

BOOKING PATTERN AND CUSTOMER BEHAVIOUR ANALYSIS

Booking Pattern Analysis

Cancellation Analysis

Revenue Optimization

£29.60M

Total Revenue

£13.12M

Total Revenue Loss

119.39K

Total Bookings

3.43

Avg length of Stay

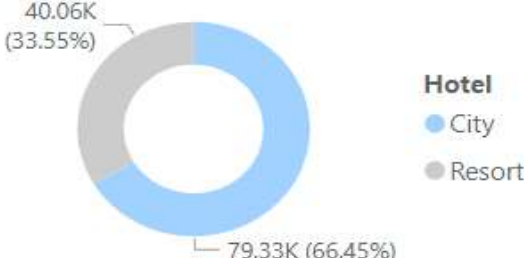
£101.83

Average Daily Rate

Booking Pattern by Month



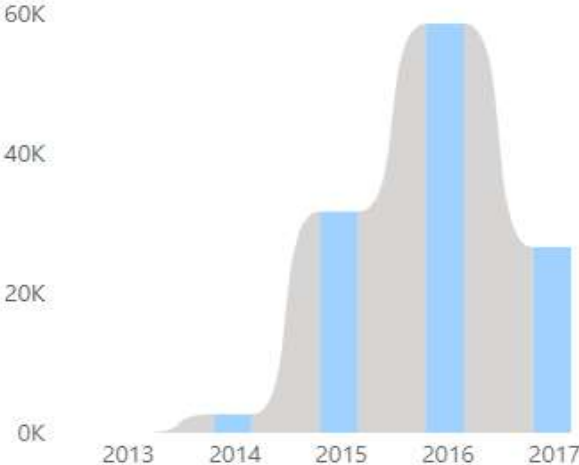
Bookings by Hotel



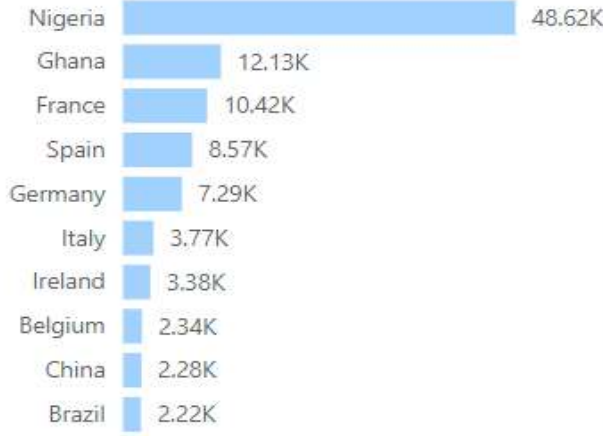
Bookings and Revenue by Customer Type

Customer Type	Total Revenue	Bookings
Family	22,696,813.88	89613
Travellers	5,225,239.33	25124
Tourist	1,555,189.13	4076
Group	123,355.10	577

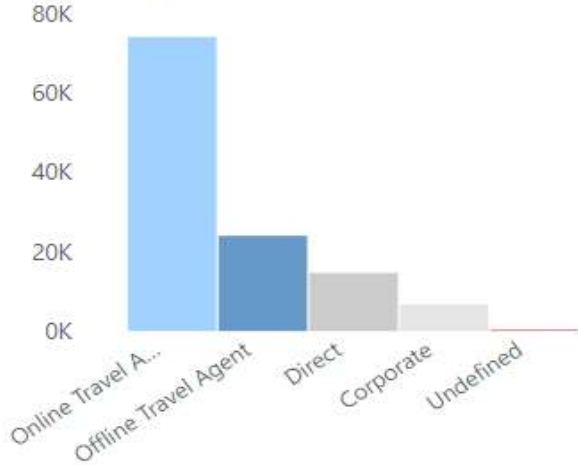
Booking Trend



Top 10 Countries by Bookings



Bookings by Distribution Channel



Reset

Year

All

Customer Type

All

Distribution Channel

All

Country

All

Year

Year

CANCELLATION ANALYSIS

Booking Pattern
Analysis

Cancellation
Analysis

Revenue
Optimization

£29.60M
Total Revenue

£13.12M
Total Revenue Loss

44.22K
Total Cancellations

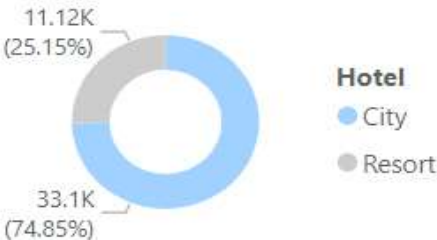
119.39K
Total Bookings

£101.83
Average Daily Rate

Cancellations by Lead Time



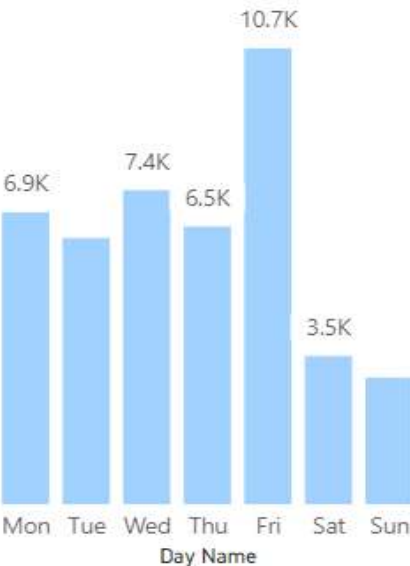
Cancellations by Hotel



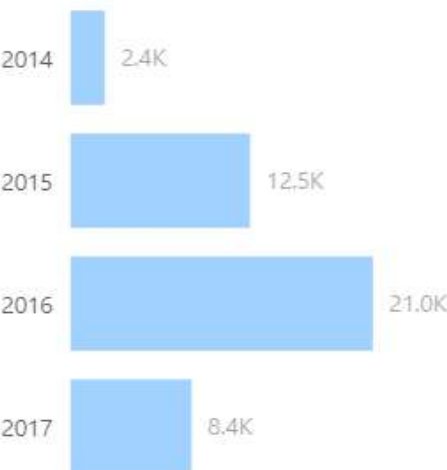
Cancellations by Deposit Type



Cancellations by Weekdays



Cancellations Trend



Cancellations by Distribution Channel



Reset

Year

All

Customer Type

All

Distribution Channel

All

Country

All

Year

Year

REVENUE OPTIMIZATION

Booking Pattern
Analysis

Cancellation
Analysis

Revenue
Optimization

£29.60M
Total Revenue

£13.12M
Total Revenue Loss

42.72M
Target Revenue

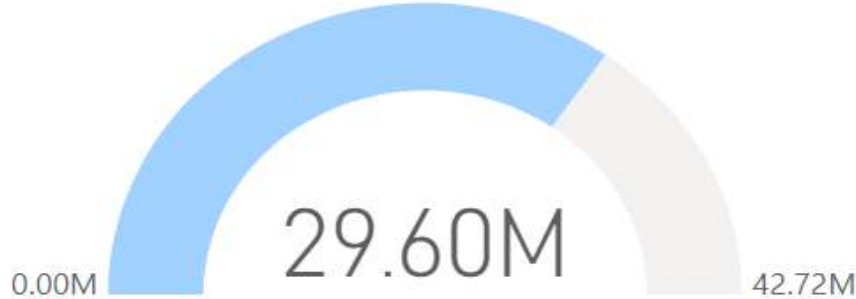
119.39K
Total Bookings

44.22K
Total Cancellations

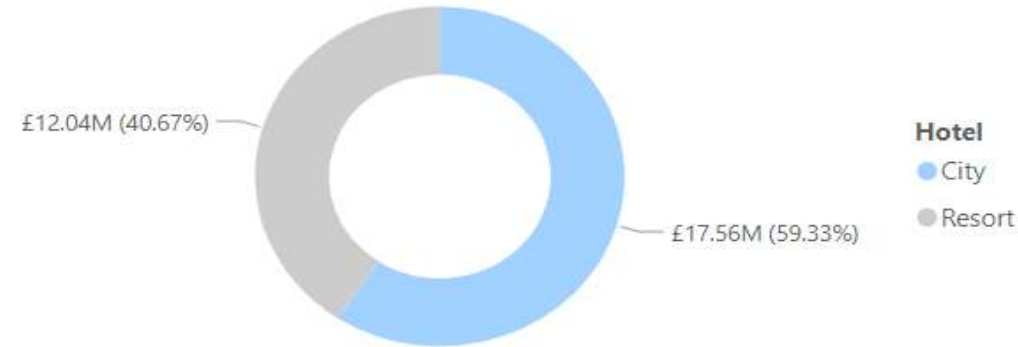
Revenue by Customer Type (Week days)



Revenue Performance Gauge



Revenue by Hotel



Revenue and Loss Analysis by Country

Country	Guests	Revenue	Revenue Loss	Cancellations
Nigeria	90,106	£9,042,288.87	£5,104,897.59	27540
Ghana	24,576	£4,152,579.34	£1,134,720.39	2455
France	21,579	£3,100,696.28	£925,816.76	1934
Spain	18,153	£2,282,030.49	£1,022,406.37	2177
Germany	14,198	£2,068,354.65	£556,108.10	1218
Ireland	6,909	£1,240,002.35	£412,097.62	832
Italy	7,856	£866,439.42	£550,431.90	1333
Belgium	4,911	£764,497.06	£214,654.80	474
Netherlands	4,233	£631,663.15	£168,373.80	387
Switzerland	3,646	£548,796.40	£245,401.13	428



Preparation

Understand Context

Renowned hospitality company, Merry Hotel Group (MHG), aims to improve visitor experiences and streamline corporate processes by **utilizing data-driven insights**. My task is to thoroughly examine past booking data in order to **identify trends, comprehend consumer behaviour, and offer useful suggestions** for tactical decision-making.

Project Plan

I will conduct a thorough analysis of the company's dataset, focusing on intricate details such as booking, guest demographics, distribution channels, and financial metrics. By leveraging my analytical expertise, I aim to extract meaningful **insights that will not only inform operational improvements but also contribute to the overall success of MHG** in delivering exceptional hospitality.

Cleanse Data

- The currency was not provided. Since the parent company is located in the United Kingdom, we're assuming **GBP (Great British Pounds) as the currency**. In the real scenario, this needs to be clarified with business.
- A **Calendar Table** was added to enhance our time-related analysis.
- To check for duplicates and missing values, data was transformed on Power Query Editor. **No duplicate or missing values were detected.**

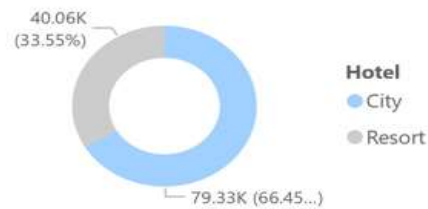
Key Insights

Booking Pattern

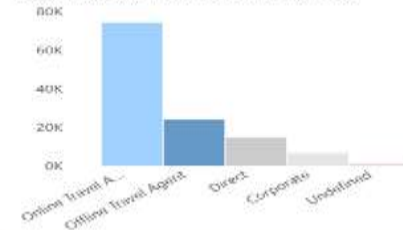
Bookings in January stood out, contributing 17,000 of total bookings by month between 2013 and 2017. This period can be classified as a **Peak Period** for bookings.

There was a **significant decline in bookings** between **2016 and 2017**, dropping from 58,543 bookings in 2016 to 26,565 bookings in 2017.

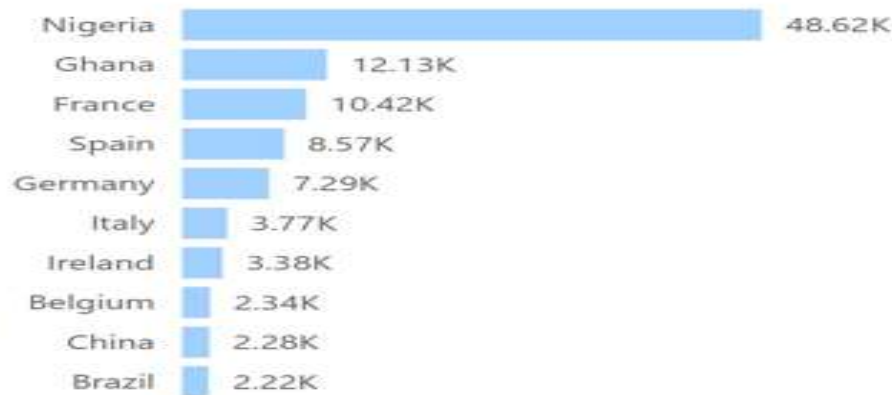
Bookings by Hotel



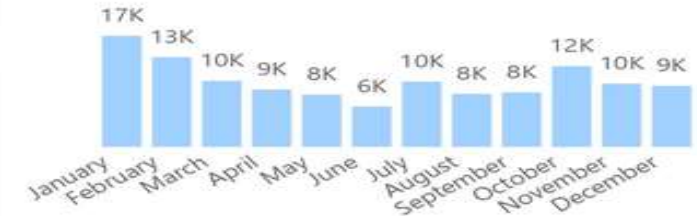
Bookings by Distribution Channel



Top 10 Countries by Bookings



Booking Pattern by Month



Booking Trend



Online Travel Agent was a prevalent channel for customers. This is understandable as customers often prefer convenience and accessibility.

Nigeria emerged as the best performing country, recording an impressive 48.62k bookings, which significantly outpaced other countries.

City hotels dominated bookings, accounting for 66.45%, while resort hotels captured 33.55%, indicating a stronger preference for urban accommodations.

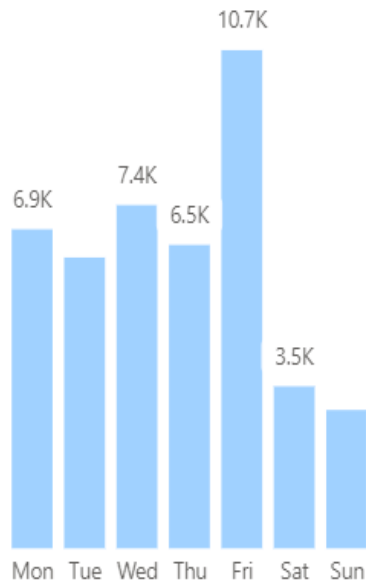
Key Insights

Cancellations

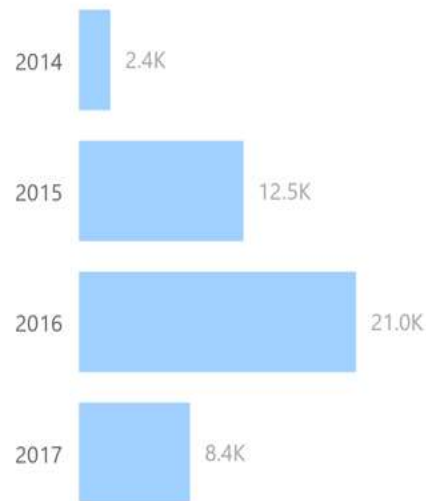
Cancellations were significantly higher for bookings made **30+ days in advance** compared to those made within **1-30 days**, indicating a higher likelihood of cancellations with longer lead times.

Most cancellations occurred with **no deposit bookings** (67.14%), while **non-refundable bookings** accounted for 32.77%, highlighting a stronger commitment to non-refundable options.

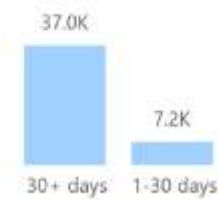
Cancellations by Weekdays



Cancellations Trend



Cancellations by Lead Time



Cancellations by Hotel



Cancellations by Deposit Type



Friday recorded the highest cancellations, while **Sunday** had the lowest, suggesting a peak in cancellations at the end of the workweek.

Cancellations have decreased over the years, with **2016 at 21k**, dropping to **8.4k in 2017**, reflecting a steady decline in cancellations over time.

Cancellations by hotel closely correlates with bookings, with **78.85% for city hotels** and **25.15% for resorts**, indicating a stronger cancellation trend in urban accommodations.

Key Insights

Revenue

The **family** customer type drives the highest revenue across all weekdays, while **travellers** peak on Wednesdays, **Groups** consistently generate the least revenue across all days.

The actual revenue of £29.60m is £13.12m below **the target revenue** of £42.72m. If the causes of revenue loss/Cancellations can be identified and tackled, revenue will significantly improve.

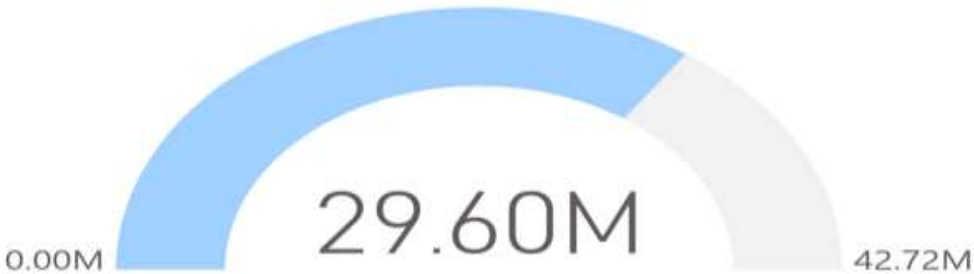
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Revenue by Customer Type (Week days)

Customer Type	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Family							
Group							
Tourist							
Travellers							

Revenue Performance Gauge



Nigeria leads in guests, cancellations, revenue loss, and revenue, reflecting its dominant role in the market. **Ghana, France, Spain,** and **Germany** follow in that order, each contributing notably to overall performance, though they experienced lower cancellations and revenue loss to Nigeria. This suggests Nigeria's high volume of bookings is accompanied by a proportionate increase in cancellations and revenue challenges.

The revenue distribution indicates that a significant portion of revenue comes from **Africa** and **Europe**.



Conclusion

Recommendations

1. **Focus on Reducing Cancellations in Nigeria:** Since Nigeria has the highest cancellations and revenue loss, Merry Hotel Group could implement targeted strategies to reduce cancellations, such as offering flexible booking options or incentives for non-refundable bookings.
2. **Leverage Strong Performance in Africa and Europe:** Merry Hotel Group can leverage on its performance in this region to strengthen partnerships with travel agencies in these regions and offer location-specific deals to attract more guests.
3. **Improve Revenue Recovery Strategies:** For countries with high cancellations and revenue loss, staff can be trained to cross-sell effectively and offer guests value-added services during their stay.

THANK YOU