-- Calculate the total number of bookings

SELECT COUNT(\*) AS total\_bookings

FROM hotel\_bookings;

A screen shot of a computer

Description automatically generated

-- Analyze booking trends by month

SELECT

arrival\_date\_month,

COUNT(\*) AS total\_bookings

FROM

hotel\_bookings

GROUP BY

arrival\_date\_month

ORDER BY

CASE arrival\_date\_month

WHEN 'January' THEN 1

WHEN 'February' THEN 2

WHEN 'March' THEN 3

WHEN 'April' THEN 4

WHEN 'May' THEN 5

WHEN 'June' THEN 6

WHEN 'July' THEN 7

WHEN 'August' THEN 8

WHEN 'September' THEN 9

WHEN 'October' THEN 10

WHEN 'November' THEN 11

WHEN 'December' THEN 12

ELSE 99

END;

A screenshot of a computer

Description automatically generated

-- Analyze booking trends by market segment

SELECT

market\_segment,

COUNT(\*) AS total\_bookings

FROM

hotel\_bookings

GROUP BY

market\_segment;

A screen shot of a computer

Description automatically generated

-- Analyze booking trends by customer type

SELECT

customer\_type,

COUNT(\*) AS total\_bookings

FROM

hotel\_bookings

GROUP BY

customer\_type;

A computer screen shot of numbers and letters

Description automatically generated

-- Calculate the average lead time for bookings

SELECT

AVG(lead\_time) AS avg\_lead\_time

FROM

hotel\_bookings;

A screen shot of a computer

Description automatically generated

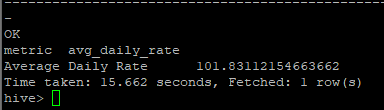
-- Calculate the average daily rate (ADR)

SELECT

AVG(adr) AS avg\_daily\_rate

FROM

hotel\_bookings;



-- Analyze cancellation rates

SELECT

is\_canceled,

COUNT(\*) AS total\_bookings

FROM

hotel\_bookings

GROUP BY

is\_canceled;

A screenshot of a computer screen

Description automatically generated

SELECT

printf("%-25s", arrival\_date\_month) AS arrival\_date\_month,

printf("%-25s", ROUND(SUM(adr \* (stays\_in\_weekend\_nights + stays\_in\_week\_nights)), 2)) AS total\_revenue

FROM

hotel\_bookings

GROUP BY

arrival\_date\_month

ORDER BY

CASE arrival\_date\_month

WHEN 'January' THEN 1

WHEN 'February' THEN 2

WHEN 'March' THEN 3

WHEN 'April' THEN 4

WHEN 'May' THEN 5

WHEN 'June' THEN 6

WHEN 'July' THEN 7

WHEN 'August' THEN 8

WHEN 'September' THEN 9

WHEN 'October' THEN 10

WHEN 'November' THEN 11

WHEN 'December' THEN 12

END;

A screenshot of a computer

Description automatically generated