🏨 WEMBO HOTEL - EXECUTIVE ANALYSIS REPORT

Analysis Period: January 2022 - November 2025
Analyst: Peace Lwanzo
Report Date: November 30, 2025
Total Dataset: 9,000 bookings analyzed

This Data Analysis report addresses the following key insights by exploring three Power BI dashboard pages:

1. 📊 Overall Performance (Executive Overview Page)

What is the hotel's average occupancy rate?

Is it above or below the target of 85%?

Which room type generates the most revenue?

Standard, Deluxe, Suite, or Executive?

Which distribution channel is the most profitable?

Direct, OTA, Corporate, or Travel Agent?

What are the top three countries in terms of bookings?

What is the revenue trend between 2022 and 2025?

Growth, decline, or stability?

2. 🔍 Detailed Analysis (Detailed Analysis Page)

Which months have the lowest occupancy rates?

Is there a correlation between price and satisfaction?

Are more expensive rooms rated higher?

Which channel has the highest cancellation rate?

Which season has the highest customer satisfaction?

What is the average lead time?

Do customers book in advance or at the last minute?

3. 👥 Customer Insights

What percentage of customers are repeat customers?

Are repeat customers more satisfied?

What type of room composition (Adults Only, Family, etc.) is most frequently booked?

Do special requests influence satisfaction?

Which Channel × Country combination generates the most revenue?

And at the end of this report, Parts V and VI provide recommendations based on analytical answers to these questions.

I. EXECUTIVE SUMMARY

WEMBO HOTEL shows **positive revenue growth** (+30% from 2022 to 2025) but faces a **critical occupancy challenge** at 54.20%, significantly below the industry standard which of 85%. It demonstrates strong performance in premium segments (Deluxe rooms) and benefits from a diversified distribution strategy led by OTA channels. However, strategic improvements are needed in occupancy optimization, direct booking conversion, and seasonal demand management to maximize profitability.

II. KEY PERFORMANCE INDICATORS (KPIs)

Metric	Value	Status
Total Bookings	9,000	✅ Good volume
Total Revenue	$15.71M	✅ Strong
Occupancy Rate	54.20%	⚠️ **Below target (85%)**
Customer Satisfaction	4.31/5.0	✅ Very Good
Cancellation Rate	~12%	⚠️ Moderate concern
Average Daily Rate (ADR)	$283.33	✅ Premium positioning
Average Lead Time	91 days	**i** Advanced booking pattern
Returning Customers	27%	✅ Good loyalty

III. MAJOR INSIGHTS

A. Performance by Segment

1. Room Type Performance:

- **Deluxe rooms** generate the highest revenue (2,065 bookings avg)
- Premium rooms (Suite, Executive) show **strong price-satisfaction correlation**

- All room types maintain satisfaction scores above 4.0/5.0

2. Distribution Channel Analysis:

- **OTA leads revenue** generation ($4.00M) despite higher commission costs

- **Corporate channel** has the best revenue-per-booking ratio ($2.09M across top markets)

- **Direct bookings** underperform in volume but have **highest cancellation rate (12.64%)**

- Travel Agent channel shows lowest cancellation rate potential

3. Seasonal Patterns:

- **Summer** shows strongest satisfaction across all room types (Suite: 4.50, Executive: 4.44)

- **Winter, Autumn, Spring** follow closely with consistent 4.40+ scores

- **Critical low-occupancy months:** February (40.14%), January (45.76%), March (46.87%) in 2022

- **Peak periods:** October (61.29%), November (57.24%), demonstrating autumn demand

B. Customer Behavior & Satisfaction

1. Loyalty Impact:

- 27% returning customer rate indicates moderate retention

- **Strong correlation:** Customers with 6+ previous stays rate satisfaction at 4.4+

- First-time visitors average 4.2/5.0 satisfaction

2. Booking Patterns:

- **91-day average lead time** suggests planning-oriented clientele

- Majority of bookings made **before the 91-day mark** (advance planners)

- Distribution is **right-skewed**, indicating opportunity for last-minute promotions

3. Guest Composition:

- **Adults Only:** 6,436 confirmed reservations (81%)

- **Families:** 1,475 confirmed reservations (19%)

- Clear market segmentation opportunity

4. Special Requests Paradox:

- **Inverse correlation:** Higher special requests correlate with **lower satisfaction scores**

- Suggests potential service fulfillment gaps or unrealistic expectations management

C. Geographic & Market Opportunities

1. Top Markets (by bookings):

- GB **UK:** 828 bookings | $1.72M revenue | 4.32 satisfaction | $289 ADR

- DE **Germany:** 823 bookings | $1.64M revenue | 4.29 satisfaction | $292 ADR

- IT **Italy:** 810 bookings | $1.59M revenue | 4.31 satisfaction | $283 ADR

2. Channel × Country Analysis:

- **Corporate × International:** $2.09M (highest revenue combination)

- **OTA × International:** $2.09M (volume leader)

- **Direct × Domestic/International:** $1.96M (underutilized potential)

IV. STRATEGIC RECOMMENDATIONS

PRIORITY 1: Occupancy Rate Recovery (Target: 70% in 6 months)

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

Recommended Actions:

1. **Winter Offensive Campaign (January-March)**

   o Launch "Winter Warmth Package" with 25% discount on Deluxe/Suite rooms

   o Target UK & Germany markets (proven high-satisfaction sources)

   Projected Impact: Increase February occupancy from 40% to 55% (+150 room nights = +$42,000 revenue)

2. **Dynamic Pricing Strategy**

   o Implement revenue management system for real-time pricing

   o Reduce rates 15-20% during low-demand periods (Jan-Mar, Sep)

   Projected Impact: +$95,000 annual revenue from improved occupancy

3. **Extended Stay Promotions**

   o "Stay 4 nights, pay for 3" during shoulder seasons

   o Target corporate segment (lower cancellation rates)

PRIORITY 2: Direct Channel Optimization (Target: +40% direct bookings)

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

Recommended Actions:

1. **"Book Direct Benefits" Program**

   o Free room upgrade on direct bookings (cost: minimal, value: high perception)

   o Exclusive late checkout

   o Complimentary breakfast for direct bookers

   Projected Impact: Increase direct bookings from 22% to 30% of total mix, saving $120,000 annually in OTA commissions

2. **Reduce Direct Cancellations**

   o Implement **flexible but committed pricing**:

     ▪ Full flexibility rate: Standard price

     ▪ Non-refundable rate: -15% discount

   Projected Impact: Reduce direct cancellation rate from 12.64% to 9%, recovering $35,000 in lost revenue

3. **Website Conversion Optimization**

   o Add live chat support during peak browsing hours

   o Display real-time "only X rooms left" messaging

   o Showcase 4.31/5.0 satisfaction score prominently

PRIORITY 3: Customer Satisfaction Excellence (Maintain 4.31+, Target: 4.50)

Problem: Special requests negatively correlate with satisfaction

Recommended Actions:

1. **Special Request Management Protocol**

   o Implement **expectation-setting** confirmation emails

   o Create "Feasibility Matrix" for common requests

   o Proactive communication if requests cannot be fulfilled

   o Offer **alternative solutions** immediately

Projected Impact: Improve satisfaction scores for high-request guests from 3.9 to 4.3

2. **Loyalty Enhancement Program - "Wembo Club"**

   o **Tier 1** (2-3 stays): 5% discount + welcome drink

   o **Tier 2** (4-6 stays): 10% discount + room upgrade (subject to availability)

   o **Tier 3** (7+ stays): 15% discount + guaranteed late checkout + VIP amenities

   Projected Impact: Increase returning customer rate from 27% to 40%, adding $280,000 annual recurring revenue

3. **Service Recovery Protocol**

   o Empower front desk to offer immediate compensation (up to $50) for service failures

   o Follow-up survey 24 hours post-checkout for low-satisfaction predictors

PRIORITY 4: Revenue Diversification and Premium Positioning

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

Recommended Actions:

1. **Corporate Partnership Expansion**

   o Corporate channel shows highest revenue-per-booking efficiency ($2.09M)

   o Target 50 new corporate partnerships in UK, Germany, France markets

   o Offer **volume discounts** (50+ room nights annually: 12% discount)

   Projected Impact: +$420,000 annual corporate revenue

2. **Premium Experience Upselling**

   o Create "Wembo Experience Package" (Suite upgrade + spa + dinner): +$150/night

   o Target guests with 3+ previous stays (high satisfaction group)

   o **Projected Impact:** 15% conversion on 800 eligible bookings = $180,000 additional revenue

3. **Family-Friendly Positioning**

   o Develop "Family Getaway" packages (current families: only 19% of mix)

   o Partner with local attractions for bundled experiences

Projected Impact: Increase family bookings by 40% (+590 bookings = $165,000)

V. 90-DAY ACTION PLAN

MONTH 1: Immediate Wins (December 2025 - January 2026)

Week 1-2:

- Launch "Book Direct Benefits" website banner and email campaign
- Implement non-refundable rate option (15% discount)
- Create Winter Warmth Package promotional materials

Week 3-4:

- Train front desk on Special Request Management Protocol
- Send corporate partnership proposal to 20 target companies (UK/DE focus)
- Set up dynamic pricing rules for January-March low-demand period

MONTH 2: Foundation Building (February 2026)

Week 1-2:

- Launch "Wembo Club" loyalty program (soft launch to existing guests)
- Activate winter discount campaign (25% off Deluxe/Suite)
- Install live chat software on website

Week 3-4:

- Measure direct booking conversion rate (baseline vs new initiatives)
- Conduct staff training on service recovery protocols
- Finalize 5-10 corporate partnership agreements

MONTH 3: Optimization & Measurement (March 2026)

Week 1-2:

- Analyze February occupancy results vs 55% target
- Review special request satisfaction scores
- Create "Wembo Experience Package" for premium upselling

Week 3-4:

- Publish Q1 2026 performance report

- Adjust pricing strategy based on results

- Plan Q2 marketing campaigns (spring/summer focus)

- **Target Check:** Occupancy should reach 60-62% by end of March

VI. CONCLUSION

Wembo hotel has a **solid foundation** with strong satisfaction scores (4.31/5.0) and growing revenue trends (+30% over 3 years). The primary challenge is **occupancy optimization**, which represents the largest opportunity for revenue growth. By implementing the recommended four-pillar strategy focusing on occupancy recovery, direct channel growth, satisfaction excellence, and revenue diversification, the property can significantly increase its **net annual revenue** with a good return on investment rate.

Success will be measured by:

- Occupancy Rate: 54% → 70% by Q2 2026

- Direct Bookings: 22% → 30% of channel mix

- Returning Customers: 27% → 40%

- Satisfaction Score: Maintain 4.31+ (target 4.50)

APPENDIX: Data Quality & Methodology

- **Dataset:** 9,000 bookings from January 2022 to November 2025

- **Analysis Tools:** Power BI Desktop, DAX measures

- **Key Calculations:**

  o Occupancy Rate = Total Room Nights ÷ (Available Rooms × Days in Period)

  o RevPAR = Total Revenue ÷ Total Room Nights

  o Loyalty Rate = Bookings with previous_stays > 0 ÷ Total Bookings

- **Assumptions:** 150-room hotel, 365 days operational annually