# HOTEL BOOKING PERFORMANCE FOR AGODA

# **TASK**

The task is to carry out thorough analysis on the Online Booking Orders to help Management review the current performance of the Business in order to make strategic decisions.

# **AGODA ANALYSIS**

This analysis was carried out using Pivot tables

						Province 1			
F Dtiti	annetics to Barrery 2	What is the solution		-					
and the state of t	countries by Revenue?	ACCUPATION OF THE PARTY OF THE	countries by Revenue?						
Destination 🏋	Total Revenue	Origin Country +	Total Revenue	Origin Country	Total Revenue	Count of Ag	e Column Labels 🐣		
Iceland	£5.19M	Thailand	£18.96M	Thailand	£18,961,195.74	Age -	↓ Female	Male	<b>Grand Total</b>
Denmark	£5.22M	Malaysia	£18.80M	Malaysia	£18,802,809.44	24-28	4194	4226	8420
Vepal	£5.25M	Indonesia	£18.58M	Singapore	£18,584,077.08	29-33	4213	4202	8415
lew Zealand	£5.26M	Singapore	£18.36M	Indonesia	£18,357,549.03	19-23	4155	4219	8374
ndia	£5.26M	Philippines	£9.68M	Philippines	£9,682,997.51	54-58	4201	4172	8373
anada	£5.28M	Cambodia	£9.28M	Vietnam	£9,280,399.50	44-48	4237	4135	8372
Colombia	£5.32M	Vietnam	£9.04M	Cambodia	£9,038,161.88	34-38	4135	4119	8254
taly	£5.36M	Grand Total	£102,707,190.17		£102,707,190.17	39-43	4131	4087	8218
China	£5.37M					49-53	4121	3988	8109
Egypt	£5.44M	Total Countries	7			<b>Grand Tota</b>	33387	####	66535
Grand Total	£52,926,793.08								
						Total Custo	omers	####	
Total	20								

Top Hotels by Booking and Rat	What is the Revenue & Profit by year?			When are customers travelling?			
Hotel 1	Average of Hotel Rating	Year -	Total Revenue	Total Profit	Check-ins 📲	Frequency	
Country Charm B&B	4.3	2010	£6.85M	£1.26M	<b>2019</b>	9470	
USA Hostels	4.3	2011	£7.23M	£1.33M	€ 2018	8768	
Guild Downtown	4.4	2012	£7.77M	£1.44M	● 2017	8361	
Holiday Inn Express	4.4	2013	£8.42M	£1.56M	<b>2016</b>	6275	
Fitzgerald Hotel	4.4	2014	£9.26M	£1.70M	<b>2015</b>	6253	
Jack Summer Inn	4.4	2015	£10.30M	£1.90M	● 2014	5893	
The Maxwell	4.4	2016	£11.44M	£2.16M	€ 2012	5576	
Moonlight Motel	4.4	2017	£12.46M	£2.30M	<b>2013</b>	5533	
Waldorf Astoria Hotels & Re	s 4.4	2018	£13.70M	£2.54M	<b>■ 2011</b>	5231	
Silver Sun Bed And Breakfas	t 4.4	2019	£15.27M	£2.79M	<b>2010</b>	4433	
Grand Total	4.4	<b>Grand Total</b>	£102.71M	£18.98M	● 2020	742	
Total	4.4	Total	£102.71M	£18.98M	Grand Total	66535	

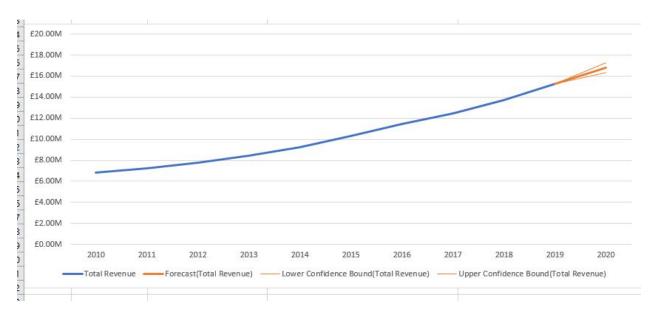
#### **REPORT**

Excel Interactive dashboard was crested to show the hotel booking performance report for the year 2010 to 2019.



### **REVENUE FORCAST FOR YEAR 2020**

	_	U	· ·	U	_
	Year 💌	Total Revenue	Forecast(Total Revenue	Lower Confidence Bound(Total Revenu	Upper Confidence Bound(Total Revent ▼
!	2010	£6.85M			
1	2011	£7.23M			
L	2012	£7.77M			
,	2013	£8.42M			
į	2014	£9.26M			
•	2015	£10.30M			
;	2016	£11.44M			
•	2017	£12.46M			
0	2018	£13.70M			
1	2019	£15.27M	£15.27M	£15.27M	£15.27M
2	2020		£16.80M	£16.32M	£17.28M
3					



### **PROFIT FORCAST FOR YEAR 2020**

