WEMBO HOTEL

Business Intelligence Dashboard

Data Period: 2022 - 2025

9K

Reservations

Executive Overview

Detailled Analysis

Customer Insights

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Wembo hotel - Executive overview

9K
Total Bookings

$15.71M
Total Revenue ($)

54.20%
Occupancy Rate

4.31
Satisfaction Score

Select Year

| 2022 | 2023 |
| 2024 | 2025 |

Select Season

| Autumn | Spring |
| Summer | Winter |

Monthly Revenue Trend

Bookings by Room Type

Select by Room Type

- ☐ Deluxe
- ☐ Executive
- ☐ Standard
- ☐ Suite
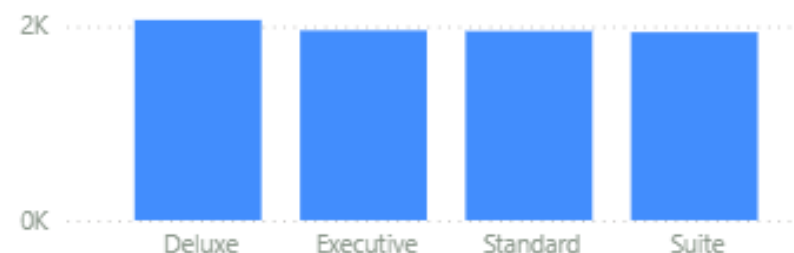
Revenue by Booking Channel

Travel_Agent $3.87M
OTA $4.00M
Corporate $3.88M
Direct $3.95M

Top 5 Countries

By Booking Status

Canceled

Confirmed

MICROSOPPY
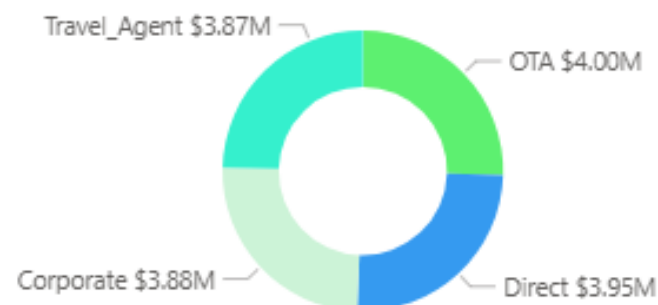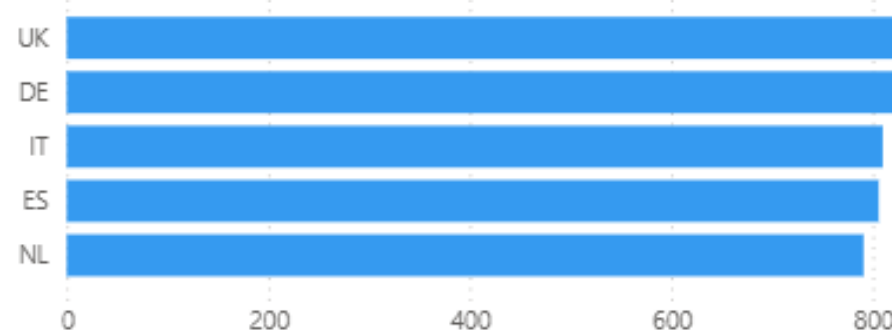
# Wembo hotel - Detailled Analysis

Occupancy Rate Heatmap by Month and Year

Year	April	August	December	February	January	July	June	March	May	November	October	September	Total
2024	61.90%	54.56%	47.74%	55.91%	49.40%	56.82%	54.81%	62.03%	55.62%	65.67%	59.59%	52.57%	56.36%
2023	54.76%	55.07%	59.12%	53.98%	53.59%	52.12%	60.67%	52.12%	52.21%	50.71%	60.88%	66.33%	55.96%
2025	51.57%	56.54%	52.26%	59.59%	54.61%	56.41%	57.33%	52.86%	56.04%	55.48%	59.45%	42.90%	54.58%
2022	37.76%	50.00%	54.98%	13.21%	2.95%	47.65%	51.57%	20.46%	39.22%	57.10%	65.25%	53.29%	41.25%
Total	51.50%	54.04%	53.53%	45.76%	40.14%	53.25%	56.10%	46.87%	50.77%	57.24%	61.29%	53.77%	52.04%

Price vs Satisfaction by Room Type

● Deluxe ● Executive ● Standard ● Suite
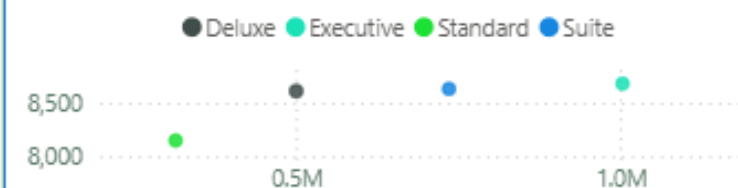
$15.71M	$283.33	91
Total Revenue	**Average Daily Rate**	**AVR lead time**

Booking Lead Time Distribution
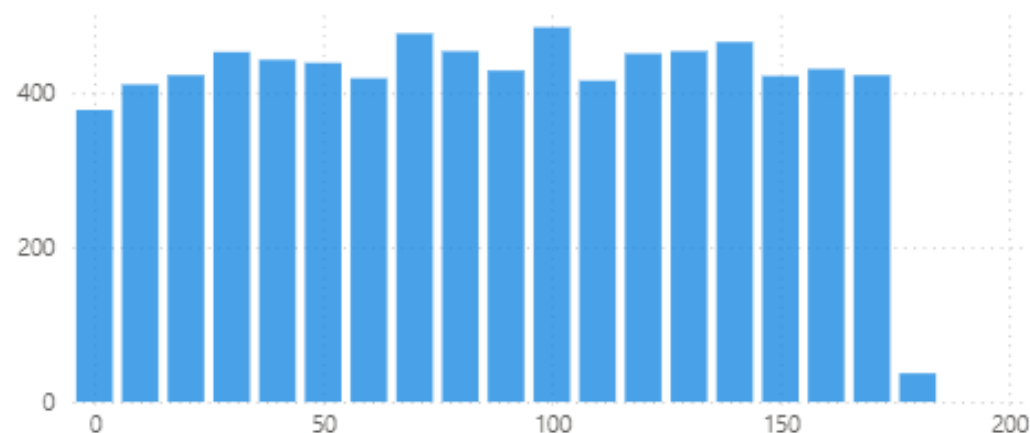
Cancellation Rate by Booking Channel

Direct
Travel_Agent
Corporate
OTA

0%　　　　10%

Average Satisfaction by Season and Room Type

● Deluxe ● Executive ● Standard ● Suite

100%
50%
0%

Summer　Winter　Autumn　Spring

Select Year

| 2022 | 2023 |
| 2024 | 2025 |

Room Type

| Deluxe | Executive |
| Standard | Suite |

Booking Channel

| Corporate | Direct |
| OTA | Travel_A... |

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Wembo hotel - Customer Insights

Performance by Country

country	Confirmed Reservations	Total Revenue	Average Daily Rate	Avg Satisfaction
UK	828	$1,724,912.93	$289.19	4.32
DE	823	$1,643,496.20	$291.67	4.29
IT	810	$1,586,520.31	$283.47	4.31
Total	**7911**	**$15,707,083.18**	**$283.33**	**4.31**

Loyalty Impact: Previous Stays vs Satisfaction

Confirmed Reservations ● Avg Satisfaction

Satisfation

All

Year

All

27%
Returning Customers %

Special Requests Impact on Satisfaction

● Deluxe ● Executive ● Standard ● Suite
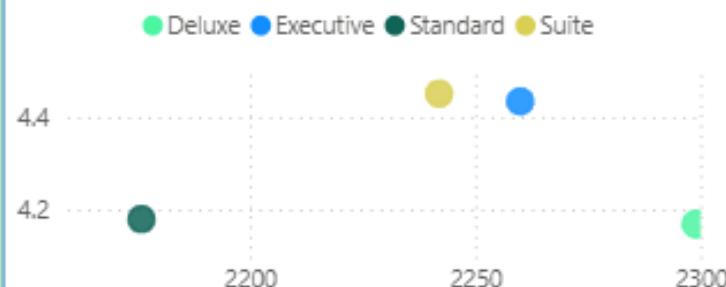
Customer Satisfaction Distribution

Average 5.02%
Good 23.55%
Excellent 43.53%
Very Good 27.9%
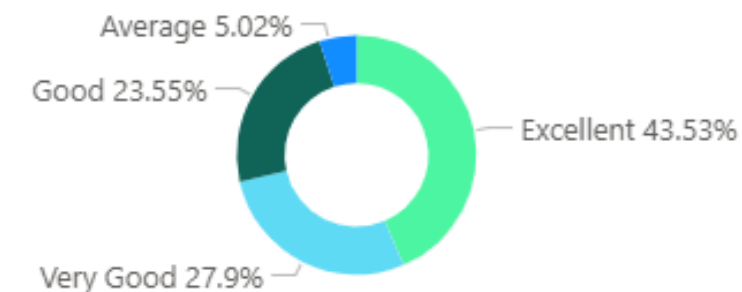
Revenue Matrix: Channel Vs 5 Top Countries

booking_channel	BE	DE	FR	IT	UK	Total
Corporate	$380,410.24	$454,532.38	$364,156.39	$429,235.80	$457,969.93	**$2,086,304.74**
OTA	$412,535.99	$439,522.75	$418,933.28	$406,128.85	$408,142.17	**$2,085,263.04**
Direct	$401,310.95	$348,358.06	$424,841.08	$360,284.32	$429,595.89	**$1,964,390.30**
Travel_Agent	$390,064.11	$401,083.01	$344,843.99	$390,871.34	$429,204.94	**$1,956,067.39**
Total	**$1,584,321.29**	**$1,643,496.20**	**$1,552,774.74**	**$1,586,520.31**	**$1,724,912.93**	**$8,092,025.47**

Bookings by Guest Composition

Adults Only   Family
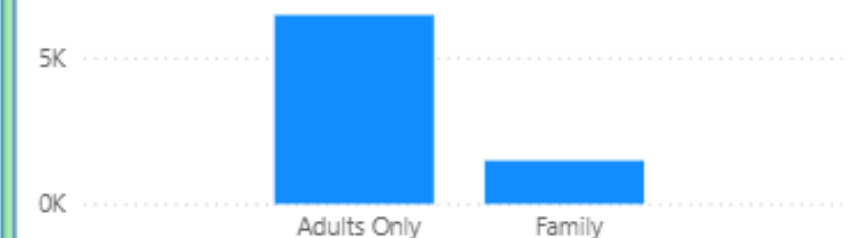
WEMBO HOTEL: EXECUTIVE ANALYSIS REPORT

Analysis Period: January 2022 – November 2025

Report Date: November 30, 2025

Total Dataset: 9,000 bookings analyzed

Executive Summary: Performance & Challenges

Positive Revenue Growth

WEMBO HOTEL shows +30% revenue growth from 2022 to 2025.
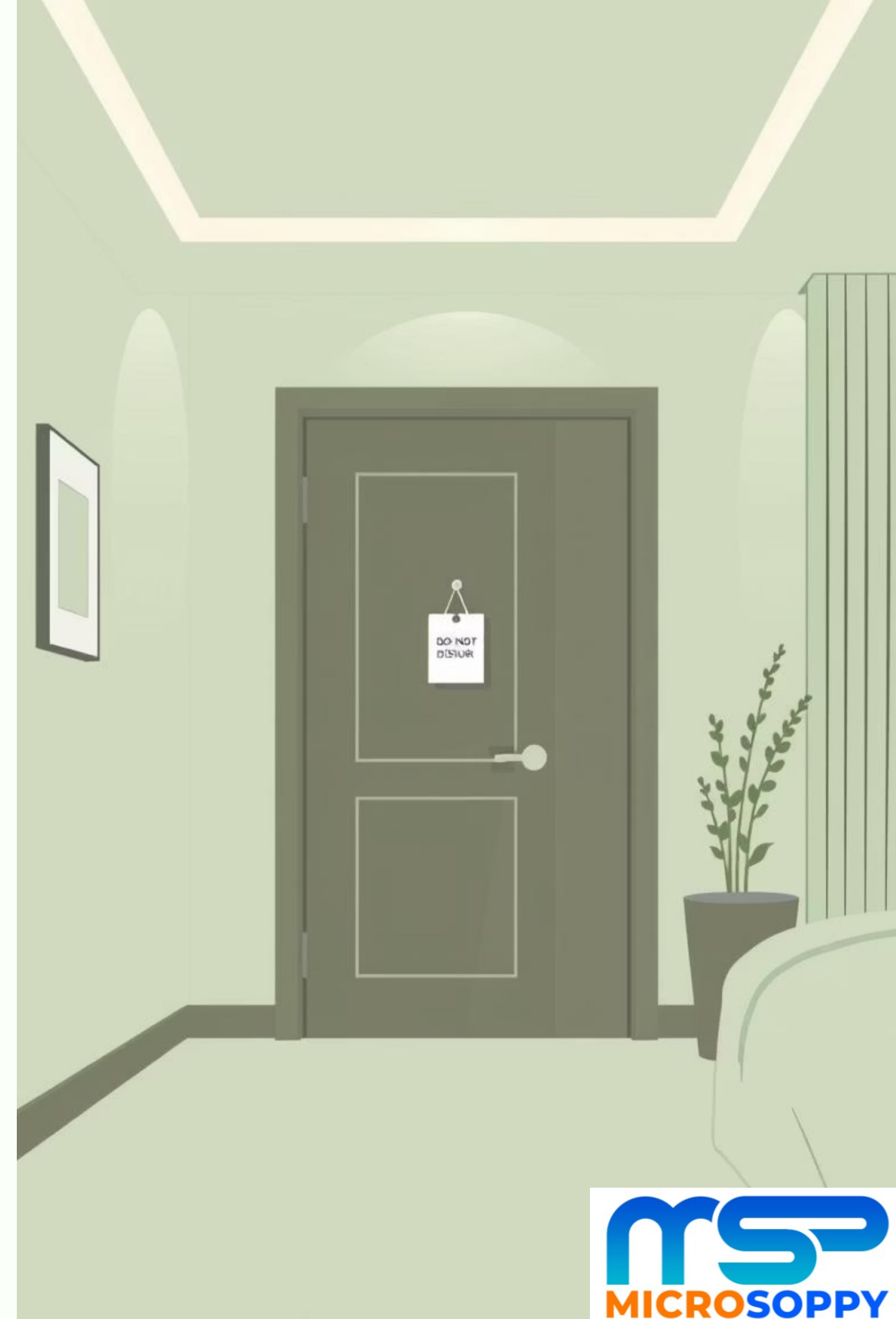
Critical Occupancy Challenge

Current occupancy at 54.20%, significantly below the 85% industry standard.

Strong Premium Segment

Deluxe rooms perform well, supported by a diversified OTA-led distribution.

Strategic Improvements Needed

Focus on occupancy, direct bookings, and seasonal demand for profitability.

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Key Performance Indicators (KPIs)

9,000
Total Bookings
Good volume

$15.71M
Total Revenue
Strong performance

54.20%
Occupancy Rate
Below target (85%)

4.31/5.0
Customer Satisfaction
Very Good

12%
Cancellation Rate
Moderate concern

91
Avg. Lead Time
Advanced booking pattern

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Major Insights: Performance by Segment

Room Type Performance

- **Deluxe rooms** generate the highest revenue.
- Premium rooms show strong price-satisfaction correlation.
- All room types maintain satisfaction above 4.0/5.0.

Distribution Channel Analysis

- **OTA leads revenue** ($4.00M) despite higher costs.
- **Corporate channel** has the best revenue-per-booking ratio.
- **Direct bookings** underperform in volume with highest cancellation (12.64%).

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Major Insights: Seasonal Patterns & Customer Behavior

1

Seasonal Patterns

Summer shows strongest satisfaction. Critical low-occupancy months: February (40.14%), January (45.76%), March (46.87%) in 2022. Peak periods: October (61.29%), November (57.24%).

2

Loyalty Impact

27% returning customer rate. Strong correlation: 6+ previous stays rate satisfaction at 4.4+. First-time visitors average 4.2/5.0.
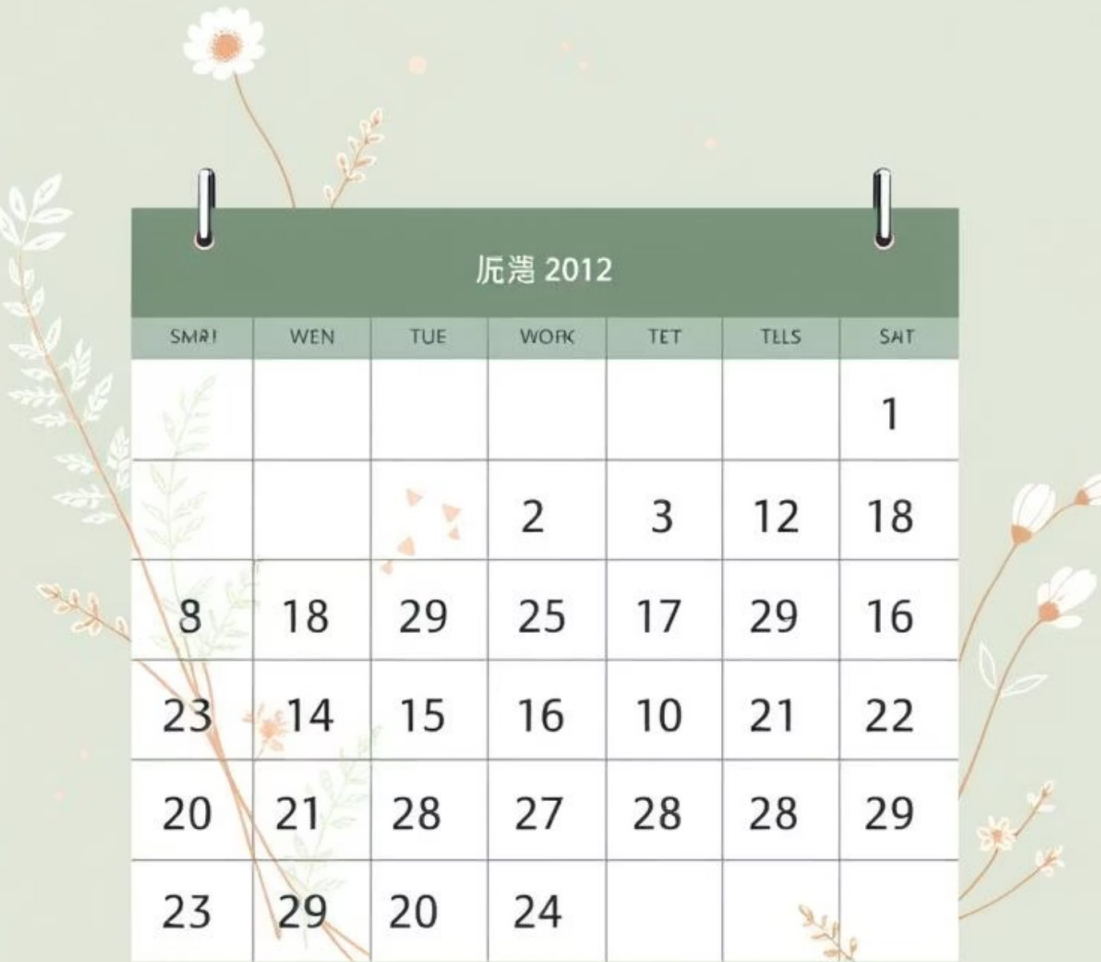
3

Booking Patterns

91-day average lead time suggests planning-oriented clientele. Majority of bookings made before 91-day mark.

4

Special Requests Paradox

Inverse correlation: Higher special requests correlate with lower satisfaction scores, suggesting service fulfillment gaps.

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Strategic Recommendations: Occupancy Rate Recovery

Problem: Current 54.20% occupancy is 31 percentage points below industry standard (85%).

1   *Winter Offensive Campaign*

Launch "Winter Warmth Package" (25% discount on Deluxe/Suite) targeting UK & Germany. **Projected Impact:** Increase February occupancy from 40% to 55% (+$42,000 revenue).

2   *Dynamic Pricing Strategy*

Implement revenue management for real-time pricing. Reduce rates 15-20% during low-demand periods. **Projected Impact:** +$95,000 annual revenue.

3   *Extended Stay Promotions*

"Stay 4 nights, pay for 3" during shoulder seasons, targeting corporate segment.

MicroSoppy

Strategic Recommendations: Direct Channel Optimization

Problem: Direct channel underperforms in volume and has highest cancellation rate (12.64%).

"Book Direct Benefits"

Free room upgrade, exclusive late checkout, complimentary breakfast.
Projected Impact: Increase direct bookings from 22% to 30%, saving $120,000 in OTA commissions.
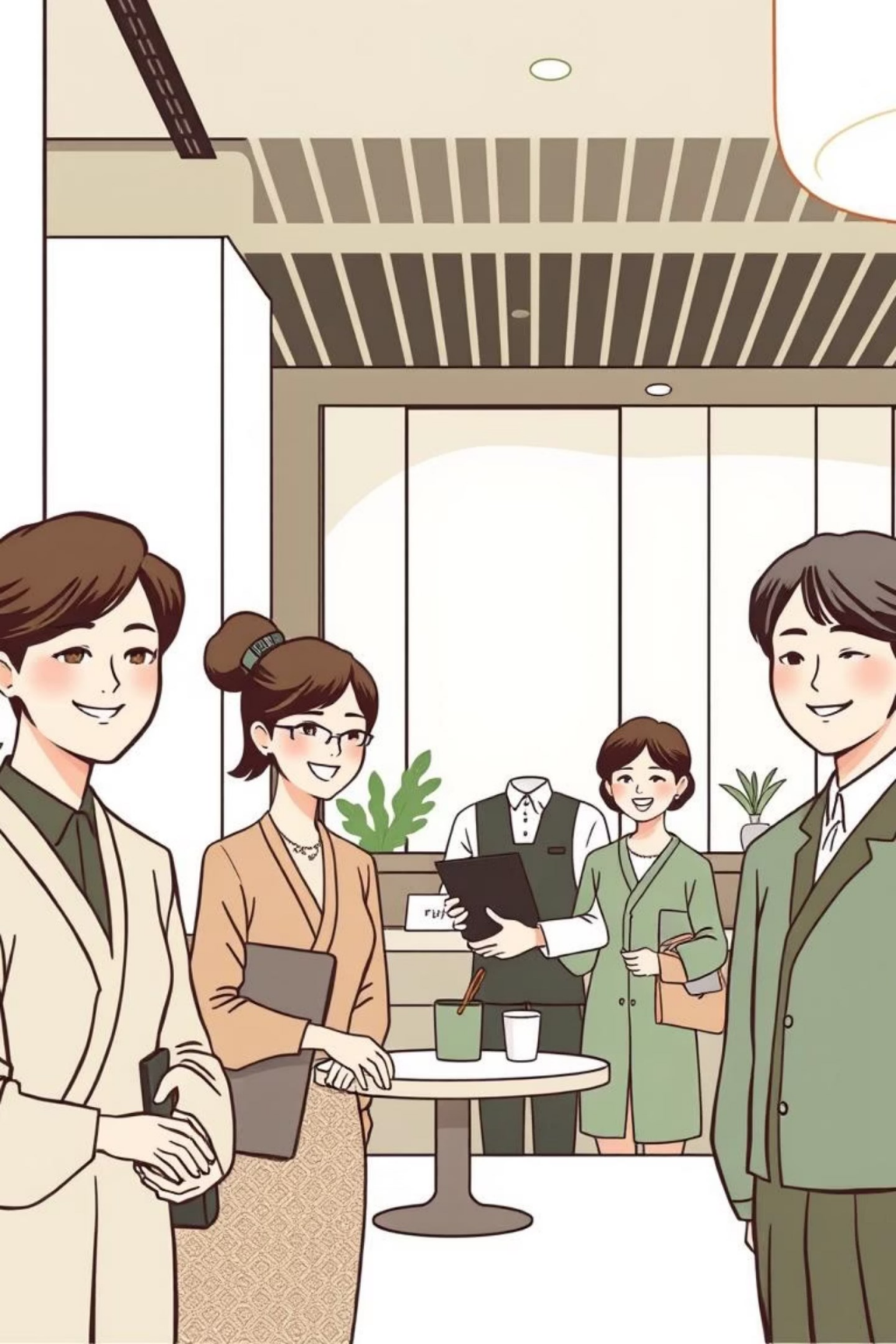
Reduce Direct Cancellations

Implement flexible (standard price) and non-refundable (-15% discount) rates. **Projected Impact:** Reduce direct cancellation from 12.64% to 9%, recovering $35,000.

Website Conversion

Add live chat, real-time "only X rooms left" messaging, and prominently display satisfaction score.

Strategic Recommendations: Customer Satisfaction Excellence

Problem: Special requests negatively correlate with satisfaction.

Special Request Protocol

Implement expectation-setting emails, a "Feasibility Matrix," and proactive communication for unfulfillable requests. **Projected Impact:** Improve satisfaction for high-request guests from 3.9 to 4.3.

Loyalty Enhancement

Launch "Wembo Club" with tiered discounts and benefits. **Projected Impact:** Increase returning customer rate from 27% to 40%, adding $280,000 annual recurring revenue.

Service Recovery

Empower front desk for immediate compensation (up to $50) for service failures. Follow-up surveys for low-satisfaction predictors.

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Strategic Recommendations: Revenue Diversification

Problem: Over-reliance on OTA channel (high commission costs).

1 — *Corporate Partnership Expansion*

Target 50 new corporate partnerships in UK, Germany, France. Offer volume discounts. **Projected Impact:** +$420,000 annual corporate revenue.
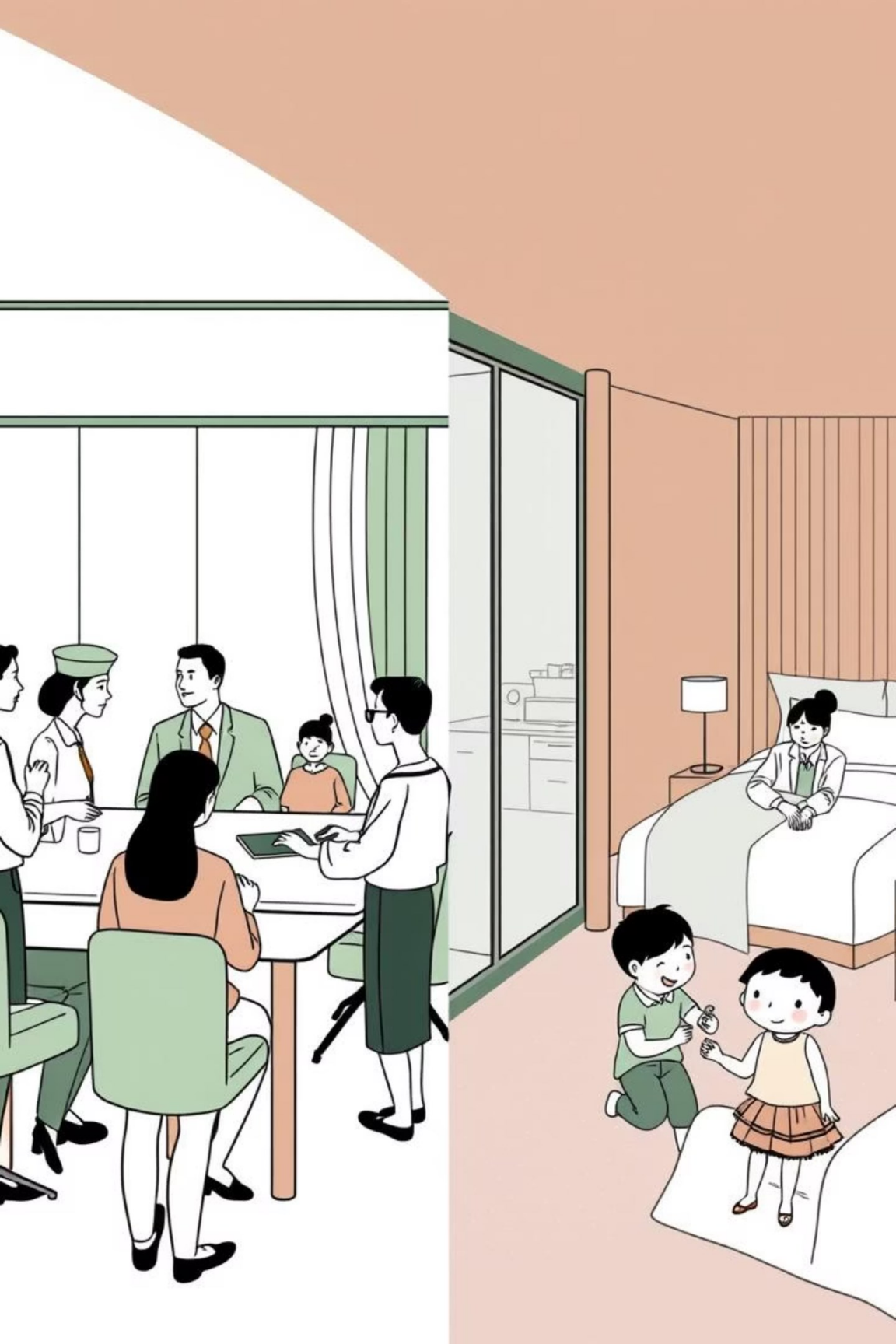
2 — *Premium Experience Upselling*

Create "Wembo Experience Package" (Suite upgrade + spa + dinner). Target loyal guests. **Projected Impact:** $180,000 additional revenue.

3 — *Family-Friendly Positioning*

Develop "Family Getaway" packages and partner with local attractions. **Projected Impact:** Increase family bookings by 40% (+$165,000).

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Conclusion & 90-Day Action Plan

Wembo Hotel has a solid foundation, but **occupancy optimization** is key for revenue growth.

Month 1: Immediate Wins

Launch "Book Direct Benefits," implement non-refundable rates, train staff on special requests, set dynamic pricing.

Month 2: Foundation Building

Soft launch "Wembo Club," activate winter discounts, install live chat, finalize corporate agreements.

Month 3: Optimization & Measurement

Analyze occupancy, review satisfaction, create premium upsell packages, adjust strategy. **Target Check:** Occupancy 60-62% by end of March.

Success will be measured by: Occupancy Rate: 54% → 70%; Direct Bookings: 22% → 30%; Returning Customers: 27% → 40%; Satisfaction Score: Maintain 4.31+ (target 4.50).

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