

Deliverable for Data Analysis in a Hospitality Project

Exploratory Data Analysis (EDA)

- ✓ Analyze booking patterns and trends over time (daily, weekly, monthly)
- ✓ Evaluate occupancy levels and seasonal trends
- ✓ Assess booking and cancellation trends per platform and room class
- ✓ Perform correlation analysis to identify key drivers of occupancy and revenue

Key Metric Analysis

Revenue Analysis:

- ✓ Calculate revenue per platform, room class, and time period
- ✓ Analyze the weekoverweek (WoW) revenue change %

Occupancy & Booking Analysis:

- ✓ Calculate occupancy rates and trends (overall & per room class)

- ✓ Breakdown of total bookings, successful bookings, and cancellation rates
- ✓ Occupancy WoW change %

ADR(Average Daily rate) & RevPAR(Revenue Per Available Room):

- ✓ Track ADR and RevPAR trends
- ✓ Analyze how booking % by platform/room class impacts ADR and RevPAR
- ✓ ADR WoW change %
- ✓ RevPAR WoW change %

NoShow and Cancellation Analysis:

- ✓ Analyze total noshow bookings and calculate noshow rates
- ✓ Calculate cancellation rates and identify reasons/patterns behind cancellations
- ✓ Evaluate the impact of cancellations on overall occupancy and revenue

Platform & Room Class Performance

- ✓ Analyze booking distribution across platforms (direct, online etc.)
- ✓ Assess booking % per room class to identify most/least popular options
- ✓ Study the impact of platform and room class on cancellation rates and ADR

Realisation Analysis

- ✓ Analyze realisation % (actual revenue vs. potential revenue)
- ✓ Track realisation WoW change %
- ✓ Evaluate how realisation % affects RevPAR

WeekoverWeek (WoW) Change Analysis

Analyze WoW changes for:

- ✓ Revenue
- ✓ Occupancy
- ✓ ADR(Average Daily Revenue)
- ✓ RevPAR(Revenue Per Available Room)
- ✓ Realisation %

- ✓ DSRN (Days Sold per Room Night)
- ✓ DURN (Days Used per Room Night)

Dashboard Creation

Create dynamic dashboards to display:

- ✓ Total Revenue and WoW change %
- ✓ Occupancy and ADR trends
- ✓ Noshow rates and cancellation analysis
- ✓ RevPAR and realisation % trends
- ✓ Booking trends by platform and room class

Performance Reporting

- ✓ Generate reports summarizing key findings on:
- ✓ Revenue, occupancy, and ADR trends
- ✓ Platform and room class performance
- ✓ Areas for optimization (e.g., reducing noshows and cancellations)