

Hotel Booking Dashboard – Project Report

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Challenge: 30-Day Data Analyst Project Series

Tool Used: Microsoft Excel

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Project Overview

This project marks Day 1 of a 30-day data analyst challenge aimed at showcasing hands-on skills in real-world scenarios. The focus for Day 1 was to build a professional and interactive Excel dashboard using a hotel booking dataset, containing information on booking dates, cancellation status, customer type, and more. The objective was to transform raw data into meaningful business insights that are visually clear and decision-ready.

Tools & Techniques Used

- Microsoft Excel
- Pivot Tables & Pivot Charts
- Slicers for Interactivity
- KPI Indicators (Total Bookings, Cancellations, % Cancelled)
- Data Cleaning & Formatting
- Dashboard Layout Design

Key Dashboard Features

- Interactive Slicers: Allow filtering by Year, Country, Customer Type, and Booking Type
- KPI Section: Displays Total Bookings, Cancelled Bookings, and Cancellation Rate
- Monthly Trend Chart: Tracks booking volume across different months
- Booking Status & Type: Pie charts that categorize bookings for better insight

Insights Derived

- City hotels experienced higher cancellation rates compared to resort hotels
- Seasonal patterns were noticeable, with peaks in certain months
- Guests with longer lead times were more likely to cancel
- A few countries consistently contributed to a high volume of bookings

Skills Demonstrated

- Data Cleaning and Preparation
- Dashboard Design and Layout Optimization
- KPI Calculation and Visualization
- Business Analysis and Insight Extraction
- Data Storytelling through Visuals
- Use of Excel's Advanced Features (Slicers, Pivot Charts)

