

Hotel Booking Analysis

MECE Framework

Booking Analysis

- **Time Analysis**

Analyze the distribution of booking times & no. of days being stayed & booked to identify the popular time booking period.

- **Cancellation Evaluation**

Categorize the column with “Cancelled” or “Non-Cancelled” subdivisions.

- **Waiting List Analysis**

Analyze how long the customers should wait after booking.

- **Country Categorization**

Categorize into countries of the origin.

Guest Analysis

- **Guest Evaluation**

Evaluate the guests members for booking to get an estimate for the rooms required.

- **Age Segregation**

Categorize the guests into (babies, children and adult) category to analyze guest preference and needs based on age.

- **Repetitive booking Analysis**

Identify the guests who make repetitive booking for making the guests to come more often.

- **Guest hotel Relationship**

Identify the guests' relationship towards the hotel to determine the level of guest loyalty to the hotel.

Meal Analysis

- **Meal Evaluation**

Evaluate the meal - related attributes for each booking & categorize it.

- **ADR Analysis**

Analyze the Average Daily Rate per booking to identify the trends.

- **Car parking requests**

Categorize the space requested for car parking by the guests to know the demand of car parking space.

- **Special request Analysis**

Analyze the special requests from the guest to identify new & common requests.

Room Analysis

- **Room type Evaluation**

Analyze the types of rooms booked to identify the most booked room type.

- **Booking changes evaluation**

Evaluate the maximum no.of booking changes close by each booking.

- **Assigned room check**

Evaluate whether the reserved room type is same as the assigned room type.

Reservation Analysis

- **Status Analysis**

Analyze the strategy of every booking to find the chance of checked-out.

- **Status date Categorization**

Categorization the status dates in order to find the performance analysis.