**Analysis for SHG**

**Introduction**

Splendor Hotel Groups (SHG) has one of the best leading hotel groups is very much paramount about their booking data as this holds a the vital information about this hotel.

Renowned hospitality company SHG aims to improve visitor experiences and streamline corporate processes by utilizing data-driven insights.

**My Aim**

As the Data Analyst my aim is to examine thoroughly the best resorts' past booking data in order to identify trends, comprehend consumer behavior, and offer useful suggestions for tactical decision-making.

**Overview**

To give analysis of a comprehensive dataset, featuring intricate details of bookings, guest demographics, distribution channels, and financial metrics.

**Objectives**

**Studying the Booking Patterns:**

Achieving a more comprehensive understanding of booking patterns is attainable by delving deeper into distribution channels. The observed trend exhibits fluctuations, marked by both increases and decreases. Notably, January of each year consistently emerges as the peak period for booking activity.

The lead time varies among distribution channels, notably showing an increase for online travel agents compared to undefined and corporate channels. This suggests a trend of customers using online travel agents planning and booking well in advance. This insight can inform targeted strategies for each channel.

The lead time and the customer type shows a stronger relationship and correlation in the transient and transient, party compared to the contract and group’

**Customer Behaviour Analysis :**

The online travel agent plays a significant role in driving the burgeoning patterns and contributes to an elevated average daily rate when contrasted with offline travel agents, direct bookings, corporate channels, and undefined channels.

The country with the highest number of guest also has the largest uimpact on the revenue as a result of payment made by the guest.

**Cancellation Analysis:**

There are several factors that can contribute to cancellation:

* Country : Economic and weather instability or sudden changes in travel restrictions might lead to increased cancellations.
* Lead time: The short lead times may witness fewer cancellations, as plans are more likely to be firm while the longer lead times might result in more cancellations due to changing circumstances.
* Distribution channel: Bookings through certain channels, such as online travel agents (OTAs) or third-party websites, may have different cancellation patterns compared to direct bookings through the hotel's website.
* Deposit type: The type and amount of deposit required at the time of booking can influence cancellations. Non-refundable deposits or prepayments may deter cancellations, while flexible cancellation policies might lead to more cancellations, especially closer to the check-in date.

Revenue loss by customer type: the bar chart explains that the transient and transient-party customer type contributed largely to the revenue loss of the hotel

Revenue by distribution channel: The clustered bar chart explains the impact of the online travel agent which has on the revenue loss and offline travel agent and direct.

**Revenue Optimization**:

The overall revenue trend shows a negative financial performance while Portugal has great impact on the revenue growth and development unlike finland.

**Geographical Analysis:**

* The distribution of guests across different countries shows that Portugal has the highest number of guest (37,670) while Seychelles, Macao, Kiribata, Guyana contributed only one guest.

To improve growth and financial health, countries that are below 1000 number of guest such as Israel, Norway, Finland, Australia and others should be targeted for marketing effort and strategies.

* Countries that have higher cancellation status above 200 have the larger percentage of cancelling their bookings due to the country they are from

**Operational Efficiency:**

The average night guest has ever stayed at the SHG hotel has been calculated as 6 nights. Based on the customer type of the company, customers on contract has shown to have spent and average of 5.32 i.e, 5 nights and the morning of their checking out date and least has been seen from customers who come as groups as 2.88.

The check out date can give expressive information to both the staffings and observe the resource allocation strategies, notely from the graph (line chart) every 2nd of the month there is an increase in the check out status (2670) while every 31st of the month there is a large drop down (1448).

**Impact of Deposit Types:**

The type of deposit required affects cancellations. Non-refundable deposits reduce cancellations because guests don't want to lose money. Refundable deposits offer flexibility but may lead to more cancellations. Partial payments strike a balance. No deposit means flexibility but could result in more cancellations. The choice depends on the hotel's strategy and guest expectations.

Customers on Transit holds the highest count of deposit type and higher revenue compared to customers on Group or Contract.

**Analysis of Corporate Bookings:**

**Time-to-Event Analysis:**

To understand the effect of lead time on the revenue, the lead time was categorized into 3 sections (long, medium, short) and it was observed that long lead time have a very high percentage of cancellation compared to the short.

The effect of the lead time on the revenue was observed via the status group(cancelled, check-out and no show) and its observed from the bar chart that guests who cancelled had the highest lead time and contributed negatively to the revenue growth by having a total of 3 million as revenue unlike guest who check-out, they contributed positively to the growth of the company by having a sum of over 20 million as revenue.

**Comparison of Online and Offline Travel Agents:**

Online travel agent contributes largely to the revenue growth unlike the offline travel agent.