

# Hotel Bookings Insights & Revenue Analysis

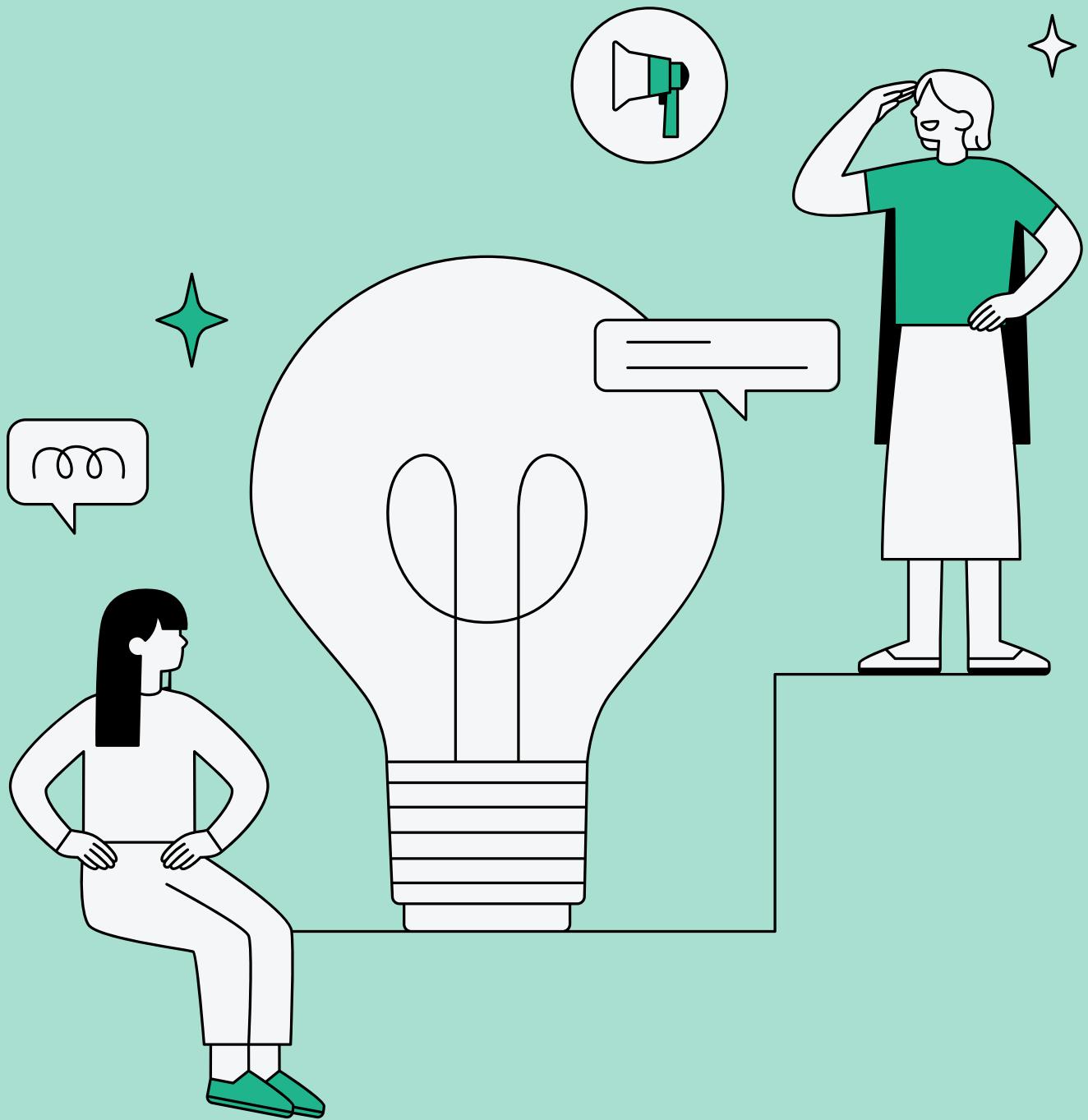
By:

Girish K S



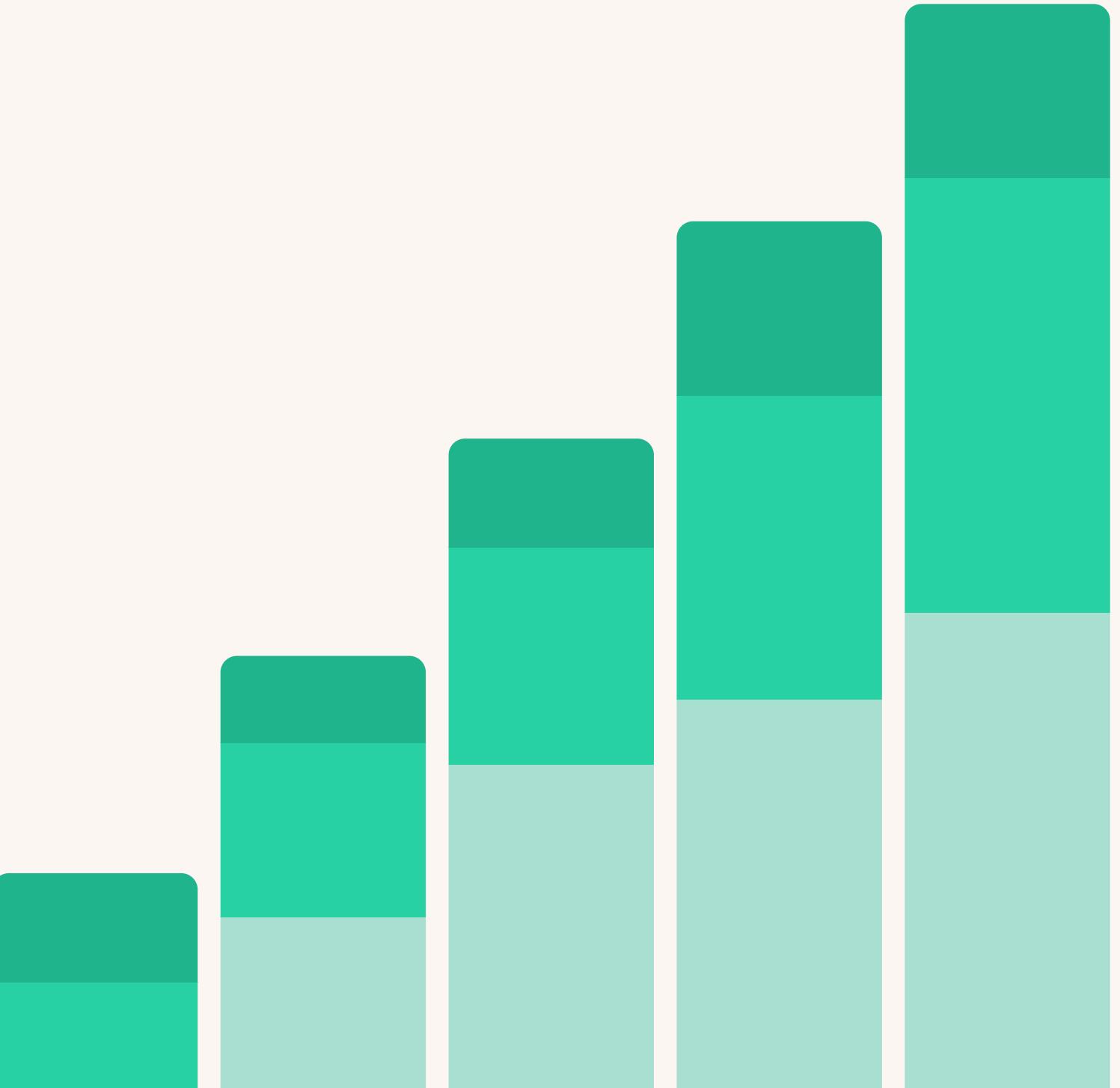
# Background

Hotels across India are facing profitability issues due to increasing cancellations and fluctuating occupancy rates. This project focuses on analyzing booking behaviors, cancellation patterns, revenue trends, and guest loyalty across major cities and booking channels using Power BI.



# Executive Summary

- Total Revenue: ₹1,096.09M
- Overall Bookings: 35,000
- Cancellation Rate: 11.83%
- Average Stay Length: 5.5 Days
- Occupancy Rate: 88.17%
- Revenue per Guest: ₹20.18K
- ADR (Average Daily Rate): ₹35.52K



# Insights

Hotel Booking Insights  
&  
Revenue Analysis

Home

Revenue Trends

Booking vs Cancellation Trends

Rooms and Customer Behavior

Select City

All

Select Month

All

Select Room...

All

1,096.09M

Total Revenue

12.48K

RevPAR

20.18K

Revenue per Guest

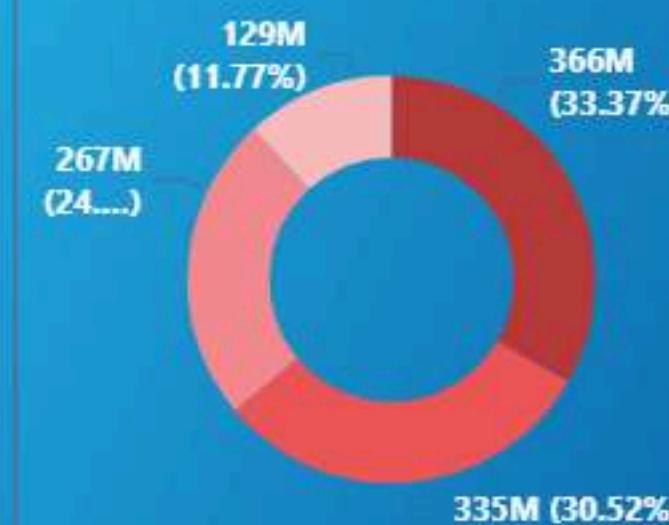
5.50

AVG. Stay Length

35.52K

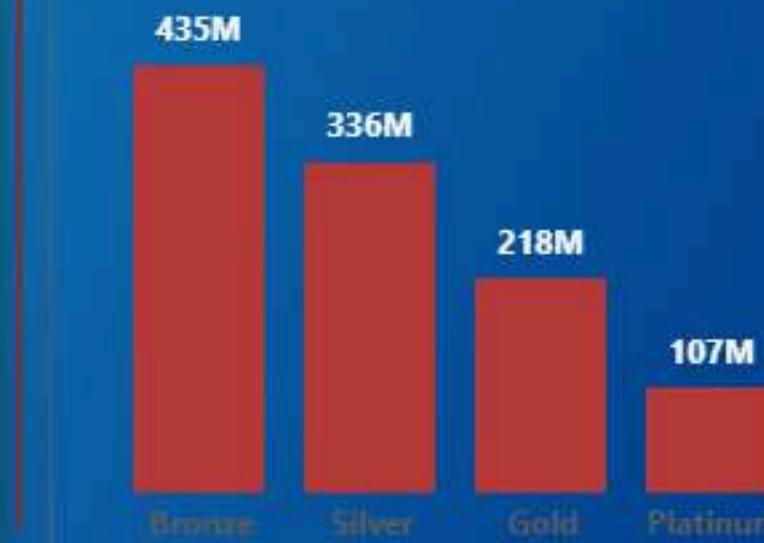
ADR

Total Revenue by Quarter

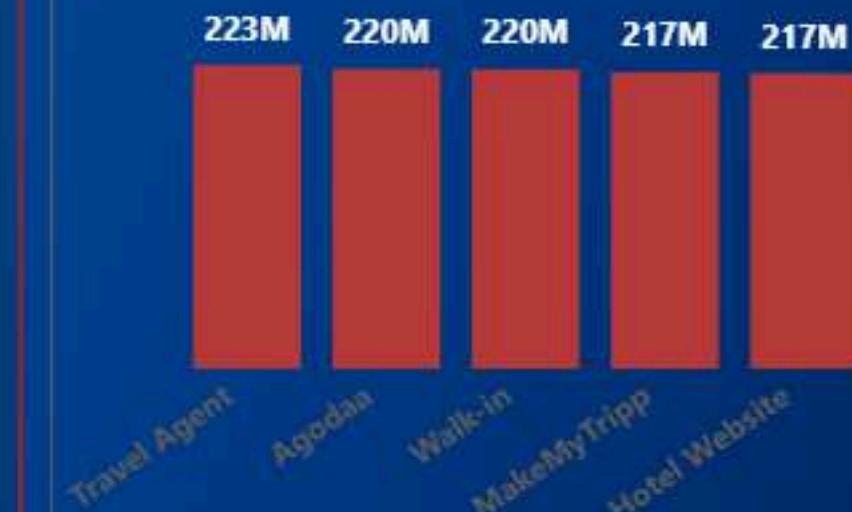


Room\_Type  
● Suite  
● Executive  
● Standard  
● Deluxe

Total Revenue by Loyalty\_Tier



Total Revenue by Channel\_Name



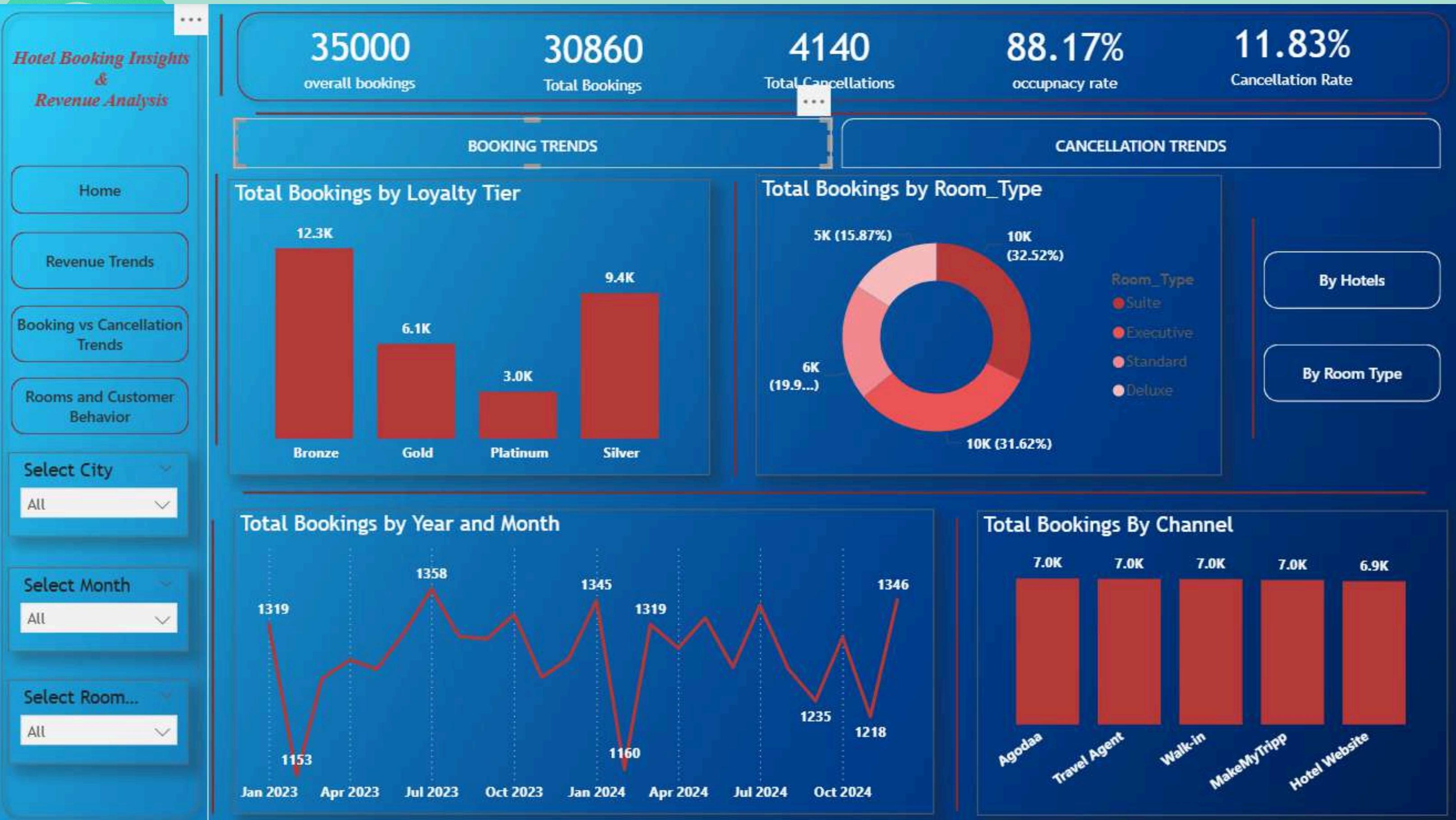
Total Revenue by Year and Month



Total Revenue by Hotels

HotelName	City	State	Total Revenue
Pune Gardens Hotel	Pune	Maharashtra	₹ 10,84,79,560
Mumbai Grand Residency Hotel	Mumbai	Maharashtra	₹ 11,64,77,790
Royal Lucknow Hotel	Lucknow	Uttar Pradesh	₹ 11,14,72,110
Kolkata Heritage Palace Hotel	Kolkata	West Bengal	₹ 10,94,74,847
Jaipure Pinkss Hotel	Jaipur	Rajasthan	₹ 10,82,96,012
Hyderabad Sapphire Stay Hotel	Hyderabad	Telangana	₹ 11,02,84,159
Delhi Imperial Inn Hotel	Delhi	Delhi	₹ 10,96,26,416
Chennai Ocean View Hotel	Chennai	Tamil Nadu	₹ 10,28,79,243
Bangalore Elite Suites Hotel	Bengaluru	Karnataka	₹ 10,74,32,809
Ramos LLC Hotel	Ahmedabad	Gujarat	₹ 11,16,71,520

# Insights



# Insights

Hotel Booking Insights  
&  
Revenue Analysis

35000

overall bookings

30860

Total Bookings

4140

Total Cancellations

88.17%

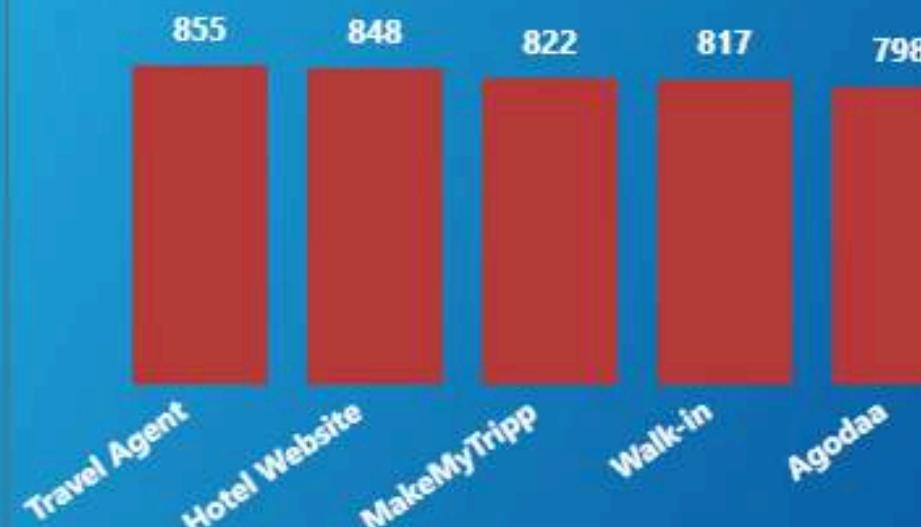
occupancy rate

11.83%

Cancellation Rate

## BOOKING TRENDS

### Total Cancellations by Channel Name



## CANCELLATION TRENDS

### Total Cancellation By Hotels

HotelName	Total Cancellations	Cancellation Rate
Royal Lucknow Hotel	432	12.21%
Ramos LLC Hotel	413	11.81%
Pune Gardens Hotel	409	11.68%
Mumbai Grand Residency Hotel	374	10.39%
Kolkata Heritage Palace Hotel	394	11.37%
Jaipue Pinkss Hotel	408	11.82%
Hyderabad Sapphire Stay Hotel	415	11.74%
Delhi Imperial Inn Hotel	430	12.13%
Chennai Ocean View Hotel	424	12.45%
Bangalore Elite Suites Hotel	441	12.76%

By Hotel

By Room Type

Home

Revenue Trends

Booking vs Cancellation Trends

Rooms and Customer Behavior

Select City

All

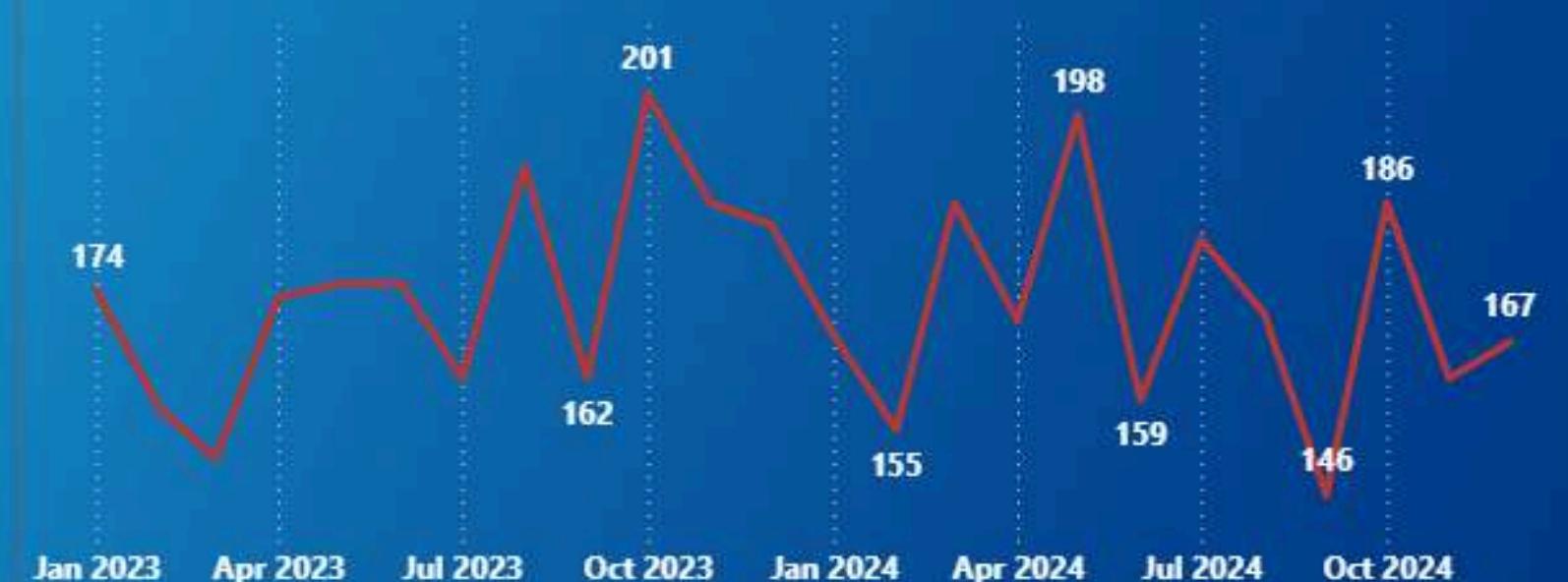
Select Month

All

Select Room...

All

### Total Cancellations by Year and Month



### Total Cancellations by Loyalty Tier



# Insights

**Hotel Booking Insights & Revenue Analysis**

**Rooms Behavior**

**Customer Behavior**

**Total Bookings by Room Type**

**Total Revenue by Room Type**

**Overall Room Performance**

**Rooms and Customer Behavior**

**Select City**

**Select Month**

**Select Room...**

**87.85K**  
Total Capacity

**62K**  
Occupied

**33.55K**  
Unoccupied

**16.03%**  
DBRN

**43.89**  
Average of Age

**Room Type**

- Suite
- Executive
- Standard
- Deluxe

6K (15.86%)

11K (32.49%)

7K (19....)

11K (31.75%)

**Overall Room Performance**

Hotel Name	Room_Type	Price_Per_Night	occupnacy rate	Cancellation Rate
Bangalore Elite Suites Hotel	Deluxe	2617	87.32%	12.68%
Bangalore Elite Suites Hotel	Deluxe	4680	86.36%	13.64%
Bangalore Elite Suites Hotel	Deluxe	5497	86.72%	13.28%
Bangalore Elite Suites Hotel	Deluxe	6435	83.21%	16.79%
Bangalore Elite Suites Hotel	Executive	3356	85.95%	14.05%
Bangalore Elite Suites Hotel	Executive	3598	88.55%	11.45%
Bangalore Elite Suites Hotel	Executive	4587	91.50%	8.50%
Bangalore Elite Suites Hotel	Executive	6485	87.10%	12.90%
Bangalore Elite Suites Hotel	Executive	6622	85.91%	14.09%
Bangalore Elite Suites Hotel	Executive	7203	84.62%	15.38%
Bangalore Elite Suites Hotel	Executive	8851	85.44%	14.56%
Bangalore Elite Suites Hotel	Executive	9294	86.96%	13.04%
Bangalore Elite Suites Hotel	Standard	5390	87.59%	12.41%
Bangalore Elite Suites Hotel	Standard	7445	84.96%	15.04%
Bangalore Elite Suites Hotel	Standard	8004	92.48%	7.52%
Bangalore Elite Suites Hotel	Standard	8918	90.71%	9.29%
Bangalore Elite Suites Hotel	Standard	9428	87.29%	12.71%
Bangalore Elite Suites Hotel	Suite	3797	89.51%	10.49%
Bangalore Elite Suites Hotel	Suite	3816	80.95%	19.05%
Bangalore Elite Suites Hotel	Suite	3998	87.90%	12.10%
Bangalore Elite Suites Hotel	Suite	5175	89.71%	10.29%
Bangalore Elite Suites Hotel	Suite	8431	89.26%	10.74%
Bangalore Elite Suites Hotel	Suite	8455	88.10%	11.90%
Bangalore Elite Suites Hotel	Suite	9420	87.69%	12.31%
Bangalore Elite Suites Hotel	Suite	9865	85.21%	14.79%
Chennai Ocean View Hotel	Deluxe	2617	91.85%	8.15%

# Insights



# Insights Overview

- Cities like Mumbai & Delhi had high revenue but also the highest cancellations, especially via online channels.
- July–September is the lowest-performing season — occupancy drops sharply.
- Deluxe rooms are booked most but underperform on actual occupancy vs standard rooms.
- 25% more refunds observed where free cancellation was available.
- Bronze & Silver loyalty tiers make up ~60% of total bookings.
- Online Travel Agencies (OTA) account for ~50% of all bookings but also most refunds.



# Recommendations

- Promote rebooking credits instead of refunds – especially via OTA channels.
- Run targeted seasonal offers in off-peak months like July–September.
- Upsell Standard rooms more frequently – they show better utilization.
- Focus on high-retention booking channels – Corporate, Walk-in, and Direct.
- Launch loyalty-based promotions for Gold and Platinum tiers to push upsell.

Thank  
you very  
much!

