

Hotel Bookings and Revenue Performance Dashboard (Jan - Mar, 2016)

Total Revenue

\$4.74M

Total Guests

86.1K

Highest Food bill

90.00

Average Food bill

\$8.79

Top Spending Client

Mrs. Jaycee Mayert Dvm

Average Stay

4

Days

Most Demanded Menu

French-Breakfast

Longest Stay

27

Days.

Bookings by Room Type

Normal Room

3.29K

Conference Room Small

3.05K

Double Room

1.41K

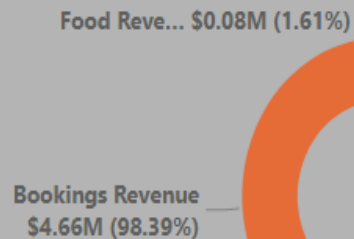
Deluxe Room

1.40K

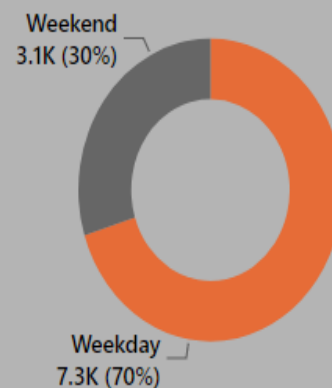
Conference Room Large

1.20K

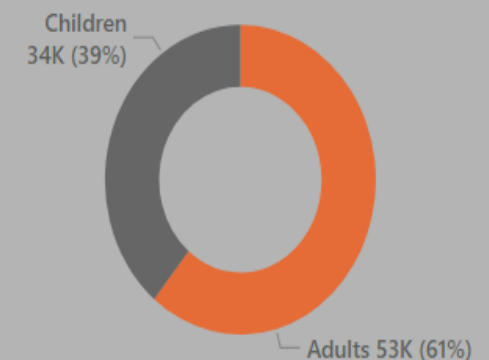
Total Revenue



Total Bookings by Booking Period



Total Guest



After analysing the data, I observed that there were 5,002 requests made by various clients between January and March 2016, but only 4,721 of these were confirmed as booking requests for 10,346 rooms which saw the hotel receive 86,007 guests and 8,714 food orders within the same period. The business generated a total revenue of \$4,736,197, 98% of which was generated from hotel bookings at \$4,659,970 while the remaining was generated from food orders.



Total Revenue

\$4.74M

Booking Revenue

\$4.66M

Total Bookings

10.35K

Total Guests

86.1K

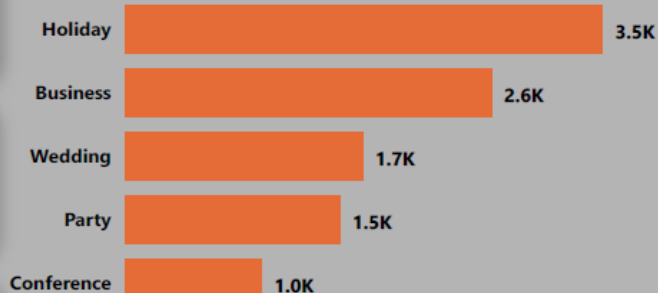
Average days stayed

4

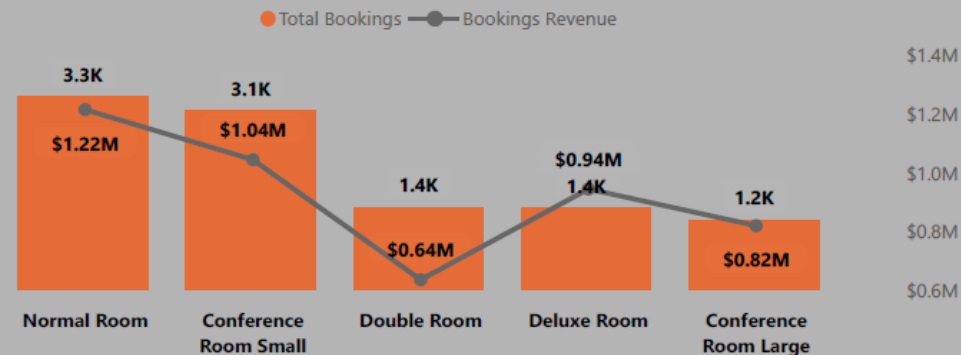
Month Name

All

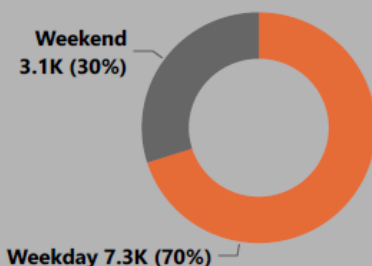
Total Bookings by Purpose



Total Number of Bookings and Revenue by Room Type



Total Bookings by Booking Period



Total Guest



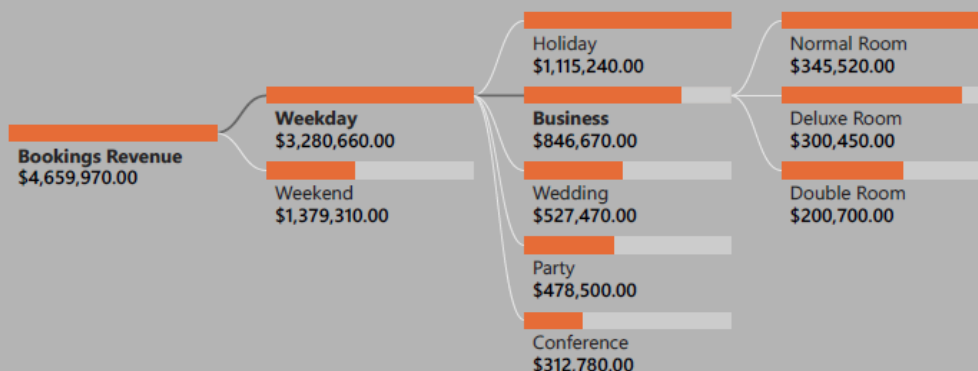
Booking Period

Weekday

Purpose

Business

Room Type



The hotel offers 5 types of rooms. The normal room had the highest number with 3,293 of total bookings which accounted for 31.83%, closely followed by the conference room small with 3,050 bookings, the double room was booked 1,407 times, followed by the deluxe room which had 1,400 bookings while the conference room large had the lowest total bookings at 1,196 which was only 11.56% of the total bookings. Similarly, the normal room generated the highest portion of the total revenue accounting for 26.08% at \$1,215,280 but in contrast, the double room generated the least revenue at \$635,600 which was 13.64% of the total revenue.

The hotel accommodated 86,077 guests during the review period, 52,504 were adults while the remaining 33,573 were children. There were 3,452 bookings for the purpose of holiday which was the highest of the total bookings while the lowest of the total bookings was for Conference purpose with 984 bookings. Holiday accounted for 33.37% of the total bookings. Other purpose of bookings included business, weddings, and party. A great amount of the total bookings had a start date during a weekday with 7,257 bookings which accounted for 70.14% of total bookings while 3,089 bookings start date were during the weekend. The average number of days booked was 4 days while the longest stay was 27 days.



Food Revenue

\$76.2K

Total Food Order

8,714

Average Bill

\$8.79

Total Guests

86.1K

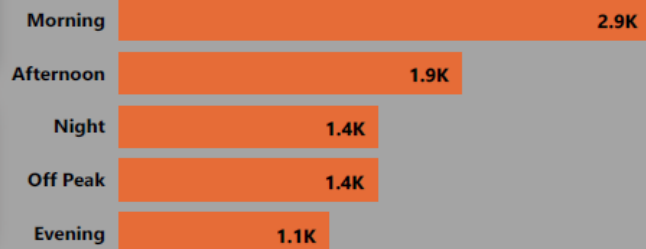
Room Type

All

Month Name

All

Orders by Time of Order



Orders Destination

Restaurant

5.1K

Room

3.6K

Menu Name Food Revenue

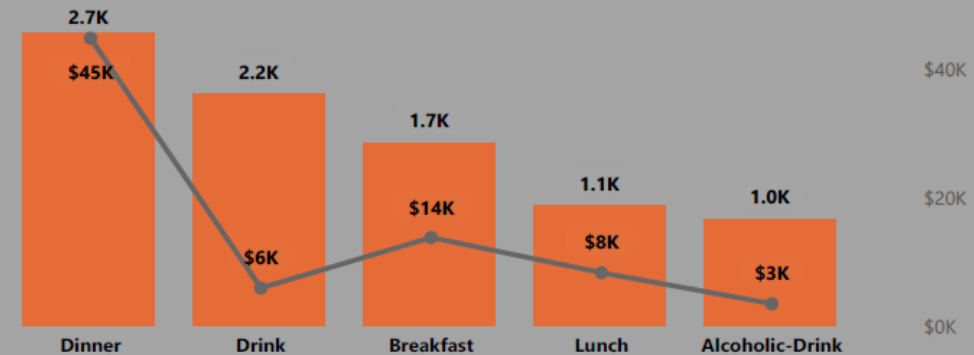
Steak 'N Stuff	\$9,990.0
Surf 'N Turf	\$9,537.0
Vegetarian Lasagna	\$9,136.0
Spareribs	\$8,636.0
Super Soup	\$7,448.0
Deluxe-Breakfast	\$6,924.0
Deluxe-Lunch	\$5,380.0
French-Breakfast	\$4,200.0
Simple-Lunch	\$2,920.0
Simple-Breakfast	\$2,650.0
Beer	\$1,844.5
Coffee	\$1,731.0
Wine	\$1,638.0
Water	\$1,435.0
Tea	\$1,392.5
Soft-Drink	\$1,365.0

Most Demanded Menu

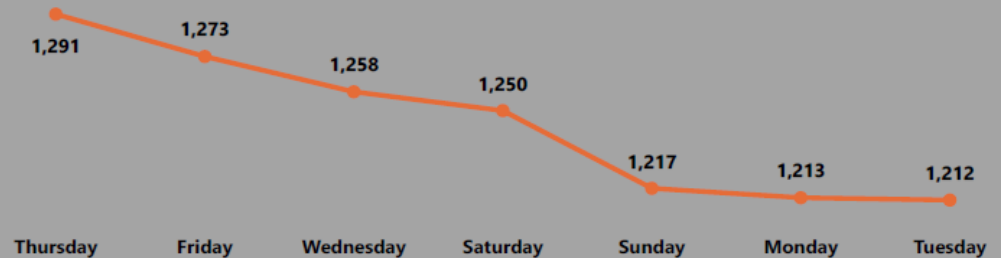
French-Breakfast

Food Order and Revenue by Menu Category

Orders Food Revenue



Orders by Food Order Day



The Steak 'N Stuff drove the highest Food Revenue at \$9,990.0 while the Soft-Drink had the lowest Food Revenue at \$1,365. Steak 'N Stuff accounted for 13.11% of total food revenue. Across all 16 Menu Name, food revenue ranged from \$1,365.0 to \$9,990.0. However, the most demanded menu was the French breakfast.

The dinner category had the highest Orders with 2,727 orders accounting for 31.29% of total orders, and was 174.07% higher than Alcoholic-Drink, which had the lowest Orders with 995 orders made. The number of orders received, and total food revenue are positively correlated with each other.

Food Revenue and Orders diverged the most when the Menu Category was Dinner, when Food Revenue were 42,020 higher than Orders. Thursday accounted for 14.82% of the total orders made with 1,291 accounting for the highest orders and was 6.52% higher than orders made on Tuesday, which had the lowest Orders at 1,212. Furthermore, 58.32% of orders was consumed in the Restaurant (5,082) while the rest were consumed in the room (3,632). The average food bill was \$8.79 while the highest food order amounted to \$90.

Recommendations:

Based on the insights gotten from the analysis, below are some recommendations inline with business objectives:

- Further reviews should be conducted on reason for unconfirmed requests which made up 5.58% of total requests
- The hotel should consider offering holiday packages based on insights.
- The hotel should consider “Happy hour” shows and discounts on alcohol on Thursdays and Saturdays
- The hotel should employ more restaurant staff to work morning shift based on demand
- The restaurant should offer complementary menu alongside the French Breakfast.

Conclusion:

From the insights gotten from analyzing the dataset collected, some suggestions were made to help with the business objective such as improve collection of client details for feedback and loyalty reward programs. Also, for the hotel to consider holiday packages to further maximize revenue based on purpose of booking demands. These recommendations could help create more revenue and demand for year and thus achieving the business objective.

For further insightful analysis, the relevant missing information should be made available.