

MODULE 3: GUEST ANALYSIS MODULE

Objective:

To understand guest behavior and segmentation for improved customer targeting and retention strategies.

What Was Done:

- Analyzed guest types: Business, Family, Solo.
- Built visuals for nationality, booking source, and stay duration.
- Segmented customers into:
 - First-time guests
 - Loyal guests
 - High-spending guests

Formulas Used:

Customer Type =

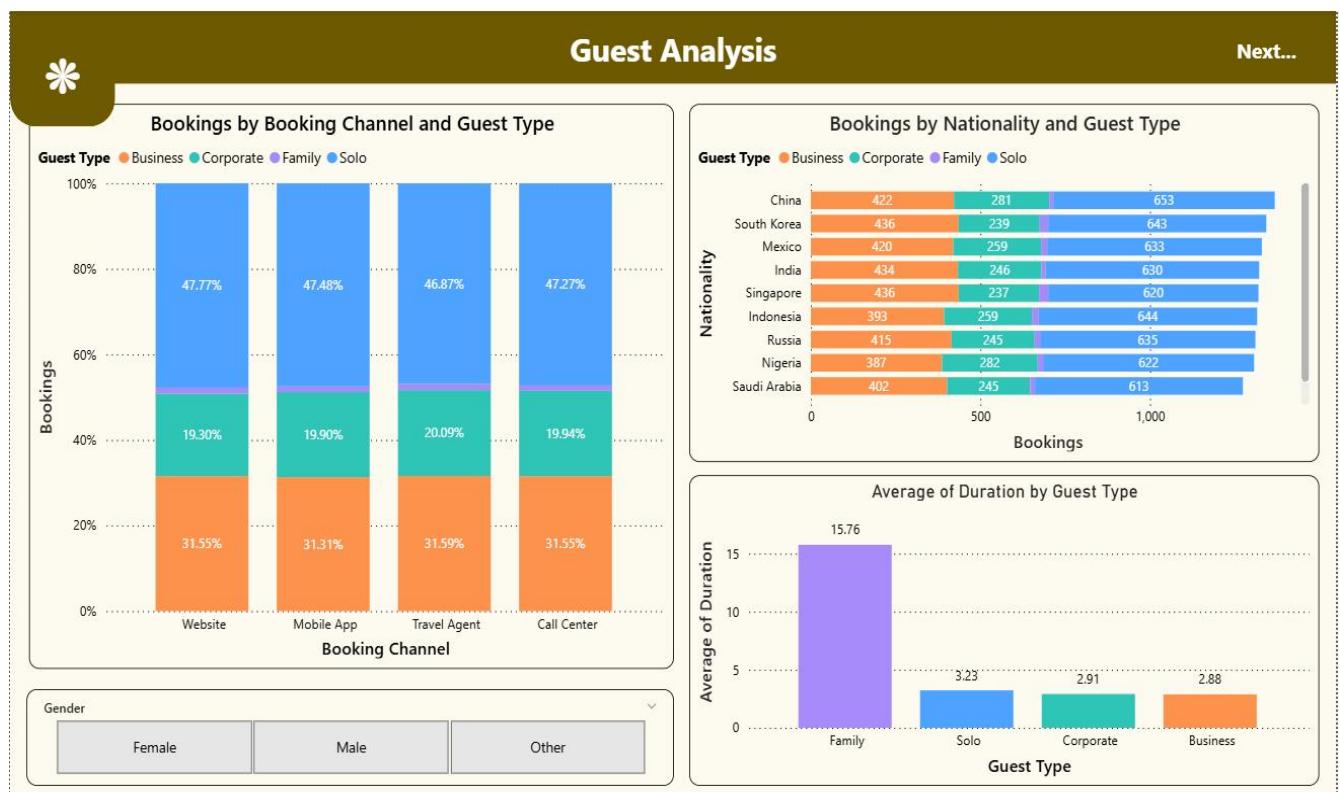
IF(Total Bookings = 1, "First Timer",

IF(Total Bookings > 3, "Loyal Guest", "Repeat Guest"))

High Spender =

IF(Total Revenue > Average Revenue, "High Spender", "Regular")

Dashboard:



Outcome:

- Improved understanding of guest demographics.
- Identified high-value customer segments.
- Supported personalized marketing and loyalty programs.
- Enhanced customer experience strategies.