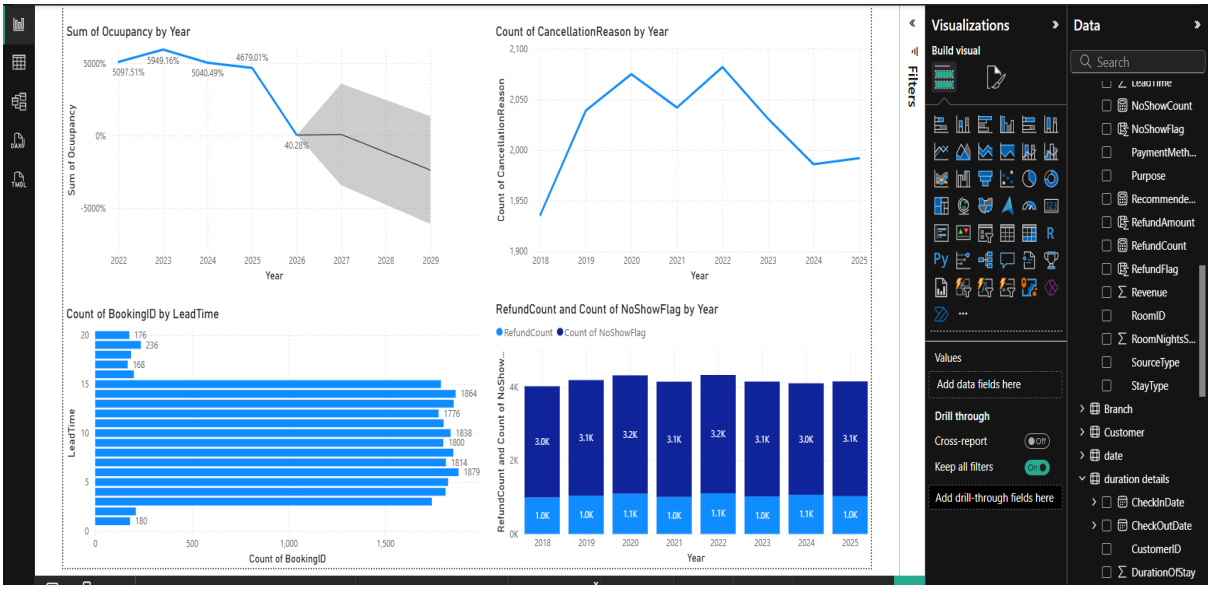
MODULE 4

Overview:

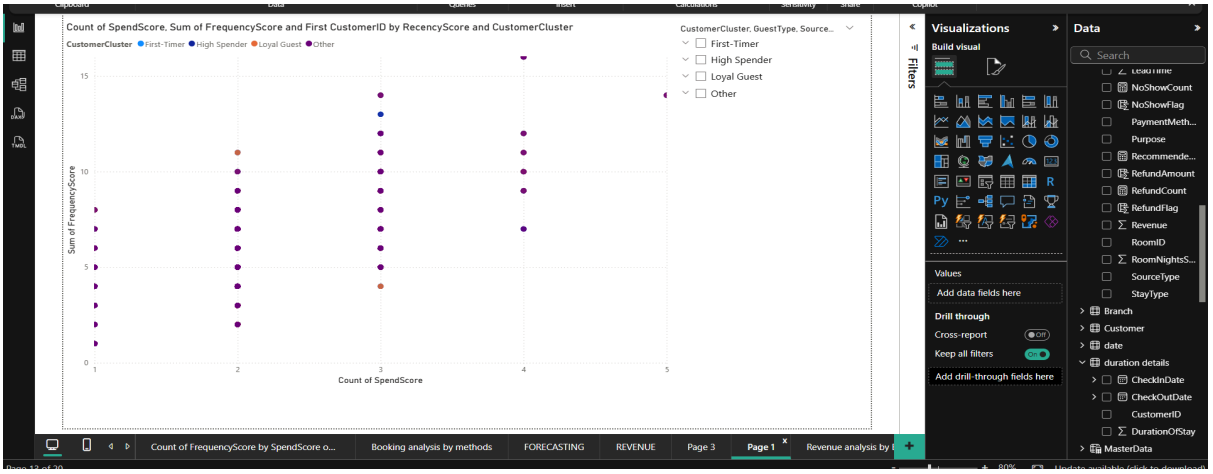
In this module we have covered Forecasting method like how it is useful to analyze the future trends and to take the decisions accordingly

Visuals:

1.Forecasting of occupancy
Cancellation analysis
Count of Booking ID by lead time
Refund count and count of NoShowFlag by year



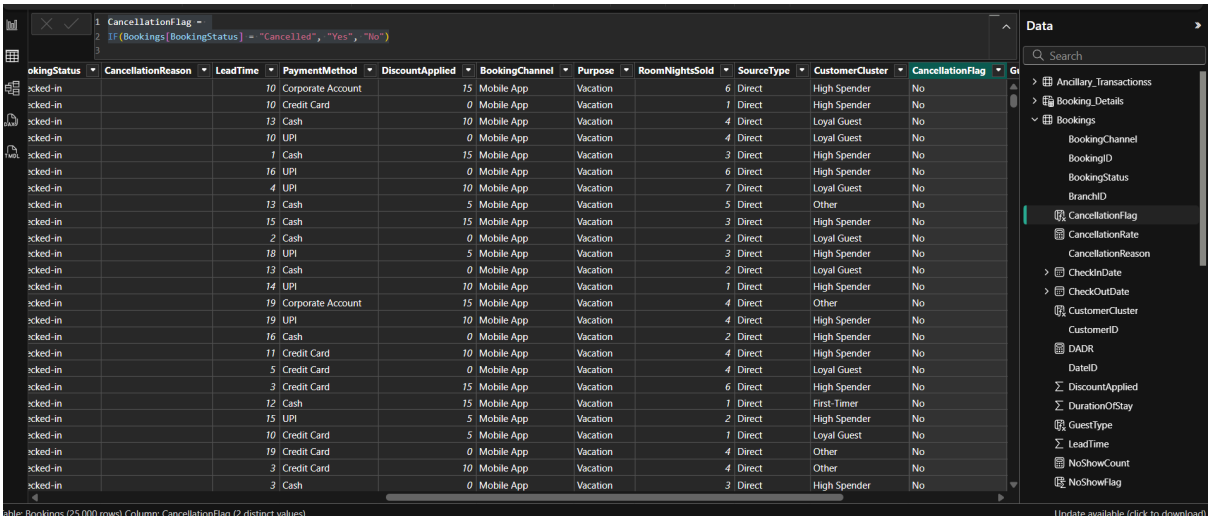
2. Count of spendscore , sum of frequencyScore and first customer ID by RecencyScore and CustomerCluster



Tables and formulas

1.column

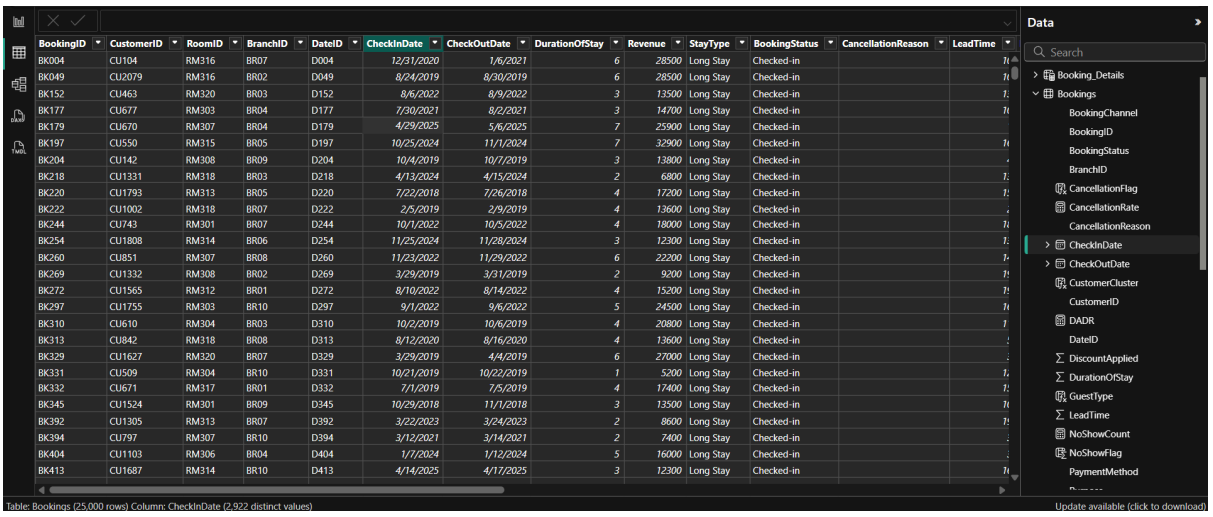
```
CancellationFlag =
IF(Bookings[BookingStatus] = "Cancelled", "Yes", "No")
```



okingStatus	CancellationReason	LeadTime	PaymentMethod	DiscountApplied	BookingChannel	Purpose	RoomNightsSold	SourceType	CustomerCluster	CancellationFlag
cked-in		10	Corporate Account	15	Mobile App	Vacation	6	Direct	High Spender	No
cked-in		10	Credit Card	0	Mobile App	Vacation	1	Direct	High Spender	No
cked-in		13	Cash	10	Mobile App	Vacation	4	Direct	Loyal Guest	No
cked-in		10	UPI	0	Mobile App	Vacation	4	Direct	Loyal Guest	No
cked-in		1	Cash	15	Mobile App	Vacation	3	Direct	High Spender	No
cked-in		16	UPI	0	Mobile App	Vacation	6	Direct	High Spender	No
cked-in		4	UPI	10	Mobile App	Vacation	7	Direct	Loyal Guest	No
cked-in		13	Cash	5	Mobile App	Vacation	5	Direct	Other	No
cked-in		15	Cash	15	Mobile App	Vacation	3	Direct	High Spender	No
cked-in		2	Cash	0	Mobile App	Vacation	2	Direct	Loyal Guest	No
cked-in		18	UPI	5	Mobile App	Vacation	3	Direct	High Spender	No
cked-in		13	Cash	0	Mobile App	Vacation	2	Direct	Loyal Guest	No
cked-in		14	UPI	10	Mobile App	Vacation	1	Direct	High Spender	No
cked-in		19	Corporate Account	15	Mobile App	Vacation	4	Direct	Other	No
cked-in		19	UPI	10	Mobile App	Vacation	4	Direct	High Spender	No
cked-in		16	Cash	0	Mobile App	Vacation	2	Direct	High Spender	No
cked-in		11	Credit Card	10	Mobile App	Vacation	4	Direct	High Spender	No
cked-in		5	Credit Card	0	Mobile App	Vacation	4	Direct	Loyal Guest	No
cked-in		3	Credit Card	15	Mobile App	Vacation	6	Direct	High Spender	No
cked-in		12	Cash	15	Mobile App	Vacation	1	Direct	First-Timer	No
cked-in		15	UPI	5	Mobile App	Vacation	2	Direct	High Spender	No
cked-in		10	Credit Card	5	Mobile App	Vacation	1	Direct	Loyal Guest	No
cked-in		19	Credit Card	0	Mobile App	Vacation	4	Direct	Other	No
cked-in		3	Credit Card	10	Mobile App	Vacation	4	Direct	Other	No
cked-in		3	Cash	0	Mobile App	Vacation	3	Direct	High Spender	No

2.Measure

```
CancellationRate =
DIVIDE(
    COUNTROWS(FILTER(Bookings, Bookings[CancellationFlag] = "Yes")),
    COUNTROWS(Bookings)
)
```



BookingID	CustomerID	RoomID	BranchID	DateID	CheckInDate	CheckOutDate	DurationOfStay	Revenue	StayType	BookingStatus	CancellationReason	LeadTime
BK004	CU104	RM316	BR07	D004	12/31/2020	1/6/2021	6	28500	Long Stay	Checked-in		
BK049	CU2079	RM316	BR02	D049	8/24/2019	8/30/2019	6	28500	Long Stay	Checked-in		
BK152	CU463	RM320	BR03	D152	8/6/2022	8/9/2022	3	13500	Long Stay	Checked-in		
BK177	CU677	RM303	BR04	D177	7/30/2021	8/2/2021	3	14700	Long Stay	Checked-in		
BK179	CU670	RM307	BR04	D179	4/29/2025	5/6/2025	7	25900	Long Stay	Checked-in		
BK197	CU550	RM315	BR05	D197	10/25/2024	11/1/2024	7	32900	Long Stay	Checked-in		
BK204	CU142	RM308	BR09	D204	10/4/2019	10/7/2019	3	13800	Long Stay	Checked-in		
BK218	CU1331	RM318	BR03	D218	4/13/2024	4/15/2024	2	6800	Long Stay	Checked-in		
BK220	CU1793	RM313	BR05	D220	7/22/2018	7/26/2018	4	17200	Long Stay	Checked-in		
BK222	CU1002	RM318	BR07	D222	2/5/2019	2/9/2019	4	13600	Long Stay	Checked-in		
BK244	CU743	RM301	BR07	D244	10/1/2022	10/5/2022	4	18000	Long Stay	Checked-in		
BK254	CU1808	RM314	BR06	D254	11/25/2024	11/28/2024	3	12300	Long Stay	Checked-in		
BK260	CU851	RM307	BR08	D260	11/23/2022	11/29/2022	6	22200	Long Stay	Checked-in		
BK269	CU1332	RM308	BR02	D269	3/29/2019	3/31/2019	2	9200	Long Stay	Checked-in		
BK272	CU1565	RM312	BR01	D272	8/10/2022	8/14/2022	4	15200	Long Stay	Checked-in		
BK297	CU1755	RM303	BR10	D297	9/1/2022	9/6/2022	5	24500	Long Stay	Checked-in		
BK310	CU610	RM304	BR03	D310	10/2/2019	10/6/2019	4	20800	Long Stay	Checked-in		
BK313	CU842	RM318	BR08	D313	8/12/2020	8/16/2020	4	13600	Long Stay	Checked-in		
BK329	CU1627	RM320	BR07	D329	3/29/2019	4/4/2019	6	27000	Long Stay	Checked-in		
BK331	CU509	RM304	BR10	D331	10/21/2019	10/22/2019	1	5200	Long Stay	Checked-in		
BK332	CU671	RM317	BR01	D332	7/1/2019	7/5/2019	4	17400	Long Stay	Checked-in		
BK345	CU1524	RM301	BR09	D345	10/29/2018	11/1/2018	3	13500	Long Stay	Checked-in		
BK392	CU1305	RM313	BR07	D392	3/22/2023	3/24/2023	2	8600	Long Stay	Checked-in		
BK394	CU797	RM307	BR10	D394	3/12/2021	3/14/2021	2	7400	Long Stay	Checked-in		
BK404	CU1103	RM306	BR04	D404	1/7/2024	1/12/2024	5	16000	Long Stay	Checked-in		
BK413	CU1687	RM314	BR10	D413	4/14/2025	4/17/2025	3	12300	Long Stay	Checked-in		

Dashboard


FORECASTING
Sum of Ocuupancy by Year
Sum of Ocuupancy
Year
Count of CancellationReason by Year
Count of CancellationReason
Year
Count of BookingID by LeadTime
LeadTime
Count of BookingID
RefundCount and Count of NoShowFlag by Year
RefundCount
Count of NoShowFlag
Year
Count of spendscore frequencyscore
Count of SpendScore, Sum of FrequencyScore and First CustomerID by RecencyScore and CustomerCluster
CustomerCluster
First Timer
High Spender
Loyal Guest
Other
Sum of FrequencyScore
Count of SpendScore