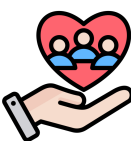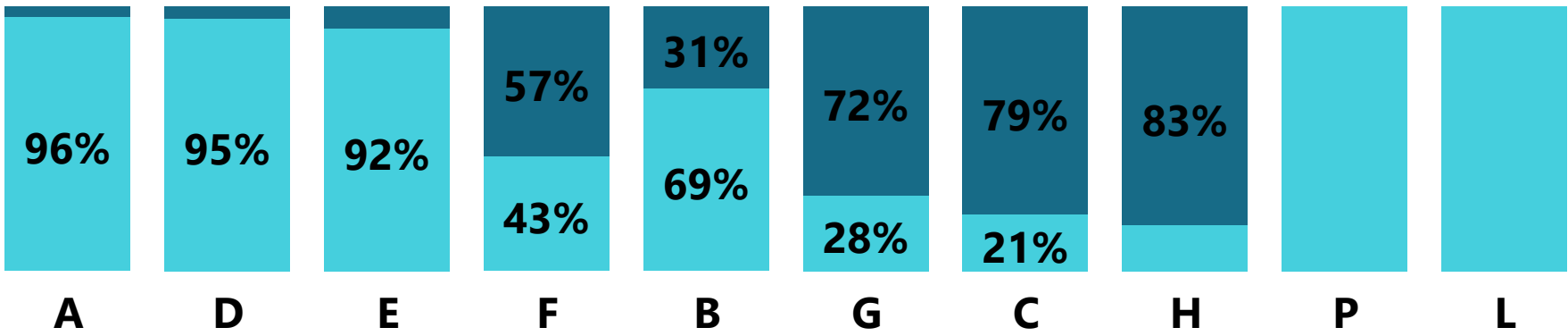# 🏨 HOTEL BOOKING ANALYSIS 🏨

💝 CUSTOMER PROFILE - Help the hotel to understand guest and their preferences.

Without kids and With kids by reserved room type

● Without kids ● With kids

Room	Without kids	With kids
A	96%	
D	95%	
E	92%	
F	43%	57%
B	69%	31%
G	28%	72%
C	21%	79%
H		83%
P		
L		

119.39K — Total bookings

109.88K — Without kids

8590 — With children

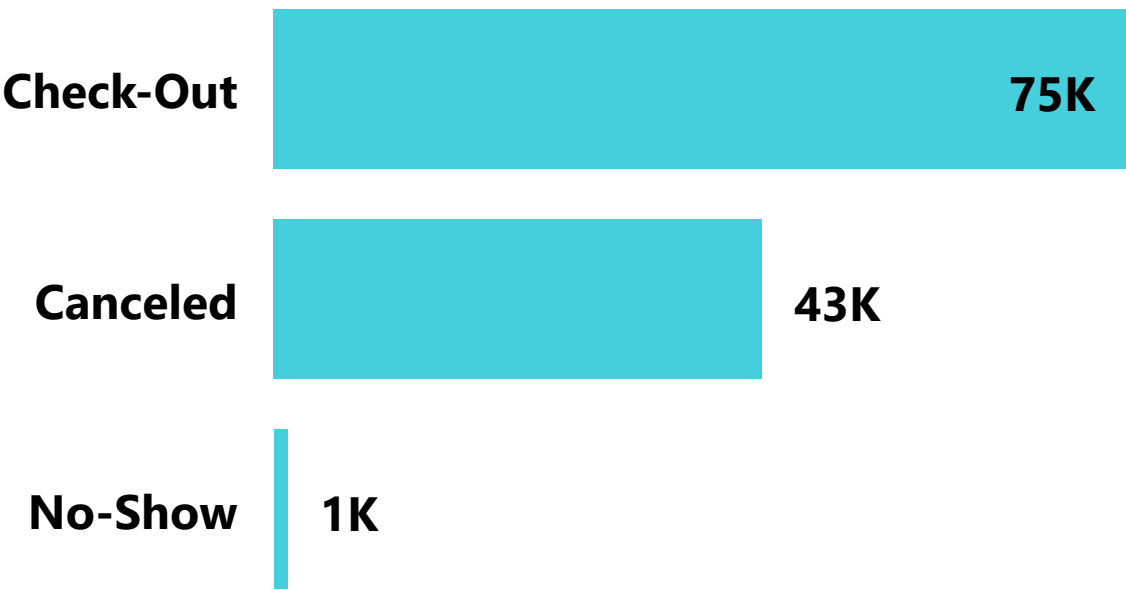**917** — With baby

👨 CUSTOMER LOYALTY - Let the manager assess the customer's reliability and loyalty.

Total bookings by reservation_status

Status	Value
Check-Out	75K
Canceled	43K
No-Show	1K

6484 — Cancelled before

104 — Averag lead time

37% — Cancellation

Repeated customer by hotel

● City Hotel ● Resort Hotel

1778 — Resort Hotel
2032 — City Hotel

📋 SPECIAL REQUESTS - Helps in personalized service and Improves the overall experience of guests.
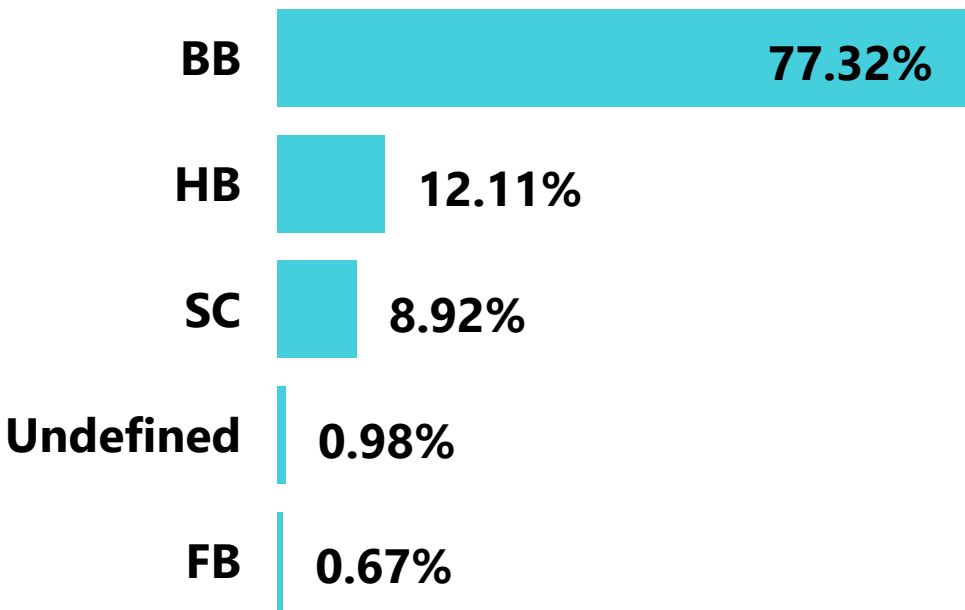
49K — No. of special request
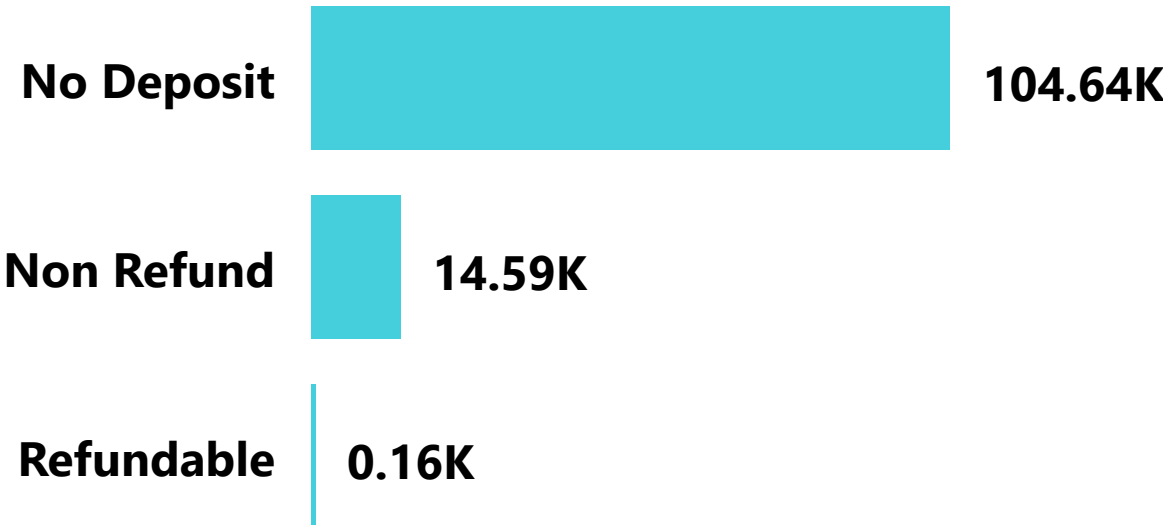
0.22 — Average booking Changes

7416 — Customers need Parking Space

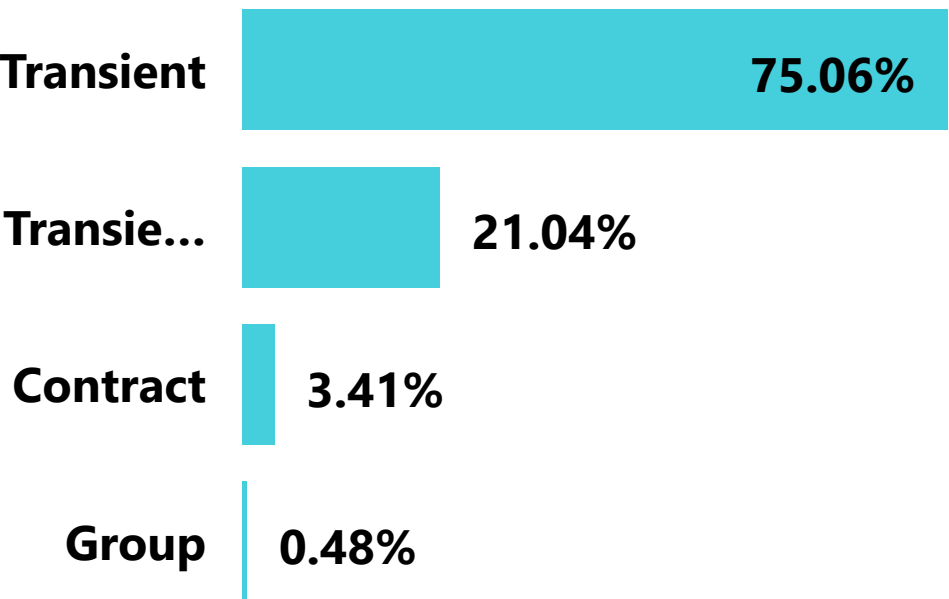### Total_bookings by meal

Meal	Value
BB	77.32%
HB	12.11%
SC	8.92%
Undefined	0.98%
FB	0.67%

Total bookings by deposit type

Deposit Type	Value
No Deposit	104.64K
Non Refund	14.59K
Refundable	0.16K

📄 BOOKING DETAILS - Help manage pricing and marketing strategies.

Total bookings by customer type

Customer Type	Value
Transient	75.06%
Transie...	21.04%
Contract	3.41%
Group	0.48%

Total_bookings by hotel

● City Hotel ● Resort Hotel

33.55%
66.45%
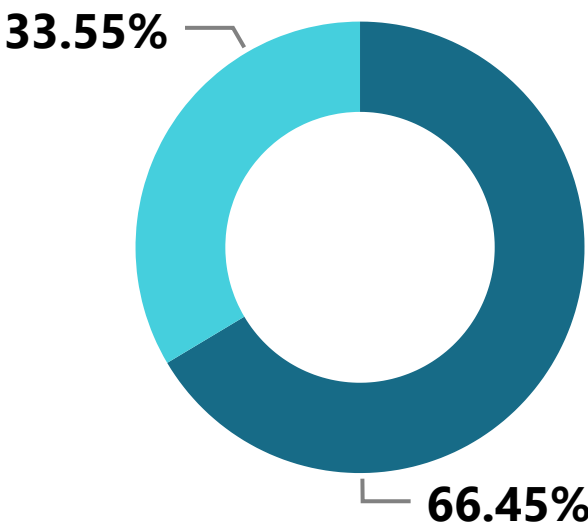
Total bookings by market segment

Market Segment	Value
Online TA	47.30%
Offline TA...	20.29%
Groups	16.59%
Direct	10.56%
Corporate	4.44%
Complem...	0.62%
Aviation	0.20%
Undefined	0.00%