

SPLENDOR HOTEL GROUP

119.39K

Number of Bookings

\$29.60M

Sum of Revenue

\$101.83

Average Daily Rate

235K

Number of Guests

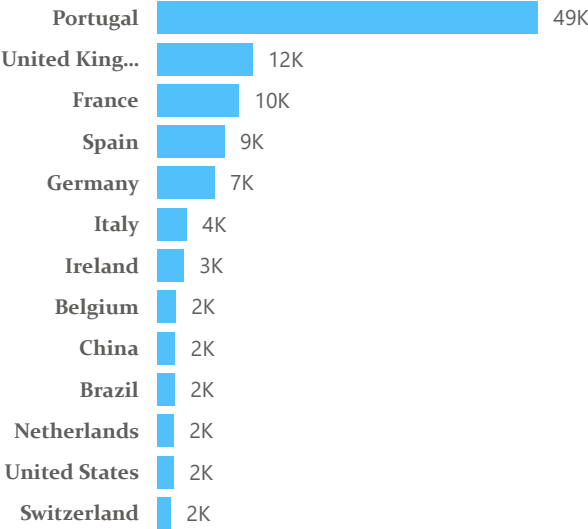
44K

Number of Cancellations

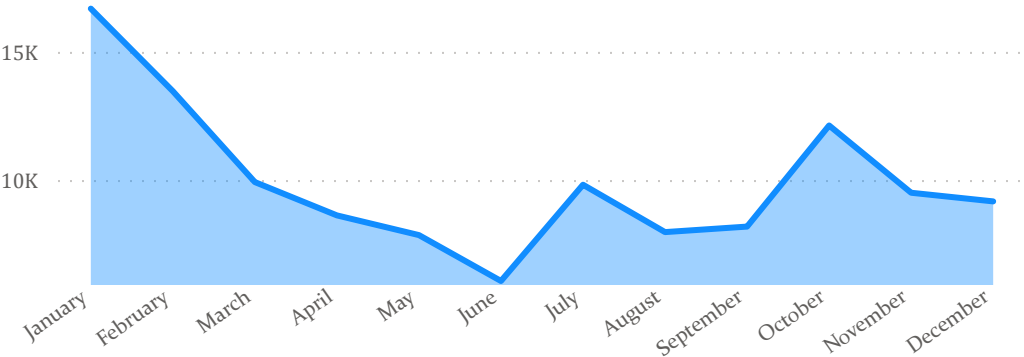
(\$13.12M)

Sum of Revenue Loss

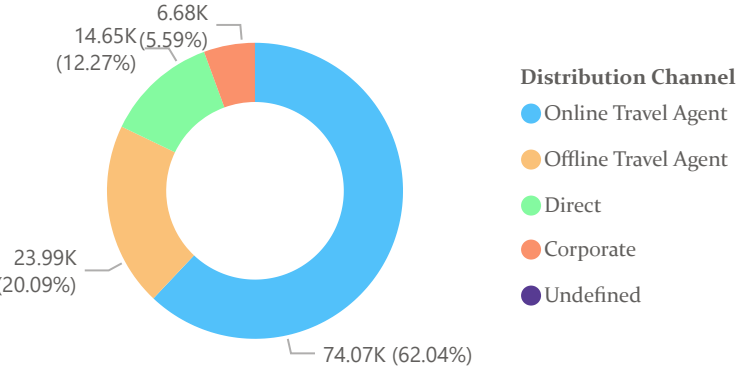
Distribution of Bookings by Country



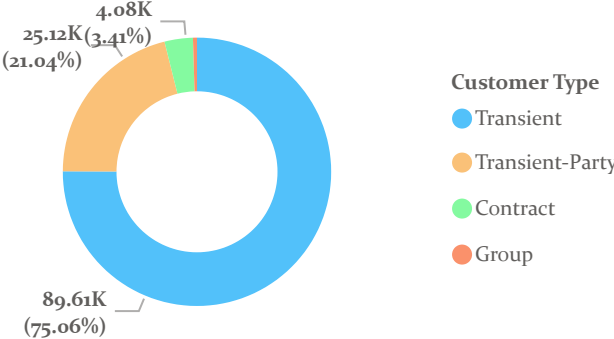
Distributions of Bookings by Month



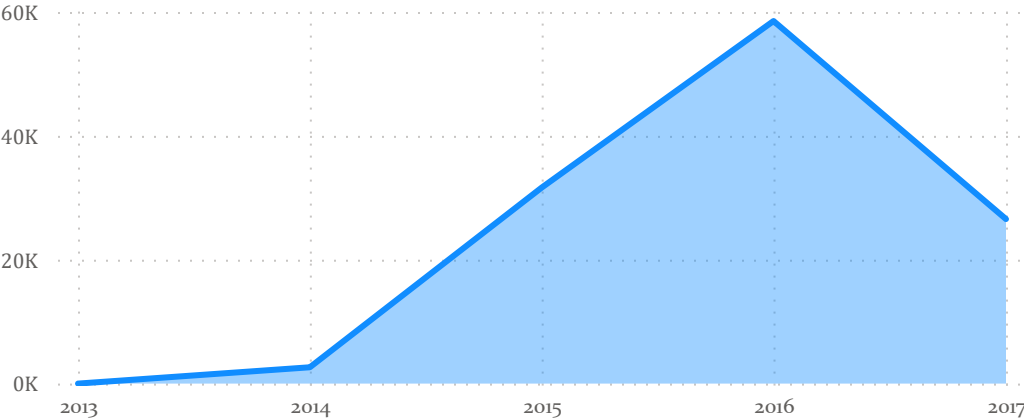
Distribution of Bookings by Distribution Channel



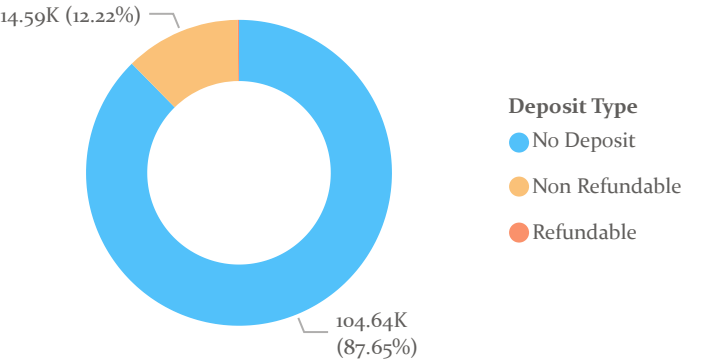
Distribution of Bookings by Customer Type



Distributions of Bookings by Year



Distribution of Bookings by Deposit Type



SPLENDOR HOTEL GROUP

BOOKING PATTERNS

Customer Type

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

Deposit Type

- ☐ No Deposit
- ☐ Non Refundable
- ☐ Refundable

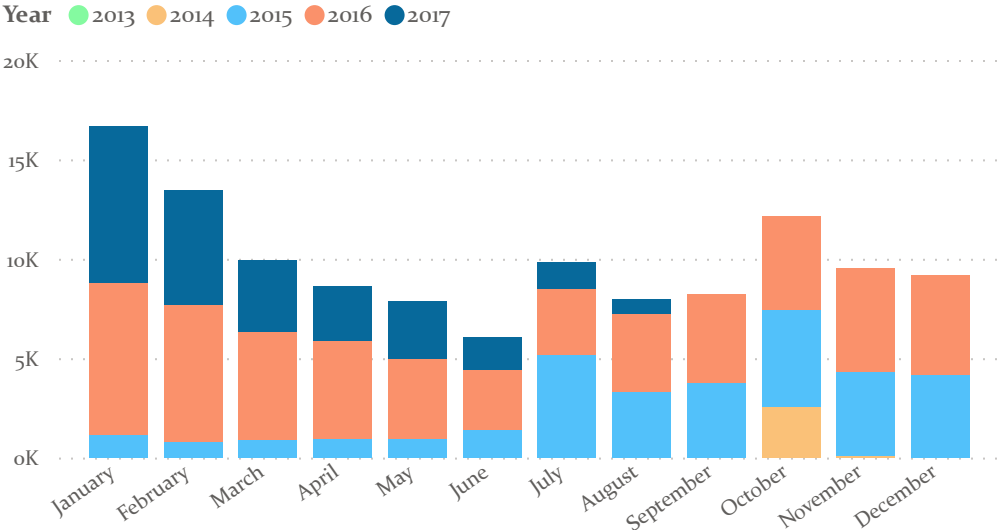
Year

All

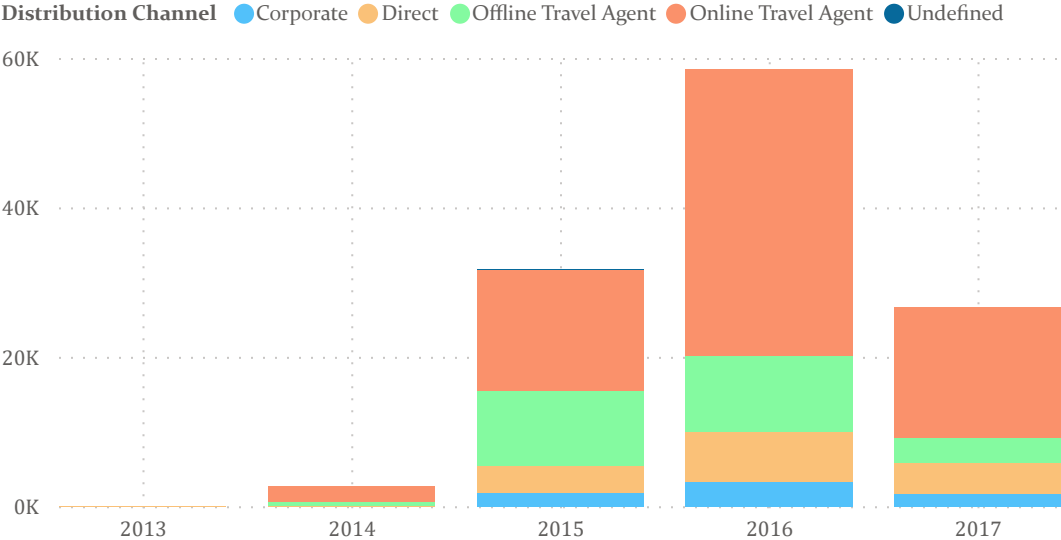
Distribution Chan...

- ☐ Corporate
- ☐ Direct
- ☐ Offline Travel Agent
- ☐ Online Travel Agent
- ☐ Undefined

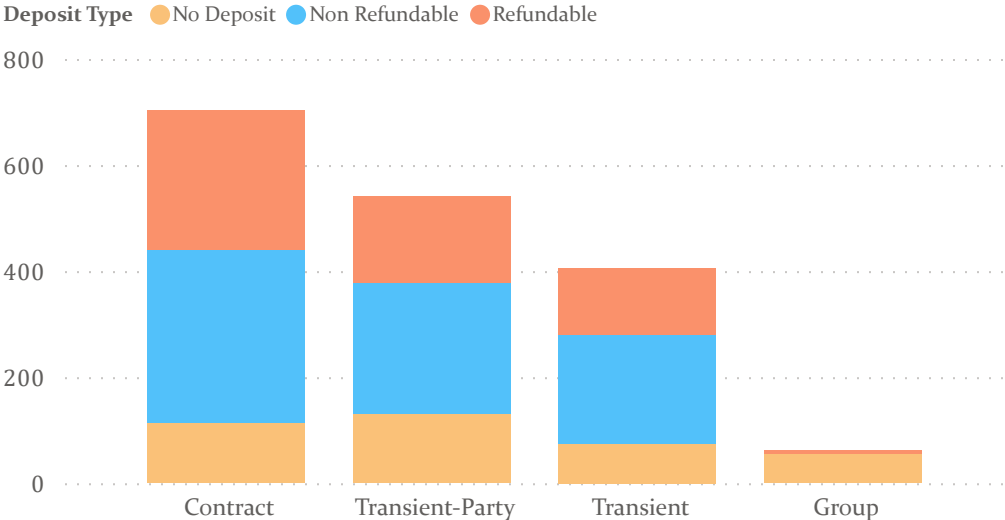
Bookings by Month and Year



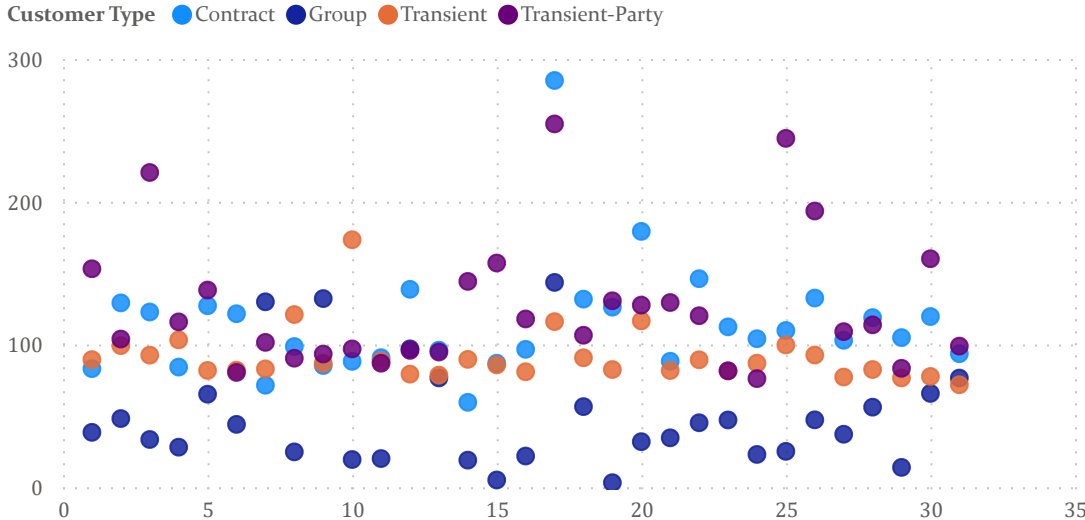
Bookings by Year and Distribution Channel



Avg. Lead Time by Customer Type and Deposit Type



Distribution of Avg. Lead Time by Customer Type and Day of Month



Splendor Hotel Group

CUSTOMER BEHAVIOUR ANALYSIS

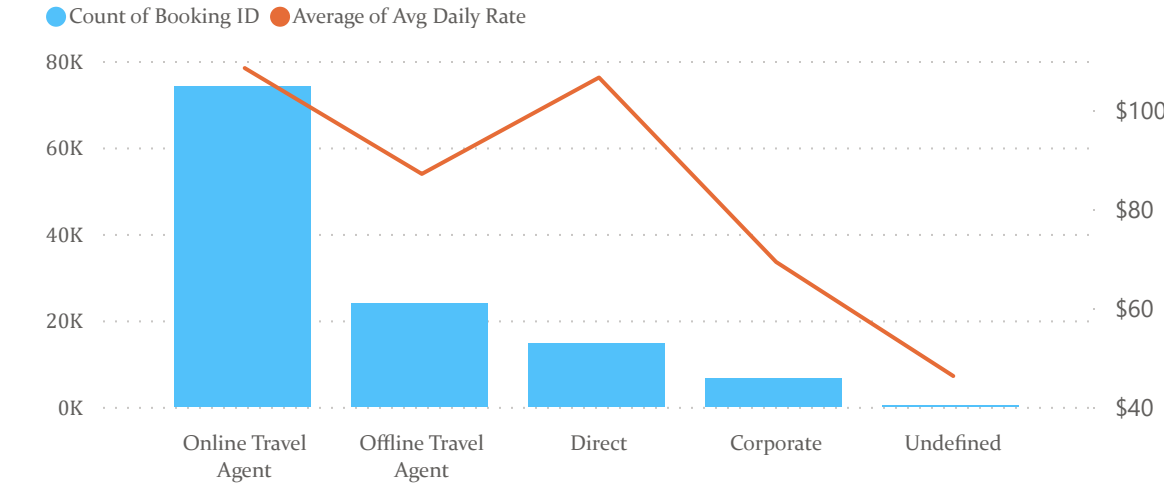
Year

All

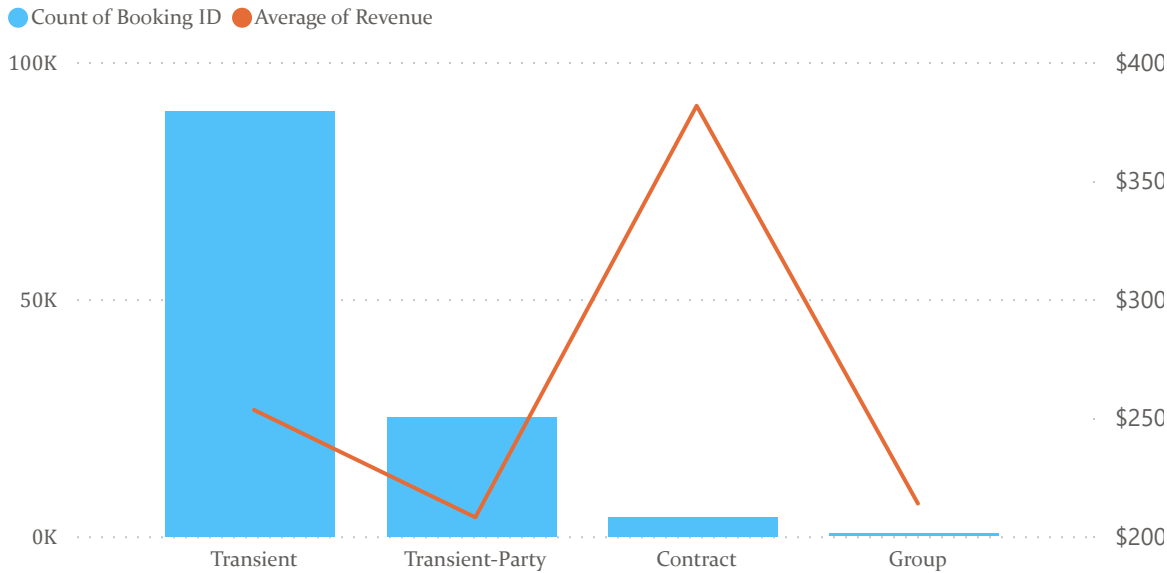
Country

- ☐
- ☐ Albania
- ☐ Algeria
- ☐ American Samoa
- ☐ Andorra
- ☐ Angola
- ☐ Anguilla
- ☐ Antarctica
- ☐ Argentina
- ☐ Armenia
- ☐ Aruba
- ☐ Australia
- ☐ Austria
- ☐ Azerbaijan
- ☐ Bahamas
- ☐ Bahrain
- ☐ Bangladesh
- ☐ Barbados

Number of Bookings by Distribution Channel and Corresponding Avg Daily Rate



Number of Bookings by Customer Type and Corresponding Avg Revenue



Top Countries by Total Profit

Country	Total Revenue	Total Revenue Loss	Total Profit
Portugal	\$9,037,388.37	(\$5,091,750.42)	\$3,945,637.95
United Kingdom	\$4,152,064.34	(\$1,132,403.19)	\$3,019,661.15
France	\$3,100,696.28	(\$925,816.76)	\$2,174,879.52
Germany	\$2,068,354.65	(\$556,108.1)	\$1,512,246.55
Spain	\$2,282,030.49	(\$1,022,406.37)	\$1,259,624.12
Ireland	\$1,240,002.35	(\$412,097.62)	\$827,904.73
Belgium	\$764,497.06	(\$214,654.8)	\$549,842.26
Netherlands	\$631,663.15	(\$168,373.8)	\$463,289.35
Italy	\$866,439.42	(\$550,431.9)	\$316,007.52
Switzerland	\$548,796.40	(\$245,401.13)	\$303,395.27
United States	\$490,583.56	(\$218,641.14)	\$271,942.42
Austria	\$372,529.74	(\$104,778.52)	\$267,751.22
China	\$516,192.96	(\$286,856.2)	\$229,336.76
Sweden	\$335,949.51	(\$110,521.79)	\$225,427.72
Poland	\$299,190.28	(\$98,593.73)	\$200,596.55
Finland	\$150,160.14	(\$32,588)	\$117,572.14
Romania	\$190,050.03	(\$84,246.67)	\$105,803.36
Norway	\$204,134.41	(\$113,222.88)	\$90,911.53
Denmark	\$148,244.36	(\$58,858.19)	\$89,386.17
Brazil	\$475,172.38	(\$386,224.74)	\$88,947.64
	\$90,025.59	(\$12,661.96)	\$77,363.63
Australia	\$105,114.14	(\$38,159.41)	\$66,954.73
Israel	\$128,746.86	(\$64,486.41)	\$64,260.45
Japan	\$63,326.13	(\$8,453.469999999999)	\$54,872.66
Lithuania	\$36,766.48	(\$3,606.1)	\$33,160.38
Czech Republic	\$48,561.62	(\$16,715.96)	\$31,845.66
Hungary	\$65,272.76	(\$34,940.74)	\$30,332.02
Argentina	\$54,464.85	(\$24,340.24)	\$30,124.61
Serbia	\$27,341.14	(\$1,426.47)	\$25,914.67
Russian	\$167,029.29	(\$141,444.91)	\$25,584.38
Greece	\$40,597.64	(\$16,196.47)	\$24,401.17
Luxembourg	\$83,657.48	(\$60,226.02)	\$23,431.46
Iceland	\$25,061.49	(\$2,119.4)	\$22,942.09
Total	\$29,600,597.44	(\$13,122,900.09)	\$16,477,697.35

Splendor Hotel Group

Cancellation Analysis

44K

Number of Cancellations

(\$13.12M)

Sum of Revenue Loss

Year

All

Distribution Channel

All

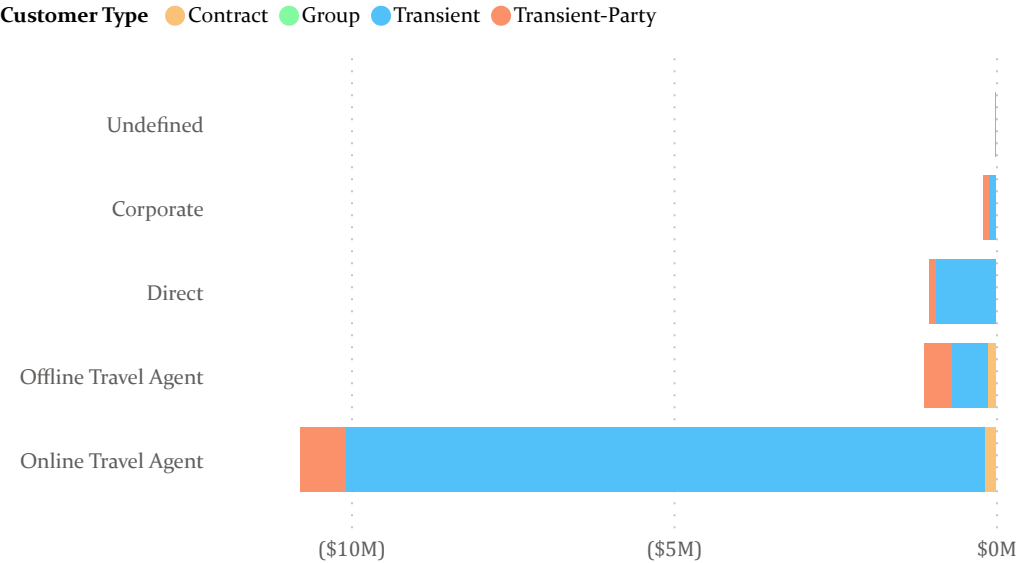
Customer Type

All

Deposit Type

All

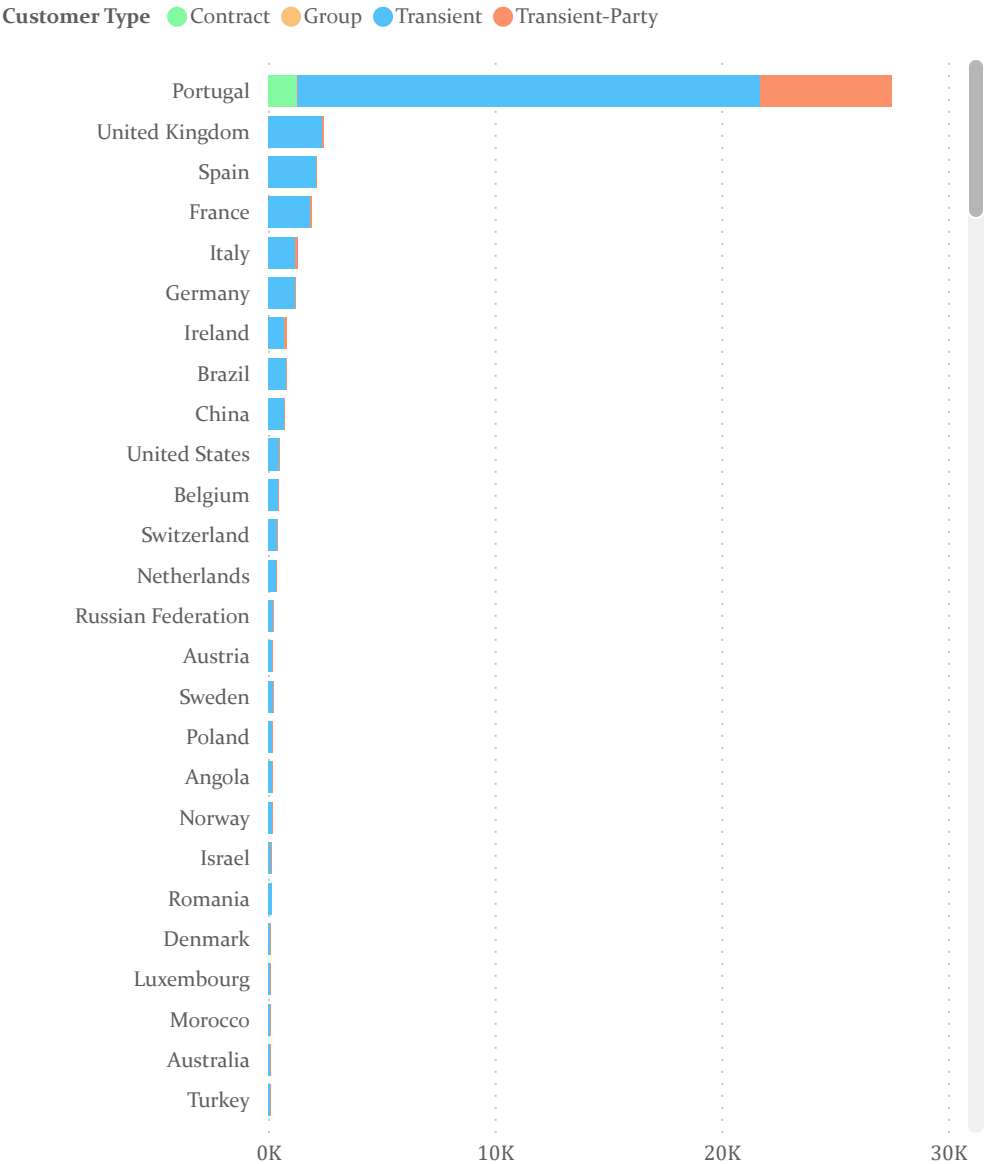
Total Revenue Loss by Distribution Channel and Customer Type



Distribution Channel Customer Type Total Revenue Loss

Distribution Channel	Customer Type	Total Revenue Loss
Online Travel Agent	Transient	(\$9,919,459.93)
Direct	Transient	(\$926,250.17)
Online Travel Agent	Transient-Party	(\$697,700.86)
Offline Travel Agent	Transient	(\$554,790.83)
Offline Travel Agent	Transient-Party	(\$427,861.22)
Online Travel Agent	Contract	(\$162,621.4)
Offline Travel Agent	Contract	(\$120,314.22)
Corporate	Transient	(\$101,789.1)
Direct	Transient-Party	(\$101,235.08)
Corporate	Transient-Party	(\$91,991.59)
Total		(\$13,122,900.09)

Distribution of Cancelled Bookings by Country and Customer Type



SPLENDOR HOTEL GROUP

REVENUE OPTIMIZATION

Year

All

Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

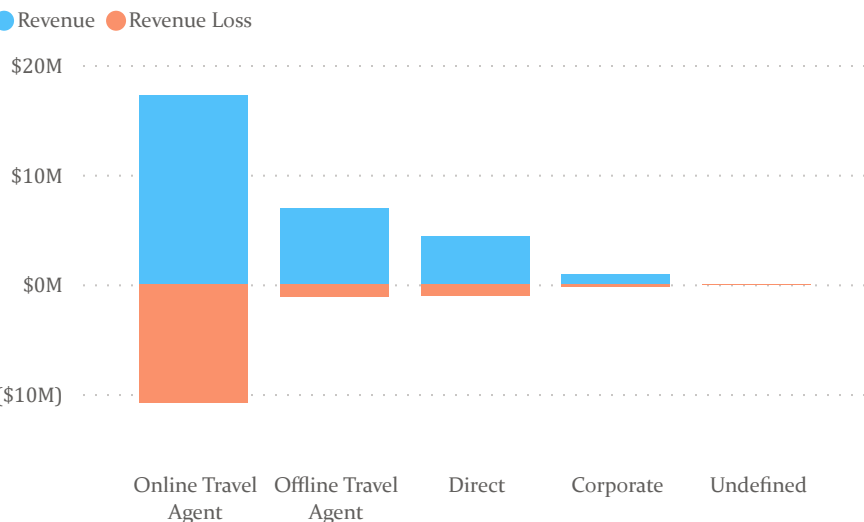
Hotel

- ☐ City
- ☐ Resort

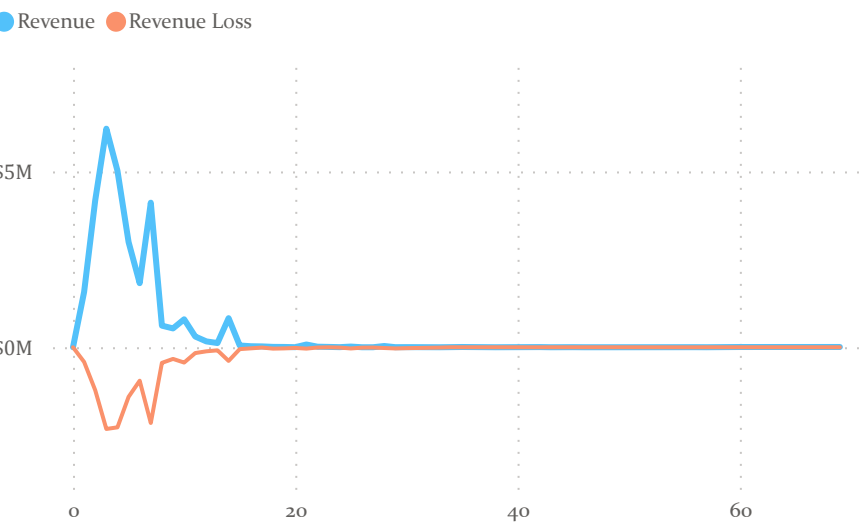
Customer Type

All

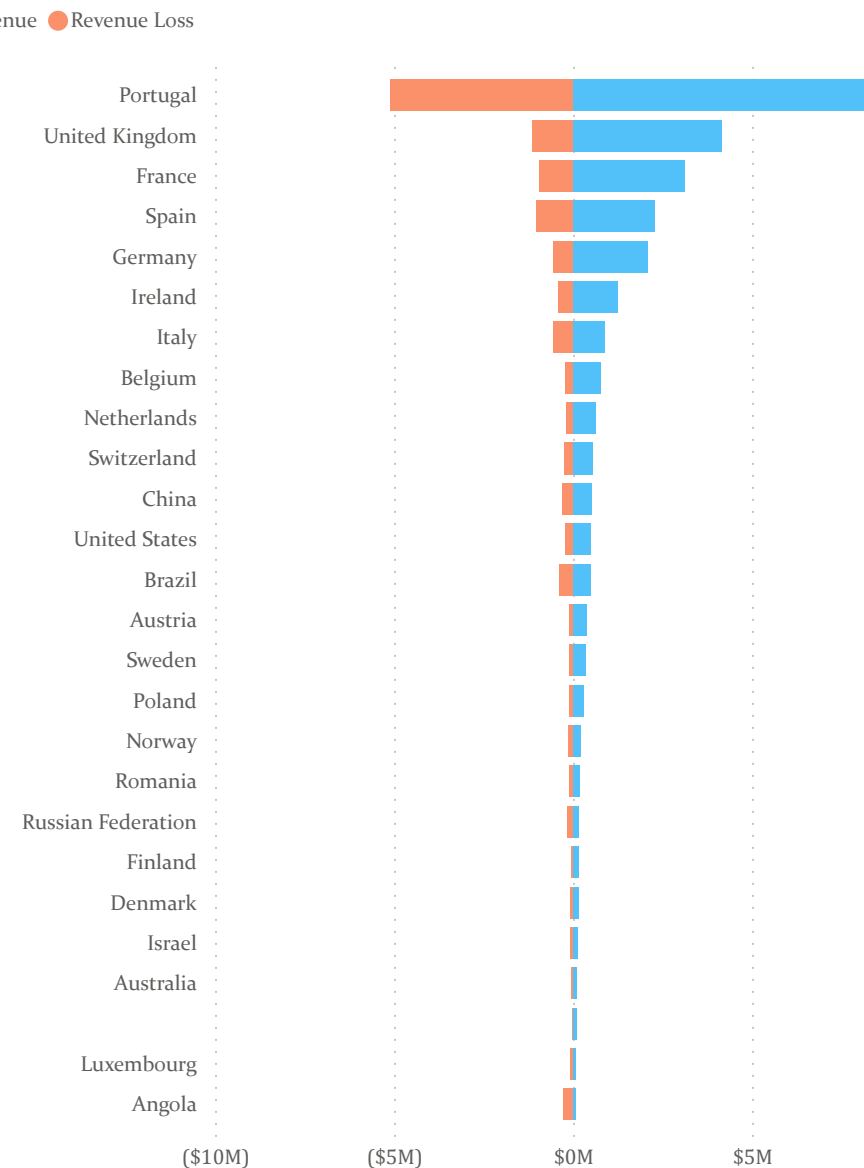
Distribution of the Total Revenue and Total Revenue Loss by Distribution Channel



Distribution of the Total Revenue and Total Revenue Loss by no of Nights Booked



Distribution of the Total Revenue and Total Revenue Loss by Distribution Channel



Splendor Hotel Group

Geographical Analysis

235K
Sum of Guests

Year

All

Distribution Channel

☐ Corporate

☐ Direct

☐ Offline Travel Agent

☐ Online Travel Agent

Customer Type

☐ Contract

☐ Group

☐ Transient

☐ Transient-Party

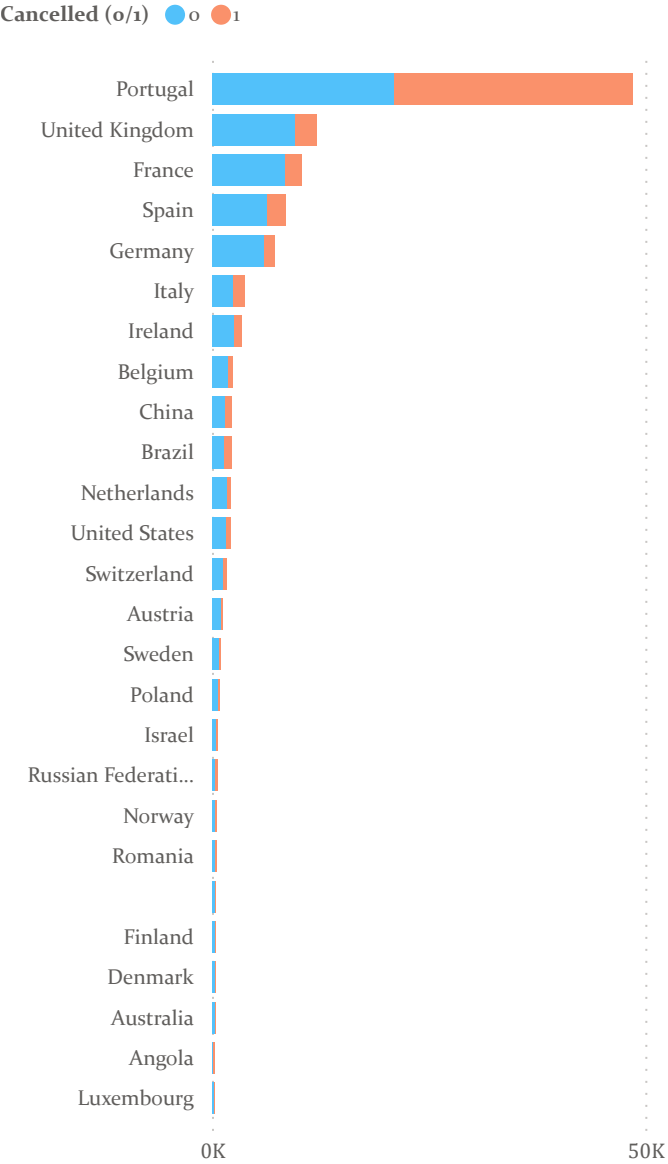
Hotel

☐ City

☐ Resort

Country	Total Revenue	No of Guests	Avg Daily Rate	Avg Lead Time	No of Nights
Portugal	\$9,037,388.37	90036	\$92.04	115.57	141654
United Kingdom	\$4,152,064.34	24568	\$96.02	127.42	58092
France	\$3,100,696.28	21579	\$109.62	82.32	36547
Spain	\$2,282,030.49	18153	\$117.00	54.85	26358
Germany	\$2,068,354.65	14198	\$104.40	137.37	25787
Ireland	\$1,240,002.35	6909	\$98.19	120.45	17366
Italy	\$866,439.42	7856	\$113.95	90.66	12322
Belgium	\$764,497.06	4911	\$113.85	99.67	8631
Netherlands	\$631,663.15	4233	\$108.09	80.58	7740
Switzerland	\$548,796.40	3646	\$121.83	91.07	6284
China	\$516,192.96	4669	\$109.56	85.41	7734
United States	\$490,583.56	4320	\$123.03	77.16	5817
Brazil	\$475,172.38	4867	\$111.01	83.29	7759
Austria	\$372,529.74	2520	\$106.24	117.74	4641
Sweden	\$335,949.51	2056	\$112.90	106.40	4034
Poland	\$299,190.28	1958	\$107.10	90.74	3742
Norway	\$204,134.41	1323	\$121.63	122.74	2631
Romania	\$190,050.03	1058	\$115.03	108.15	2265
Russian	\$167,029.29	1303	\$118.70	80.22	2460
Finland	\$150,160.14	912	\$104.03	67.21	1851
Denmark	\$148,244.36	937	\$117.58	113.13	1746
Israel	\$128,746.86	1349	\$110.70	88.95	1722
Australia	\$105,114.14	863	\$116.78	125.37	1263
	\$90,025.59	685	\$60.49	31.74	1301
Luxembourg	\$83,657.48	620	\$132.39	97.71	1070
Angola	\$69,424.92	652	\$117.12	23.10	2938
Morocco	\$66,025.16	574	\$134.40	52.03	1038
Hungary	\$65,272.76	467	\$113.18	98.23	853
Japan	\$63,326.13	379	\$121.24	55.09	575
Argentina	\$54,464.85	461	\$117.76	66.85	670
Czech Republic	\$48,561.62	326	\$111.34	95.47	592
Greece	\$40,597.64	225	\$109.96	69.07	524
Turkey	\$39,907.10	482	\$112.12	50.73	780
Lithuania	\$36,766.48	158	\$100.27	94.94	379
India	\$34,615.13	335	\$113.61	48.89	473
Estonia	\$31,244.22	175	\$114.07	98.89	390
Algeria	\$30,479.53	179	\$112.54	36.67	421
Croatia	\$29,277.44	200	\$111.02	71.12	390
Serbia	\$27,341.14	141	\$99.43	142.27	281
	\$25,521.14	171	\$127.00	42.42	236
Total	\$29,600,597.44	234988	\$101.83	104.01	409257

Distribution of Bookings by Countries and Cancellations



SPLENDOR HOTEL GROUP

OPERATIONAL EFFICIENCY

104.01

Average of Lead Time

Year

All

Customer Type

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

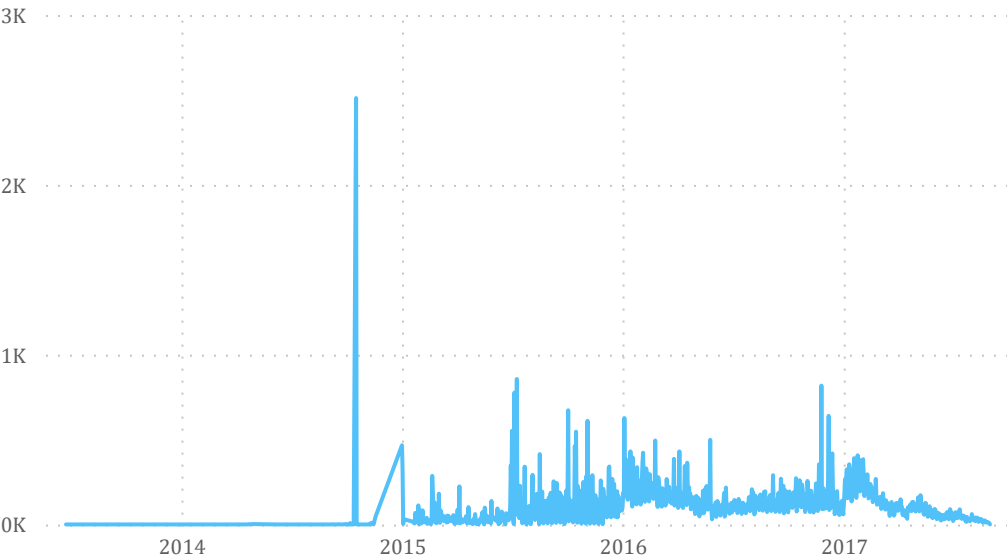
Country

All

Hotel

- ☐ City
- ☐ Resort

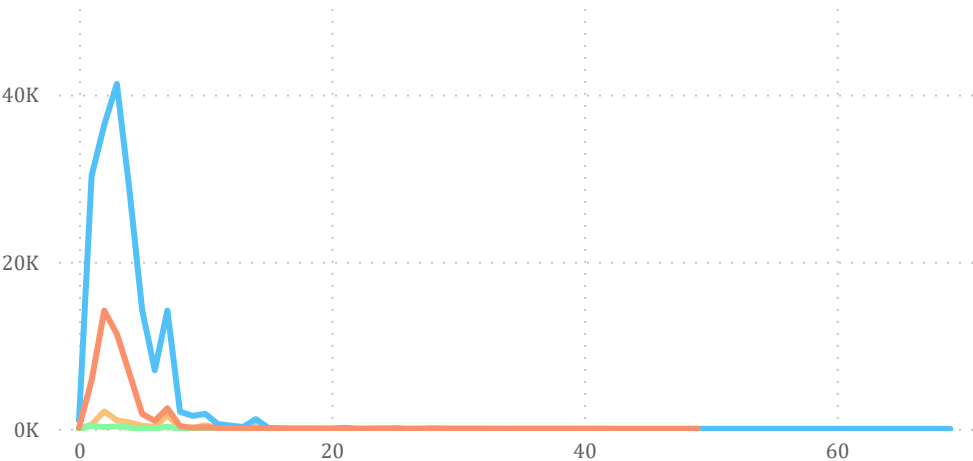
Periodic Distribution of Bookings



Distribution of the no of Guests by Customer Type and the no of Nights

Customer Type

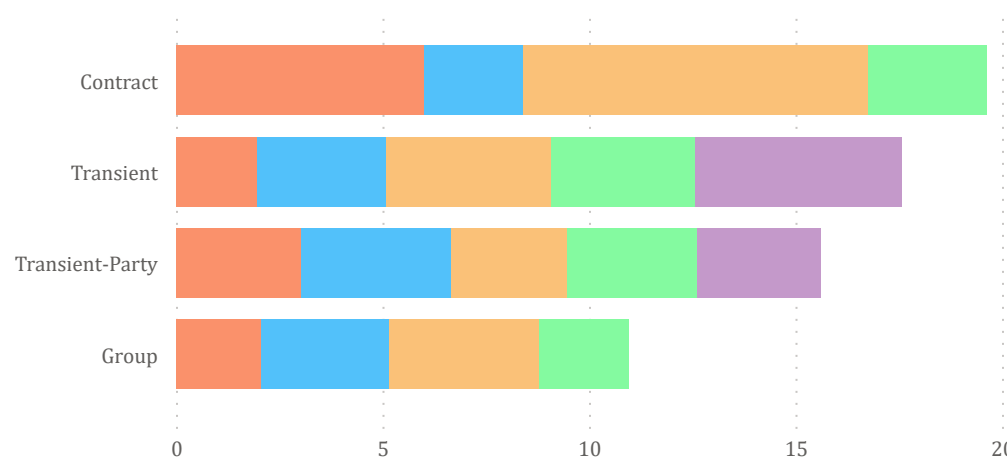
Contract Group Transient Transient-Party



Distribution of the no of Guests by Customer Type and the no of Nights

Distribution Channel

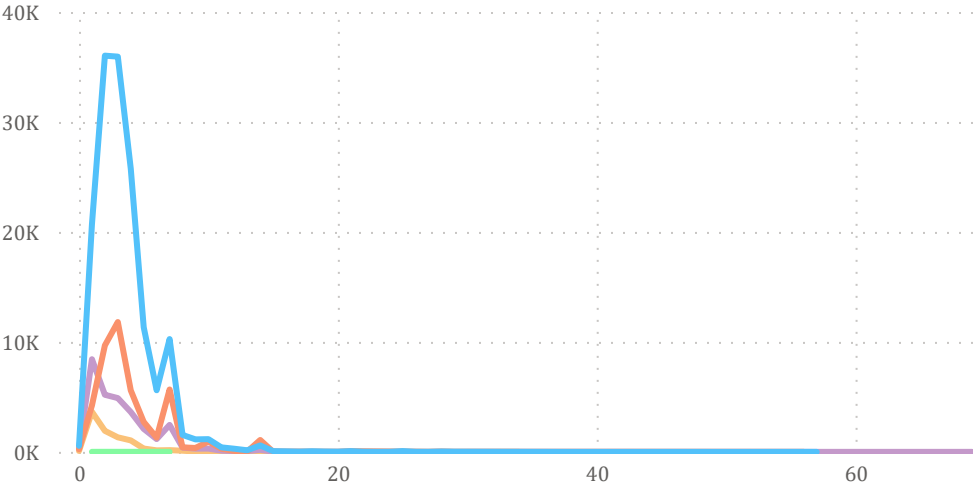
Corporate Direct Offline Travel Agent Online Travel Agent Undefined



Distribution of the no of Guests by Distribution Channels and the no of Nights

Distribution Channel

Corporate Direct Offline Travel Agent Online Travel Agent Undefined



SPLENDOR HOTEL GROUP

IMPACT OF DEPOSIT TYPES

Year

All

Distribution Channel

- ☐ Corporate
- ☐ Direct
- ☐ Offline Travel Agent
- ☐ Online Travel Agent

Customer Type

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

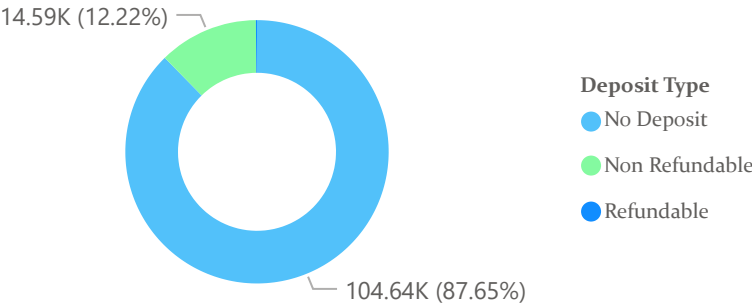
Country

All

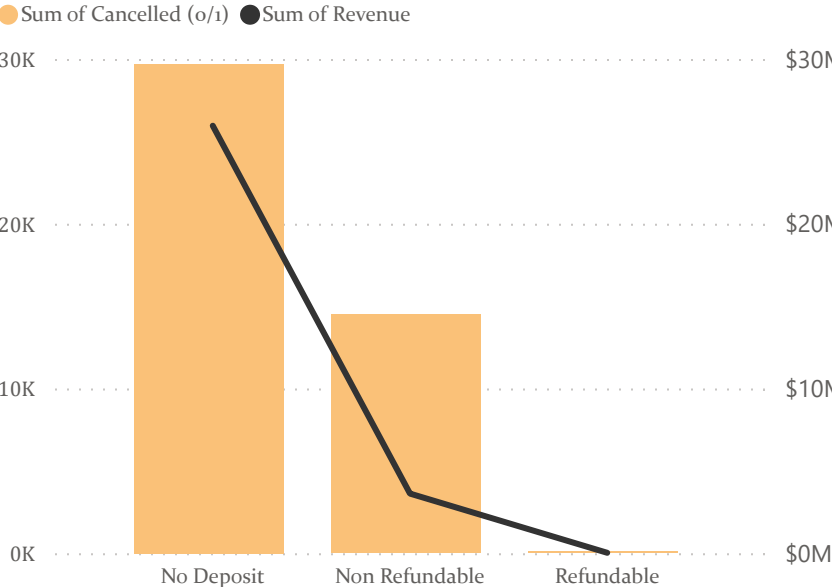
Hotel

- ☐ City
- ☐ Resort

Distribution of Deposit Type

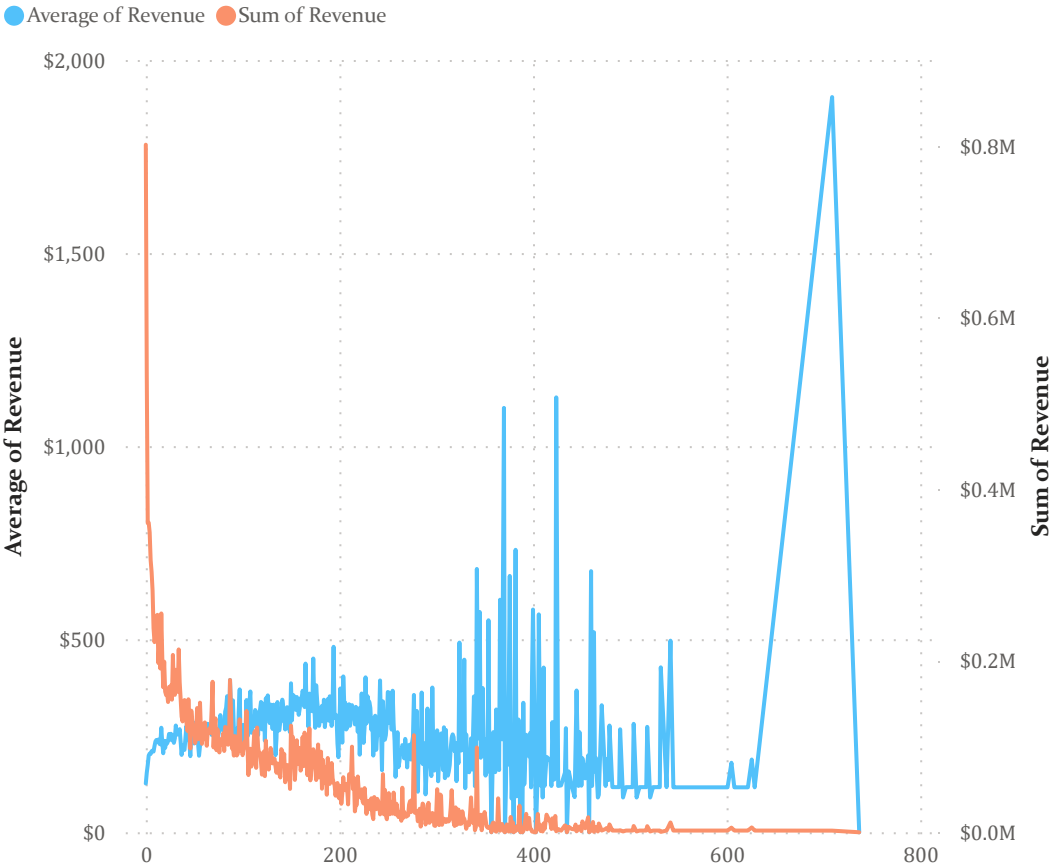


Effect of Deposit-Type on Cancellation



TIME-TO-EVENT ANALYSIS

Effect of Lead Time on the Avg Revenue and Total Revenue

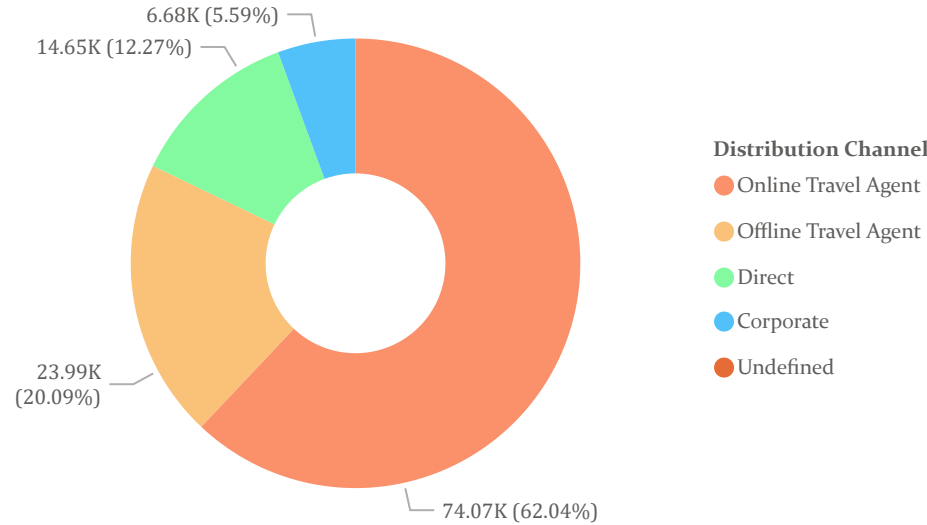


Splendor Hotel Group

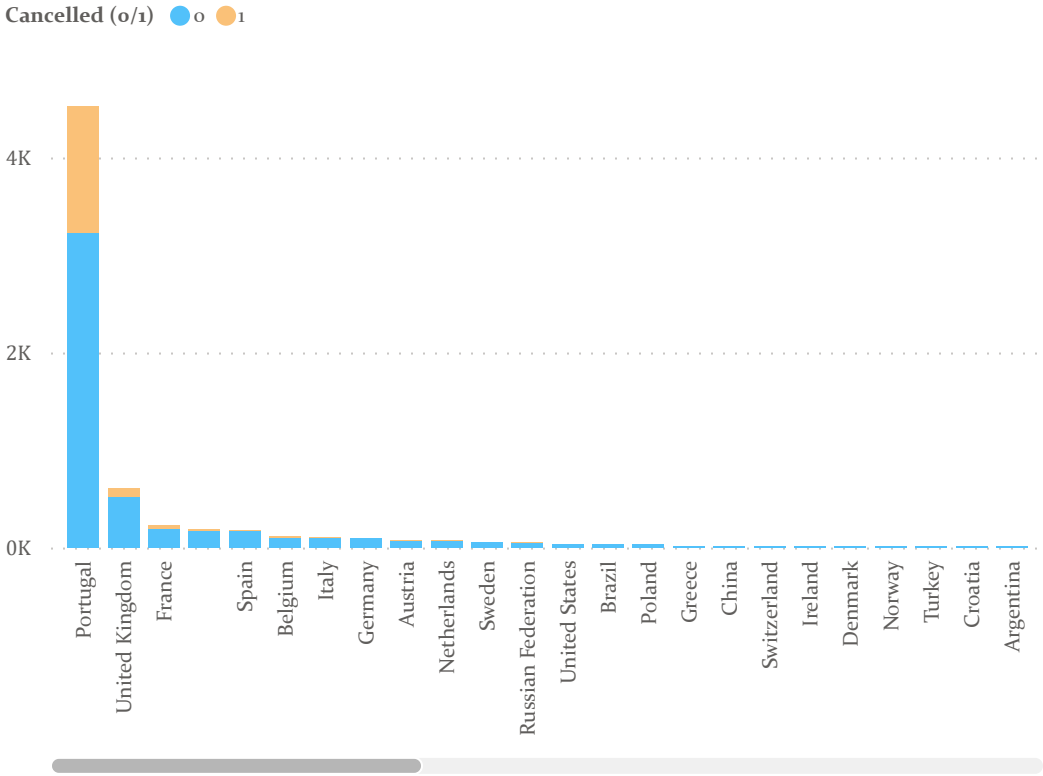
ANALYSSIS OF CORPORATE BOOKINGS

Distribution Channel (Corporate)	Customer Type	Average Daily Rate	Sum of Revenue	Sum of Revenue Loss	Sum of Profit	Average of Lead Time
Corporate	Contract	\$45.96	\$5,977.20	(\$703)	\$5,274.2	43.41
Corporate	Group	\$80.14	\$2,998.20	(\$1,115)	\$1,883.2	6.71
Corporate	Transient	\$67.65	\$494,965.39	(\$101,789.1)	\$393,176.29	25.77
Corporate	Transient-Party	\$72.28	\$414,553.98	(\$91,991.59)	\$322,562.39	77.73
Total		\$69.33	\$918,494.77	(\$195,598.69)	\$722,896.08	44.91

Distribution of Booking ID by Distribution Channel



Corporate Bookings by Country Showing the statistics of Cancellation



Year

All

Status

- ☐ Canceled
- ☐ Check-Out
- ☐ No-Show

Customer Type

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

Country

All

Hotel

- ☐ City
- ☐ Resort