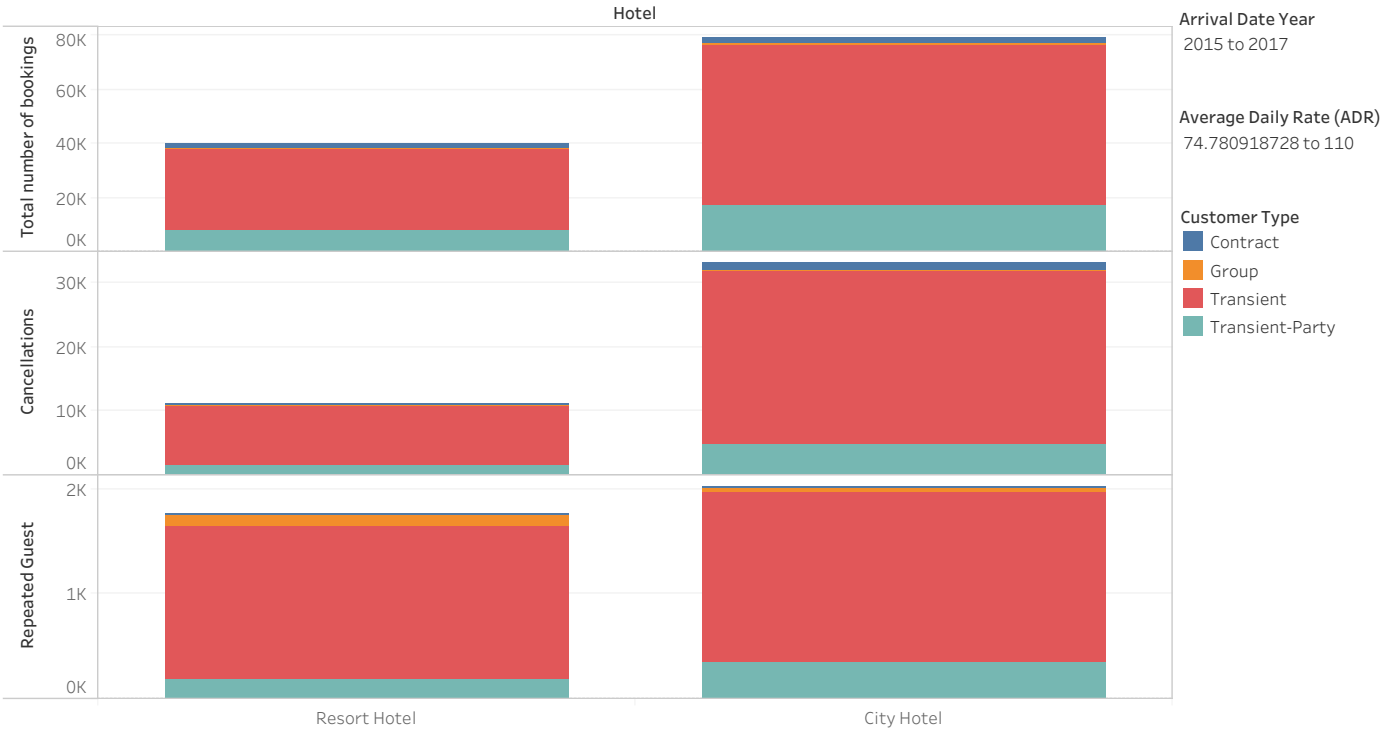Total Bookings and Average Daily Rate (ADR) Analysis
The distribution of total bookings across hotels, filtered by Average Daily Rate (ADR), reveals a balance between occupancy and revenue. While higher ADRs attract fewer bookings, these are likely higher-value guests, particularly at the city hotel.

Lead Time by Hotel and Customer Type
Lead Time by Hotel and Customer Type
Understanding lead time—how far in advance bookings are made—is crucial for inventory management and pricin..

Hotel

Arrival Date Year
2015 to 2017

Average Daily Rate (ADR)
74.780918728 to 110

Customer Type
- Contract
- Group
- Transient
- Transient-Party

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Lead Time by Hotel and Customer Type
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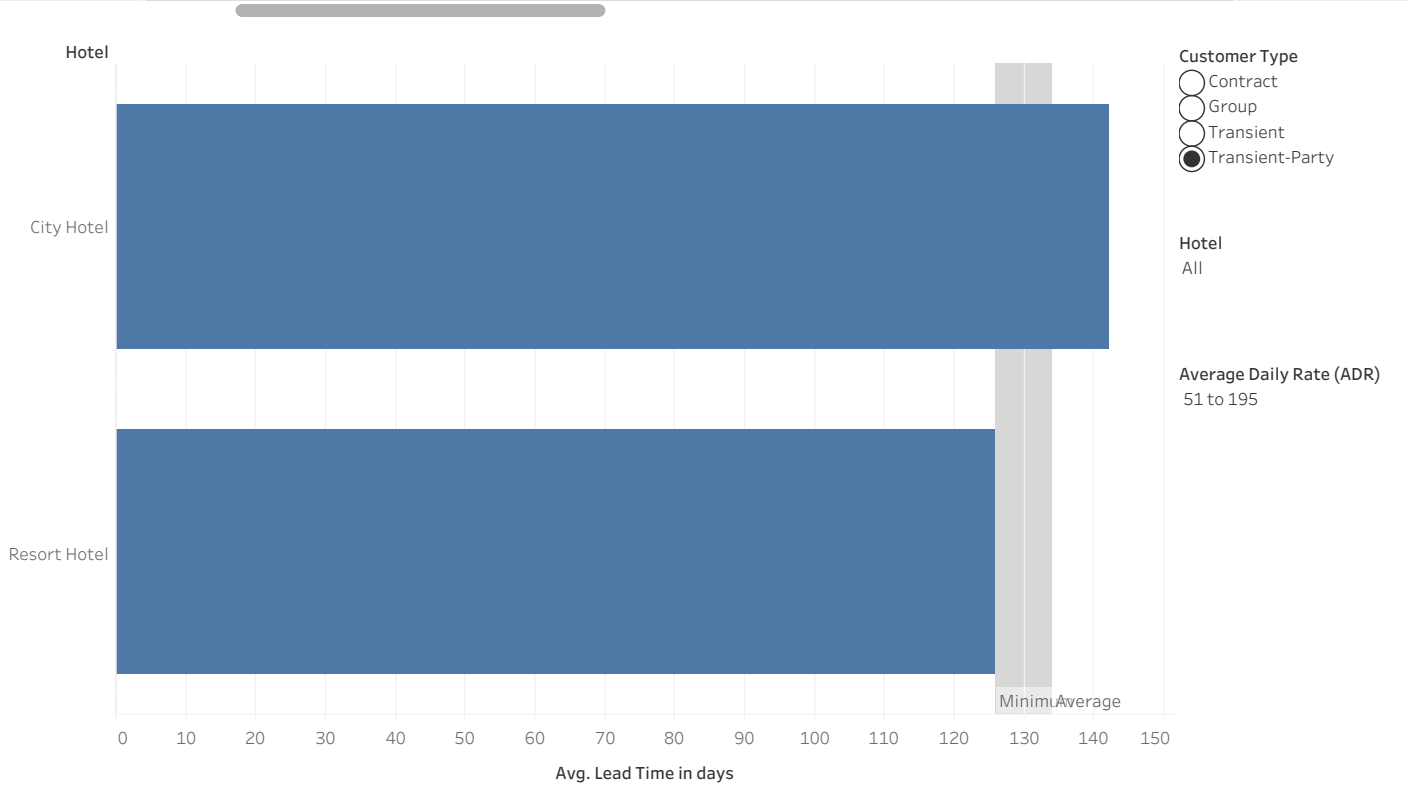Understanding lead time—how far in advance bookings are made—is crucial for inventory management and pricing strategies. This analysis shows that Transient and Transient-Party customers book well in advance, while group are typically made closer to the arrival date.

Hotel

Customer Type
- Contract
- Group
- Transient
- ● Transient-Party

Hotel
All

Average Daily Rate (ADR)
51 to 195

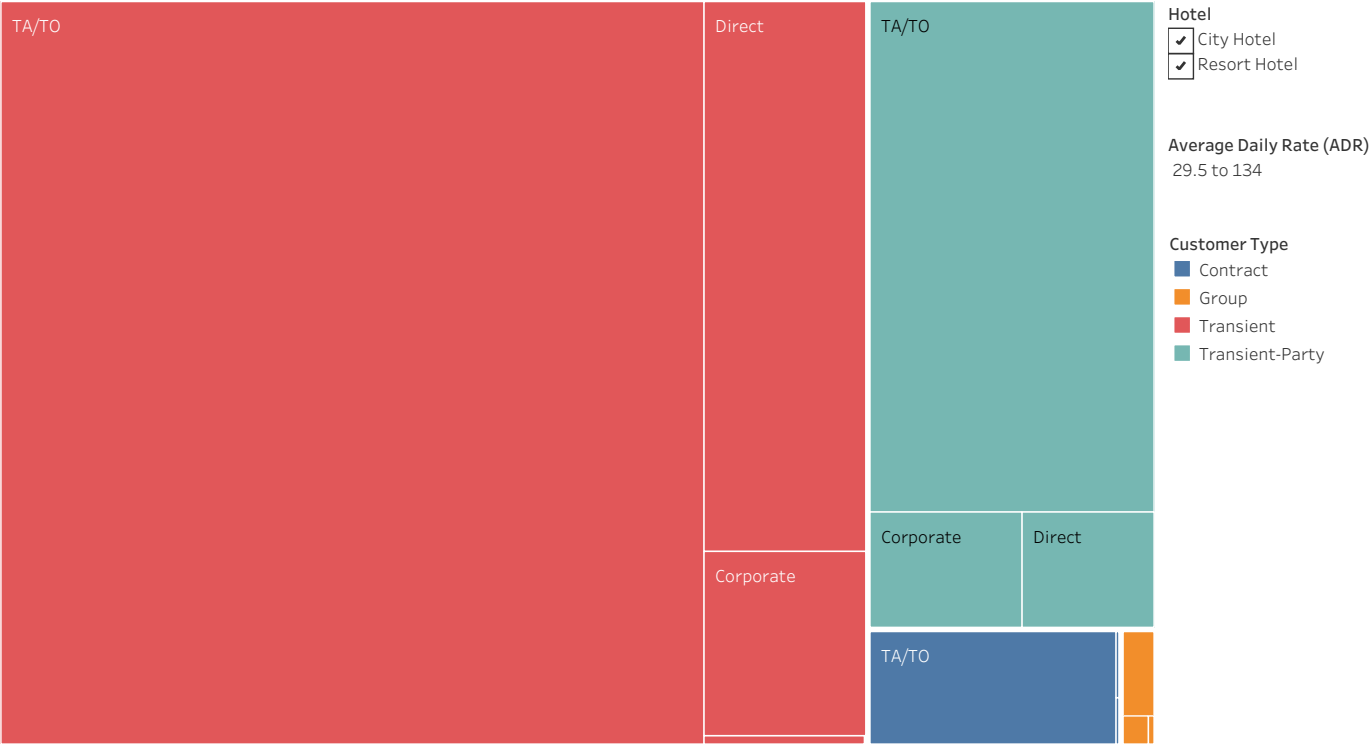# Hotel Booking and Revenue Analysis

Booking Patterns by Customer Type, Market Segment, and ADR
Booking behaviour varies significantly across customer types and market segments. Travel agency bookings are popular among transient customers and Transient-Party, compared to Group and Contract bookings. groups often book through negotiated rates, which impact the Average Daily Rate (ADR).
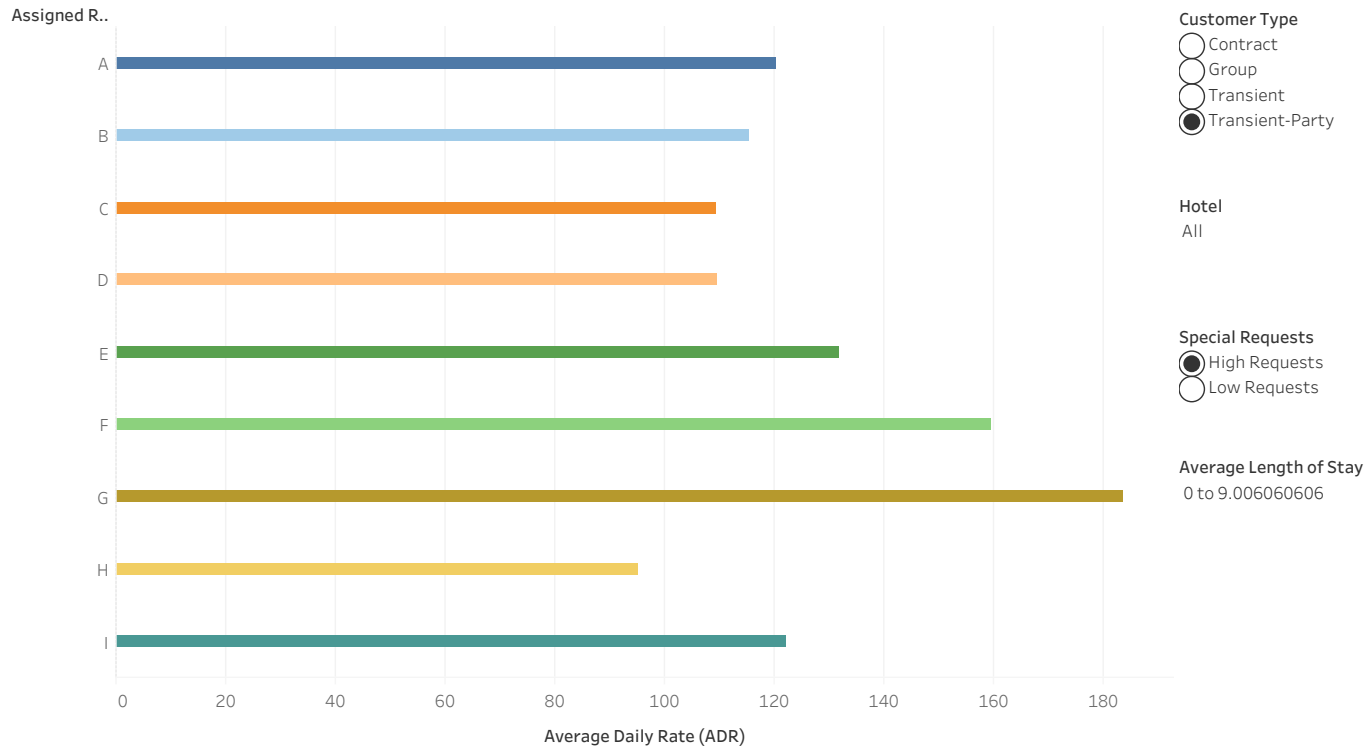
Hotel
- ✔ City Hotel
- ✔ Resort Hotel

Average Daily Rate (ADR)
29.5 to 134

Customer Type
- ■ Contract
- ■ Group
- ■ Transient
- ■ Transient-Party

Hotel Booking and Revenue Analysis

Room and Special Requests Analysis
This analysis focuses on the types of rooms booked by different customer types and the frequency of special requests. The data shows that Transient guests frequently more special requests compared to Transient-party who make less requests premium services or room types. Understanding these preferences allows hotels to better allocate resources, enhance guest satisfaction, and potentially upsell premium services.

Assigned R..

Average Daily Rate (ADR)

Customer Type
- Contract
- Group
- Transient
- ● Transient-Party

Hotel
All

Special Requests
- ● High Requests
- Low Requests

Average Length of Stay
0 to 9.006060606

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Room and Special Requests Analysis
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Revenue Analysis by Customer Type
Revenue generation is primarily driven by transient and transient-party guests. Group and Contract customers provide steady, albeit lower, revenue, particularly in city hotels.

Hotel

Deposit Type
All

Customer Type
- ◯ Contract
- ⦿ Group
- ◯ Transient
- ◯ Transient-Party