

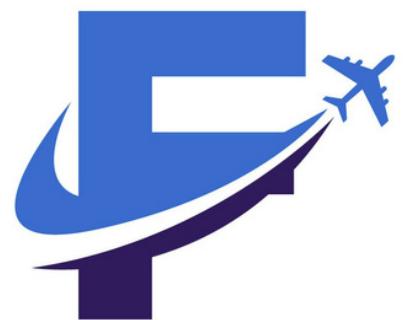
Fénix

Tourist Accommodation



<https://github.com/ITACADEMYprojects>

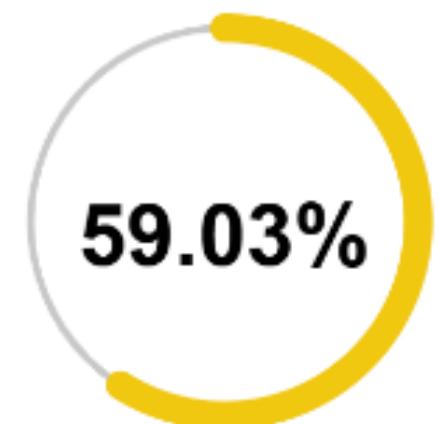




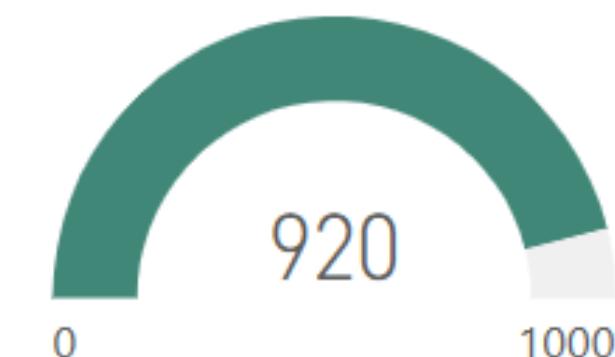
Weekly KPI's

TRAVEL

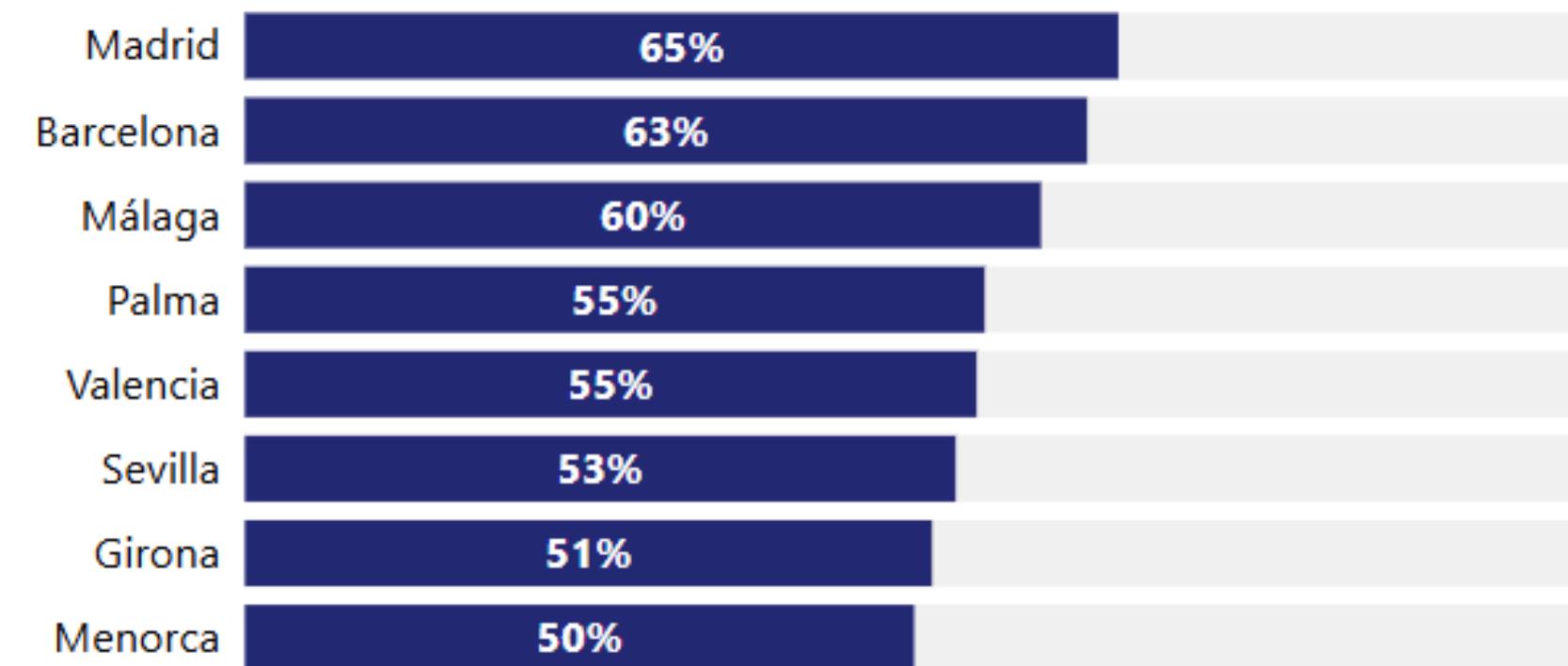
30-Day
Occupancy



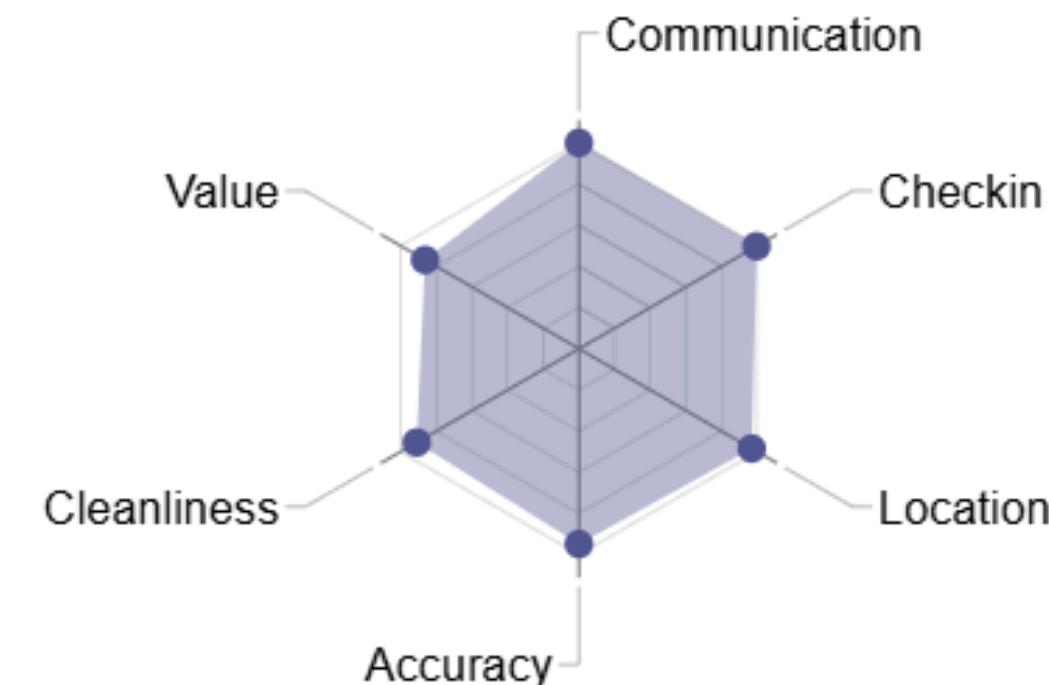
Client
Satisfaction
Index



City Highest
30-day
Occupancy
Madrid



Highest Satisfaction
from:
Communication: 9.64





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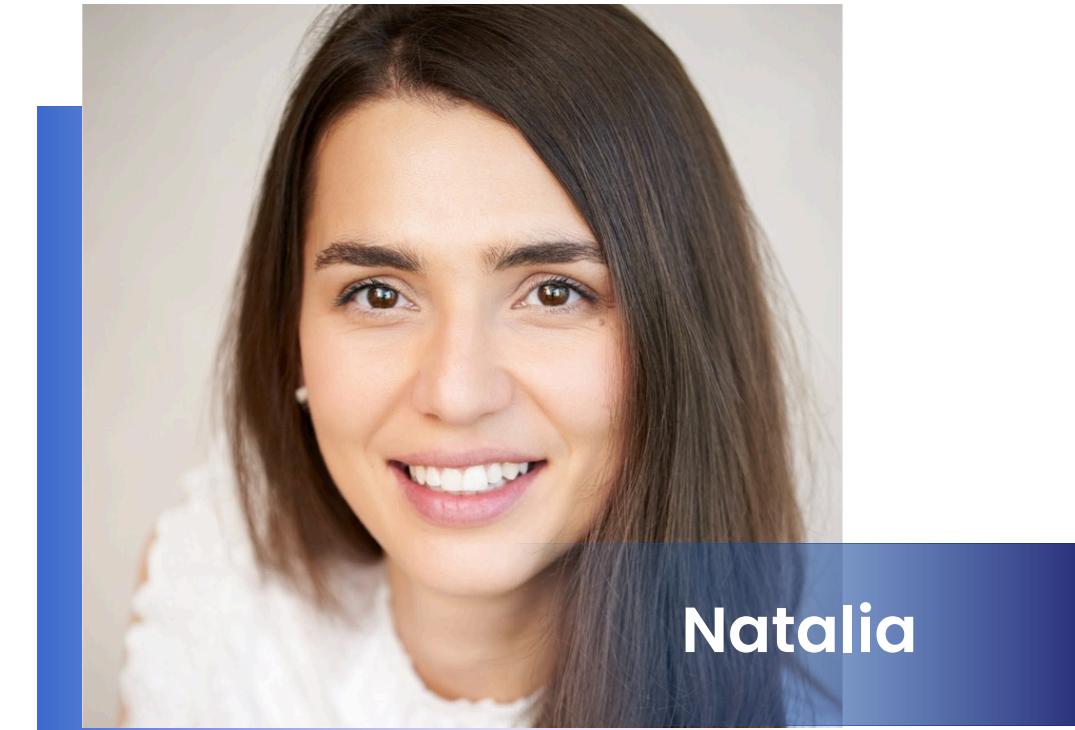
Departments



Marketing and Commercial
Strategy



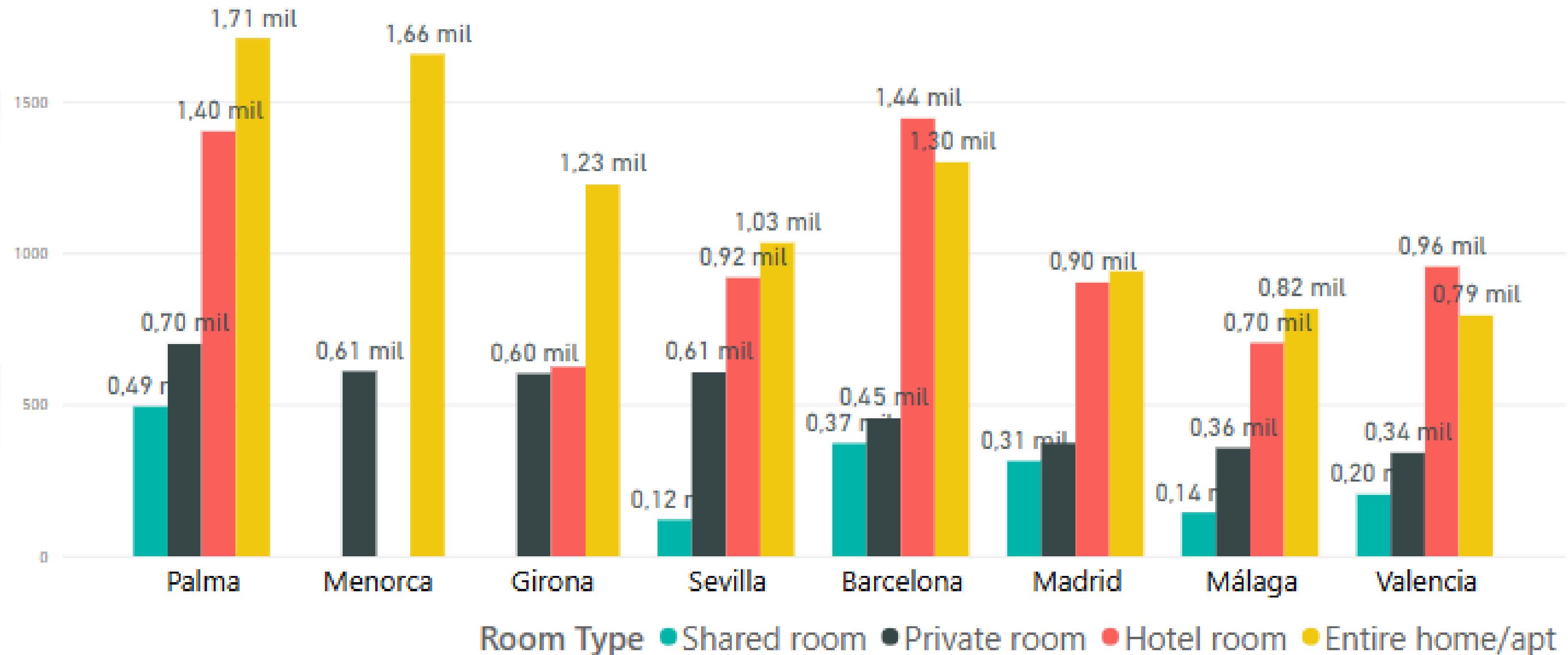
Operations and Inventory
Management



Customer Experience

Marketing and Commercial Strategy

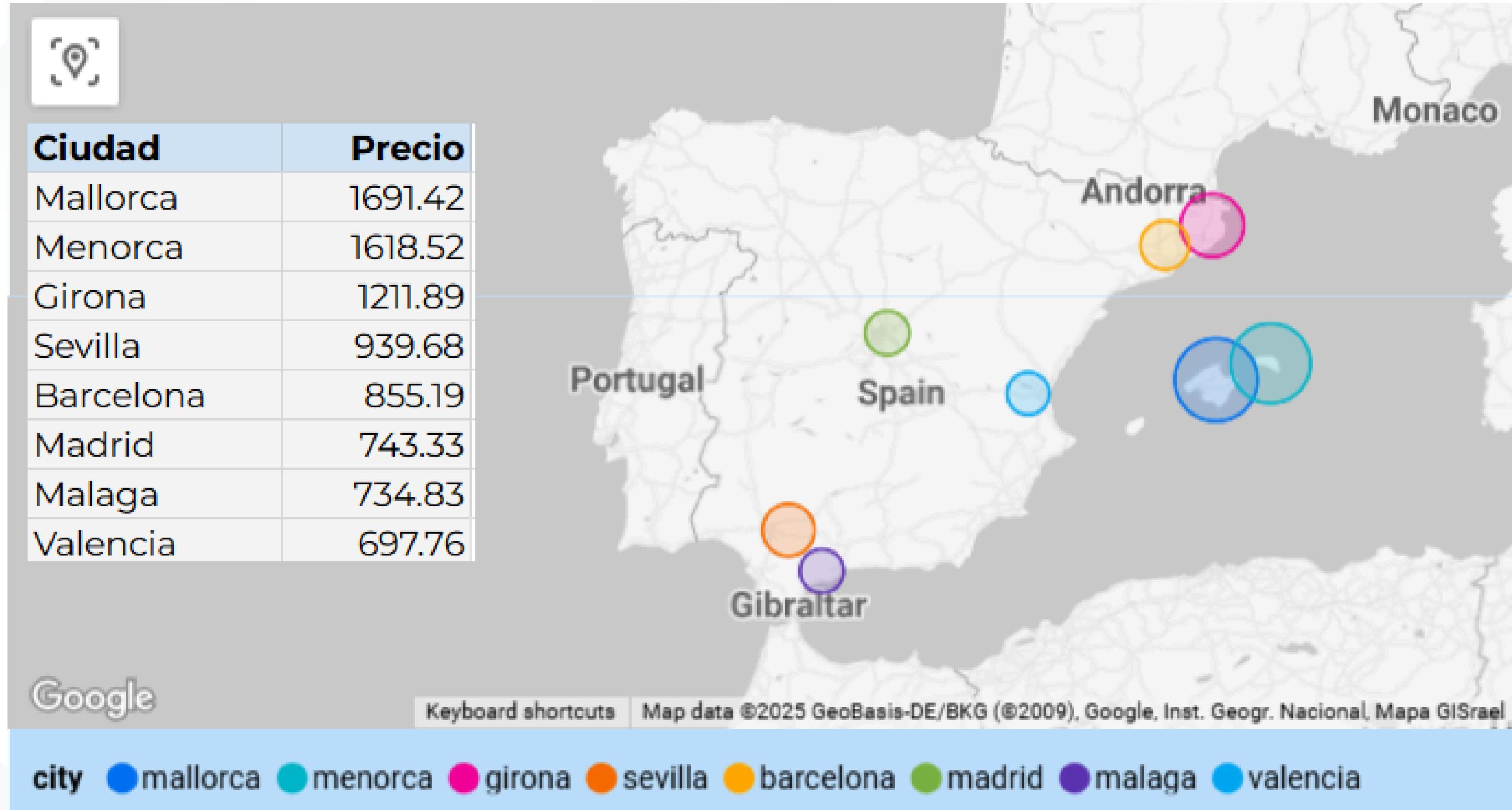
Average price of tourist accommodations by type in each city





Average price by City

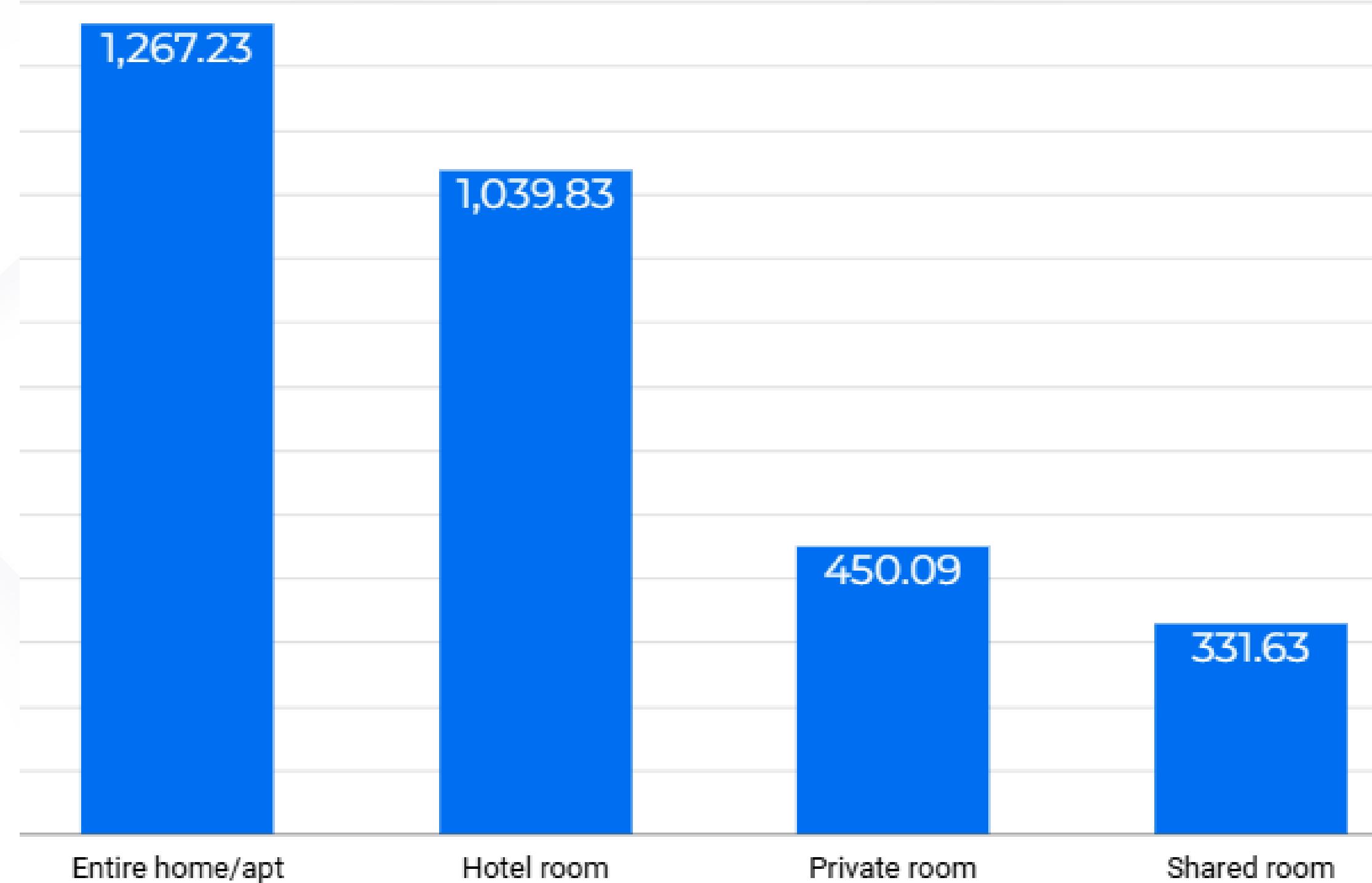
Marketing and Commercial Strategy





Marketing and Commercial Strategy

Average price
by Room Type





Marketing and Commercial Strategy

Initial recommendation

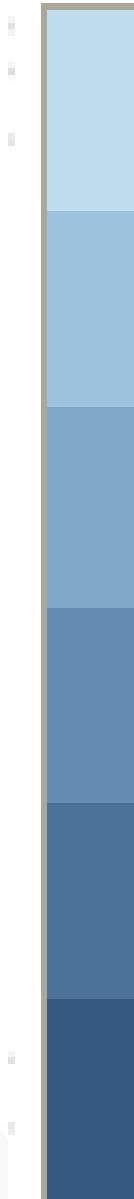
- Increased Occupancy → Higher Room Utilization
- Smart Pricing → Dynamic Pricing Strategy
- Pricing strategies should adapt to seasonality and demand in each city
- Premium rentals in high-demand areas yield the highest profitability
- Last minute pricing



TRAVEL

Operations and Inventory Management

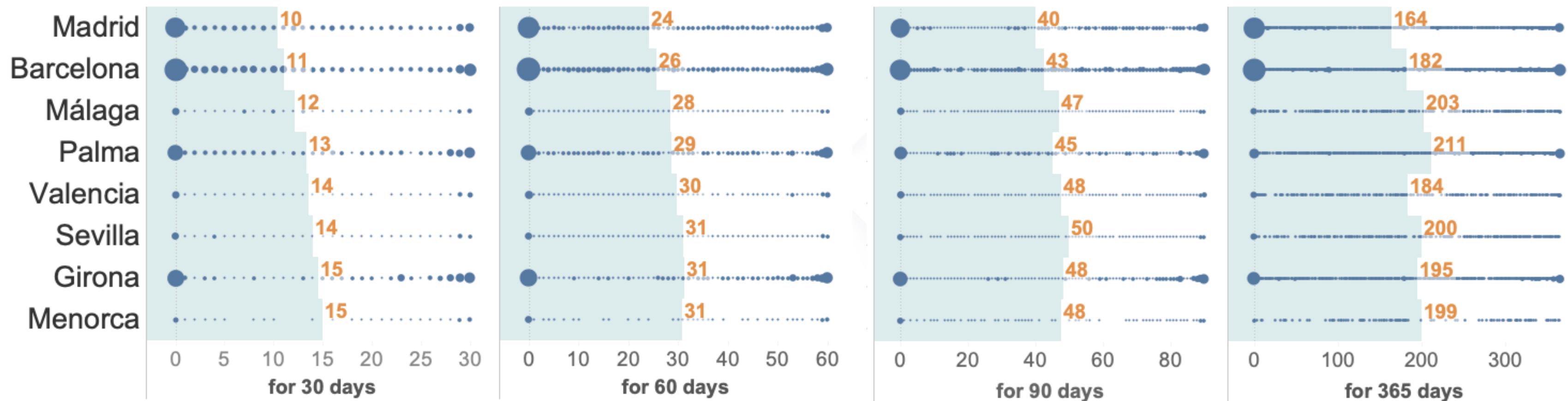
- Average availability of tourist accommodations in the different terms in each city

	30 days	60 days	90 days	365 days	
Madrid	10	24	40	164	
Barcelona	11	26	43	182	
Málaga	12	28	47	203	
Palma	13	29	45	211	
Valencia	14	30	48	184	
Sevilla	14	31	50	200	
Girona	15	31	48	195	
Menorca	15	31	48	199	
Average	12	27	44	187	



Operations and Inventory Management

- Average availability of tourist accommodations in the different terms in each city



Recommendations for Follow-up Analysis

- consider deeper statistical testing: *differences between cities are not dramatic*
- compare availability in high seasons vs. low seasons separately: *data was collected in different months*

Recommendations for Business

- Low-availability cities (Madrid, Barcelona): expand property offerings; adjust minimum-stay policies
- Higher-availability areas: explore alternative rental strategies; implement loyalty programs or exclusive offers.



TRAVEL

Customer Experience

Review Coverage: Apartment Count

6733

Total Apartments

5459

Apartments Reviewed

81%

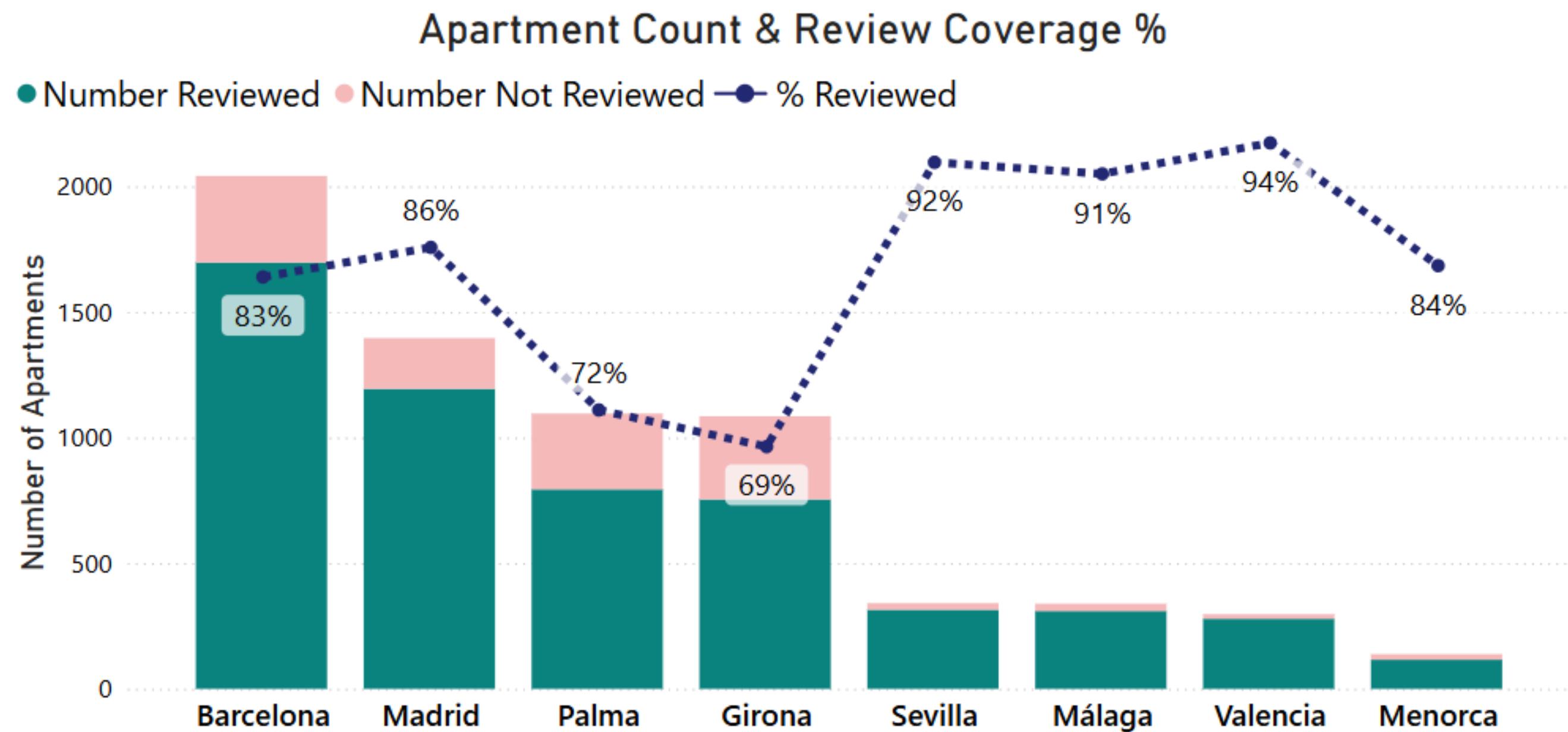
% Reviewed



Lower
review coverage
in large cities
vs. smaller cities

Apartment Count & Review Coverage %

- Number Reviewed
- Number Not Reviewed
- % Reviewed





TRAVEL

Customer Experience

Review Coverage: Apartment Count

6733

Total Apartments

5459

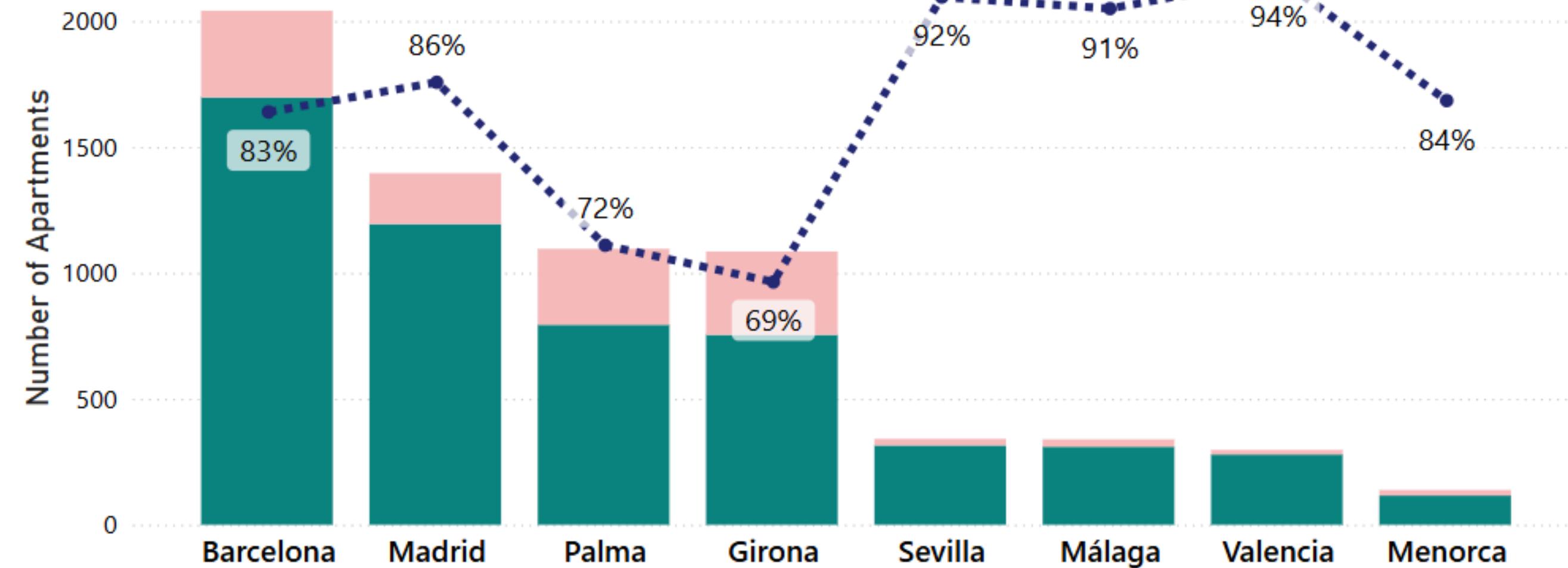
Apartments Reviewed

81%

% Reviewed

Apartment Count & Review Coverage %

- Number Reviewed
- Number Not Reviewed
- % Reviewed



✓ Automated reminders

✓ Guest incentives

✓ Simplified review process



TRAVEL



Focus on
Barcelona



Improve
value
perception

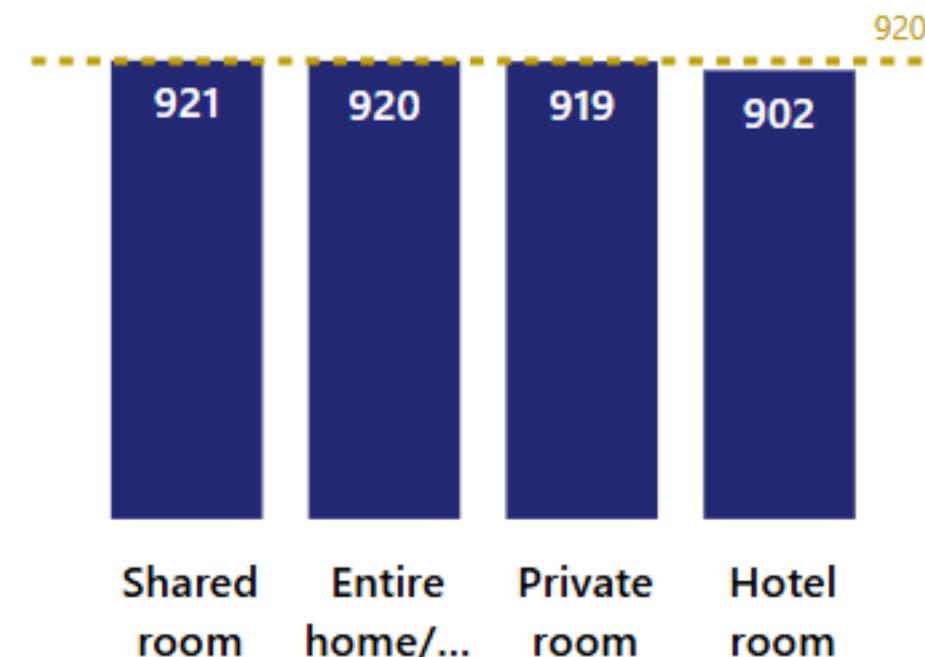
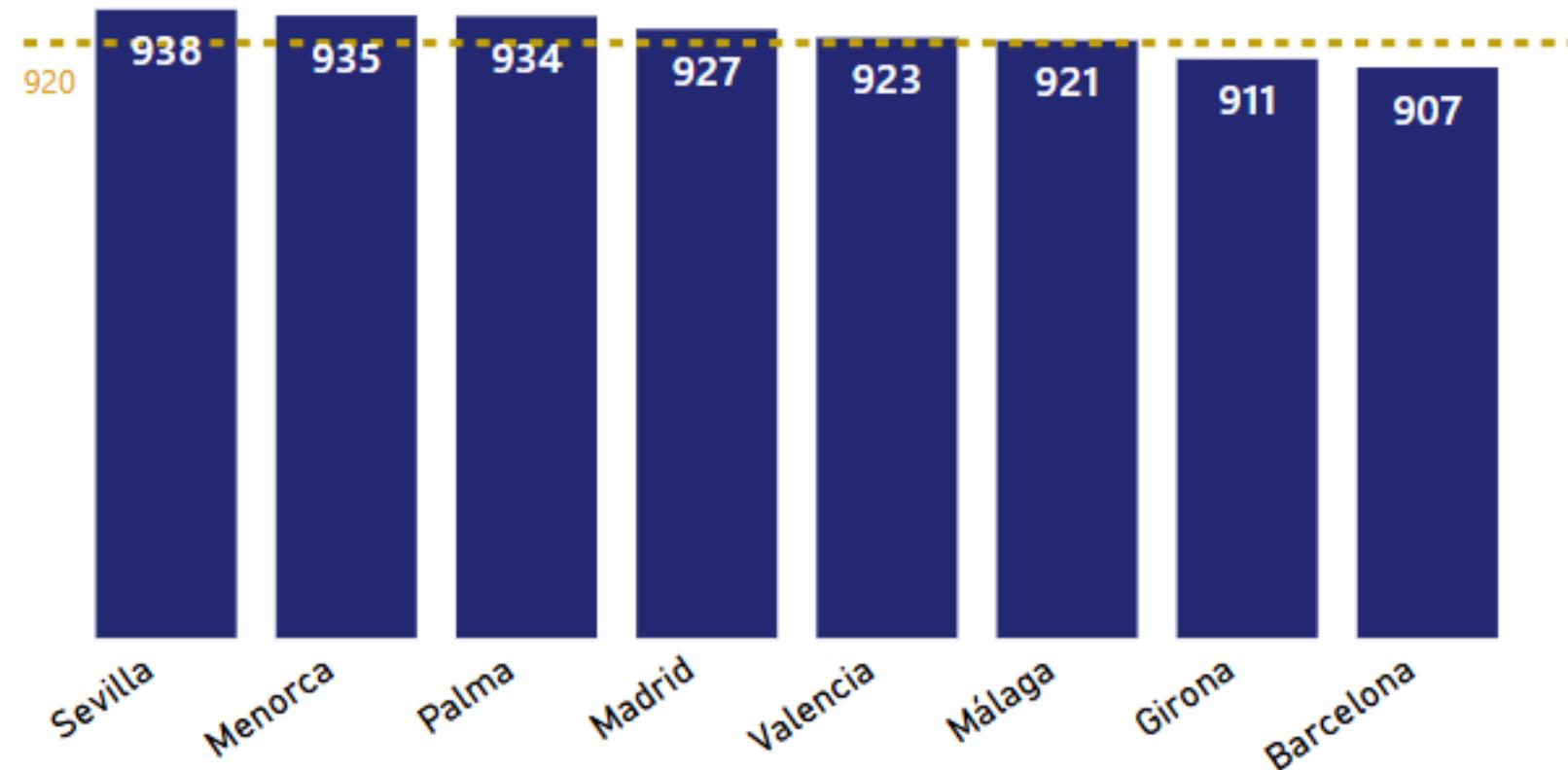
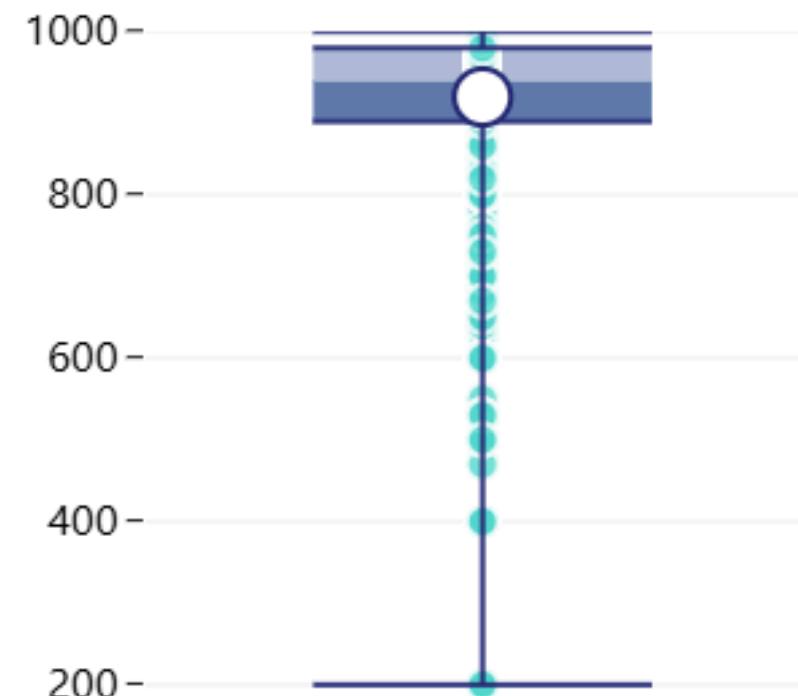


Optimize
accuracy &
cleanliness

Customer Experience

Average rating

Distribution



Communication



Checkin



Location



Accuracy



Cleanliness



Value





TRAVEL



Host
training



Quality
incentives



Guest
feedback
analysis

Customer Experience

High-Rated Accommodations

5459

Apartments Reviewed

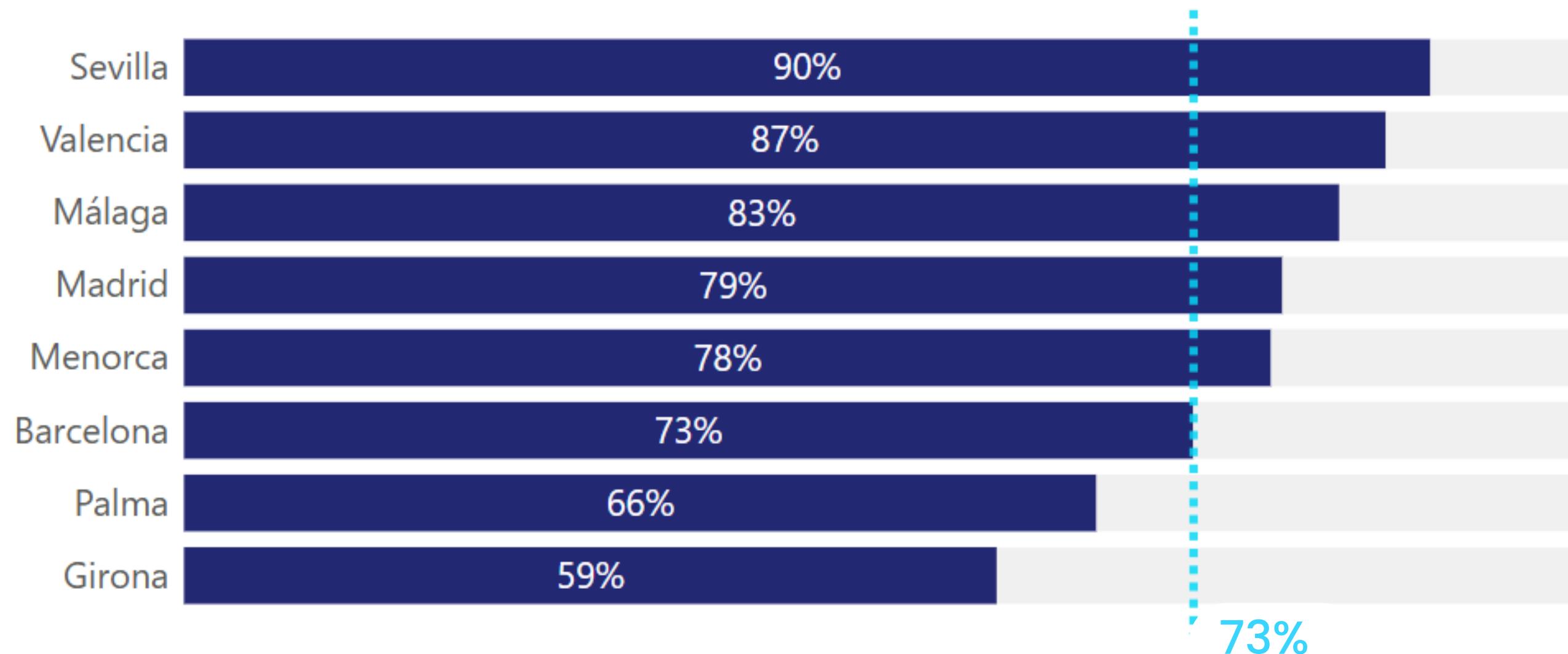
4895

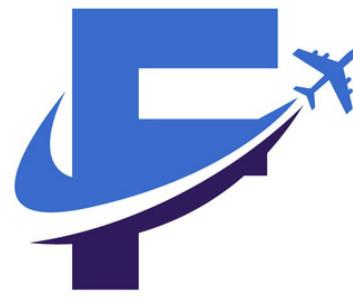
High Rated Apartments

73%

% High Rated

% of High-Rated Accommodations by City (800+)





TRAVEL

Thank You



 <https://github.com/ITACADEMYprojects>

