



# User and Customer Insights

2018

2019

2020

2021

2022

2023

2024

2025

Total Users

15K



Repeat Users

8955



Active Users

1231



User Lifetime (days)

1.03K



ARPU

62.80K

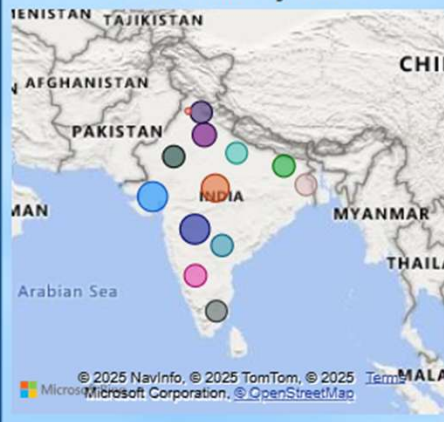


Loyalty Rate(%)

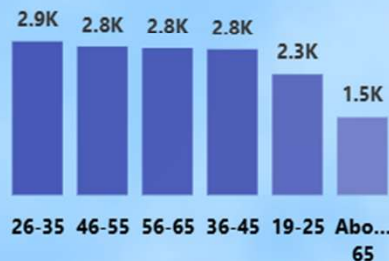
59.70



## User Count by state



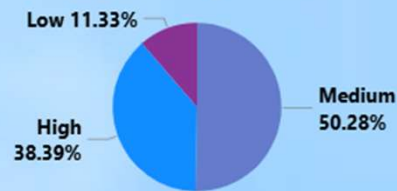
## Age\_Range



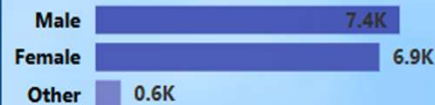
## Travel Purpose



## Income\_level



## total\_users by gender



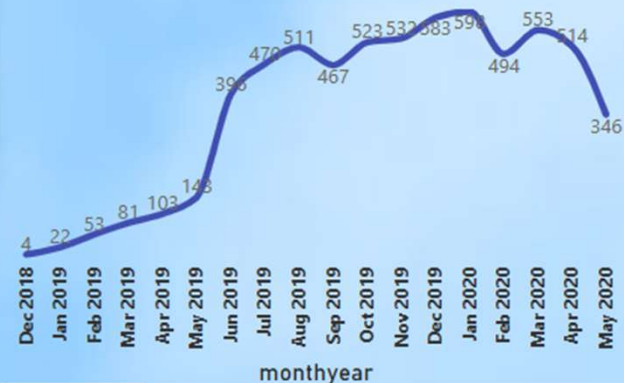
## Max. Booking Users

name	Count of booking_id
Nirvi Behl	12
Akarsh Madan	11
Bhamini Dhar	11
Kavya Hayer	11
Trisha Deshmukh	11

## Max. Revenue Users

name	Total Payment
Samarth Lad	700030
Zain Dyal	695035
Nehmat Tata	672485
Nirvi Behl	621335
Bhamini Ganesh	621134

## MOM Users



User\_Activity

All

ARPU\_Band

All

city

All



# Booking Performance and Trends

2019

2020

2021

2022

2023

2024

2025

Total Bookings

30K



Completed Bookings

10K



Cancellation Rate

33.25%



Booking Lead Time

18.38



ARPB

15.32K



Processing Time (Days)

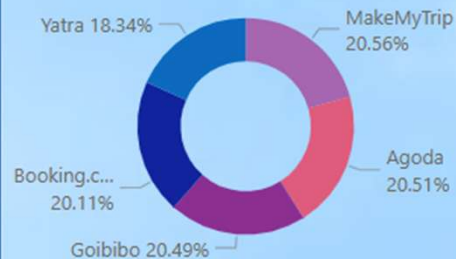
9.15



Booking Count by Platform



Booking Conversion Rate



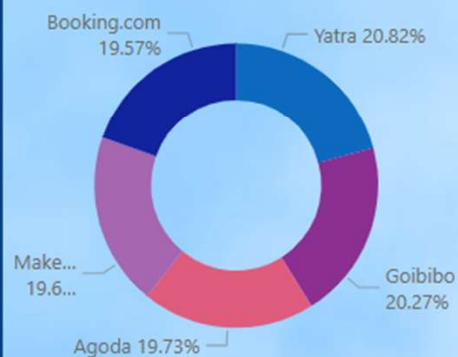
Peak Occupancy Days



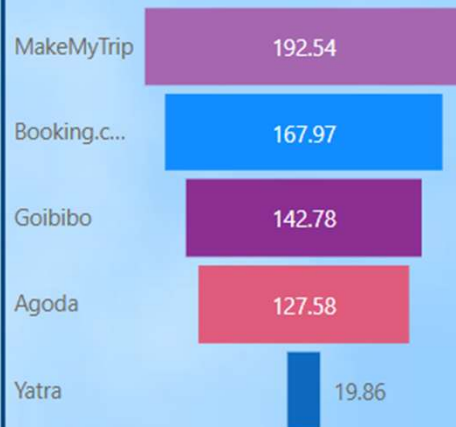
Peak Occupancy Period



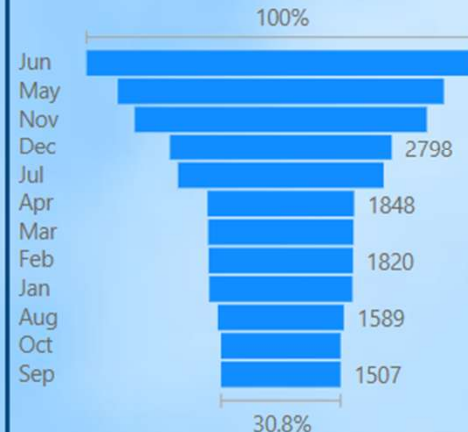
Cancellation Rate by Platform



User Lifetime (Days)



Peak Booking Period



city

All

booking\_platform

All

status

All





# Revenue and Payment Analysis

2019

2020

2021

2022

2023

2024

2025

Total Payments

30K



Total Revenue

981M



Refunded Revenue

34M



Payment Success Rate (%)

71.19



Pending Payments(%)

24.69

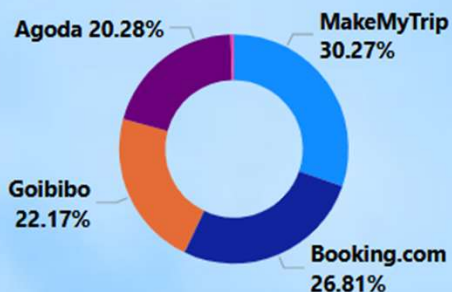


Payment Duration (Days)

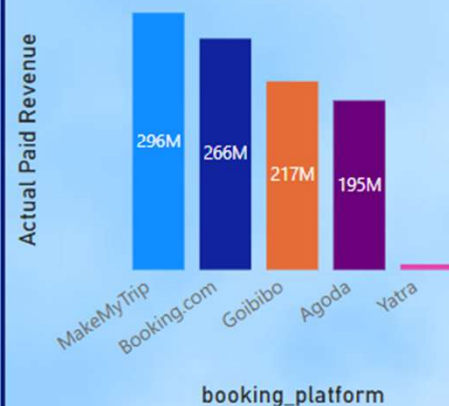
8.66



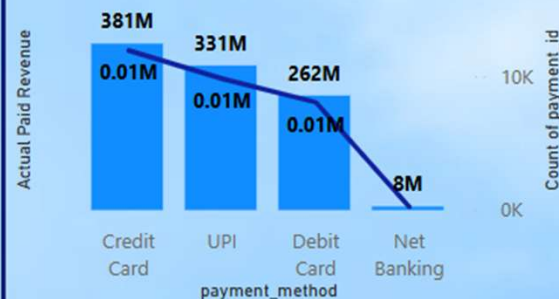
% count of payments



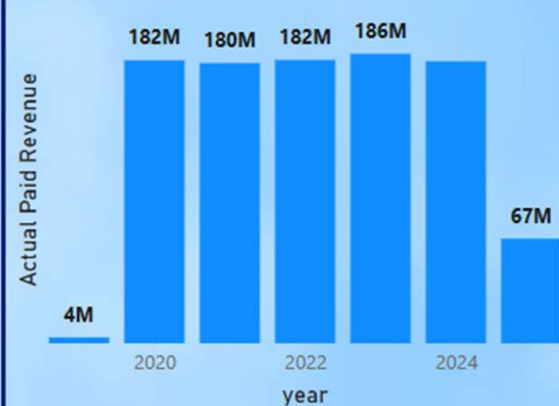
Platform-wise Revenue



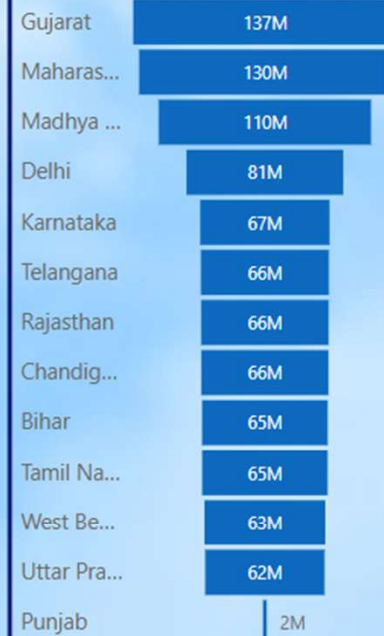
Count and Revenue by Payment Method



Yearly Revenue



State-wise Revenue



Peak Revenue Months

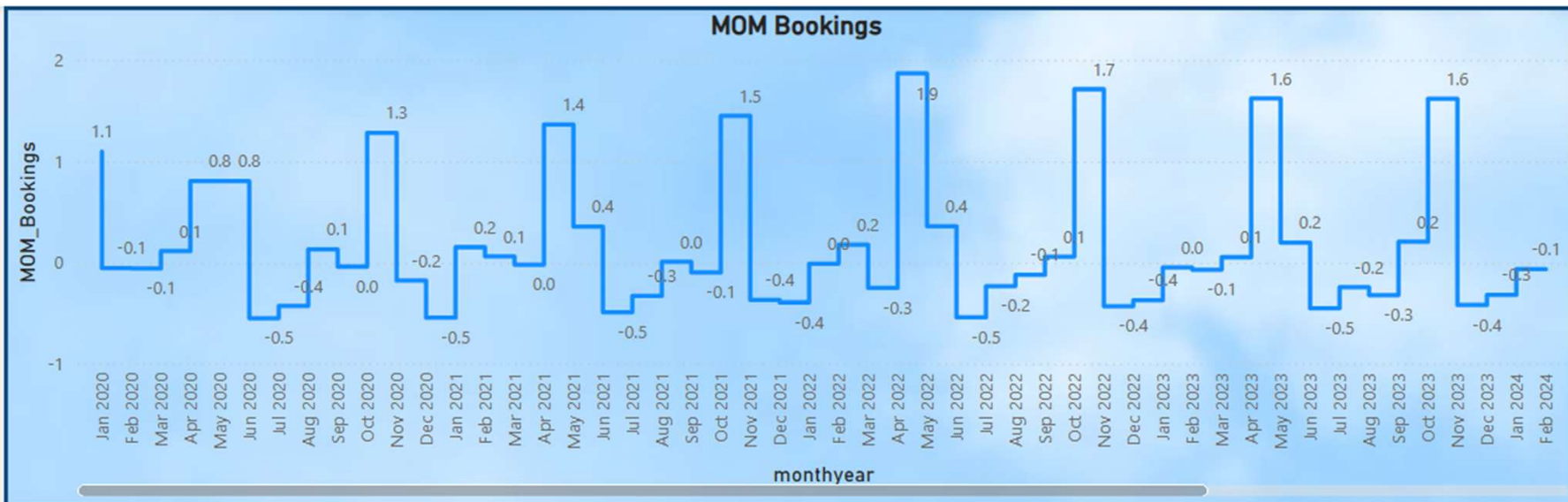


payment\_status

All

booking\_platform

All



booking\_platform

Agoda

Booking.com

Goibibo

MakeMyTrip

Yatra

year

2019

2020

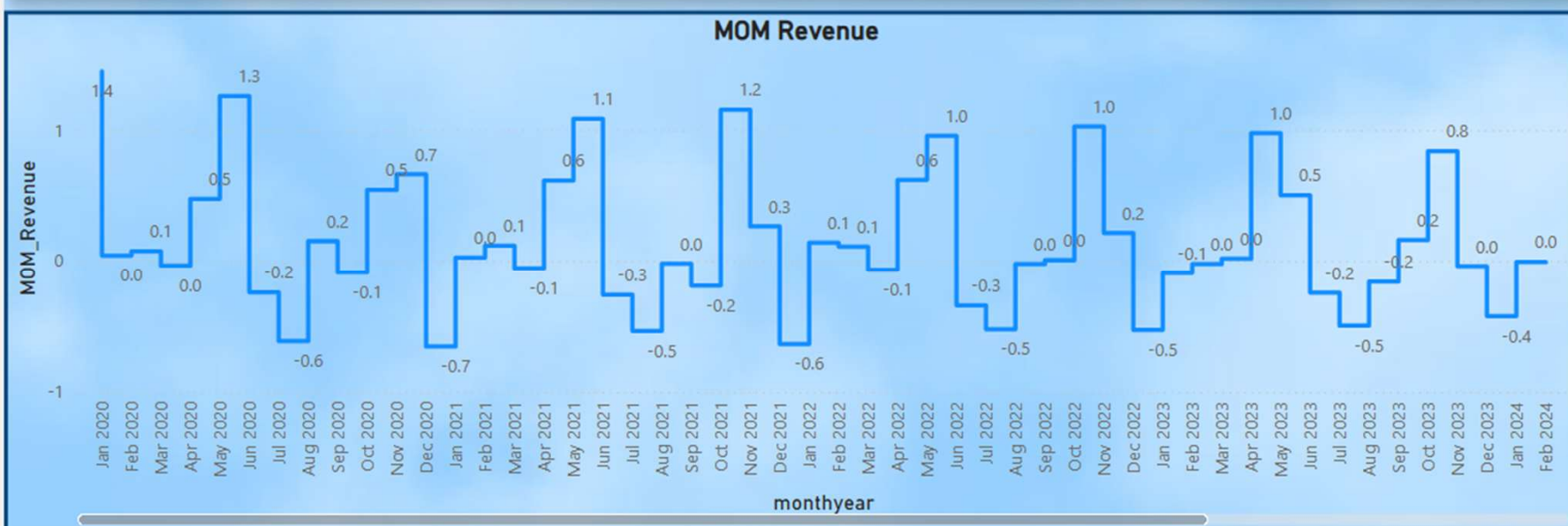
2021

2022

2023

2024

2025





# Hotel Performance and Reviews

Count\_Hotels\_Listed

5K



Count\_5\_Rating

109



Avg\_Review\_Rating

3.02



average\_hotel\_rating

4.00



Avg. Rating Gap

1.48



RatingStars

All

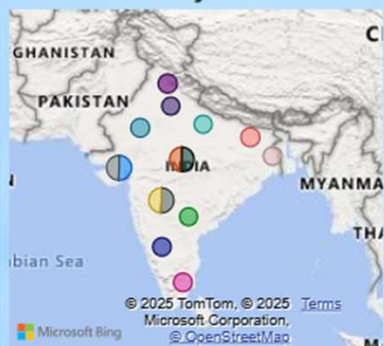
category

All

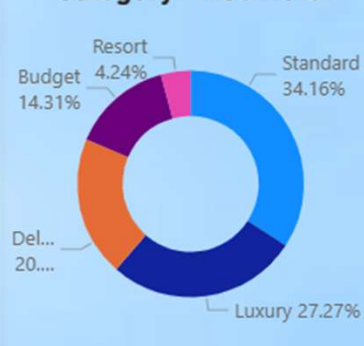
room\_type

All

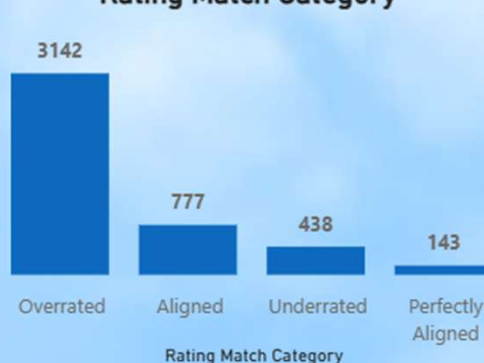
## State and City Wise Hotels



## Category-wise Hotel



## Rating Match Category



## Average Price with Category

category	Average of price_per_night
Standard	5678.45
Budget	5991.97
Deluxe	9468.90
Resort	19180.88
Luxury	22387.31

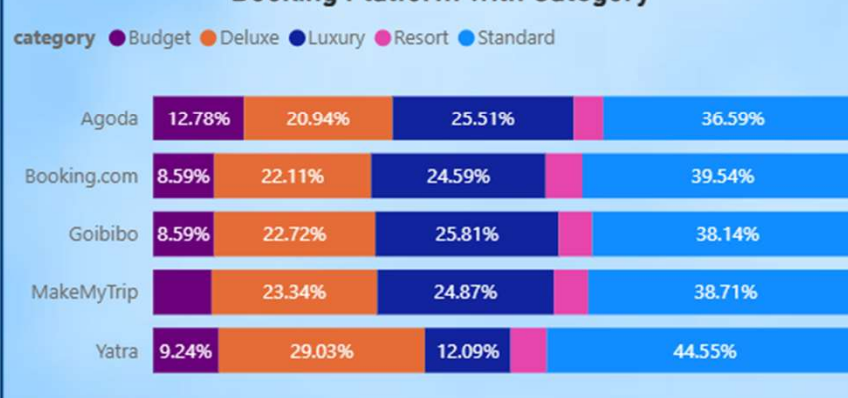
## Best Affordable Hotels

hotel_id	name	price_per_night
H0939	Hotel Suites	4021
H1498	Hotel Retreat	4037
H0027	Oberoi Palace	4100
H0873	OYO Heights	4110
H4495	Palm Plaza	4201
H0470	Royal Suites	4213
H3564	FabHotels Suites	4233
H1959	FabHotels Inn	4251
H1005	The Resort	4294

## Hotels by Category and Rating Quality



## Booking Platform with Category





Rating Gap Analysis							
hotel_id	name	city	Hotel_Rating	RatingStars	Review_Rating	Avg Star Display	rating_gap
H0001	Hilton Stay	Surat	3.10	★★★★☆	1.50	★★☆☆☆	1.60
H0002	ITC Inn	Jaipur	3.20	★★★★☆	1.67	★★☆☆☆	1.53
H0004	Hotel Suites	Chandigarh	3.40	★★★★☆	2.00	★★☆☆☆	1.40
H0005	JW Marriott Suites	Bengaluru	4.40	★★★★☆	1.33	★★☆☆☆	3.07
H0007	Grand Hyatt	Delhi	4.30	★★★★☆	1.86	★★☆☆☆	2.44
H0008	Leela	Delhi	3.70	★★★★☆	3.00	★★★★☆	0.70
H0011	Elite Haven	Chennai	4.40	★★★★☆	2.00	★★☆☆☆	2.40
H0012	Mountain Suites	Lucknow	3.30	★★★★☆	2.00	★★☆☆☆	1.30
H0013	Fortune Park	Hyderabad	4.00	★★★★☆	3.67	★★★★☆	0.33
H0014	Le Meridien Suites	Chennai	3.10	★★★★☆	3.00	★★★★☆	0.10
H0016	Taj Lands End	Mumbai	3.80	★★★★☆	3.00	★★★★☆	0.80
H0017	Hyatt Palace	Indore	4.00	★★★★☆	5.00	★★★★★	-1.00
H0018	Hotel Lodge	Ahmedabad	3.90	★★★★☆	3.00	★★★☆☆	0.90
H0019	Treebo Retreat	Surat	3.50	★★★★☆	3.33	★★★☆☆	0.17
H0020	Lake Haven	Hyderabad	3.70	★★★★☆	5.00	★★★★★	-1.30
H0021	Treebo Trend	Ahmedabad	3.40	★★★★☆	2.75	★★★☆☆	0.65
H0022	OYO Suites	Mumbai	3.10	★★★★☆	2.00	★★☆☆☆	1.10
H0024	Palm Haven	Kolkata	4.00	★★★★☆	4.50	★★★★★	-0.50
H0025	Countrv Inn & Suites	Bhopal	4.60	★★★★★	4.00	★★★★☆	0.60

room\_type
☐ Double
☐ Single
☐ Suite

category
☐ Budget
☐ Deluxe
☐ Luxury
☐ Resort
☐ Standard

city

All

Rating Match Category
☐ Aligned
☐ Overrated
☐ Perfectly Aligned
☐ Underrated

Hotel Name

All



# Hotel Price Comparison By Booking Platform

hotel_id	Agoda	Booking.com	Goibibo	MakeMyTrip	Yatra
H0066			5700	7300	
H0067		14100		14500	
H0068		15800		15300	
H0069		5100		6000	
H0070	26100		24600		
H0071	4200	4600			
H0072		27800	27700		
H0073	26100		28100	26500	
H0074	3500			3800	
H0075		4400		4600	
H0076		5600			
H0077	11700	10800	10500		
H0078	25700	28000		22500	
H0079			12100	10400	
H0080			7600	6800	
H0081		26900		26900	
H0082				18300	
H0083	9700		7700		
H0084		18000			20400
H0085	3700	3500			
H0086			17500	17900	
H0087		22300	19000		