

18-10-2024

DATA Report

**PREPARED BY
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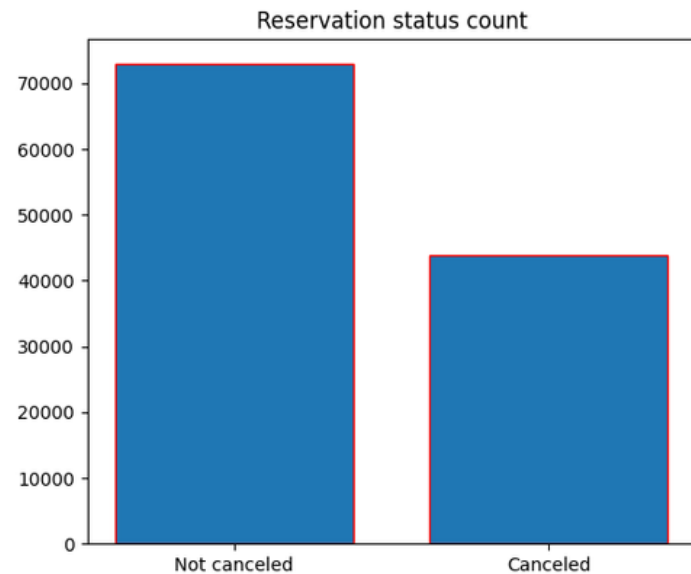
CORE QUERIES

1. **Impact of ADR:** How significantly does ADR influence overall reservations and cancellations?
2. **Market Segment Analysis:** What is the percentage distribution of each market segment and its corresponding cancellation rate?
3. **Pricing Strategy:** What pricing adjustment should be done to improve overall profit
4. **Marketing Strategy Adjustments:** Which marketing or advertising strategies can be optimized to boost bookings?
5. **Service Improvements for Market Segments:** Which market segment services should be enhanced to reduce cancellation rates?
6. **Country Impact Assessment:** Which country has the highest impact on our overall business performance?

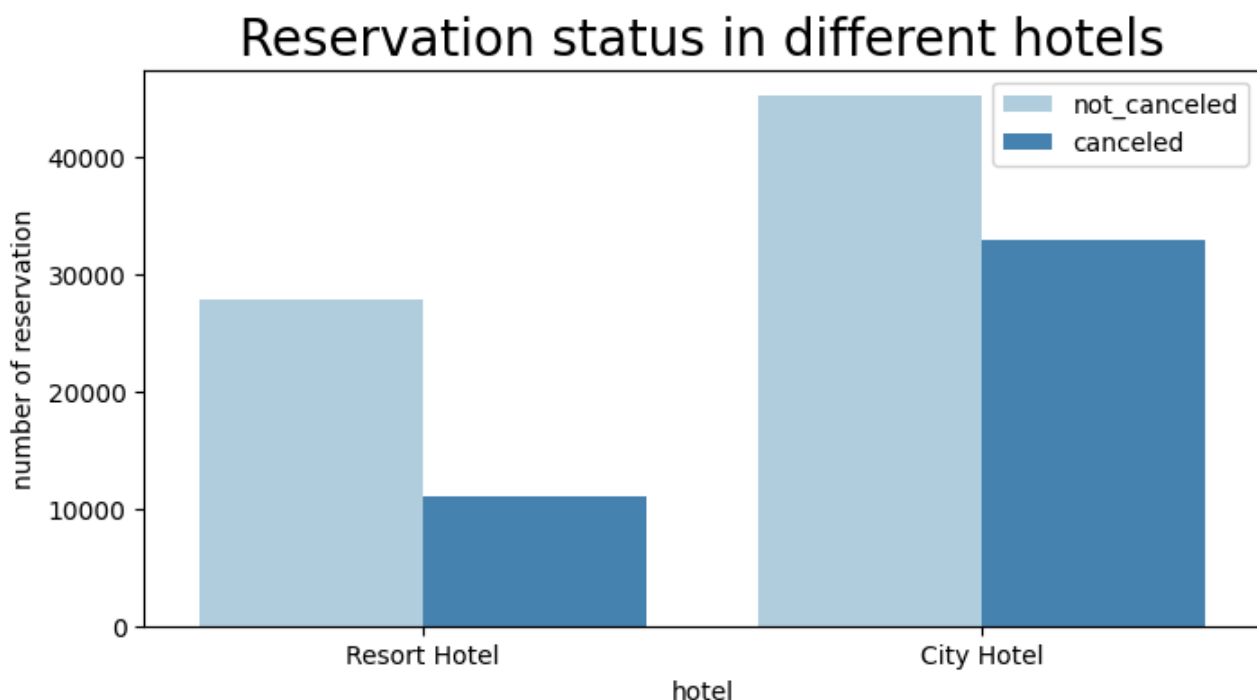
Analysis Outcomes

Overall cancellation rate:

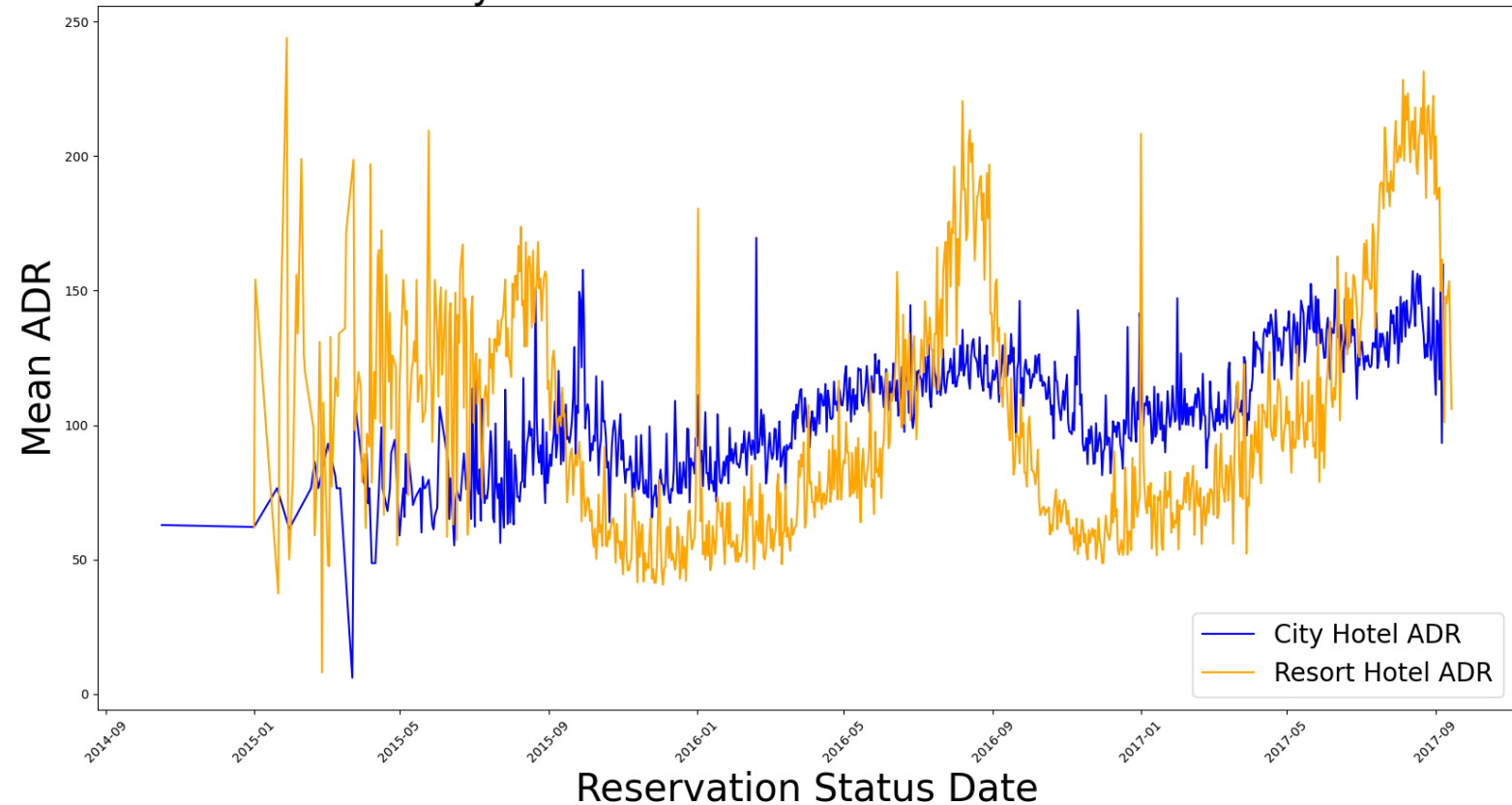
The sum total number of reservations of all the hotels is 116,959 from which 37% equivalent to 43,905 are the total cancelled reservations. It has a significant impact on hotel earnings



Cancellation by each type: Analysis reveals the cancellation rate in Resort hotel is 28% significantly lower than that of City Hotel which is 42%, but it is also very clear that the number of reservations in city hotel is significantly higher than that of resort hotel which 100.91% or roughly twice than that of resort hotel

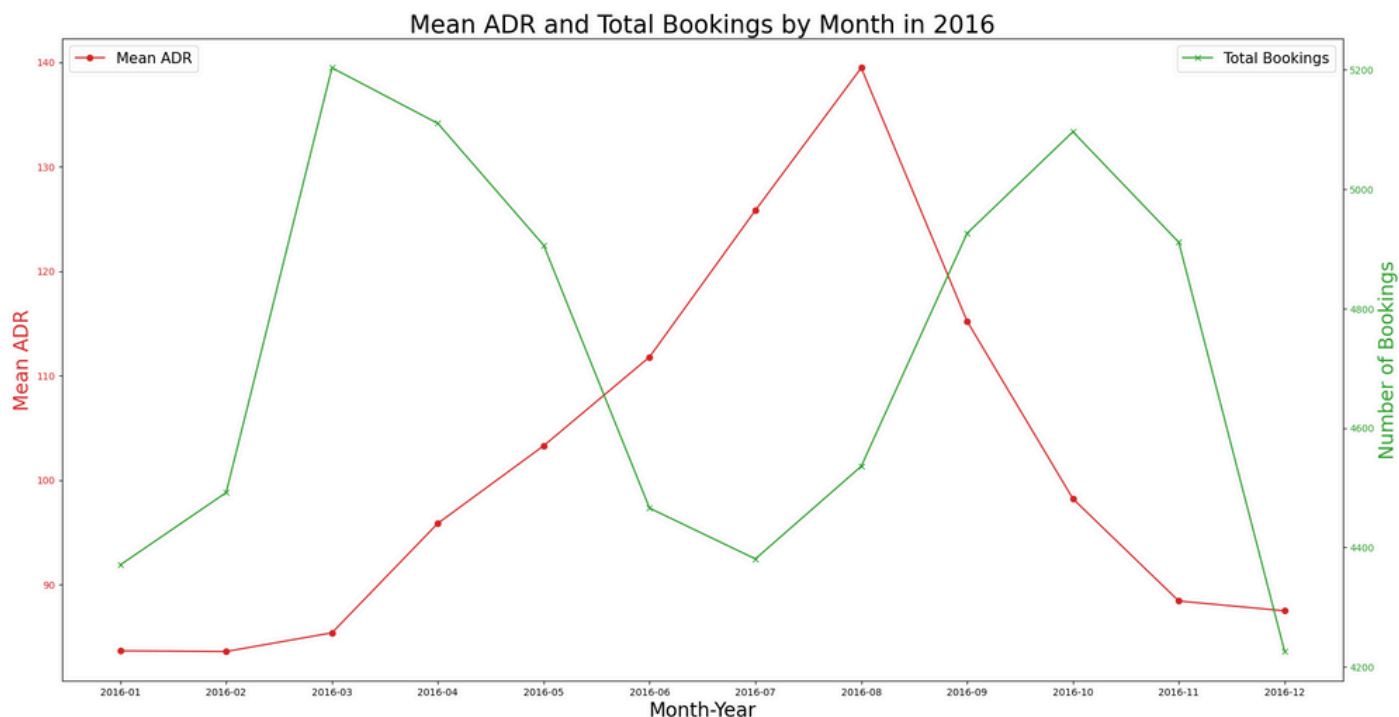


City Hotel & Resort Hotel ADR over Time



ADR trends for City Hotel and Resort Hotel: The graph includes all previous business years. It is evident that the mean ADR for Resort Hotel consistently surpasses that of City Hotel, particularly in 2015, late 2016, and 2017. The mean ADR for City Hotel has shown a steady increase over the past four years, with minimal outliers.

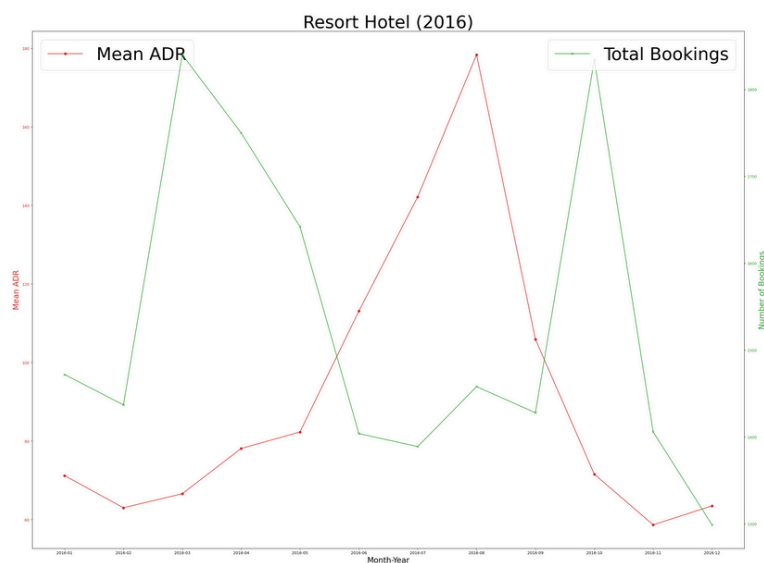
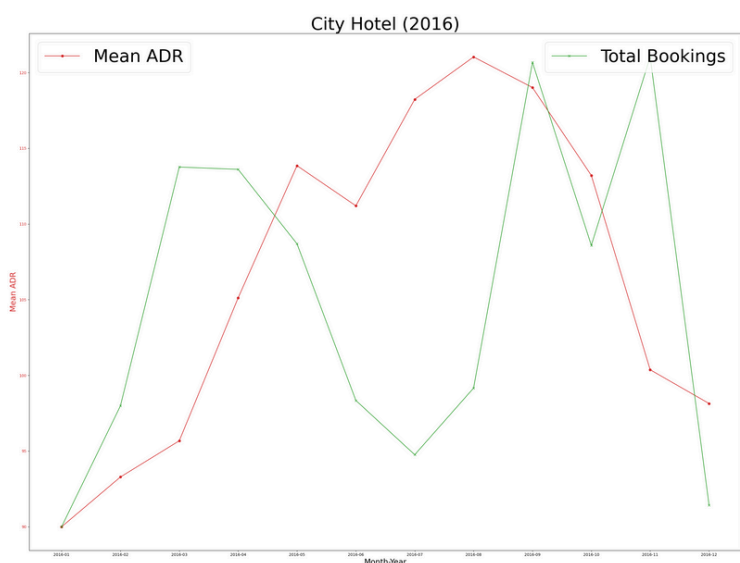
This analysis highlights that ADR significantly influences the overall number of reservations, providing a clear answer to one of our core queries



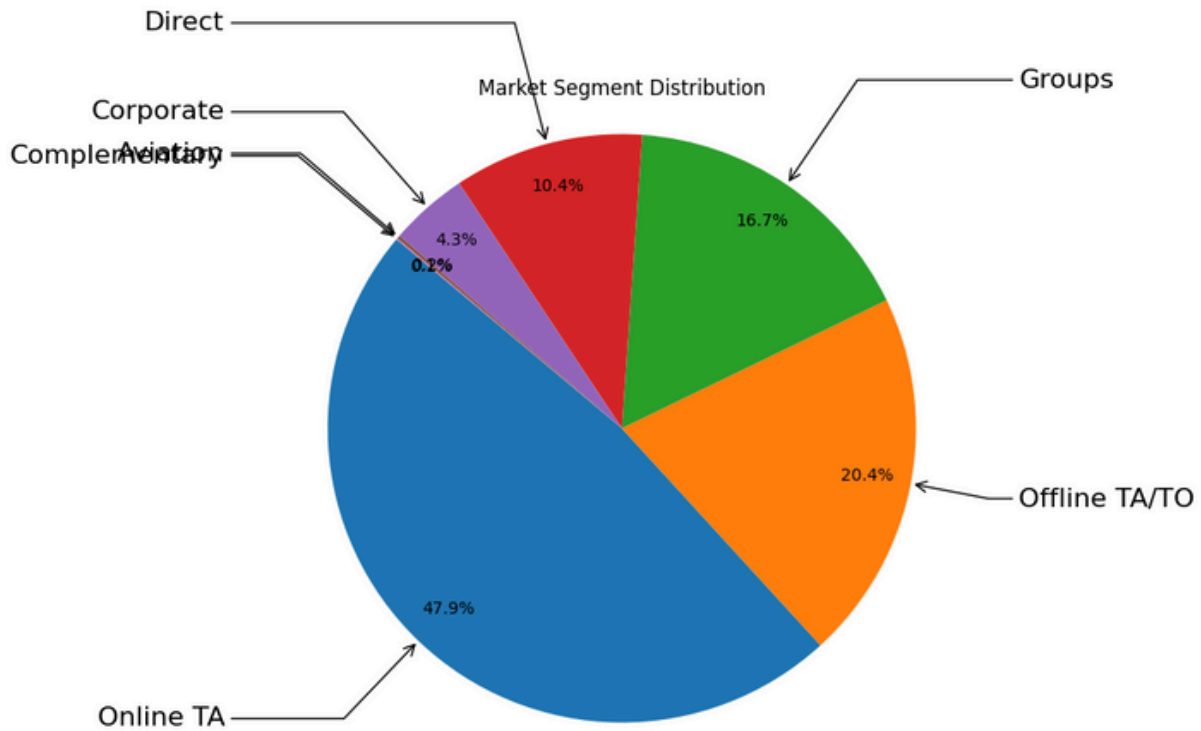
Analyzing the data from the last business year 2016 reveals a clear trend:

1. When ADR is at its lowest, reservation rates peak
2. When ADR reaches its highest, reservation rates decline

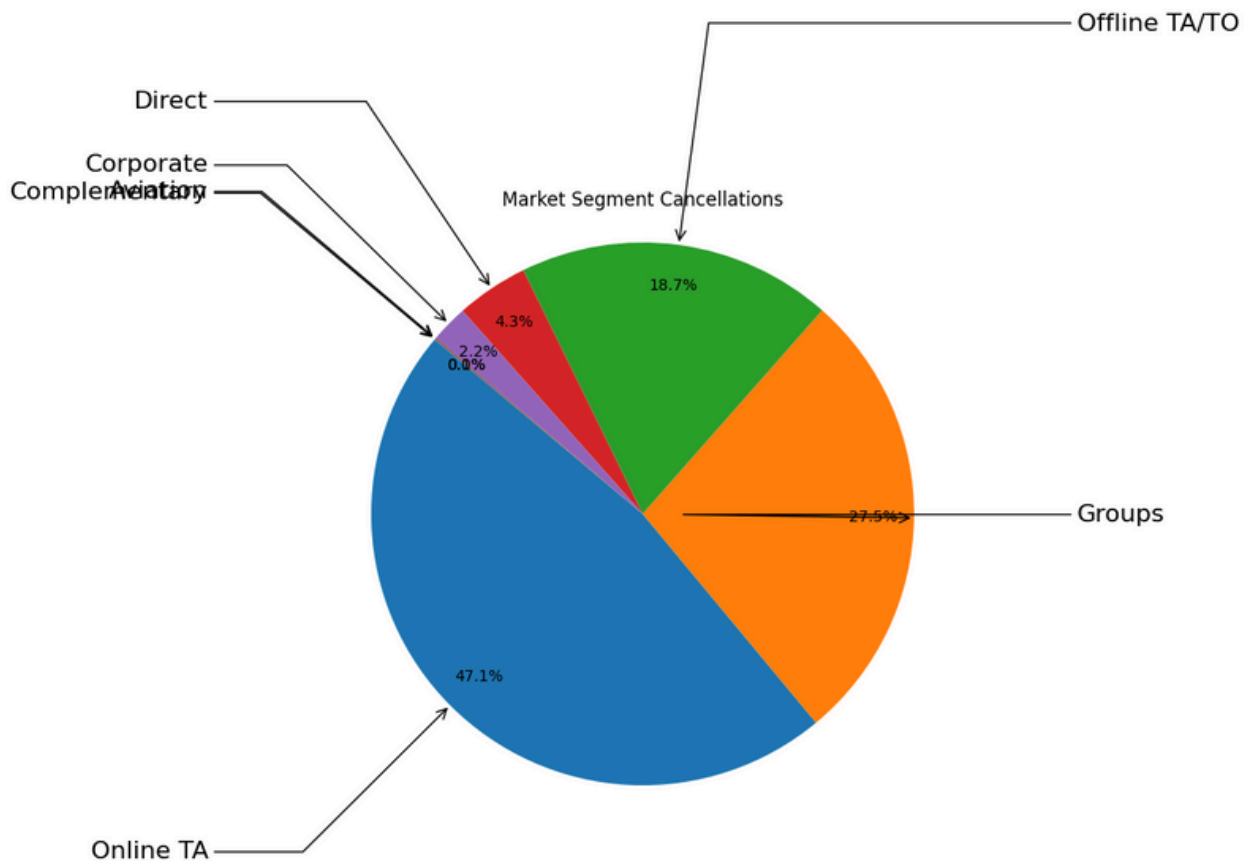
The mean ADR for both the type of hotels for the complete year 2016:



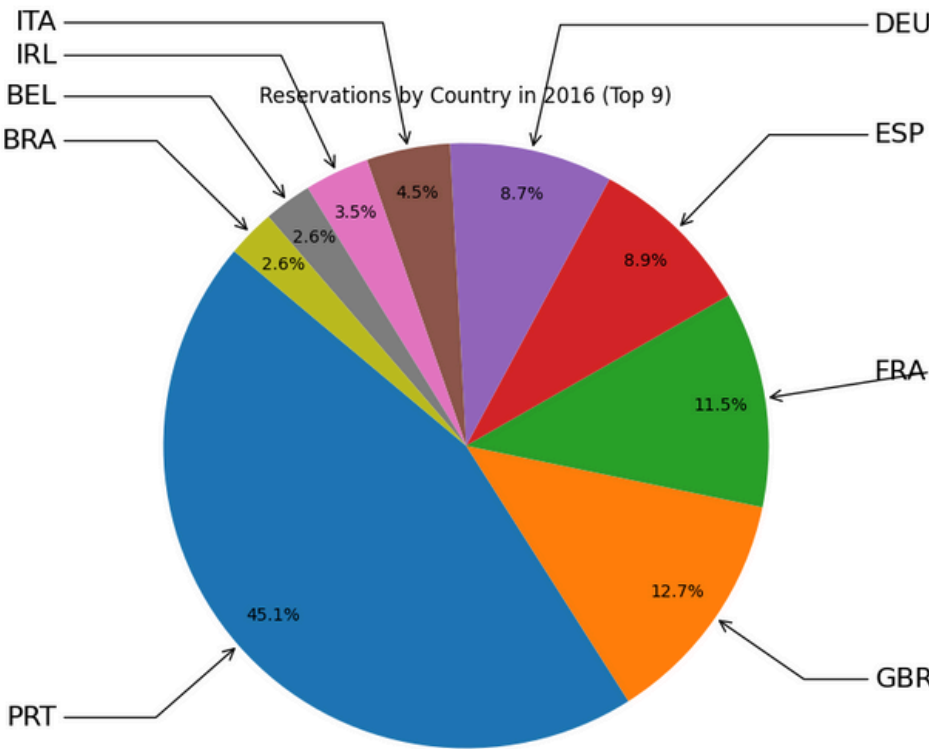
Analysis of reservation type:



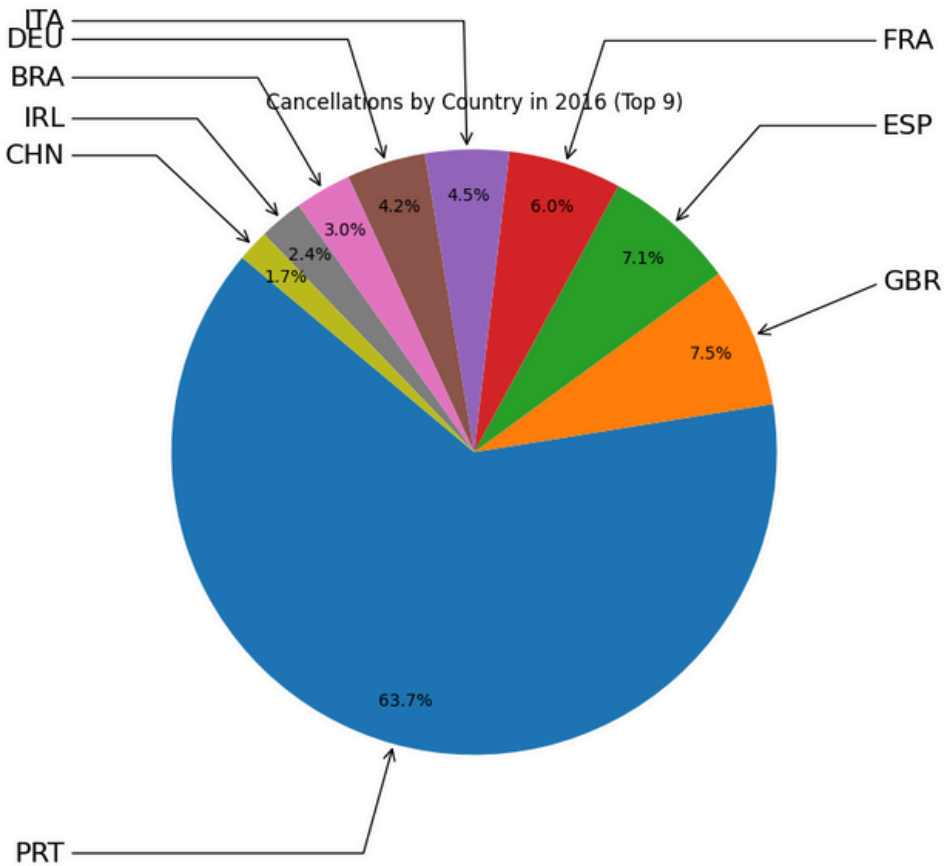
The reservation rate of groups is 16.7% and for offline travel agency is 20.4% but the cancellation rate of groups is higher than that of offline travel agency.



Reservation by top 9 countries in year 2016:



Cancellation by top 9 countries in year 2016:



Suggestions

To increase the number of reservations in resort hotel we should focus more on marketing and campaigning during festivals and big holidays such as New Year, Christmas and summer breaks, etc.

For City Hotels, it is recommended to maintain the ADR below the mean value for specific months. Early 2017 data show a higher number of reservations and fewer cancellations when this strategy was applied. Typically, in city hotels the stays are brief, but bookings happen frequently.

Combining these insights, leveraging frequent but short stays for optimal performance.

The mean ADR for Resort Hotels should remain consistent, especially during major holidays and festivals, as guests prioritize quality over cost and are willing to pay a premium. Offering various suites can also cater to this preference. However, during off-peak periods, it is advisable to set the ADR slightly below the mean value.

We should give some extra benefits or improve the overall quality for group visits as group visits rank third in reservation rates but second in cancellations,

Hotels in Portugal should be given extra attention as they have the highest reservation rate out of all the countries almost a third of total reservations, but it yet the highest cancellation rate. Decreasing this would be a massive impact on overall sales.