

TABLES

1.CUSTOMER CLUSTER CALCULATION

File Home Help Table tools Column tools

Name: CustomerCluster Data type: Text

Structure:

```

1 CustomerCluster =
SWITCH(TRUE(),
    [DurationOnStay] = 3, "First Timer",
    [DurationOnStay] >= 3 & [Revenue] < 15000, "Loyal Guest",
    [Revenue] >= 15000, "High Spender",
    "Other"
)

```

Properties:

Data category: Uncategorized Sort by column: Sort Data groups: Groups Manage relationships: Relationships New column: Calculations

type	BookingStatus	CancellationReason	LeadTime	PaymentMethod	DiscountApplied	BookingChannel	Purpose	RoomNightsSold	Direct	GuestType	CustomerCluster
Stay	Checked-in			10 Credit Card	0	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			13 Cash	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			10 UPI	0	Mobile App	Vacation	4 Direct	Corporate	Loyal Guest	
Stay	Checked-in			1 Cash	15	Mobile App	Vacation	3 Direct	Corporate	High Spender	
Stay	Checked-in			76 UPI	0	Mobile App	Vacation	6 Direct	Corporate	High Spender	
Stay	Checked-in			4 UPI	10	Mobile App	Vacation	7 Direct	Corporate	First-Timer	
Stay	Checked-in			13 Cash	5	Mobile App	Vacation	5 Direct	Corporate	High Spender	
Stay	Checked-in			15 Cash	15	Mobile App	Vacation	3 Direct	Corporate	High Spender	
Stay	Checked-in			2 Cash	0	Mobile App	Vacation	2 Direct	Corporate	High Spender	
Stay	Checked-in			78 UPI	5	Mobile App	Vacation	3 Direct	Corporate	First-Timer	
Stay	Checked-in			73 Cash	0	Mobile App	Vacation	2 Direct	Corporate	High Spender	
Stay	Checked-in			14 UPI	10	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			19 Corporate Account	15	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			19 UPI	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			16 Cash	0	Mobile App	Vacation	2 Direct	Corporate	Other	
Stay	Checked-in			11 Credit Card	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			5 Credit Card	0	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			3 Credit Card	15	Mobile App	Vacation	6 Direct	Corporate	High Spender	
Stay	Checked-in			12 Cash	15	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			75 UPI	5	Mobile App	Vacation	2 Direct	Corporate	High Spender	
Stay	Checked-in			10 Credit Card	5	Mobile App	Vacation	1 Direct	Corporate	High Spender	

Data:

- BookingID
- BookingStatus
- BranchID
- CancellationReason
- CheckInDate
- CheckOutDate
- CustomerCluster
- CustomerID
- DateID
- Direct
- DiscountApplied
- DurationOnStay
- GuestType
- LeadTime
- PaymentMethod
- Purpose
- Revenue
- RoomID
- RoomNightsSold

Table: Bookings (25,000 rows) Column: CustomerCluster (4 distinct values)

Update available (click to download)

2.GUEST TYPE CALCULATION

File Home Help Table tools Column tools

Name: GuestType Data type: Text

Structure:

```

1 GuestType =
SWITCH(TRUE(),
    [Purpose] = "Business" || [BookingChannel] = "Corporate", "Business",
    [Purpose] = "Vacation" && [StayType] = "Long Stay", "Corporate",
    [Purpose] = "Holiday" && [StayType] = "Short Stay", "Family",
    [Purpose] = "Conference" || [StayType] = "Long Stay", "Family",
    "Solo"
)

```

Properties:

Data category: Uncategorized Sort by column: Sort Data groups: Groups Manage relationships: Relationships New column: Calculations

type	BookingStatus	CancellationReason	LeadTime	PaymentMethod	DiscountApplied	BookingChannel	Purpose	RoomNightsSold	Direct	GuestType	CustomerCluster
Stay	Checked-in			10 Credit Card	0	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			13 Cash	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			10 UPI	0	Mobile App	Vacation	4 Direct	Corporate	Loyal Guest	
Stay	Checked-in			1 Cash	15	Mobile App	Vacation	3 Direct	Corporate	High Spender	
Stay	Checked-in			16 UPI	0	Mobile App	Vacation	6 Direct	Corporate	High Spender	
Stay	Checked-in			4 UPI	10	Mobile App	Vacation	7 Direct	Corporate	First-Timer	
Stay	Checked-in			13 Cash	5	Mobile App	Vacation	5 Direct	Corporate	High Spender	
Stay	Checked-in			15 Cash	15	Mobile App	Vacation	3 Direct	Corporate	High Spender	
Stay	Checked-in			2 Cash	0	Mobile App	Vacation	2 Direct	Corporate	High Spender	
Stay	Checked-in			18 UPI	5	Mobile App	Vacation	3 Direct	Corporate	First-Timer	
Stay	Checked-in			13 Cash	0	Mobile App	Vacation	2 Direct	Corporate	High Spender	
Stay	Checked-in			14 UPI	10	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			19 Corporate Account	15	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			19 UPI	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			16 Cash	0	Mobile App	Vacation	2 Direct	Corporate	Other	
Stay	Checked-in			11 Credit Card	10	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			5 Credit Card	0	Mobile App	Vacation	4 Direct	Corporate	High Spender	
Stay	Checked-in			12 Cash	15	Mobile App	Vacation	1 Direct	Corporate	High Spender	
Stay	Checked-in			15 UPI	5	Mobile App	Vacation	2 Direct	Corporate	High Spender	

Data:

- BookingStatus
- BranchID
- CancellationReason
- CheckInDate
- CheckOutDate
- CustomerCluster
- CustomerID
- DateID
- Direct
- DiscountApplied
- DurationOnStay
- GuestType
- LeadTime
- PaymentMethod
- Purpose
- Revenue
- RoomID
- RoomNightsSold
- SourceType
- StayType
- Branch

3.tbl_guests table calculations

File Home Help Table tools Column tools

Name: FirstStay Data type: Date/time

Structure:

```

1 Tbl_Guests =
SUMMARIZE(
    FILTER('TblBookings', 'TblBookings'[CustomerID] <> BLANK()),
    'TblBookings'[CustomerID],
    "FirstStay", MIN('TblBookings'[CheckInDate]),
    "LastStay", MAX('TblBookings'[CheckOutDate])
)

```

Properties:

Data category: Uncategorized Sort by column: Sort Data groups: Groups Manage relationships: Relationships New column: Calculations

CustomerID	FirstStay	LastStay	RecencyScore	FrequencyScore	SpendScore
CU101	9/10/2013	9/17/2023	796	1	4800
CU102	8/6/2024	8/14/2024	464	1	4400
CU107	3/30/2018	5/13/2025	192	2	8900
CU115	11/5/2020	11/11/2020	1836	1	4400
CU103	5/10/2017	8/23/2024	455	3	12900
CU117	4/1/2017	9/8/2023	805	2	7200
CU120	5/11/2015	7/3/2017	3063	3	12500
CU104	7/18/2018	7/19/2018	2682	1	4750
CU119	3/24/2025	3/30/2025	236	1	5200
CU105	2/4/2018	2/5/2016	2846	1	4500
CU106	12/31/2017	12/26/2021	1426	2	9250
CU2038	8/13/2019	8/19/2019	2286	1	4200
CU112	4/14/2017	6/3/2018	2728	2	7500
CU108	3/28/2015	7/3/2023	872	3	12450
CU109	8/11/2016	7/16/2021	1589	3	11900
CU111	4/1/2016	4/21/2016	3501	1	4600
CU113	11/2/2015	3/13/2018	2810	2	8950
CU110	4/10/2018	12/21/2020	1796	2	7600
CU114	1/22/2019	4/11/2019	2416	2	8400
CU118	7/22/2015	5/18/2025	187	3	14650
CU116	6/6/2024	6/7/2024	532	1	4300
CU1968	12/18/2017	4/5/2024	595	2	7800

Data:

- RoomNightsSold
- SourceType
- StayType
- Branch
- Customer
- date
- duration details
- MasterData
- Month and Yearly Data
- Room Booked Count
- Room type
- TableS
- Tbl_Guests
- CustomerID
- FirstStay
- FrequencyScore
- LastStay
- RecencyScore
- SpendScore
- TblBookings
- TblCalc
- TblRates

4. Frequency Score

Power BI Column Tools

FrequencyScore

```

1 FrequencyScore =
2
3 CALCULATE(
4
5     COUNTROWS("TblBookings"),
6
7     FILTER("TblBookings", 'TblBookings'[CustomerID] = 'Tbl_Guests'[CustomerID])
8
9 )

```

CustomerID	FirstStay	LastStay	RecencyScore	FrequencyScore	SpendScore
CU101	9/10/2023	9/17/2023	796	1	4800
CU102	8/8/2024	8/14/2024	464	1	4400
CU107	3/30/2018	5/13/2025	192	2	8900
CU115	11/5/2020	11/11/2020	1836	1	4400
CU103	5/10/2017	8/23/2024	455	3	12900
CU117	4/1/2017	9/8/2023	805	2	7200
CU120	5/11/2015	7/3/2017	3063	3	12500
CU104	7/18/2018	7/19/2018	2682	1	4750
CU119	3/24/2025	3/30/2025	236	1	5200
CU105	2/4/2018	2/5/2018	2846	1	4500
CU106	12/31/2017	12/26/2021	1426	2	9250
CU2038	8/13/2019	8/19/2019	2286	1	4200
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CU113	11/27/2015	3/13/2018	2810	2	8950
CU110	4/10/2018	12/21/2020	1796	2	7600
CU114	1/22/2019	4/11/2019	2416	2	8400
CU118	7/27/2015	5/18/2025	187	3	14650

Data

- RoomNightsSold
- SourceType
- StayType
- Branch
- Customer
- Date
- Duration Details
- MasterData
- Month and Yearly Data
- Room Booked Count
- Room Type
- Table5
- Tbl_Guests
 - CustomerID
 - FirstStay
 - FrequencyScore
 - LastStay
 - RecencyScore
 - SpendScore
- TblBookings
- TblCalc
- TblRates

5. Recency Score

Power BI Column Tools

RecencyScore

```

1 RecencyScore =
2
3 DATEDIFF(
4
5     CALCULATE(
6
7         MAX("TblBookings"[CheckOutDate]),
8
9         FILTER("TblBookings", 'TblBookings'[CustomerID] = 'Tbl_Guests'[CustomerID])
10
11     ),
12
13     TODAY(),
14
15     DAY
16
17 )

```

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 - LastStay
 - RecencyScore
 - SpendScore
- TblBookings
- TblCalc
- TblRates

6. Spend Score

Power BI Column Tools

SpendScore

```

1 SpendScore =
2
3 CALCULATE(
4     SUM("TblBookings"[PricePerNight]),
5
6     FILTER("TblBookings", 'TblBookings'[CustomerID] = 'Tbl_Guests'[CustomerID])
7
8 )

```

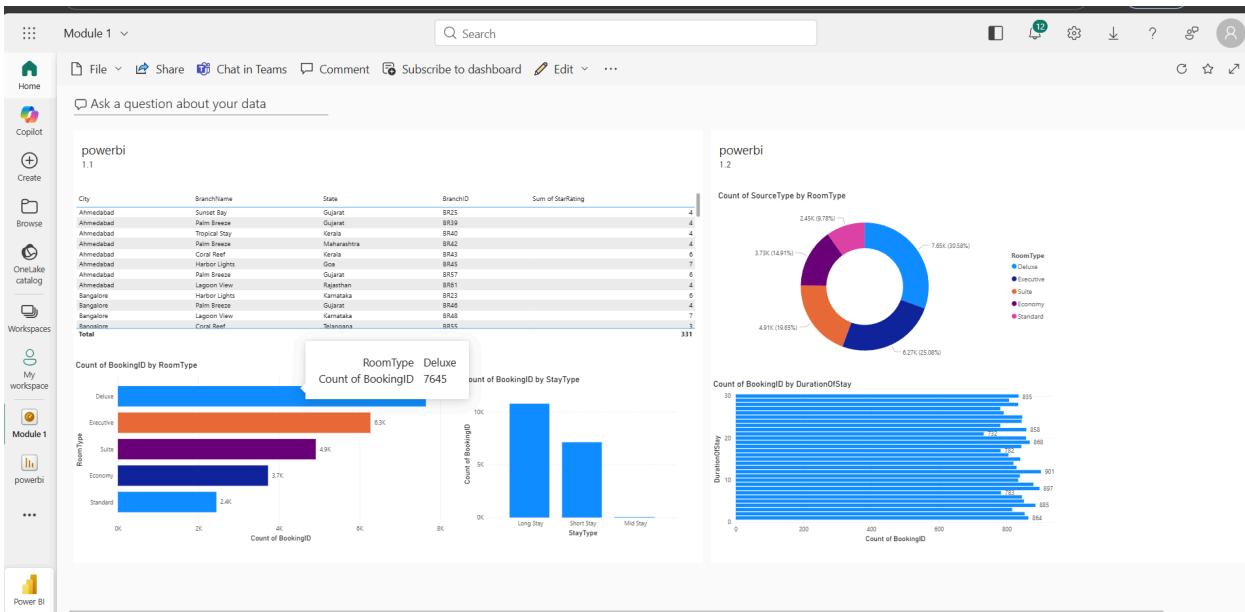
CustomerID	FirstStay	LastStay	RecencyScore	FrequencyScore	SpendScore
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CU102	8/8/2024	8/14/2024	464	1	4400
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- TblCalc
- TblRates

DASHBOARDS

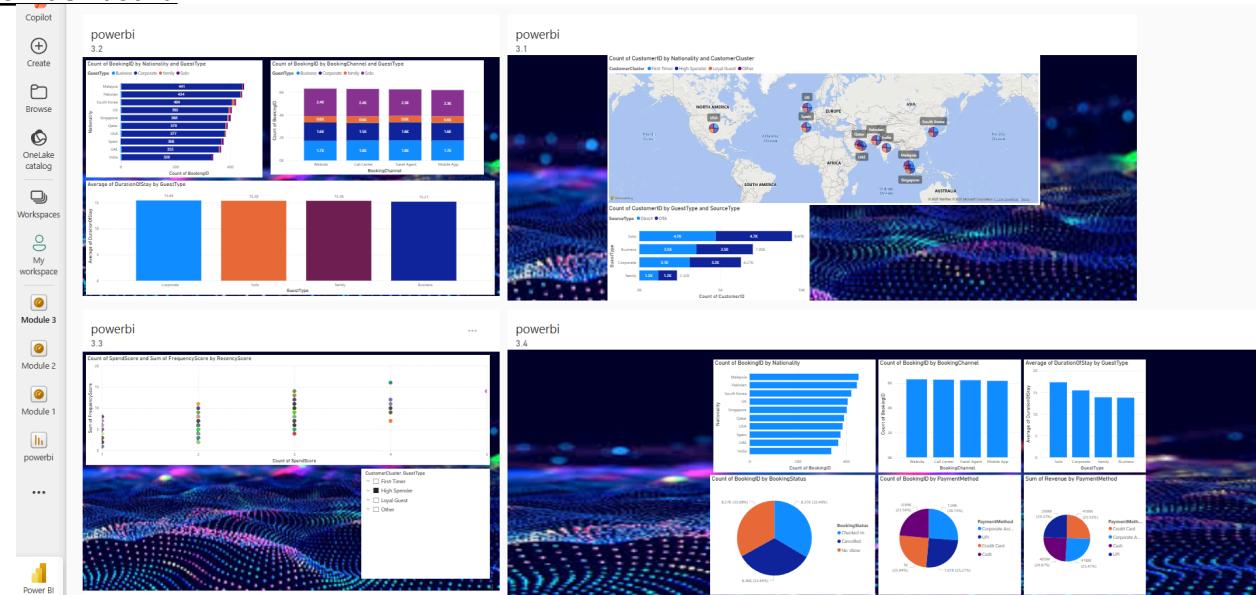
1.module1 dashboard



2.Module2 dashboard

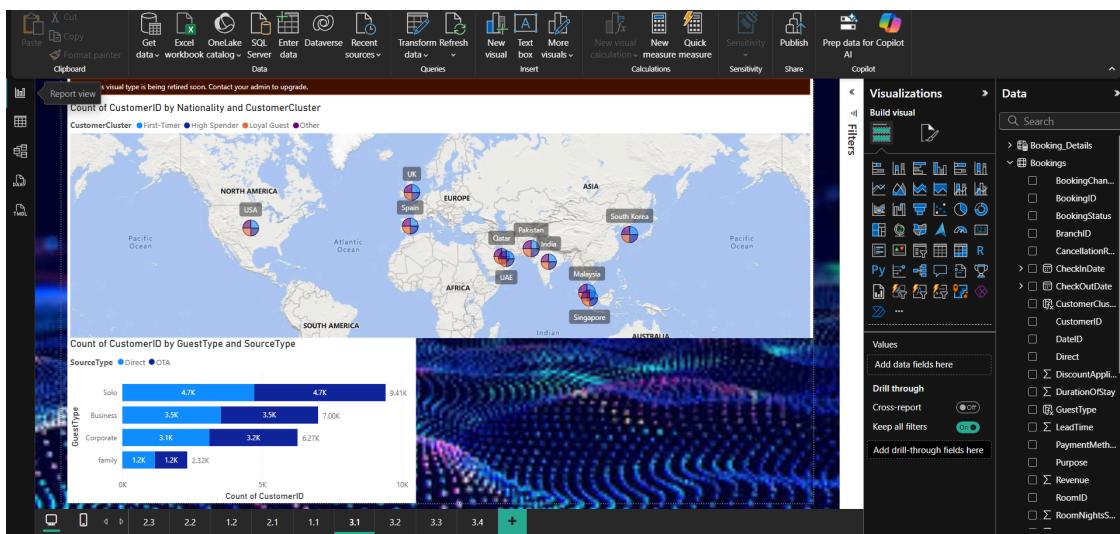


3.Module3 Dashboard

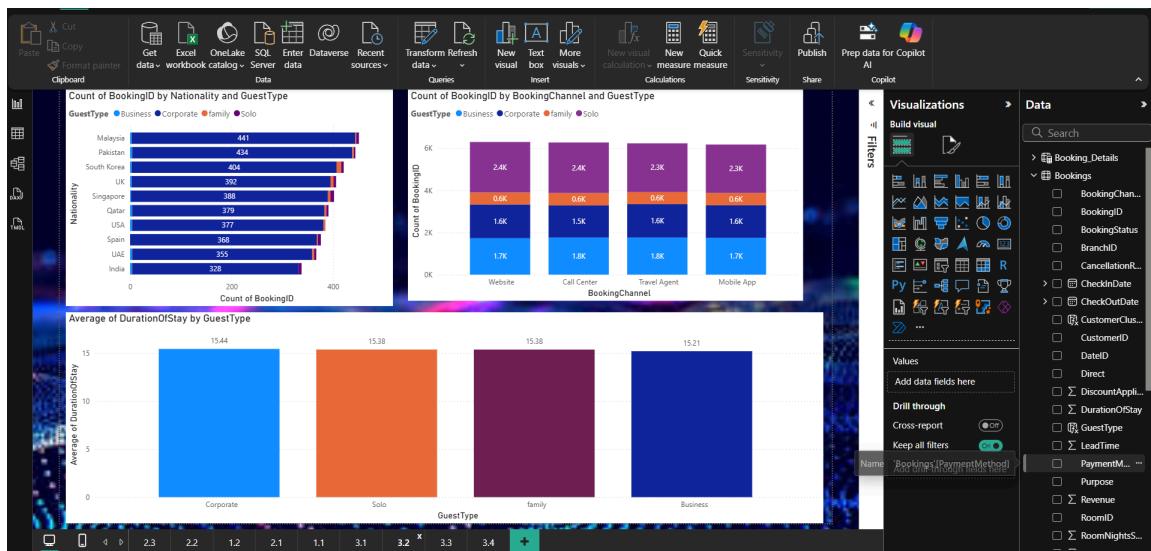


VISUALS

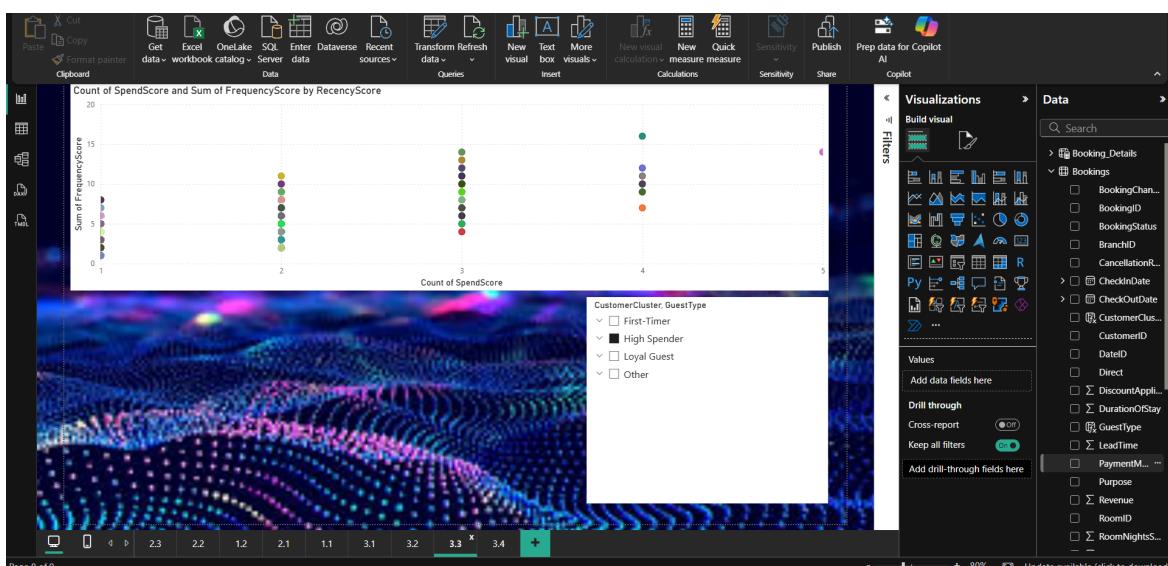
1. count of customers by nationality



2. Guest analysis



3. count of spendscore by frequency and recency score



4.Customer analysis by booking id and booking channel , nationality , duration of stay , bookingstatus , payment method , revenue

