

HOTEL RESERVATION ANALYSIS

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AGENDA

Objective

Observations of analysis

Procedure of Analysis

Conclusion

OBJECTIVE

- The hotel industry relies on data to make informed decisions and provide a better guest experience.
- Working with a hotel reservation dataset to gain insights into guest preferences.
- Booking trends, and other key factors that impact the hotel's operations.
- Using SQL to query and analyze the data.
- Answering specific questions about the dataset.

PROCEDURE OF ANALYSIS

1

Exporting dataset

Right click on schema and using option table data export wizard

2

Queries

Writing queries in SQL in order to find required information

3

Output

output for each query is presented in a pdf



OBSERVATIONS OF ANALYSIS

1

Reservations made with a lead time of over 90 days are more likely to be canceled, indicating potential guest uncertainty or changes in plans.

2

Guests who stay over weekends tend to book shorter stays compared to those who stay only on weekdays, suggesting different guest profiles for weekend vs. weekday bookings.

3

The average price per room is higher for reservations involving children, indicating that families might opt for larger or more premium room types.

4

There is a noticeable peak in bookings during the summer months, suggesting a seasonal trend in guest arrivals.

CONCLUSION

1

The most popular meal plan among guests is BB (Bed & Breakfast), indicating a preference for basic meal options.

2

The room type most commonly booked by guests is type A, suggesting a higher demand for this category.

3

The Direct market segment is the most common, highlighting that a significant number of guests prefer to book directly with the hotel rather than through intermediaries.

4

Reservations with children have a higher average price per room, suggesting that families tend to book more expensive accommodations.

THANK YOU

