



HOTEL BOOKING ANALYSIS



Cancellation Rate Analysis

No. of Booking
Cancelled

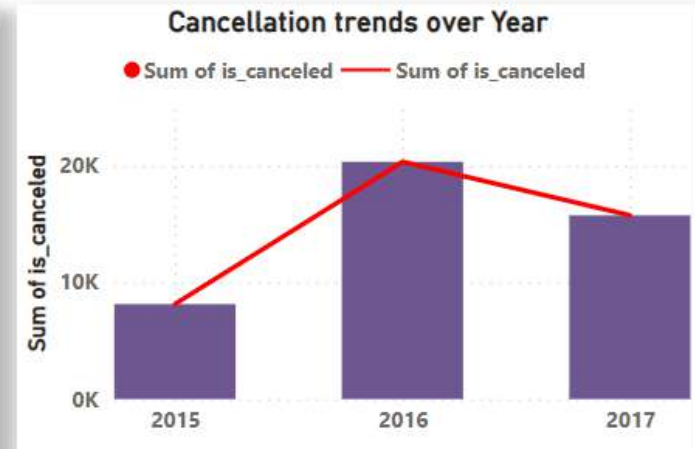
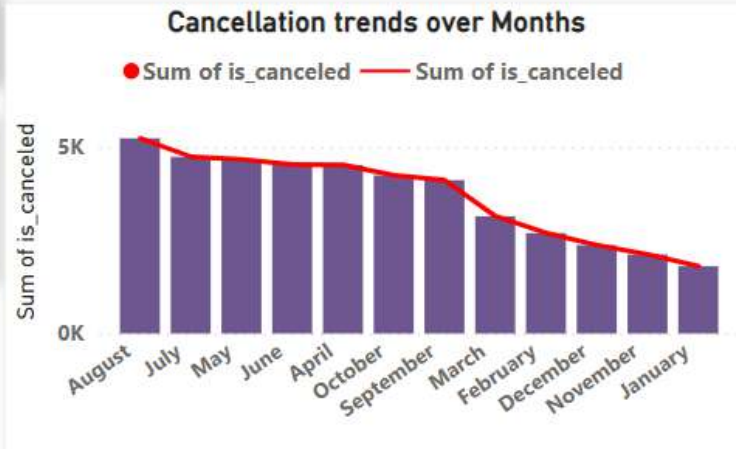
44K

Total Bookings

119.4K

Cancellation Rate

37.0%

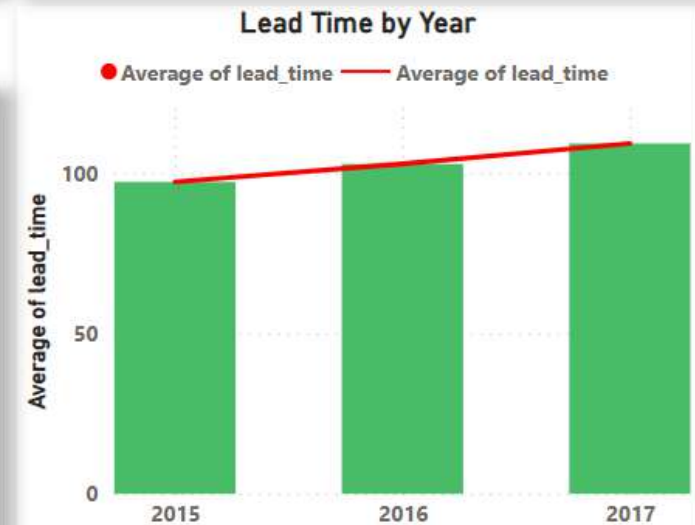
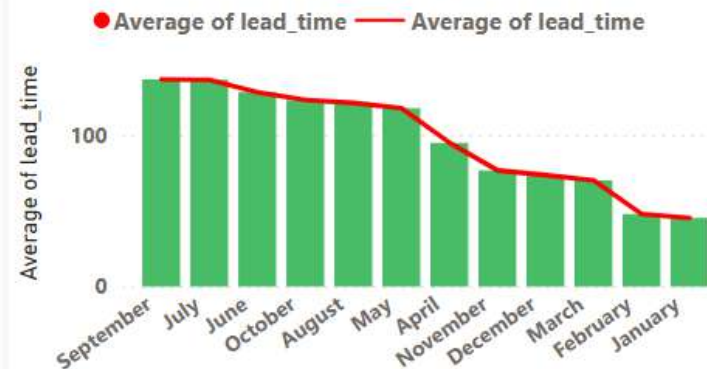


Lead Time Analysis



Days between Booking and Arrival

Lead Time by Months



Average Lead Time

104.01

Customer Type Analysis

Repeated Customers

4K

% of repeated customers

3.19%

New Customers

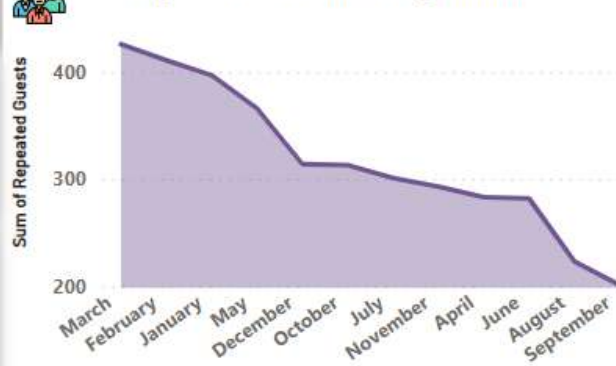
116K

% of new customer

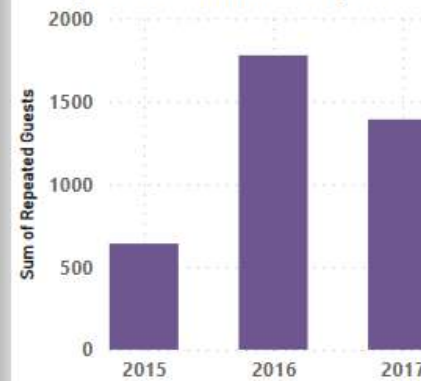
96.81%



Repeated Customers by Month

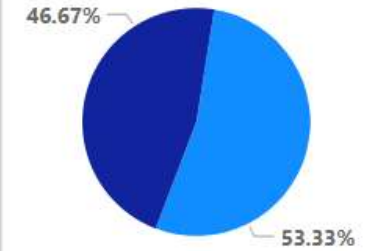


Repeated Customers by Year



Repeated Customer by Hotels

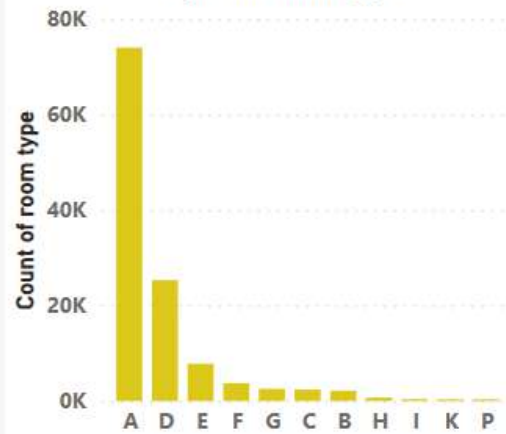
Hotels ● City Hotel ● Resort Hotel



Room Type and Booking Changes



Assigned Room Type



Reserved Room Types

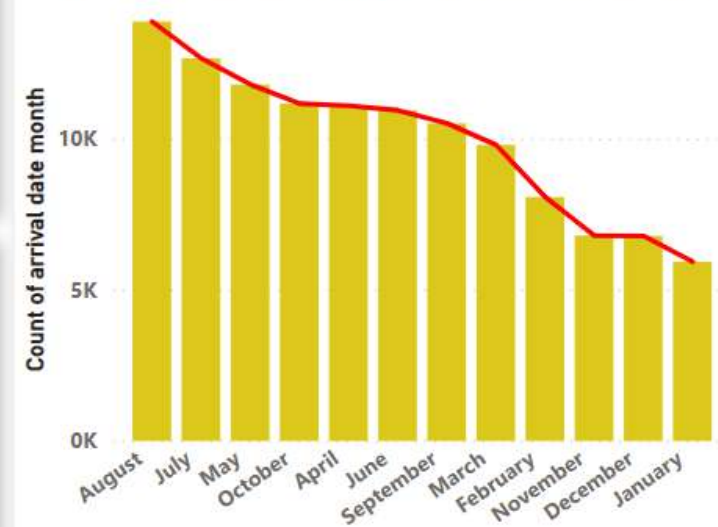


Frequency of Room Upgrades (Booking Changes)

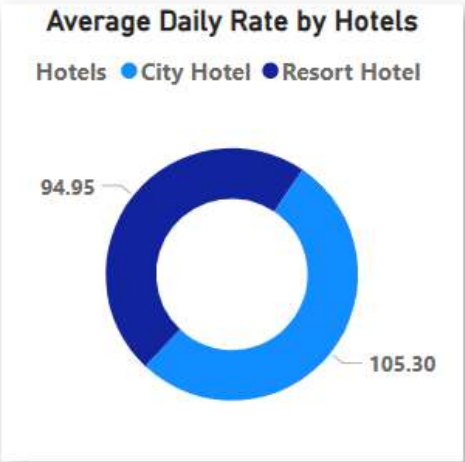
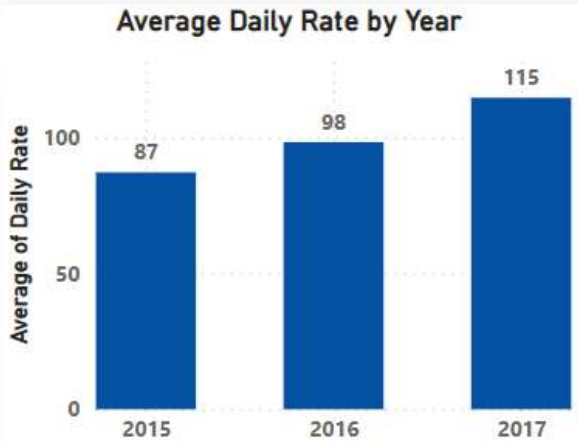
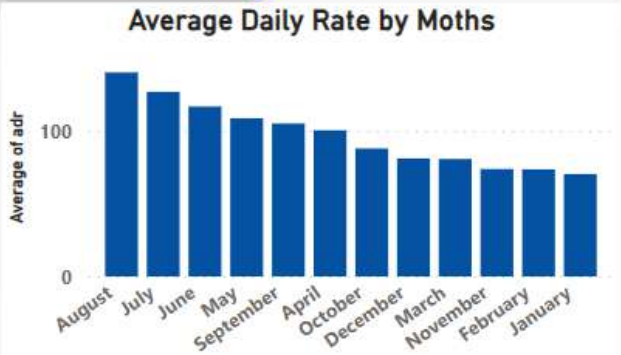
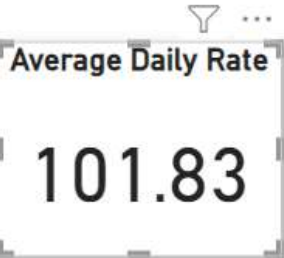


Peak of Arrival Month

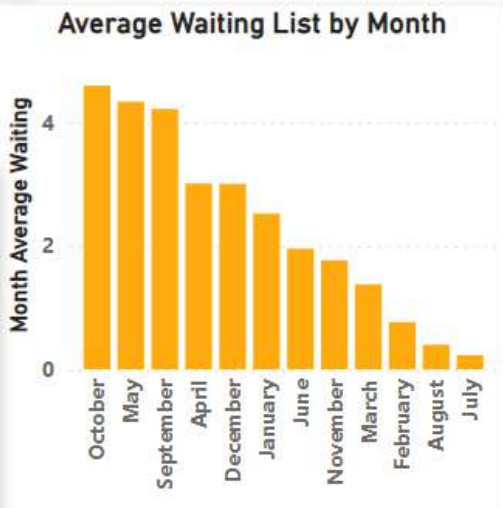
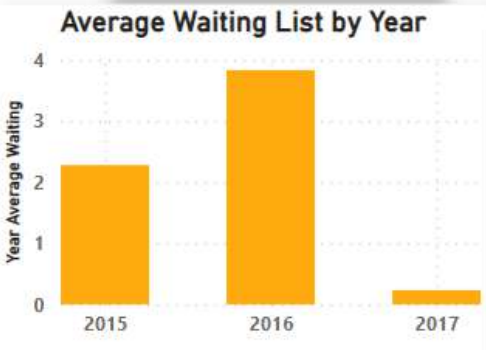
● Count of arrival_date_month — Count of arrival_date_month



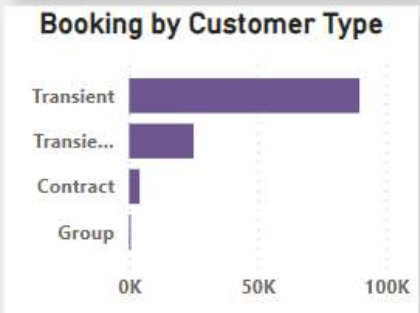
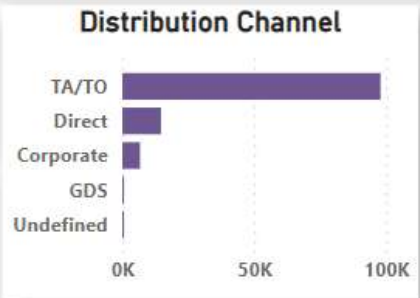
Average Daily Rate (ADR)



Waiting List



Market Segment Analysis



Additional Information



Average Lead Time

104.01

No. of Special Request

68K

Car Parking Request

7464

No. of Children

12K

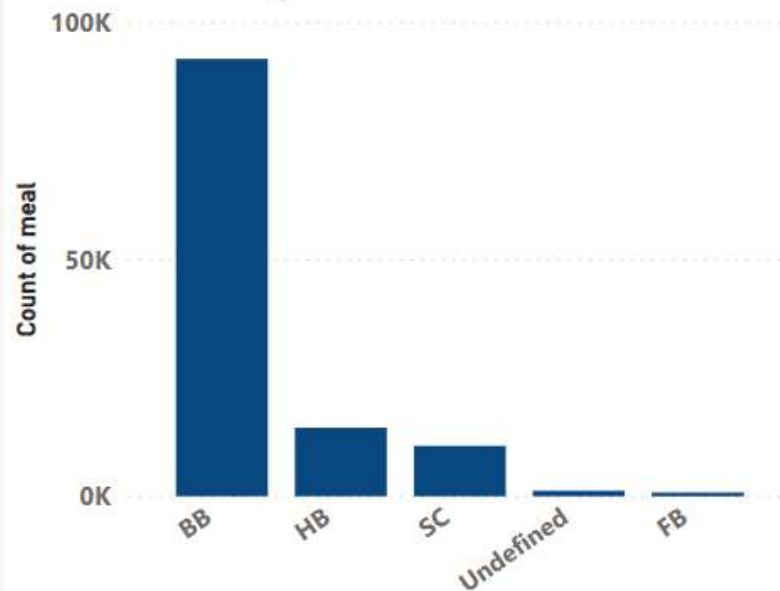
No. of Babies

949

Customers Without Children

107K

Type of Meal Booked



Booking By Reservation Status

