

Get Started

Ibiz, a business hotel, seeks a detailed analysis of booking data as of July 2024, focusing on the past three months (April, May, and June), to identify frequent, recent, and high-value guests. The analysis aims to uncover key booking patterns and trends to optimize services and enhance the guest experience.

Objective

Frequent Guest Overview Dashboard: Analyze the distribution of guests into "Frequent" (6 or more bookings) and "Occasional" (fewer than 6 bookings) categories. Assess each group's percentage share of the total booking amount and their average booking amount to gain insights into spending patterns and enhance service offerings.

Spending Overview Dashboard: Review the distribution of guests into "Budget Guests" (those who spend less than ₹50,000) and "Top Payers" (those who spend ₹50,000 or more). Assess the percentage share of the total booking amount and the average booking amount paid by each group to identify spending trends and optimize pricing strategies.

Recency Dashboard: Analyze the distribution of guests into "Active Guests" (those who made a booking within the last 15 days) and "Inactive Guests" (those who booked more than 15 days ago). Evaluate each group's percentage share of the total booking amount and their average booking amount to understand spending behavior and refine targeting strategies.

VIP Guest Overview: Categorize guests into "VIP Guests" (Top 5 based on frequency, spending, and recency) and "Others." Evaluate each category percentage share of the total booking amount, average booking amount, and average number of bookings to refine service strategies and target high-value customers more effectively.

Data

Booking Data: The dataset shows guest bookings in 2024, detailing each booking's ID, room type, number of days, booking dates, and amount paid.

Guest ID	Booking ID	Rooms Type	Days Booked	Booking Date	Amount Paid
HTA-THL-0020	HTA-THL-BK063	Suit	2	4/1/2024	15000
HTA-THL-0015	HTA-THL-BK035	Suit	2	4/1/2024	15000
HTA-THL-0020	HTA-THL-BK061	Suit	1	4/2/2024	7500
HTA-THL-005	HTA-THL-BK046	Suit	1	4/3/2024	7500
HTA-THL-0027	HTA-THL-BK096	Suit	2	4/5/2024	15000
HTA-THL-0016	HTA-THL-BK036	Executive	4	4/5/2024	20000
HTA-THL-0021	HTA-THL-BK062	Standard	5	4/6/2024	12500
HTA-THL-0023	HTA-THL-BK007	Suit	2	4/7/2024	15000
HTA-THL-0013	HTA-THL-BK025	Suit	2	4/8/2024	15000
HTA-THL-0022	HTA-THL-BK068	Executive	3	4/10/2024	15000
HTA-THL-0025	HTA-THL-BK084	Executive	3	4/11/2024	15000
HTA-THL-006	HTA-THL-BK064	Executive	4	4/11/2024	20000
HTA-THL-0020	HTA-THL-BK052	Standard	7	4/12/2024	17500
HTA-THL-004	HTA-THL-BK053	Suit	2	4/13/2024	15000
HTA-THL-004	HTA-THL-BK044	Standard	7	4/14/2024	17500
HTA-THL-002	HTA-THL-BK095	Standard	7	4/14/2024	17500
HTA-THL-007	HTA-THL-BK099	Suit	1	4/15/2024	7500
HTA-THL-005	HTA-THL-BK008	Executive	3	4/16/2024	15000
HTA-THL-002	HTA-THL-BK004	Executive	4	4/16/2024	20000
HTA-THL-001	HTA-THL-BK094	Executive	4	4/16/2024	20000
HTA-THL-0034	HTA-THL-BK106	Suit	1	4/17/2024	7500
HTA-THL-0022	HTA-THL-BK070	Standard	5	4/18/2024	12500
HTA-THL-0030	HTA-THL-BK071	Standard	3	4/19/2024	7500
HTA-THL-0023	HTA-THL-BK077	Standard	5	4/20/2024	12500
HTA-THL-004	HTA-THL-BK072	Executive	3	4/21/2024	15000
HTA-THL-006	HTA-THL-BK030	Standard	5	4/22/2024	12500
HTA-THL-0025	HTA-THL-BK086	Suit	2	4/22/2024	15000

HTA-THL-0012	HTA-THL-BK033	Executive	3	4/22/2024	15000
HTA-THL-0016	HTA-THL-BK060	Suit	2	4/23/2024	15000
HTA-THL-0031	HTA-THL-BK073	Standard	7	4/24/2024	17500
HTA-THL-0040	HTA-THL-BK074	Standard	3	4/24/2024	7500
HTA-THL-0010	HTA-THL-BK016	Executive	4	4/25/2024	20000
HTA-THL-0032	HTA-THL-BK076	Executive	3	4/26/2024	15000
HTA-THL-0018	HTA-THL-BK050	Suit	2	4/26/2024	15000
HTA-THL-0022	HTA-THL-BK037	Standard	7	4/28/2024	17500
HTA-THL-0020	HTA-THL-BK029	Executive	3	4/28/2024	15000
HTA-THL-0027	HTA-THL-BK157	Suit	1	4/29/2024	7500
HTA-THL-0018	HTA-THL-BK043	Executive	4	4/29/2024	20000
HTA-THL-0037	HTA-THL-BK115	Standard	3	4/29/2024	7500
HTA-THL-0040	HTA-THL-BK165	Standard	3	4/30/2024	7500
HTA-THL-0045	HTA-THL-BK167	Standard	3	4/30/2024	7500
HTA-THL-0060	HTA-THL-BK097	Suit	1	5/1/2024	7500
HTA-THL-0061	HTA-THL-BK197	Executive	2	5/1/2024	10000
HTA-THL-0062	HTA-THL-BK200	Standard	3	5/1/2024	7500
HTA-THL-0026	HTA-THL-BK082	Suit	1	5/2/2024	7500
HTA-THL-0025	HTA-THL-BK087	Executive	4	5/3/2024	20000
HTA-THL-002	HTA-THL-BK003	Suit	2	5/4/2024	15000
HTA-THL-005	HTA-THL-BK028	Executive	3	5/6/2024	15000
HTA-THL-004	HTA-THL-BK100	Suit	2	5/6/2024	15000
HTA-THL-006	HTA-THL-BK010	Suit	2	5/7/2024	15000
HTA-THL-0012	HTA-THL-BK023	Executive	4	5/8/2024	20000
HTA-THL-0026	HTA-THL-BK091	Executive	3	5/10/2024	15000
HTA-THL-002	HTA-THL-BK090	Executive	3	5/10/2024	15000
HTA-THL-0026	HTA-THL-BK085	Standard	5	5/11/2024	12500
HTA-THL-003	HTA-THL-BK114	Standard	7	5/11/2024	17500

HTA-THL-0025	HTA-THL-BK079	Executive	4	5/11/2024	20000
HTA-THL-0030	HTA-THL-BK066	Suit	2	5/12/2024	15000
HTA-THL-0027	HTA-THL-BK088	Standard	7	5/14/2024	17500
HTA-THL-0022	HTA-THL-BK032	Executive	4	5/16/2024	20000
HTA-THL-0014	HTA-THL-BK048	Executive	3	5/17/2024	15000
HTA-THL-008	HTA-THL-BK107	Suit	1	5/17/2024	7500
HTA-THL-0013	HTA-THL-BK047	Executive	3	5/17/2024	15000
HTA-THL-0033	HTA-THL-BK101	Suit	2	5/17/2024	15000
HTA-THL-005	HTA-THL-BK055	Executive	3	5/22/2024	15000
HTA-THL-006	HTA-THL-BK042	Suit	2	5/22/2024	15000
HTA-THL-008	HTA-THL-BK103	Suit	1	5/22/2024	7500
HTA-THL-005	HTA-THL-BK009	Standard	5	5/22/2024	12500
HTA-THL-0024	HTA-THL-BK081	Suit	2	5/23/2024	15000
HTA-THL-004	HTA-THL-BK039	Executive	3	5/24/2024	15000
HTA-THL-0026	HTA-THL-BK092	Standard	5	5/25/2024	12500
HTA-THL-0011	HTA-THL-BK034	Standard	5	5/25/2024	12500
HTA-THL-006	HTA-THL-BK056	Standard	5	5/26/2024	12500
HTA-THL-0021	HTA-THL-BK040	Executive	3	6/1/2024	15000
HTA-THL-009	HTA-THL-BK104	Suit	1	6/2/2024	7500
HTA-THL-007	HTA-THL-BK102	Suit	2	6/6/2024	15000
HTA-THL-0022	HTA-THL-BK041	Standard	5	6/7/2024	12500
HTA-THL-0023	HTA-THL-BK078	Suit	2	6/7/2024	15000
HTA-THL-005	HTA-THL-BK054	Executive	3	6/7/2024	15000
HTA-THL-001	HTA-THL-BK002	Standard	5	6/10/2024	12500
HTA-THL-0021	HTA-THL-BK065	Standard	7	6/10/2024	17500
HTA-THL-004	HTA-THL-BK027	Suit	2	6/11/2024	15000
HTA-THL-0017	HTA-THL-BK049	Standard	5	6/12/2024	12500
HTA-THL-0028	HTA-THL-BK093	Suit	2	6/12/2024	15000

HTA-THL-002	HTA-THL-BK017	Standard	7	6/12/2024	17500
HTA-THL-001	HTA-THL-BK011	Executive	4	6/13/2024	20000
HTA-THL-0029	HTA-THL-BK098	Suit	1	6/13/2024	7500
HTA-THL-0010	HTA-THL-BK021	Standard	5	6/14/2024	12500
HTA-THL-0014	HTA-THL-BK031	Suit	2	6/14/2024	15000
HTA-THL-0017	HTA-THL-BK038	Suit	2	6/14/2024	15000
HTA-THL-0014	HTA-THL-BK026	Suit	1	6/14/2024	7500
HTA-THL-002	HTA-THL-BK014	Standard	5	6/15/2024	12500
HTA-THL-002	HTA-THL-BK018	Suit	2	6/16/2024	15000
HTA-THL-005	HTA-THL-BK045	Suit	2	6/17/2024	15000
HTA-THL-0019	HTA-THL-BK059	Standard	7	6/18/2024	17500
HTA-THL-0015	HTA-THL-BK058	Executive	4	6/19/2024	20000
HTA-THL-0013	HTA-THL-BK024	Standard	7	6/20/2024	17500
HTA-THL-00227	HTA-THL-BK089	Suit	2	6/21/2024	15000
HTA-THL-006	HTA-THL-BK005	Suit	2	6/21/2024	15000
HTA-THL-003	HTA-THL-BK006	Suit	2	6/21/2024	15000
HTA-THL-003	HTA-THL-BK019	Executive	3	6/22/2024	15000
HTA-THL-0011	HTA-THL-BK022	Suit	2	6/23/2024	15000
HTA-THL-001	HTA-THL-BK012	Standard	7	6/23/2024	17500
HTA-THL-002	HTA-THL-BK013	Executive	3	6/23/2024	15000
HTA-THL-001	HTA-THL-BK015	Suit	2	6/24/2024	15000
HTA-THL-0019	HTA-THL-BK075	Executive	3	6/24/2024	15000
HTA-THL-0019	HTA-THL-BK051	Executive	4	6/25/2024	20000
HTA-THL-003	HTA-THL-BK020	Executive	3	6/25/2024	15000
HTA-THL-0024	HTA-THL-BK083	Standard	5	6/26/2024	12500
HTA-THL-0022	HTA-THL-BK069	Executive	3	6/26/2024	15000
HTA-THL-0023	HTA-THL-BK057	Suit	2	6/27/2024	15000
HTA-THL-001	HTA-THL-BK001	Executive	3	6/27/2024	15000

HTA-THL-009	HTA-THL-BK105	Suit	1	6/28/2024	7500
HTA-THL-0017	HTA-THL-BK067	Executive	3	6/28/2024	15000
HTA-THL-0024	HTA-THL-BK080	Standard	7	6/30/2024	17500
HTA-THL-0018	HTA-THL-BK120	Executive	4	6/30/2024	20000

Descriptive Analysis	
Total Booking Amount Received	1642500
Total Number of Bookings	115
Average Booking Amount per Transaction (in Rs.)	14282.61
Number of Unique Guests	41
Average Booking Amount per Guest (in Rs.)	40060.98
Data Start Date	4/1/2024
Data End Date	6/30/2024

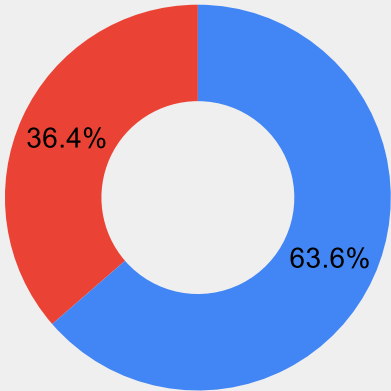
Frequency Analysis				
GuestID	Amount Paid	Booking Frequency	Guest Type	Rank
HTA-THL-0020	55000	4	Occasional Guest	7
HTA-THL-0015	35000	2	Occasional Guest	20
HTA-THL-005	95000	7	Frequent Guest	2
HTA-THL-0027	40000	3	Occasional Guest	12
HTA-THL-0016	35000	2	Occasional Guest	20
HTA-THL-0021	45000	3	Occasional Guest	12
HTA-THL-0023	57500	4	Occasional Guest	7
HTA-THL-0013	47500	3	Occasional Guest	12
HTA-THL-0022	92500	6	Frequent Guest	3
HTA-THL-0025	70000	4	Occasional Guest	7
HTA-THL-006	90000	6	Frequent Guest	3
HTA-THL-004	92500	6	Frequent Guest	3
HTA-THL-002	127500	8	Frequent Guest	1
HTA-THL-007	22500	2	Occasional Guest	20
HTA-THL-001	100000	6	Frequent Guest	3
HTA-THL-0034	7500	1	Occasional Guest	30
HTA-THL-0030	22500	2	Occasional Guest	20
HTA-THL-0012	35000	2	Occasional Guest	20
HTA-THL-0031	17500	1	Occasional Guest	30
HTA-THL-0040	15000	2	Occasional Guest	20
HTA-THL-0010	32500	2	Occasional Guest	20
HTA-THL-0032	15000	1	Occasional Guest	30
HTA-THL-0018	55000	3	Occasional Guest	12
HTA-THL-0037	7500	1	Occasional Guest	30
HTA-THL-0045	7500	1	Occasional Guest	30

HTA-THL-0060	7500	1	Occasional Guest	30
HTA-THL-0061	10000	1	Occasional Guest	30
HTA-THL-0062	7500	1	Occasional Guest	30
HTA-THL-0026	47500	4	Occasional Guest	7
HTA-THL-003	62500	4	Occasional Guest	7
HTA-THL-0014	37500	3	Occasional Guest	12
HTA-THL-008	15000	2	Occasional Guest	20
HTA-THL-0033	15000	1	Occasional Guest	30
HTA-THL-0024	45000	3	Occasional Guest	12
HTA-THL-0011	27500	2	Occasional Guest	20
HTA-THL-009	15000	2	Occasional Guest	20
HTA-THL-0017	42500	3	Occasional Guest	12
HTA-THL-0028	15000	1	Occasional Guest	30
HTA-THL-0029	7500	1	Occasional Guest	30
HTA-THL-0019	52500	3	Occasional Guest	12
HTA-THL-00227	15000	1	Occasional Guest	30

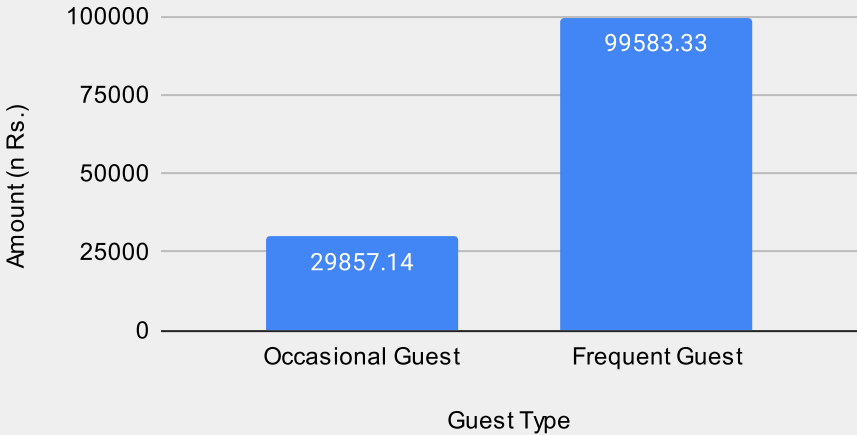
Frequent Guest Overview Dashboard

% Share of Total Booking Amount

Occasional Guest Frequent Guest



Average Booking Amount per Guest Type



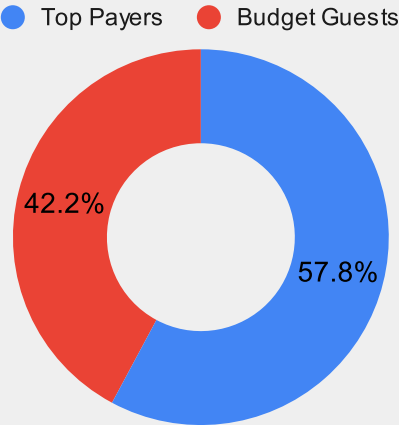
Guest Type	Number of Guests	Total Booking Amount (in Rs.)	Average Booking Amount per Guest Type (in Rs.)
Occasional Guest	35	1045000	29857.14
Frequent Guest	6	597500	99583.33

Spending Analysis			
Guest ID	Amount Paid	Guest Type	Rank
HTA-THL-0020	55000	Top Payers	10
HTA-THL-0015	35000	Budget Guests	20
HTA-THL-005	95000	Top Payers	3
HTA-THL-0027	40000	Budget Guests	18
HTA-THL-0016	35000	Budget Guests	20
HTA-THL-0021	45000	Budget Guests	15
HTA-THL-0023	57500	Top Payers	9
HTA-THL-0013	47500	Budget Guests	13
HTA-THL-0022	92500	Top Payers	4
HTA-THL-0025	70000	Top Payers	7
HTA-THL-006	90000	Top Payers	6
HTA-THL-004	92500	Top Payers	4
HTA-THL-002	127500	Top Payers	1
HTA-THL-007	22500	Budget Guests	25
HTA-THL-001	100000	Top Payers	2
HTA-THL-0034	7500	Budget Guests	36
HTA-THL-0030	22500	Budget Guests	25
HTA-THL-0012	35000	Budget Guests	20
HTA-THL-0031	17500	Budget Guests	27
HTA-THL-0040	15000	Budget Guests	28
HTA-THL-0010	32500	Budget Guests	23
HTA-THL-0032	15000	Budget Guests	28
HTA-THL-0018	55000	Top Payers	10
HTA-THL-0037	7500	Budget Guests	36
HTA-THL-0045	7500	Budget Guests	36

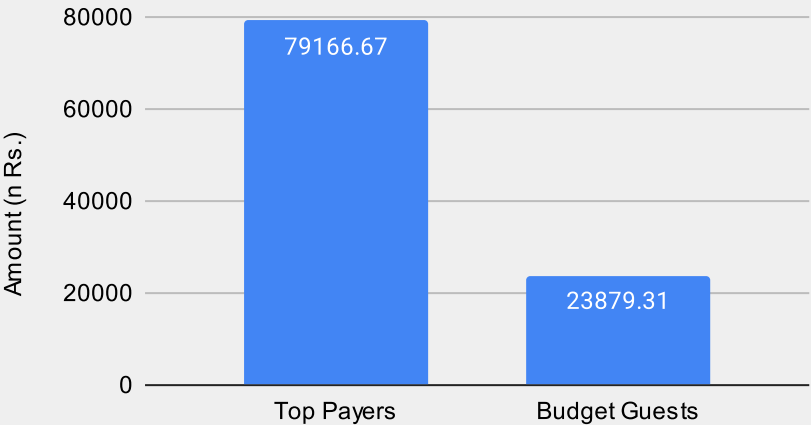
HTA-THL-0060	7500	Budget Guests	36
HTA-THL-0061	10000	Budget Guests	35
HTA-THL-0062	7500	Budget Guests	36
HTA-THL-0026	47500	Budget Guests	13
HTA-THL-003	62500	Top Payers	8
HTA-THL-0014	37500	Budget Guests	19
HTA-THL-008	15000	Budget Guests	28
HTA-THL-0033	15000	Budget Guests	28
HTA-THL-0024	45000	Budget Guests	15
HTA-THL-0011	27500	Budget Guests	24
HTA-THL-009	15000	Budget Guests	28
HTA-THL-0017	42500	Budget Guests	17
HTA-THL-0028	15000	Budget Guests	28
HTA-THL-0029	7500	Budget Guests	36
HTA-THL-0019	52500	Top Payers	12
HTA-THL-00227	15000	Budget Guests	28

Booking Amount Overview

% Share of Total Booking Amount



Average Booking Amount per Guest Type

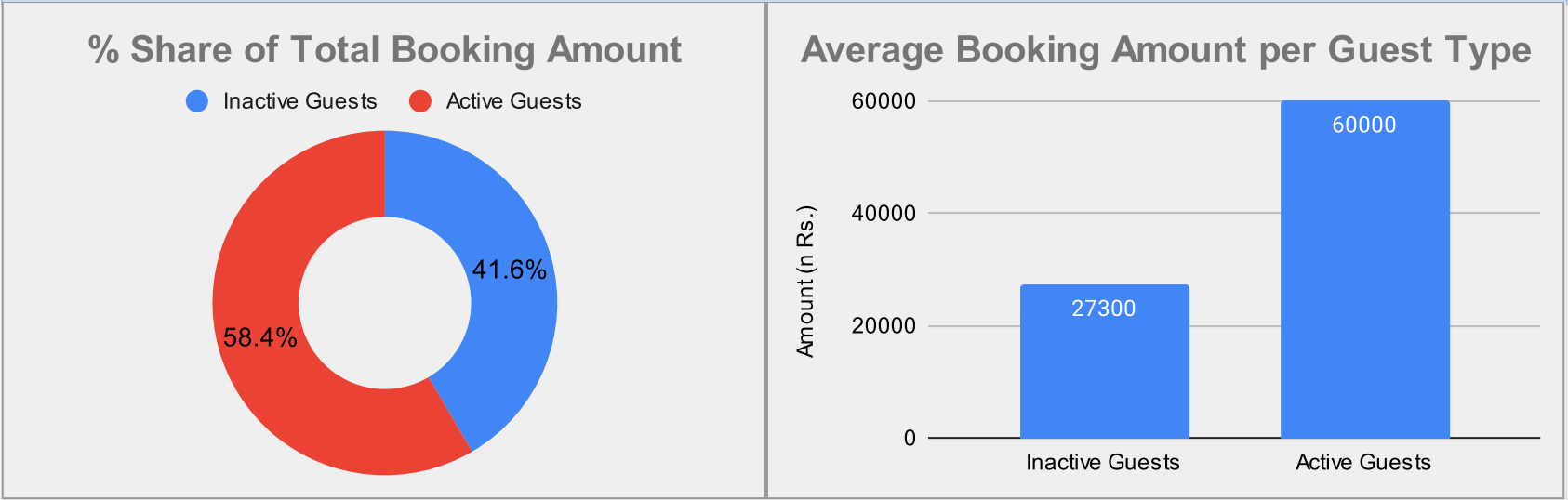


Guest Type	Number of Guests	Total Booking Amount (in Rs.)	Average Booking Amount per Guest Type (in Rs.)
Top Payers	12	950000	79166.67
Budget Guests	29	692500	23879.31

Recency Analysis						
Guest ID	Booking Fequency	Amount Paid	Recent Booking Date	Rank Recency	Date Since Last Booking	Guest Type
HTA-THL-0020	4	55000	4/28/2024	37	64	Inactive Guests
HTA-THL-0015	2	35000	6/19/2024	15	12	Active Guests
HTA-THL-005	7	95000	6/17/2024	16	14	Active Guests
HTA-THL-0027	3	40000	5/14/2024	27	48	Inactive Guests
HTA-THL-0016	2	35000	4/23/2024	40	69	Inactive Guests
HTA-THL-0021	3	45000	6/10/2024	22	21	Inactive Guests
HTA-THL-0023	4	57500	6/27/2024	5	4	Active Guests
HTA-THL-0013	3	47500	6/20/2024	14	11	Active Guests
HTA-THL-0022	6	92500	6/26/2024	7	5	Active Guests
HTA-THL-0025	4	70000	5/11/2024	29	51	Inactive Guests
HTA-THL-006	6	90000	6/21/2024	12	10	Active Guests
HTA-THL-004	6	92500	6/11/2024	21	20	Inactive Guests
HTA-THL-002	8	127500	6/23/2024	10	8	Active Guests
HTA-THL-007	2	22500	6/6/2024	23	25	Inactive Guests
HTA-THL-001	6	100000	6/27/2024	5	4	Active Guests
HTA-THL-0034	1	7500	4/17/2024	41	75	Inactive Guests
HTA-THL-0030	2	22500	5/12/2024	28	50	Inactive Guests
HTA-THL-0012	2	35000	5/8/2024	30	54	Inactive Guests
HTA-THL-0031	1	17500	4/24/2024	39	68	Inactive Guests
HTA-THL-0040	2	15000	4/30/2024	34	62	Inactive Guests
HTA-THL-0010	2	32500	6/14/2024	17	17	Inactive Guests
HTA-THL-0032	1	15000	4/26/2024	38	66	Inactive Guests
HTA-THL-0018	3	55000	6/30/2024	1	1	Active Guests
HTA-THL-0037	1	7500	4/29/2024	36	63	Inactive Guests
HTA-THL-0045	1	7500	4/30/2024	34	62	Inactive Guests

HTA-THL-0060	1	7500	5/1/2024	31	61	Inactive Guests
HTA-THL-0061	1	10000	5/1/2024	31	61	Inactive Guests
HTA-THL-0062	1	7500	5/1/2024	31	61	Inactive Guests
HTA-THL-0026	4	47500	5/25/2024	24	37	Inactive Guests
HTA-THL-003	4	62500	6/25/2024	8	6	Active Guests
HTA-THL-0014	3	37500	6/14/2024	17	17	Inactive Guests
HTA-THL-008	2	15000	5/22/2024	25	40	Inactive Guests
HTA-THL-0033	1	15000	5/17/2024	26	45	Inactive Guests
HTA-THL-0024	3	45000	6/30/2024	1	1	Active Guests
HTA-THL-0011	2	27500	6/23/2024	10	8	Active Guests
HTA-THL-009	2	15000	6/28/2024	3	3	Active Guests
HTA-THL-0017	3	42500	6/28/2024	3	3	Active Guests
HTA-THL-0028	1	15000	6/12/2024	20	19	Inactive Guests
HTA-THL-0029	1	7500	6/13/2024	19	18	Inactive Guests
HTA-THL-0019	3	52500	6/25/2024	8	6	Active Guests
HTA-THL-00227	1	15000	6/21/2024	12	10	Active Guests

Recent Booking Overview

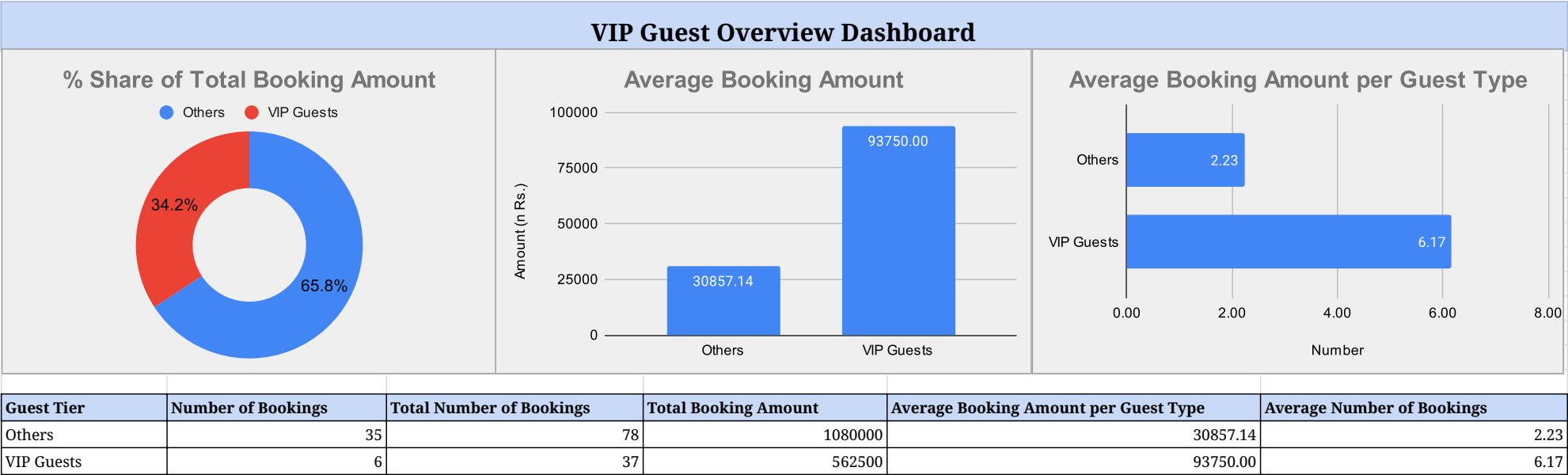


Guest Type	Number of Guests	Total Booking Amount (in Rs.)	Average Booking Amount per Guest Type (in Rs.)
Inactive Guests	25	682500	27300
Active Guests	16	960000	60000

Overall Analysis

Guest ID	Booking Fequency	Amount Paid	Rank Recency	Rank Frequency	Rank Spending	Average Rank	Rank	Guest Tiers
HTA-THL-0020	4	55000	37	7	10	18.0	19	Others
HTA-THL-0015	2	35000	15	20	20	18.3	21	Others
HTA-THL-005	7	95000	16	2	3	7.0	4	VIP Guests
HTA-THL-0027	3	40000	27	12	18	19.0	22	Others
HTA-THL-0016	2	35000	40	20	20	26.7	30	Others
HTA-THL-0021	3	45000	22	12	15	16.3	17	Others
HTA-THL-0023	4	57500	5	7	9	7.0	4	VIP Guests
HTA-THL-0013	3	47500	14	12	13	13.0	13	Others
HTA-THL-0022	6	92500	7	3	4	4.7	3	VIP Guests
HTA-THL-0025	4	70000	29	7	7	14.3	14	Others
HTA-THL-006	6	90000	12	3	6	7.0	4	VIP Guests
HTA-THL-004	6	92500	21	3	4	9.3	9	Others
HTA-THL-002	8	127500	10	1	1	4.0	2	VIP Guests
HTA-THL-007	2	22500	23	20	25	22.7	24	Others
HTA-THL-001	6	100000	5	3	2	3.3	1	VIP Guests
HTA-THL-0034	1	7500	41	30	36	35.7	41	Others
HTA-THL-0030	2	22500	28	20	25	24.3	27	Others
HTA-THL-0012	2	35000	30	20	20	23.3	25	Others
HTA-THL-0031	1	17500	39	30	27	32.0	34	Others
HTA-THL-0040	2	15000	34	20	28	27.3	31	Others
HTA-THL-0010	2	32500	17	20	23	20.0	23	Others
HTA-THL-0032	1	15000	38	30	28	32.0	34	Others
HTA-THL-0018	3	55000	1	12	10	7.7	7	Others
HTA-THL-0037	1	7500	36	30	36	34.0	40	Others
HTA-THL-0045	1	7500	34	30	36	33.3	39	Others
HTA-THL-0060	1	7500	31	30	36	32.3	37	Others
HTA-THL-0061	1	10000	31	30	35	32.0	34	Others

HTA-THL-0062	1	7500	31	30	36	32.3	37	Others
HTA-THL-0026	4	47500	24	7	13	14.7	15	Others
HTA-THL-003	4	62500	8	7	8	7.7	7	Others
HTA-THL-0014	3	37500	17	12	19	16.0	16	Others
HTA-THL-008	2	15000	25	20	28	24.3	27	Others
HTA-THL-0033	1	15000	26	30	28	28.0	32	Others
HTA-THL-0024	3	45000	1	12	15	9.3	9	Others
HTA-THL-0011	2	27500	10	20	24	18.0	19	Others
HTA-THL-009	2	15000	3	20	28	17.0	18	Others
HTA-THL-0017	3	42500	3	12	17	10.7	11	Others
HTA-THL-0028	1	15000	20	30	28	26.0	29	Others
HTA-THL-0029	1	7500	19	30	36	28.3	33	Others
HTA-THL-0019	3	52500	8	12	12	10.7	11	Others
HTA-THL-00227	1	15000	12	30	28	23.3	25	Others



Guest ID	Booking ID	Rooms Type	Days Booked	Booking Date	Amount Paid	Days Since Last Booking	Guest Tiers
HTA-THL-0020	HTA-THL-BK063	Suit	2	4/1/2024	15000	91	Others
HTA-THL-0015	HTA-THL-BK035	Suit	2	4/1/2024	15000	91	Others
HTA-THL-0020	HTA-THL-BK061	Suit	1	4/2/2024	7500	90	Others
HTA-THL-005	HTA-THL-BK046	Suit	1	4/3/2024	7500	89	VIP Guests
HTA-THL-0027	HTA-THL-BK096	Suit	2	4/5/2024	15000	87	Others
HTA-THL-0016	HTA-THL-BK036	Executive	4	4/5/2024	20000	87	Others
HTA-THL-0021	HTA-THL-BK062	Standard	5	4/6/2024	12500	86	Others
HTA-THL-0023	HTA-THL-BK007	Suit	2	4/7/2024	15000	85	VIP Guests
HTA-THL-0013	HTA-THL-BK025	Suit	2	4/8/2024	15000	84	Others
HTA-THL-0022	HTA-THL-BK068	Executive	3	4/10/2024	15000	82	VIP Guests
HTA-THL-0025	HTA-THL-BK084	Executive	3	4/11/2024	15000	81	Others
HTA-THL-006	HTA-THL-BK064	Executive	4	4/11/2024	20000	81	VIP Guests
HTA-THL-0020	HTA-THL-BK052	Standard	7	4/12/2024	17500	80	Others
HTA-THL-004	HTA-THL-BK053	Suit	2	4/13/2024	15000	79	Others
HTA-THL-004	HTA-THL-BK044	Standard	7	4/14/2024	17500	78	Others
HTA-THL-002	HTA-THL-BK095	Standard	7	4/14/2024	17500	78	VIP Guests
HTA-THL-007	HTA-THL-BK099	Suit	1	4/15/2024	7500	77	Others
HTA-THL-005	HTA-THL-BK008	Executive	3	4/16/2024	15000	76	VIP Guests
HTA-THL-002	HTA-THL-BK004	Executive	4	4/16/2024	20000	76	VIP Guests
HTA-THL-001	HTA-THL-BK094	Executive	4	4/16/2024	20000	76	VIP Guests
HTA-THL-0034	HTA-THL-BK106	Suit	1	4/17/2024	7500	75	Others
HTA-THL-0022	HTA-THL-BK070	Standard	5	4/18/2024	12500	74	VIP Guests
HTA-THL-0030	HTA-THL-BK071	Standard	3	4/19/2024	7500	73	Others
HTA-THL-0023	HTA-THL-BK077	Standard	5	4/20/2024	12500	72	VIP Guests
HTA-THL-004	HTA-THL-BK072	Executive	3	4/21/2024	15000	71	Others
HTA-THL-006	HTA-THL-BK030	Standard	5	4/22/2024	12500	70	VIP Guests
HTA-THL-0025	HTA-THL-BK086	Suit	2	4/22/2024	15000	70	Others
HTA-THL-0012	HTA-THL-BK033	Executive	3	4/22/2024	15000	70	Others
HTA-THL-0016	HTA-THL-BK060	Suit	2	4/23/2024	15000	69	Others

HTA-THL-0031	HTA-THL-BK073	Standard	7	4/24/2024	17500	68	Others
HTA-THL-0040	HTA-THL-BK074	Standard	3	4/24/2024	7500	68	Others
HTA-THL-0010	HTA-THL-BK016	Executive	4	4/25/2024	20000	67	Others
HTA-THL-0032	HTA-THL-BK076	Executive	3	4/26/2024	15000	66	Others
HTA-THL-0018	HTA-THL-BK050	Suit	2	4/26/2024	15000	66	Others
HTA-THL-0022	HTA-THL-BK037	Standard	7	4/28/2024	17500	64	VIP Guests
HTA-THL-0020	HTA-THL-BK029	Executive	3	4/28/2024	15000	64	Others
HTA-THL-0027	HTA-THL-BK157	Suit	1	4/29/2024	7500	63	Others
HTA-THL-0018	HTA-THL-BK043	Executive	4	4/29/2024	20000	63	Others
HTA-THL-0037	HTA-THL-BK115	Standard	3	4/29/2024	7500	63	Others
HTA-THL-0040	HTA-THL-BK165	Standard	3	4/30/2024	7500	62	Others
HTA-THL-0045	HTA-THL-BK167	Standard	3	4/30/2024	7500	62	Others
HTA-THL-0060	HTA-THL-BK097	Suit	1	5/1/2024	7500	61	Others
HTA-THL-0061	HTA-THL-BK197	Executive	2	5/1/2024	10000	61	Others
HTA-THL-0062	HTA-THL-BK200	Standard	3	5/1/2024	7500	61	Others
HTA-THL-0026	HTA-THL-BK082	Suit	1	5/2/2024	7500	60	Others
HTA-THL-0025	HTA-THL-BK087	Executive	4	5/3/2024	20000	59	Others
HTA-THL-002	HTA-THL-BK003	Suit	2	5/4/2024	15000	58	VIP Guests
HTA-THL-005	HTA-THL-BK028	Executive	3	5/6/2024	15000	56	VIP Guests
HTA-THL-004	HTA-THL-BK100	Suit	2	5/6/2024	15000	56	Others
HTA-THL-006	HTA-THL-BK010	Suit	2	5/7/2024	15000	55	VIP Guests
HTA-THL-0012	HTA-THL-BK023	Executive	4	5/8/2024	20000	54	Others
HTA-THL-0026	HTA-THL-BK091	Executive	3	5/10/2024	15000	52	Others
HTA-THL-002	HTA-THL-BK090	Executive	3	5/10/2024	15000	52	VIP Guests
HTA-THL-0026	HTA-THL-BK085	Standard	5	5/11/2024	12500	51	Others
HTA-THL-003	HTA-THL-BK114	Standard	7	5/11/2024	17500	51	Others
HTA-THL-0025	HTA-THL-BK079	Executive	4	5/11/2024	20000	51	Others
HTA-THL-0030	HTA-THL-BK066	Suit	2	5/12/2024	15000	50	Others
HTA-THL-0027	HTA-THL-BK088	Standard	7	5/14/2024	17500	48	Others
HTA-THL-0022	HTA-THL-BK032	Executive	4	5/16/2024	20000	46	VIP Guests

HTA-THL-0014	HTA-THL-BK048	Executive	3	5/17/2024	15000	45	Others
HTA-THL-008	HTA-THL-BK107	Suit	1	5/17/2024	7500	45	Others
HTA-THL-0013	HTA-THL-BK047	Executive	3	5/17/2024	15000	45	Others
HTA-THL-0033	HTA-THL-BK101	Suit	2	5/17/2024	15000	45	Others
HTA-THL-005	HTA-THL-BK055	Executive	3	5/22/2024	15000	40	VIP Guests
HTA-THL-006	HTA-THL-BK042	Suit	2	5/22/2024	15000	40	VIP Guests
HTA-THL-008	HTA-THL-BK103	Suit	1	5/22/2024	7500	40	Others
HTA-THL-005	HTA-THL-BK009	Standard	5	5/22/2024	12500	40	VIP Guests
HTA-THL-0024	HTA-THL-BK081	Suit	2	5/23/2024	15000	39	Others
HTA-THL-004	HTA-THL-BK039	Executive	3	5/24/2024	15000	38	Others
HTA-THL-0026	HTA-THL-BK092	Standard	5	5/25/2024	12500	37	Others
HTA-THL-0011	HTA-THL-BK034	Standard	5	5/25/2024	12500	37	Others
HTA-THL-006	HTA-THL-BK056	Standard	5	5/26/2024	12500	36	VIP Guests
HTA-THL-0021	HTA-THL-BK040	Executive	3	6/1/2024	15000	30	Others
HTA-THL-009	HTA-THL-BK104	Suit	1	6/2/2024	7500	29	Others
HTA-THL-007	HTA-THL-BK102	Suit	2	6/6/2024	15000	25	Others
HTA-THL-0022	HTA-THL-BK041	Standard	5	6/7/2024	12500	24	VIP Guests
HTA-THL-0023	HTA-THL-BK078	Suit	2	6/7/2024	15000	24	VIP Guests
HTA-THL-005	HTA-THL-BK054	Executive	3	6/7/2024	15000	24	VIP Guests
HTA-THL-001	HTA-THL-BK002	Standard	5	6/10/2024	12500	21	VIP Guests
HTA-THL-0021	HTA-THL-BK065	Standard	7	6/10/2024	17500	21	Others
HTA-THL-004	HTA-THL-BK027	Suit	2	6/11/2024	15000	20	Others
HTA-THL-0017	HTA-THL-BK049	Standard	5	6/12/2024	12500	19	Others
HTA-THL-0028	HTA-THL-BK093	Suit	2	6/12/2024	15000	19	Others
HTA-THL-002	HTA-THL-BK017	Standard	7	6/12/2024	17500	19	VIP Guests
HTA-THL-001	HTA-THL-BK011	Executive	4	6/13/2024	20000	18	VIP Guests
HTA-THL-0029	HTA-THL-BK098	Suit	1	6/13/2024	7500	18	Others
HTA-THL-0010	HTA-THL-BK021	Standard	5	6/14/2024	12500	17	Others
HTA-THL-0014	HTA-THL-BK031	Suit	2	6/14/2024	15000	17	Others
HTA-THL-0017	HTA-THL-BK038	Suit	2	6/14/2024	15000	17	Others

HTA-THL-0014	HTA-THL-BK026	Suit	1	6/14/2024	7500	17	Others
HTA-THL-002	HTA-THL-BK014	Standard	5	6/15/2024	12500	16	VIP Guests
HTA-THL-002	HTA-THL-BK018	Suit	2	6/16/2024	15000	15	VIP Guests
HTA-THL-005	HTA-THL-BK045	Suit	2	6/17/2024	15000	14	VIP Guests
HTA-THL-0019	HTA-THL-BK059	Standard	7	6/18/2024	17500	13	Others
HTA-THL-0015	HTA-THL-BK058	Executive	4	6/19/2024	20000	12	Others
HTA-THL-0013	HTA-THL-BK024	Standard	7	6/20/2024	17500	11	Others
HTA-THL-00227	HTA-THL-BK089	Suit	2	6/21/2024	15000	10	Others
HTA-THL-006	HTA-THL-BK005	Suit	2	6/21/2024	15000	10	VIP Guests
HTA-THL-003	HTA-THL-BK006	Suit	2	6/21/2024	15000	10	Others
HTA-THL-003	HTA-THL-BK019	Executive	3	6/22/2024	15000	9	Others
HTA-THL-0011	HTA-THL-BK022	Suit	2	6/23/2024	15000	8	Others
HTA-THL-001	HTA-THL-BK012	Standard	7	6/23/2024	17500	8	VIP Guests
HTA-THL-002	HTA-THL-BK013	Executive	3	6/23/2024	15000	8	VIP Guests
HTA-THL-001	HTA-THL-BK015	Suit	2	6/24/2024	15000	7	VIP Guests
HTA-THL-0019	HTA-THL-BK075	Executive	3	6/24/2024	15000	7	Others
HTA-THL-0019	HTA-THL-BK051	Executive	4	6/25/2024	20000	6	Others
HTA-THL-003	HTA-THL-BK020	Executive	3	6/25/2024	15000	6	Others
HTA-THL-0024	HTA-THL-BK083	Standard	5	6/26/2024	12500	5	Others
HTA-THL-0022	HTA-THL-BK069	Executive	3	6/26/2024	15000	5	VIP Guests
HTA-THL-0023	HTA-THL-BK057	Suit	2	6/27/2024	15000	4	VIP Guests
HTA-THL-001	HTA-THL-BK001	Executive	3	6/27/2024	15000	4	VIP Guests
HTA-THL-009	HTA-THL-BK105	Suit	1	6/28/2024	7500	3	Others
HTA-THL-0017	HTA-THL-BK067	Executive	3	6/28/2024	15000	3	Others
HTA-THL-0024	HTA-THL-BK080	Standard	7	6/30/2024	17500	1	Others
HTA-THL-0018	HTA-THL-BK120	Executive	4	6/30/2024	20000	1	Others

Insights from Analysis					
Recent Order Analysis as per Participants Status (Based on Last 7 Days)					
Guest Tier	Number of Bookings	Total Booking Amount (in Rs.)	Number of Guests	Booking Amount per Guest (in Rs.)	Booking per Guest
Others	15	237500	35	6785.71	0.43
VIP Guests	9	137500	6	22916.67	1.50
Report for management					
1	The VIP Guests average 2 bookings per customer in the last 15 days, which is nearly four times higher than the 0.43 bookings per guest by Others.				
2	The average booking amount per VIP Guest is Rs.22916.67, which is significantly higher than the Rs.6785.71 average booking amount per guest for Others in the last 15 days.				