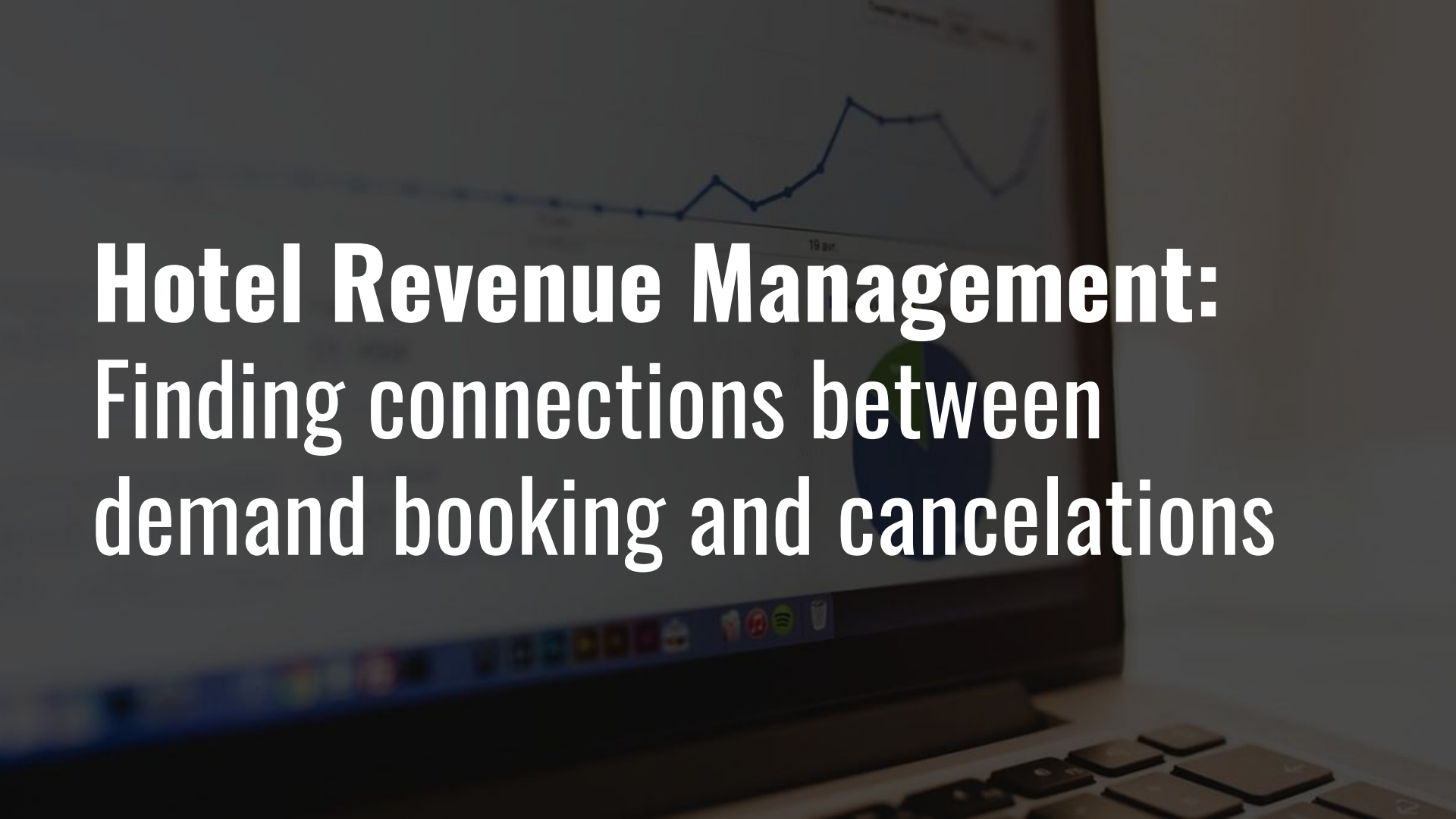# Hotel Revenue Management

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Stavroula Panaretou
Evangelia Fostiropoulou

Hotel Revenue Management:
Finding connections between demand booking and cancelations

The solution

Data analysis! We tried to get insight from data and answer questions that may help hoteliers to get more accurate decisions!

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Question 1

Is there any connection between country and cancellation ?

- Nationality /Reservation status / hotel type
- Filtered the reservations status and grouped by country and hotel

Question 2 *Dependency between accommodation type and month period over year ?*

- Remove the 0 guests
- Only checked out rooms
- Normalization

Availability of Acomodation Type over time
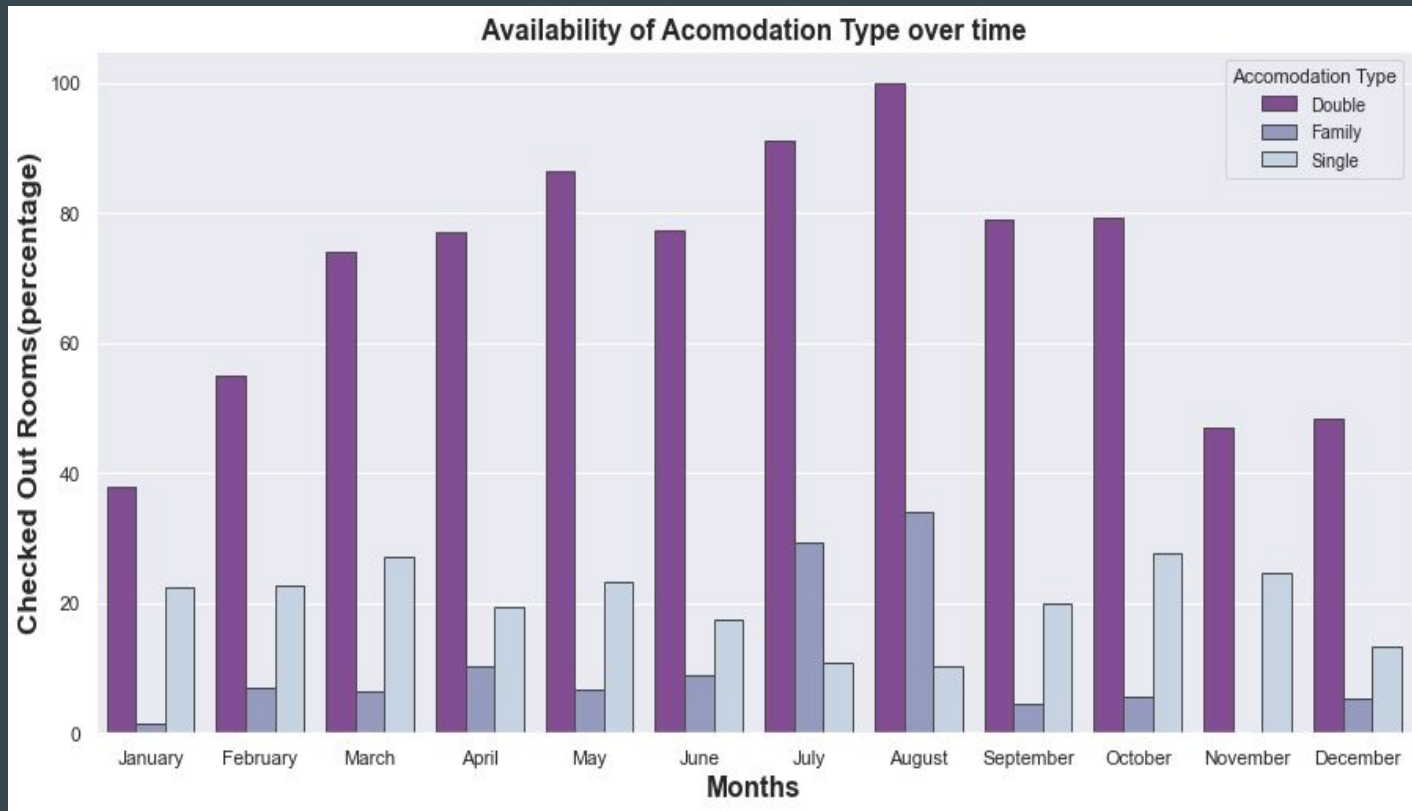
Question 3 *How market segment defines Average Daily Rate ?*
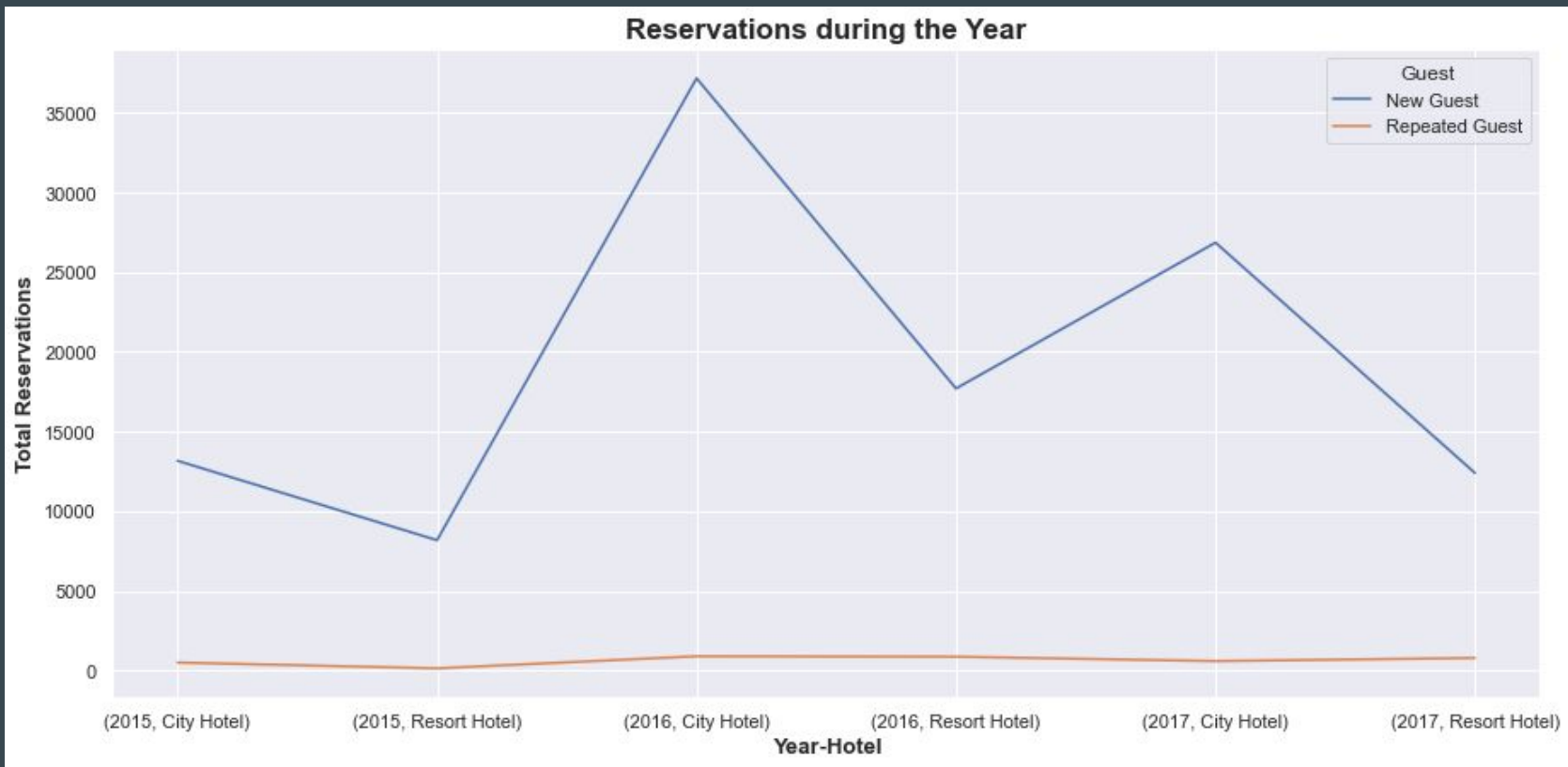

ADR depending on Market Segment 2015 / 2016 / 2017

- Bar plot give us the mean price per hotel category
- No extra data cleaning was needed
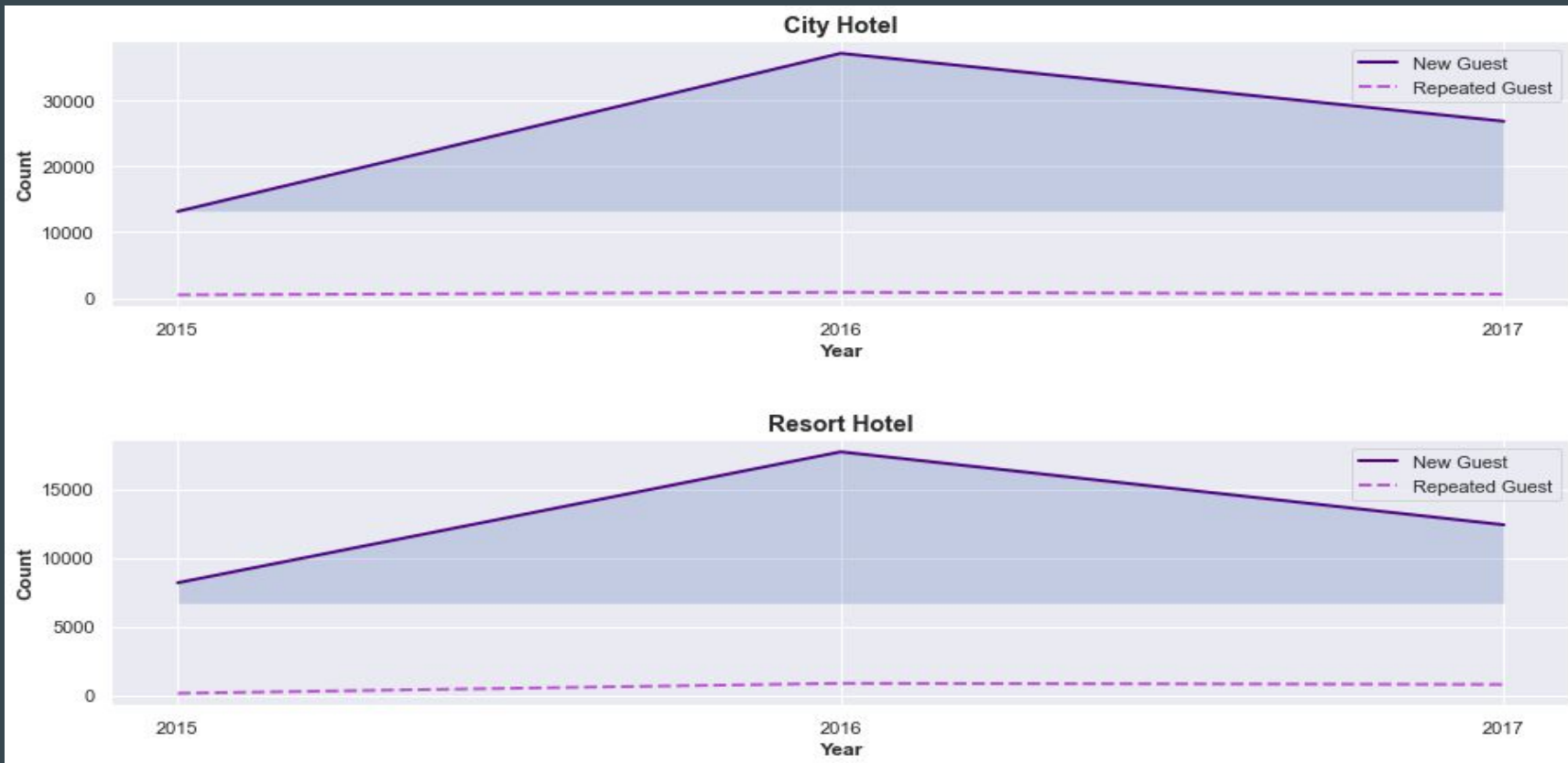- 3 new datasets subset of the initial one, were created for this action

Question 4 *Connection between ADR and time*

ADR during the year for City Hotels

Month	Adr
January	82.7545
February	85.3275
March	92.9733
April	111.397
May	121.765
June	119.186
July	110.946
August	114.857
September	110.12
October	100.119
November	88.3725
December	89.2096

ADR during the year for Resort Hotels

Month	Adr
January	49.507
February	55.1897
March	57.5547
April	77.8495
May	78.7581
June	110.481
July	155.181
August	186.791
September	93.252
October	62.1326
November	48.3136
December	69.0519

Question 5 *should hotels invest to customer engagement ?*

Reservations during the Year

Guest
New Guest
Repeated Guest

Question 5 *Should hotels invest to customer engagement ?*

Summary

Hoteliers can make plans accordingly:

- *August is the best month!*
- *Two is always a good idea !*
- *Let's talk about investments!*
- *booking.com is not that bad !*
- *Overbooking is mandatory in some cases !*