HOSPITALITY DATA ANALYSIS USING PYTHON
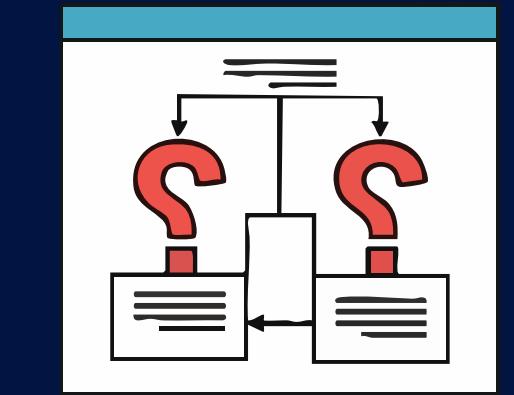
REVENUE, OCCUPANCY & PLATFORM PERFORMANCE ANALYSIS
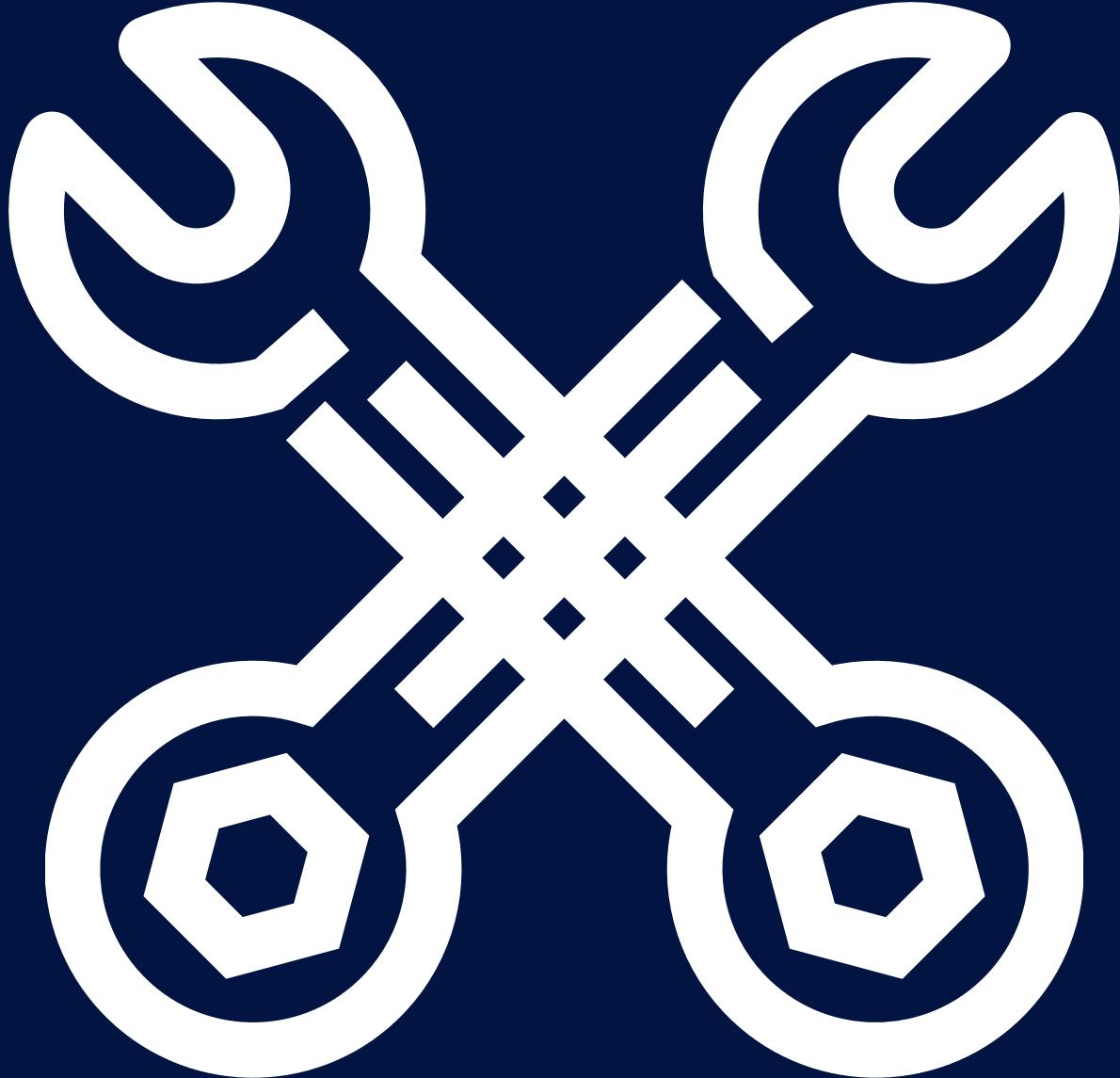
Prepared by: Krishna | Data Analyst

BUSINESS PROBLEM

- **Hotels receive bookings from multiple platforms**

- **Management wants to know:**

  1. **Which platforms generate maximum revenue?**

  2. **Which cities have higher occupancy?**

- **Goal: Improve revenue & operational decisions**
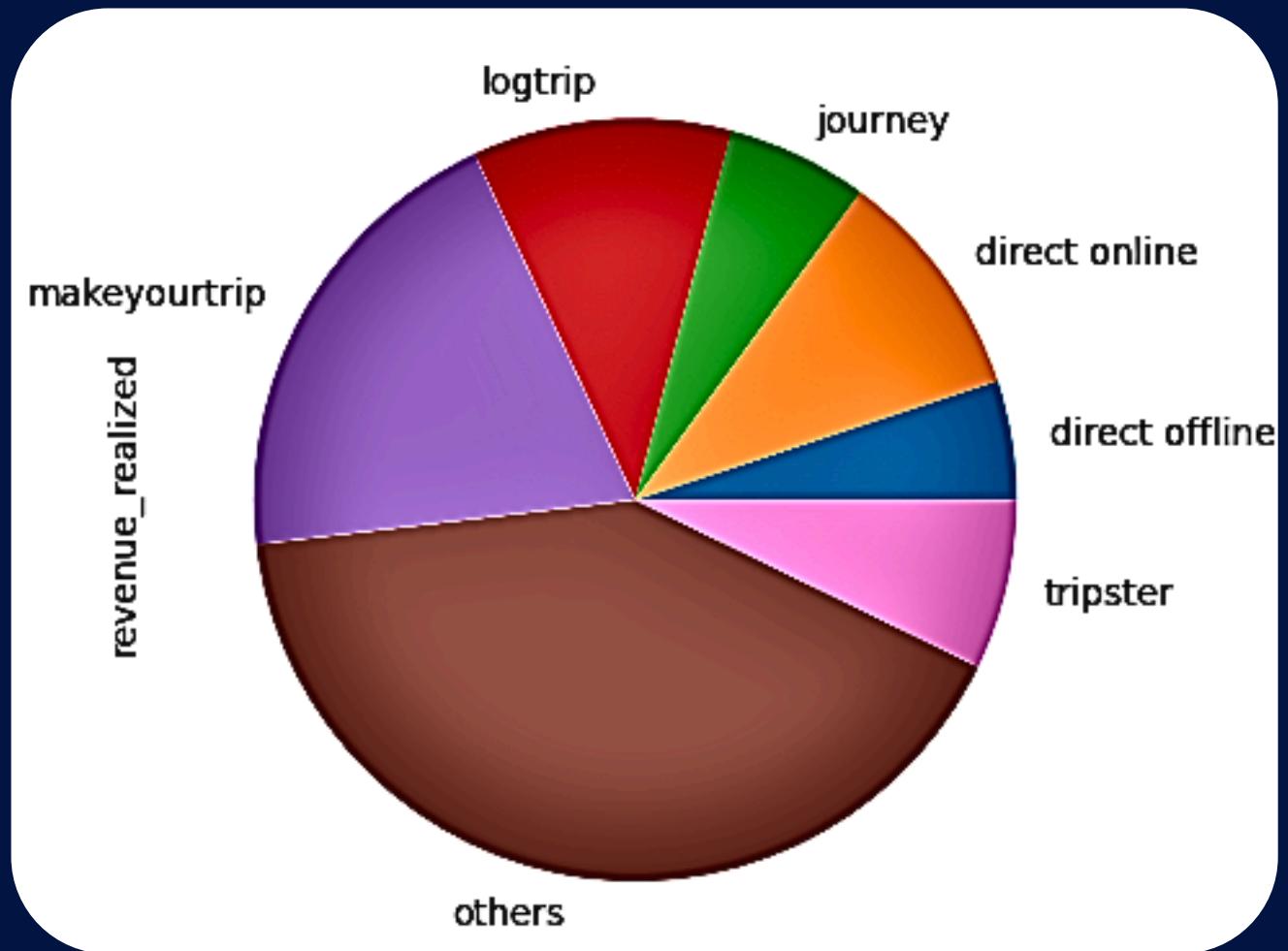
DATASET & TOOLS USED

- **Dataset: Hotel bookings & performance data**
- **Key columns:**
  1. **booking_platform**
  2. **revenue_realized**
  3. **city**
  4. **occupancy percentage**
- **Tools:**
  1. **Python**
  2. **Pandas**
  3. **Matplotlib**

REVENUE CONTRIBUTION BY BOOKING PLATFORM
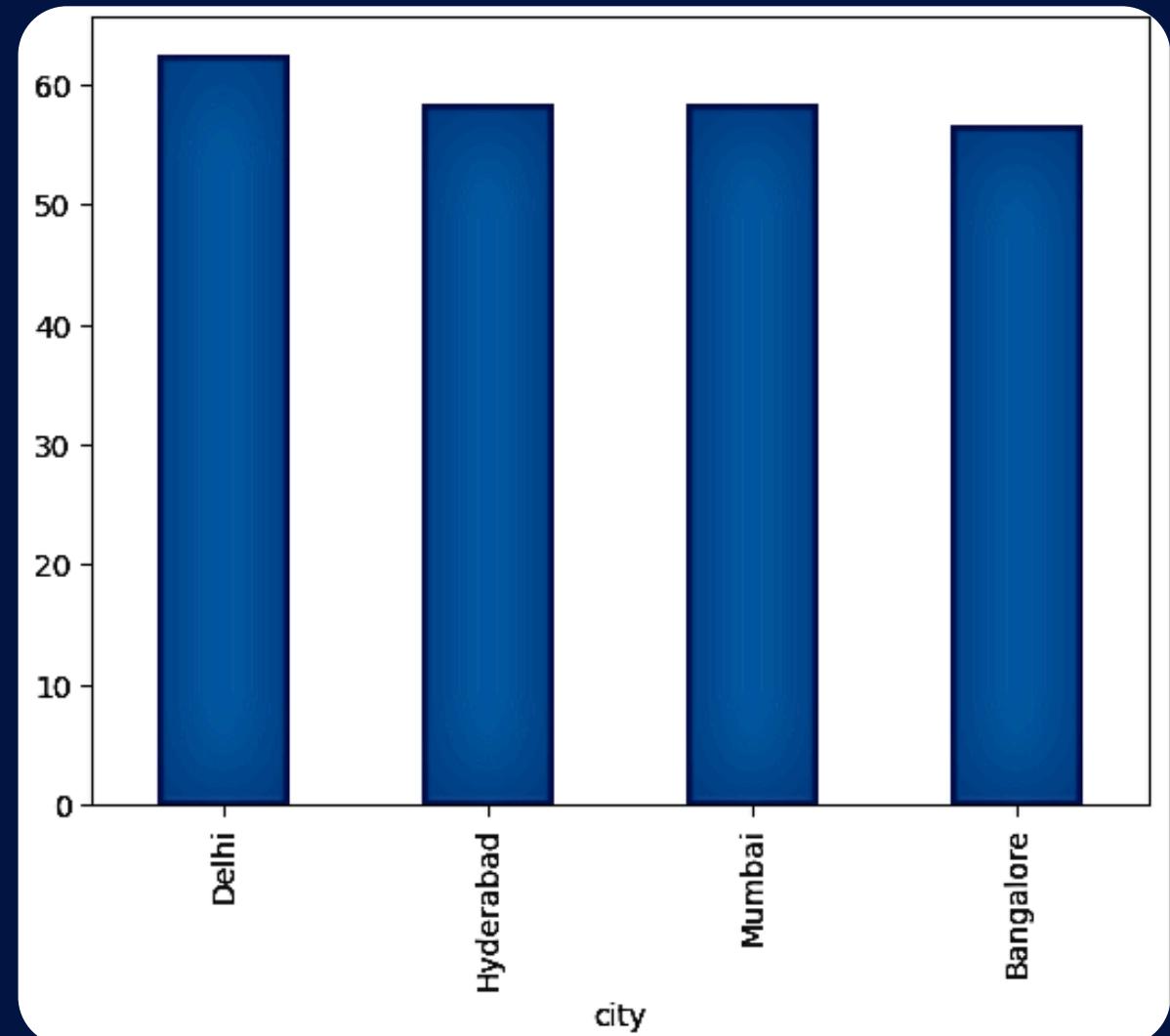
- **Majority revenue comes from "Others" & MakeMyTrip**

- **Direct bookings contribute less**

- **Platform dependency is high**

AVERAGE OCCUPANCY BY CITY (JUNE)

- **Delhi has highest occupancy**

- **Bangalore and Mumbai are moderate**

- **Opportunity to improve low-performing cities**

KEY INSIGHTS

- Revenue heavily dependent on third-party platforms

- Direct booking share is low → margin loss

- City-wise demand varies significantly

- High-occupancy cities indicate pricing power

RECOMMENDATIONS

- Increase direct booking incentives

- Invest more marketing in high-occupancy cities

- Improve promotions in low-performing cities

BUSINESS IMPACT

- Higher profit margins

- Better occupancy balance

- Smarter marketing spend

THANK YOU