



Analyzing Hotel Reservation Trends

Introduction

Hotel reservation trends can provide valuable insights into travel behavior and economic indicators. Understanding these trends is crucial for **hoteliers** and travel industry professionals to make informed decisions. This presentation will analyze the latest trends in hotel reservations and provide key takeaways for the industry.

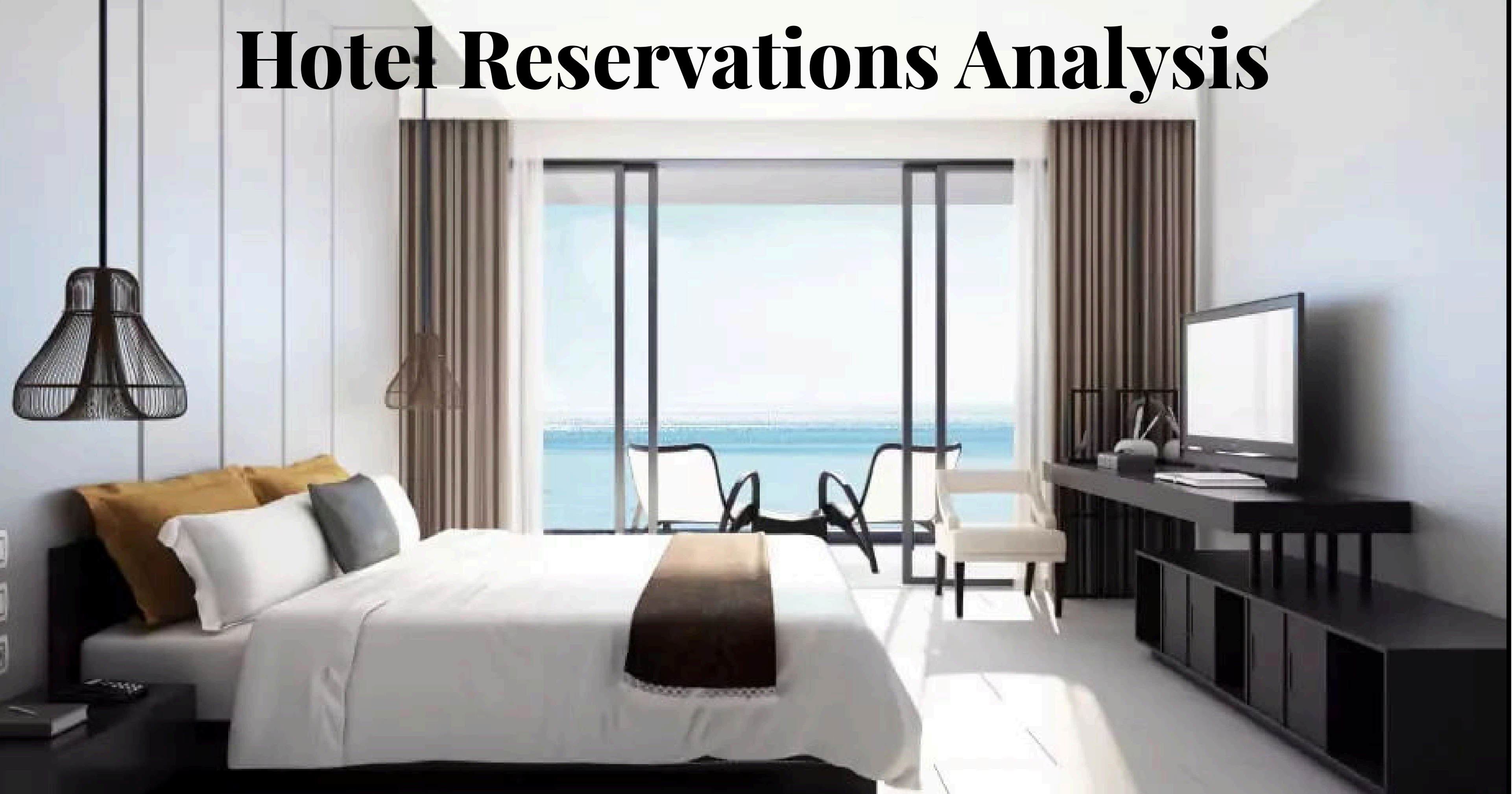


Seasonal Patterns

Seasonal variations in hotel reservations play a significant role in the industry. Understanding the **peak** and off-peak seasons can help hotels optimize pricing and marketing strategies. Analyzing **booking patterns** across different seasons provides valuable insights for hotel management.



Hotel Reservations Analysis



Dataset Details:

- The dataset includes the following columns:
- **Booking_ID**: A unique identifier for each hotel reservation.
- **no_of_adults**: The number of adults in the reservation.
- **no_of_children**: The number of children in the reservation.
- **no_of_weekend_nights**: The number of nights in the reservation that fall on weekends.
- **no_of_week_nights**: The number of nights in the reservation that fall on weekdays.
- **type_of_meal_plan**: The meal plan chosen by the guests.
- **room_type_reserved**: The type of room reserved by the guests.
- **lead_time**: The number of days between booking and arrival.
- **arrival_date**: The date of arrival.
- **market_segment_type**: The market segment to which the reservation belongs.
- **avg_price_per_room**: The average price per room in the reservation.
- **booking_status**: The status of the booking.

Dataset Overview

Query 1

Limit to 1000 rows

```
select * from `hotel reservation datasetcsv`
```

Booking_ID	no_of_adults	no_of_children	no_of_weekend_nights	no_of_week_nights	type_of_meal_plan	room_type_reserved	lead_time
INN00001	2	0	1	2	Meal Plan 1	Room_Type 1	224
INN00002	2	0	2	3	Not Selected	Room_Type 1	5
INN00003	1	0	2	1	Meal Plan 1	Room_Type 1	1
INN00004	2	0	0	2	Meal Plan 1	Room_Type 1	211
INN00005	2	0	1	1	Not Selected	Room_Type 1	48
INN00006	2	0	0	2	Meal Plan 2	Room_Type 1	346
INN00007	2	0	1	3	Meal Plan 1	Room_Type 1	34
INN00008	2	0	1	3	Meal Plan 1	Room_Type 4	83
INN00009	3	0	0	4	Meal Plan 1	Room_Type 1	121
INN00010	2	0	0	5	Meal Plan 1	Room_Type 4	44
INN00011	1	0	1	0	Not Selected	Room_Type 1	0
INN00012	1	0	2	1	Meal Plan 1	Room_Type 4	35
INN00013	2	0	2	1	Not Selected	Room_Type 1	30
INN00014	1	0	2	0	Meal Plan 1	Room_Type 1	95
INN00015	2	0	0	2	Meal Plan 1	Room_Type 1	47
INN00016	2	0	0	2	Meal Plan 2	Room_Type 1	256
INN00017	1	0	1	0	Meal Plan 1	Room_Type 1	0
INN00018	2	0	1	3	Not Selected	Room_Type 1	1
INN00019	2	0	2	2	Meal Plan 1	Room_Type 1	99

datasetcsv 1

Total Number Of Reservation

Query 1 x

Limit to 1000 rows

```
1 • SELECT COUNT(*) As Total_reservations
2 FROM `hotel reservation datasetcsv`;
```











<

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |






	Total_reservations
▶	700

Most Popular Meal Plan

Query 1





Limit to 1000 rows




```
1 • SELECT type_of_meal_plan, COUNT(*) AS Count
2   FROM `hotel reservation datasetcsv`
3   group by type_of_meal_plan
4   order by count DESC
5   LIMIT 1;
```


<


Result Grid



Filter Rows:

Export: 

Wrap Cell Content: 

Fetch rows: 

	type_of_meal_plan	Count
▶	Meal Plan 1	527

Average price per room for reservations involving children:

```
1 • Select avg(avg_price_per_room) AS Avg_Price
2 FROM `hotel reservation datasetcsv`
3 WHERE no_of_children>0;
```



Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	Avg_Price
▶	144.56833333333336

Reservations made for a specific year (e.g., 2018):

```
1 • SELECT Count(*) As reservations_2018
2 FROM `hotel reservation datasetcsv`
3 WHERE arrival_date LIKE '%-2018';
```



Result Grid



Filter Rows:

Export:

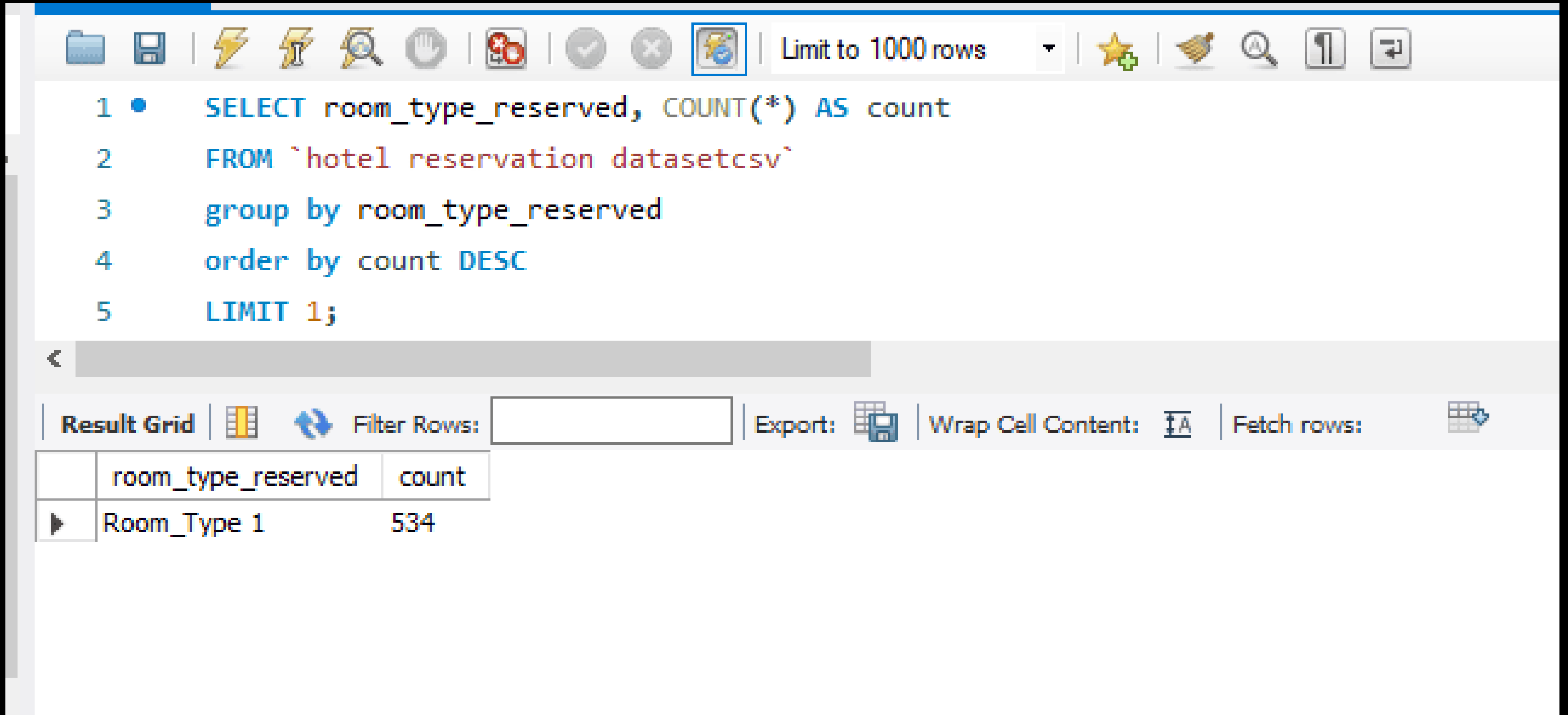


Wrap Cell Content:



	reservations_2018
▶	359

Most commonly booked room type:



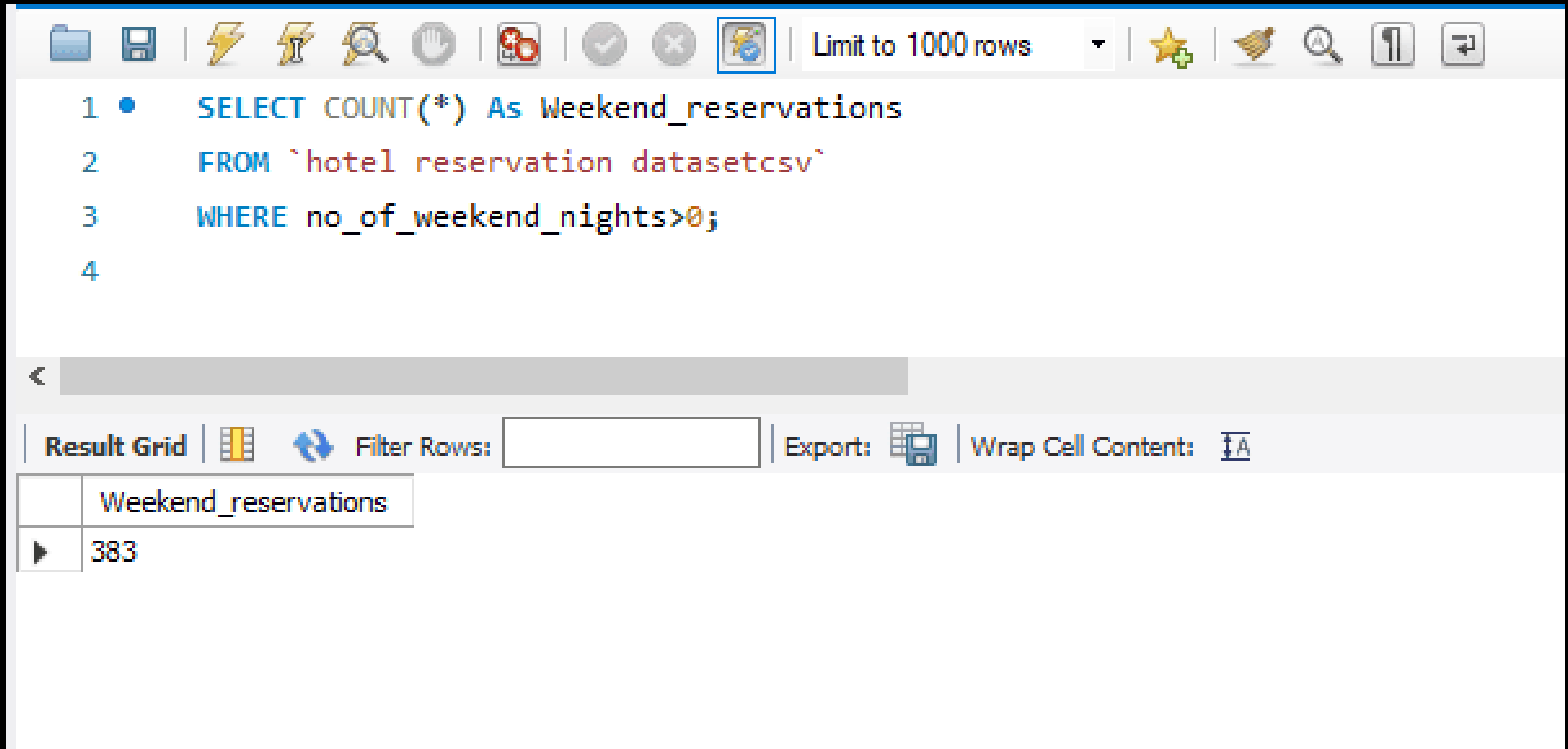
The screenshot shows a SQL query editor interface. The top toolbar includes icons for file operations, execution, and a dropdown menu set to "Limit to 1000 rows". The query is as follows:

```
1 • SELECT room_type_reserved, COUNT(*) AS count
2 FROM `hotel reservation datasetcsv`
3 group by room_type_reserved
4 order by count DESC
5 LIMIT 1;
```

Below the query editor is a horizontal scrollbar. The bottom toolbar contains options for "Result Grid", "Filter Rows" (with an input field), "Export", "Wrap Cell Content", and "Fetch rows".

	room_type_reserved	count
▶	Room_Type 1	534

Reservations falling on a weekend:



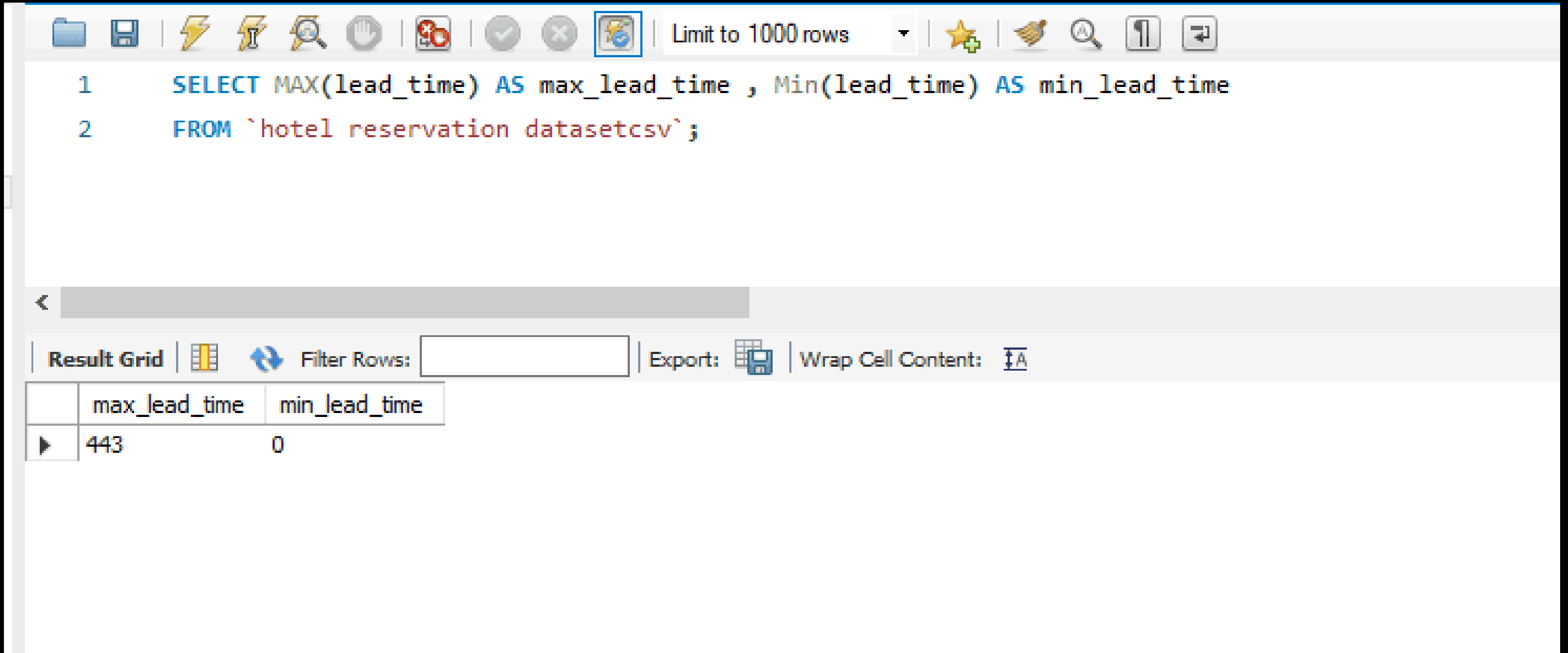
The screenshot shows a SQL query editor interface. At the top, there is a toolbar with various icons for file operations, execution, and settings. A dropdown menu is open, showing "Limit to 1000 rows". Below the toolbar, the SQL query is displayed in a text area:

```
1 • SELECT COUNT(*) As Weekend_reservations
2   FROM `hotel reservation datasetcsv`
3   WHERE no_of_weekend_nights>0;
4
```

Below the query area, there is a horizontal scrollbar. At the bottom, there is a toolbar with options for "Result Grid", "Filter Rows" (with a search input field), "Export" (with a download icon), and "Wrap Cell Content" (with a text icon). Below this toolbar, a table displays the result of the query:

	Weekend_reservations
▶	383

Highest and lowest lead time:



The screenshot shows a SQL query editor interface. The top toolbar includes icons for file operations, execution, and settings. A dropdown menu is set to "Limit to 1000 rows". The query text is as follows:

```
1 SELECT MAX(lead_time) AS max_lead_time , Min(lead_time) AS min_lead_time
2 FROM `hotel reservation datasetcsv`;
```

Below the query editor is a horizontal scrollbar. The bottom toolbar contains options for "Result Grid", "Filter Rows" (with an input field), "Export", and "Wrap Cell Content".

	max_lead_time	min_lead_time
▶	443	0

Most common market segment type:

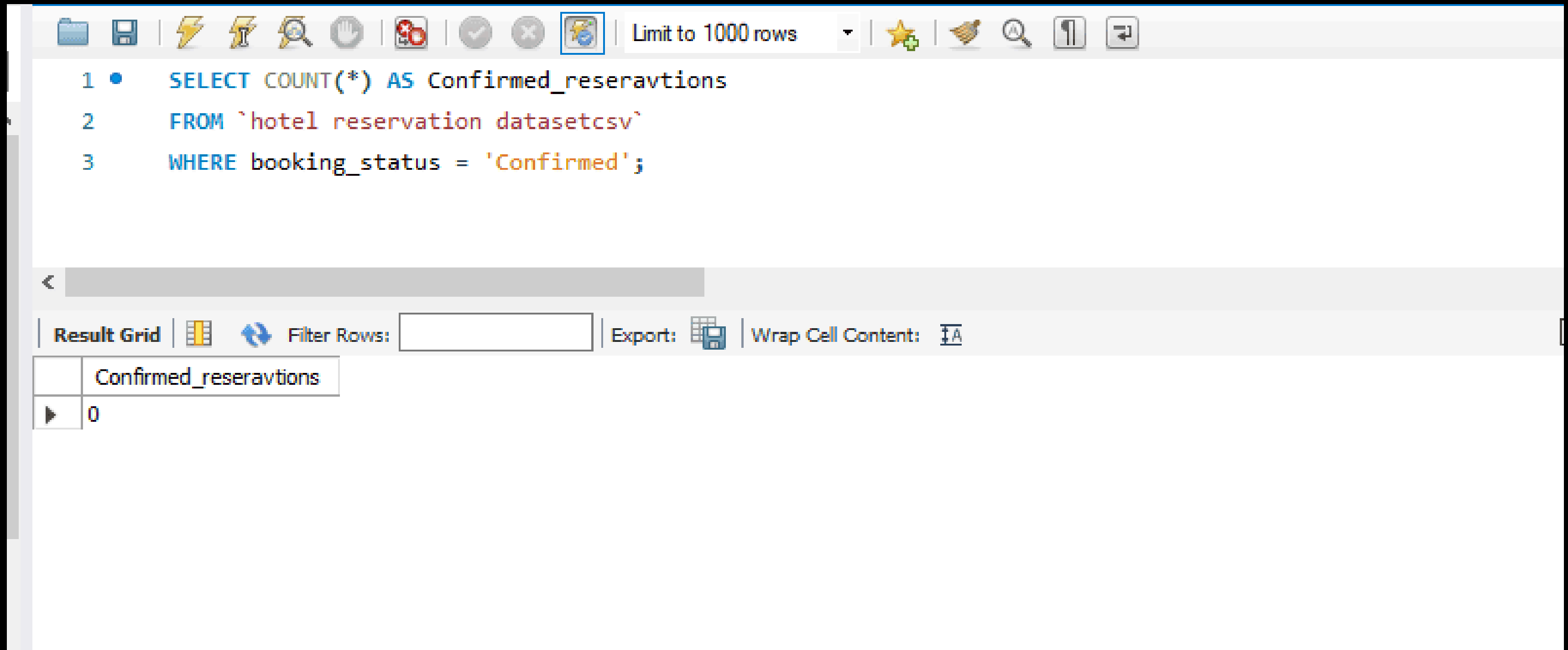
The screenshot shows a SQL query editor interface. The top toolbar includes icons for file operations, execution, and a 'Limit to 1000 rows' dropdown. The query text is as follows:

```
1 • SELECT market_segment_type, COUNT(*) AS count
2 FROM `hotel reservation datasetcsv`
3 GROUP BY market_segment_type
4 order by count DESC
5 LIMIT 1;
```

Below the query editor is a results toolbar with options for 'Result Grid', 'Filter Rows' (with an input field), 'Export', 'Wrap Cell Content', and 'Fetch rows'. The results are displayed in a table with two columns: 'market_segment_type' and 'count'.

	market_segment_type	count
▶	Online	518

Reservations with a booking status of "Confirmed":



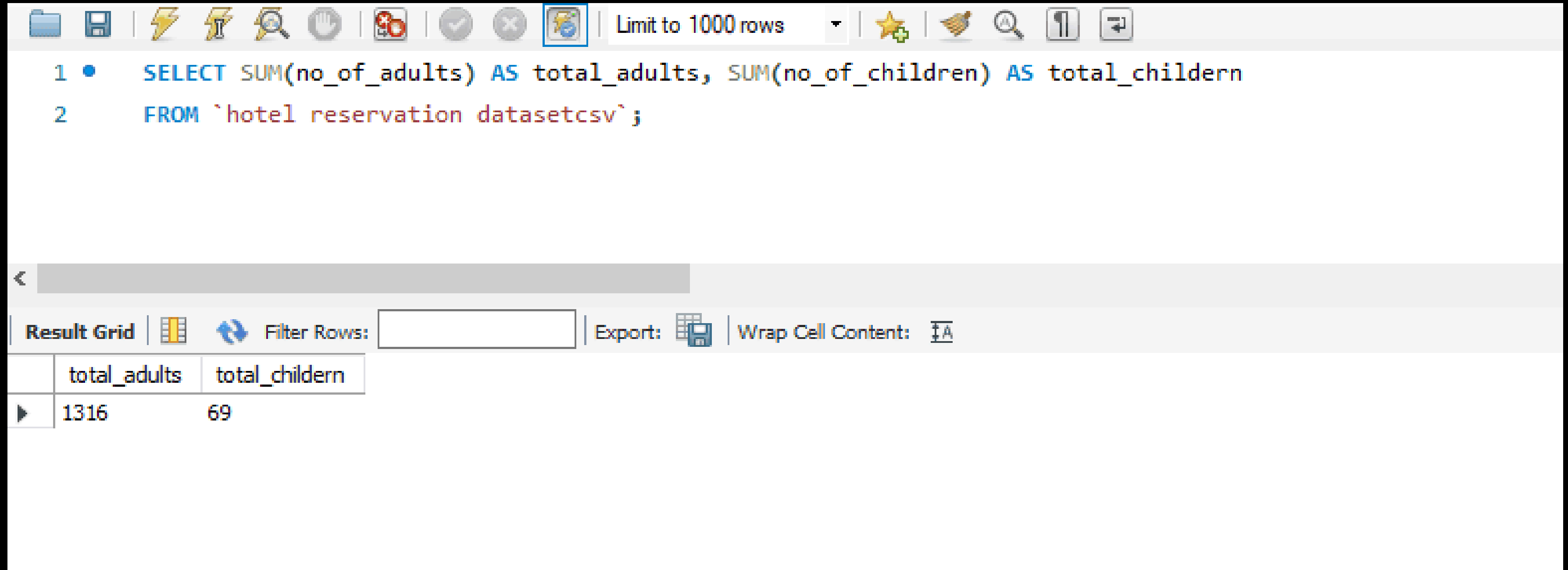
The screenshot displays a SQL query editor interface. The top toolbar includes icons for file operations, execution, and a 'Limit to 1000 rows' dropdown. The query text is as follows:

```
1 • SELECT COUNT(*) AS Confirmed_reseravtions
2 FROM `hotel reservation datasetcsv`
3 WHERE booking_status = 'Confirmed';
```

Below the query editor is a horizontal scrollbar. The bottom toolbar contains options for 'Result Grid', 'Filter Rows' (with an input field), 'Export', and 'Wrap Cell Content'. The 'Result Grid' is active, showing a single row with the column header 'Confirmed_reseravtions' and the value '0'.

	Confirmed_reseravtions
▶	0

Total number of adults and children:



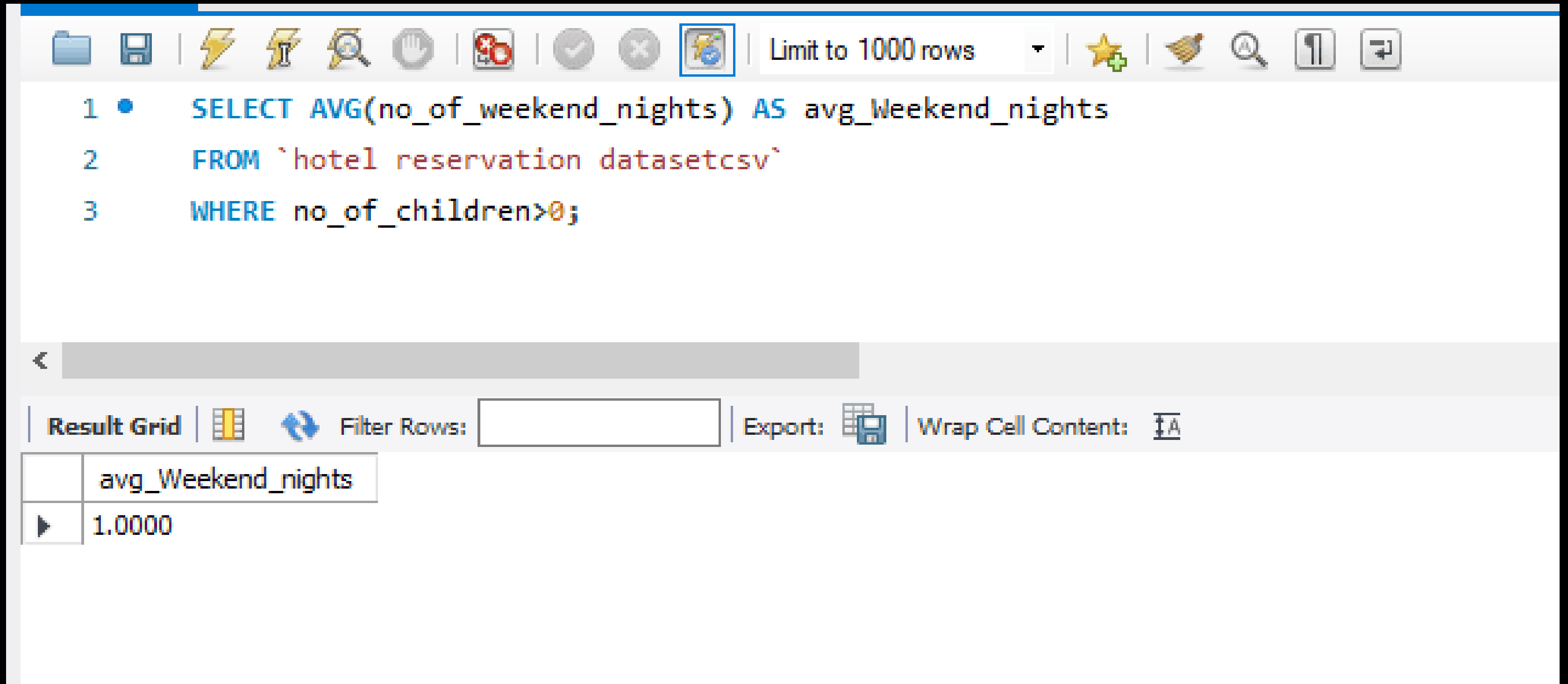
The screenshot shows a SQL query editor interface. The top toolbar includes icons for file operations, execution, and settings. A dropdown menu is set to "Limit to 1000 rows". The query editor contains the following SQL code:

```
1 • SELECT SUM(no_of_adults) AS total_adults, SUM(no_of_children) AS total_childern
2 FROM `hotel reservation datasetcsv`;
```

Below the query editor is a horizontal scrollbar. The bottom toolbar includes a "Result Grid" button, a "Filter Rows" input field, an "Export" button, and a "Wrap Cell Content" button. The result grid displays the following data:

	total_adults	total_childern
▶	1316	69

Average number of weekend nights for reservations involving children:



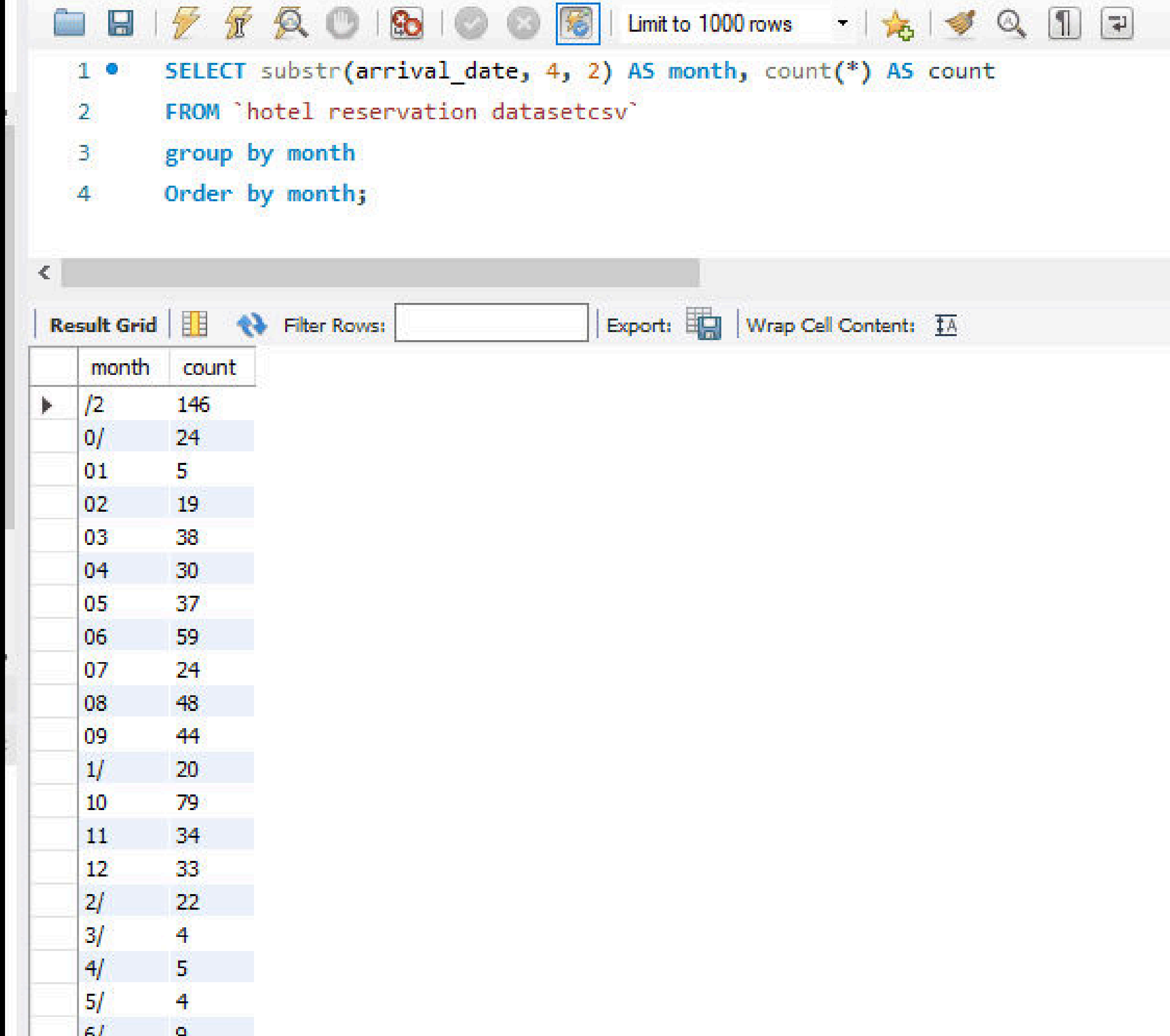
The screenshot shows a SQL query editor interface. The top toolbar includes icons for file operations, execution, and settings. A dropdown menu is set to "Limit to 1000 rows". The query text is as follows:

```
1 • SELECT AVG(no_of_weekend_nights) AS avg_Weekend_nights
2   FROM `hotel reservation datasetcsv`
3   WHERE no_of_children>0;
```

Below the query editor is a horizontal scrollbar. The bottom toolbar contains options for "Result Grid", "Filter Rows" (with an input field), "Export", and "Wrap Cell Content".

	avg_Weekend_nights
▶	1.0000

Reservations made in each month of the year:



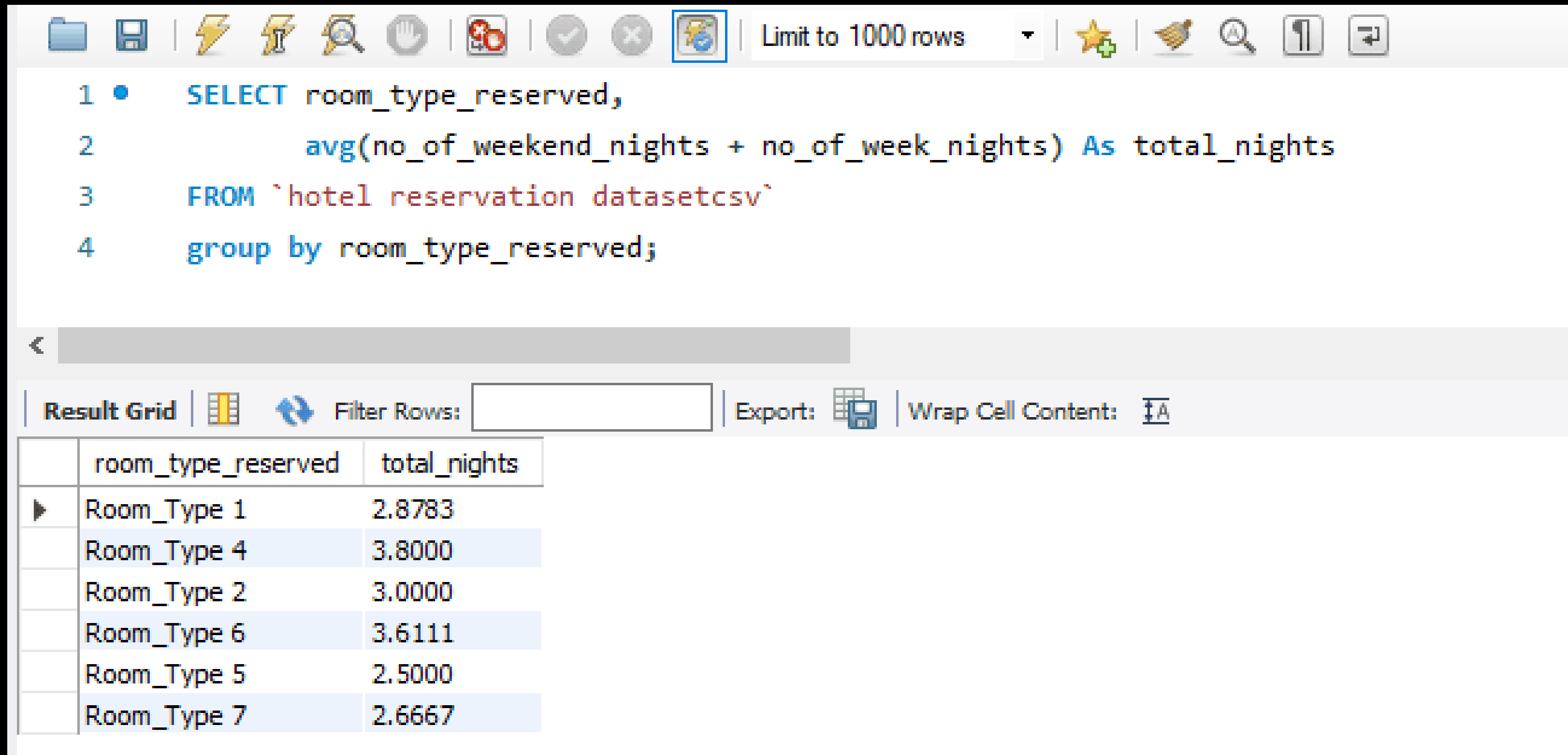
The screenshot shows a SQL query editor with the following code:

```
1 • SELECT substr(arrival_date, 4, 2) AS month, count(*) AS count
2 FROM `hotel reservation datasetcsv`
3 group by month
4 Order by month;
```

Below the query editor is the "Result Grid" showing the output of the query. The grid has two columns: "month" and "count". The data is sorted by month in ascending order.

	month	count
▶	/2	146
	0/	24
	01	5
	02	19
	03	38
	04	30
	05	37
	06	59
	07	24
	08	48
	09	44
	1/	20
	10	79
	11	34
	12	33
	2/	22
	3/	4
	4/	5
	5/	4
	6/	9

Average number of nights spent by guests for each room type:



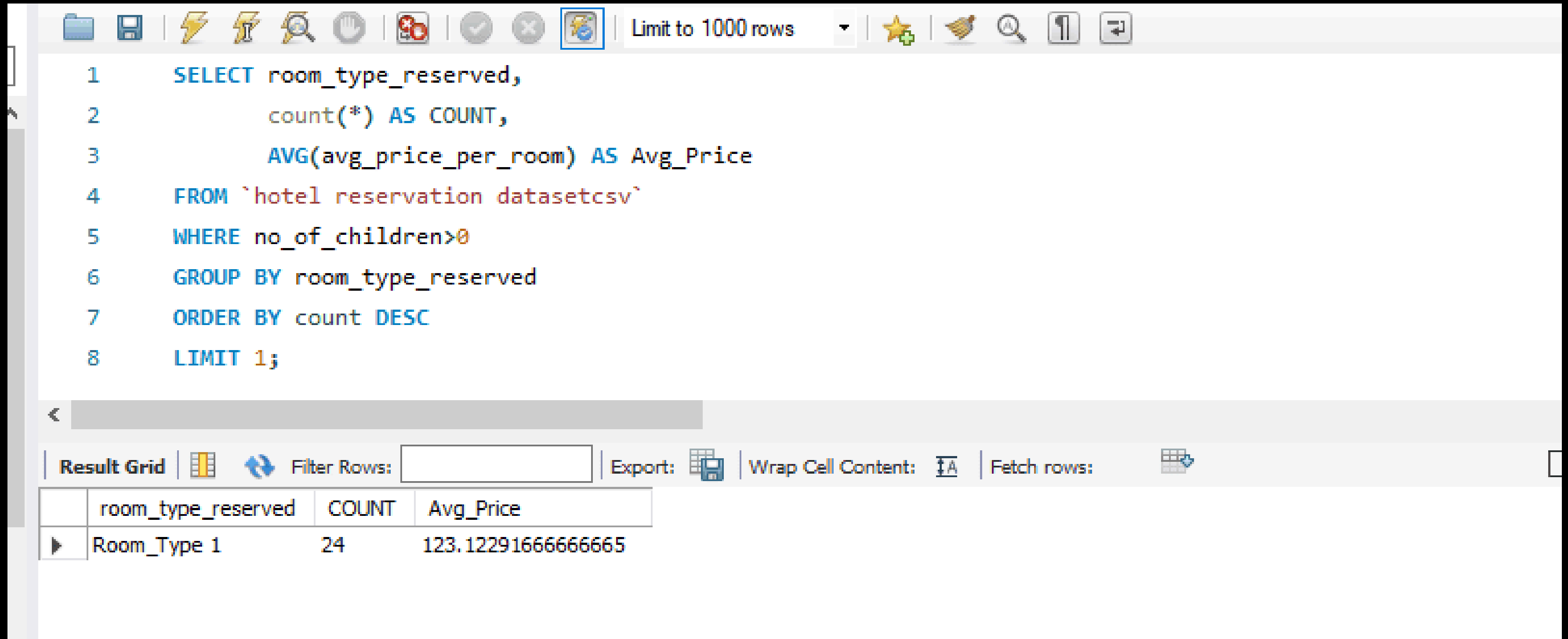
The screenshot shows a SQL query editor interface. The query is as follows:

```
1 • SELECT room_type_reserved,  
2       avg(no_of_weekend_nights + no_of_week_nights) As total_nights  
3 FROM `hotel reservation datasetcsv`  
4 GROUP BY room_type_reserved;
```

Below the query editor, there is a toolbar with various icons and a "Limit to 1000 rows" dropdown. The results are displayed in a table with the following columns: `room_type_reserved` and `total_nights`.

	room_type_reserved	total_nights
▶	Room_Type 1	2.8783
	Room_Type 4	3.8000
	Room_Type 2	3.0000
	Room_Type 6	3.6111
	Room_Type 5	2.5000
	Room_Type 7	2.6667

Most common room type and average price for reservations involving children:



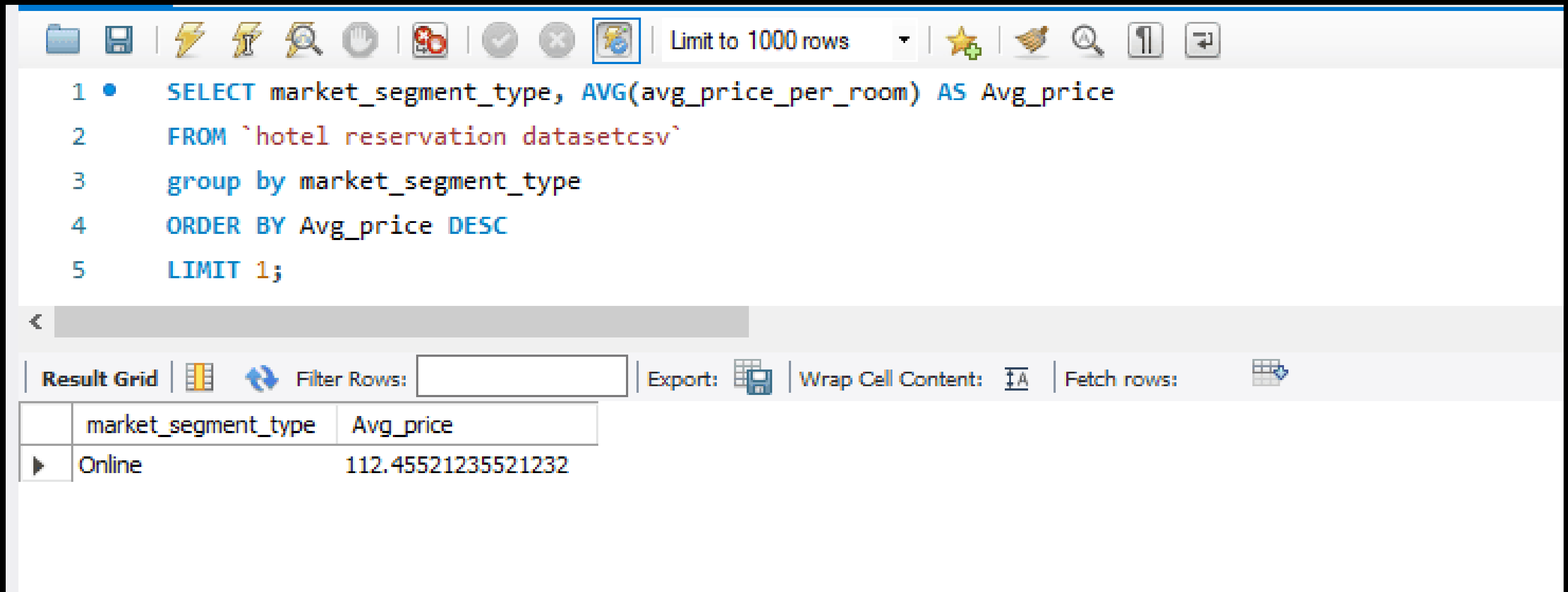
The screenshot shows a SQL query editor with a toolbar at the top containing icons for file operations, search, and execution. The query is as follows:

```
1  SELECT room_type_reserved,  
2         count(*) AS COUNT,  
3         AVG(avg_price_per_room) AS Avg_Price  
4  FROM `hotel reservation datasetcsv`  
5  WHERE no_of_children>0  
6  GROUP BY room_type_reserved  
7  ORDER BY count DESC  
8  LIMIT 1;
```

Below the query editor is a horizontal scrollbar. At the bottom, there is a toolbar with options like 'Result Grid', 'Filter Rows', 'Export', 'Wrap Cell Content', and 'Fetch rows'. Below this toolbar is a table displaying the query results:

	room_type_reserved	COUNT	Avg_Price
▶	Room_Type 1	24	123.12291666666665

Market segment type generating the highest average price per room:



The screenshot shows a SQL query editor interface. The query is as follows:

```
1 • SELECT market_segment_type, AVG(avg_price_per_room) AS Avg_price
2 FROM `hotel reservation datasetcsv`
3 group by market_segment_type
4 ORDER BY Avg_price DESC
5 LIMIT 1;
```

Below the query editor, there is a toolbar with various icons for saving, undo, redo, and other functions. The 'Result Grid' tab is selected, showing the following results:

	market_segment_type	Avg_price
▶	Online	112.45521235521232

Conclusion

Analyzing hotel reservation trends offers valuable insights for **strategic decision-making** in the hospitality industry. By understanding the **dynamics** of booking patterns, hoteliers can optimize their operations and enhance the guest experience. Stay updated with the latest trends to stay ahead in the competitive hotel market.

Thanks!

Do you have any questions?
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