

HOTEL BOOKING ANALYSIS

MUTUALLY EXCLUSIVE AND COLLECTIVELY EXHAUSTIVE

BOOKING PATTERNS and TRENDS	GUEST PREFERENCE	CANCELLATION ANALYSIS	ROOM ALLOCATION and MODIFICATION	BOOKING SOURCES and REVENUE
Analyse booking data to identify trends in the no of booking over time	Analyse type of meal booked	Analyse the impact of deposit type	Analyse room allocation dynamics	Analyse revenues generated from different sourness
Categorize booking by hotel type (resorts hotel and city hotel)	Examine special requests made by guests and their frequency	Calculating the cancellation rate and identify factors influencing cancellation	Calculate the no of changes made to booking and their impact on revenue	Explore the historical behaviour of guest
Analyse seasons variations in booking patterns (by week number and day of week	Analysing the composition of guest (no of adults, children and babies)	Explore the relationship between booking agent lds and cancellation	Investigate the impact of room modification on guest satisfaction	Investigate the influence of customers on revenue.
Calculate the average lead time for booking	Analyse the car parking space requirement	Determine if repeated guests have a lower cancellation rate		Calculate revenue per available room and revenue per guest.