**OYO Business Case Study:**

This dataset consists of two tables. The first table consists of hotel booking details of oyo hotels from different cities and the second table consists of hotel id and city in which the hotel is located.

|  |  |
| --- | --- |
| **City** | **No. of hotels** |
| Gurgaon | 51 |
| Delhi | 85 |
| Noida | 24 |
| Bangalore | 61 |
| Mumbai | 36 |
| Jaipur | 25 |
| Hyderabad | 26 |
| Pune | 21 |
| Chennai | 17 |
| Kolkata | 11 |

|  |  |
| --- | --- |
| **City** | **Avg\_Rate** |
| Bangalore | 1967.19 |
| Chennai | 1904.84 |
| Delhi | 2151.35 |
| Gurgaon | 1602.1 |
| Hyderabad | 2078.21 |
| Jaipur | 1691.5 |
| Kolkata | 2156.86 |
| Mumbai | 3112.13 |
| Noida | 1952.37 |
| Pune | 2297.95 |

Average Price Per City:

|  |  |  |
| --- | --- | --- |
| **City** | **Gross Revenue** | **Net Revenue** |
| Delhi | 2713723 | 1560662 |
| Gurgaon | 2541117 | 1608728 |
| Bangalore | 2328611 | 1527319 |
| Mumbai | 1389784 | 883572 |
| Noida | 792996 | 441727 |
| Pune | 614675 | 441588 |
| Hyderabad | 578825 | 342005 |
| Chennai | 458702 | 248835 |
| Jaipur | 386723 | 264244 |
| Kolkata | 112306 | 62731 |

Revenue from each city:

|  |  |  |  |
| --- | --- | --- | --- |
| **City** | **Total Bookings** | **Cancelled Bookings** | **Percentage Cancelled** |
| Bangalore | 526 | 148 | 28.14 |
| Chennai | 98 | 29 | 29.59 |
| Delhi | 609 | 238 | 39.08 |
| Gurgaon | 872 | 280 | 32.11 |
| Hyderabad | 127 | 48 | 37.8 |
| Jaipur | 106 | 30 | 28.3 |
| Kolkata | 22 | 7 | 31.82 |
| Mumbai | 179 | 58 | 32.4 |
| Noida | 230 | 87 | 37.83 |
| Pune | 120 | 28 | 23.33 |

Cancelled bookings from each city:

No. of bookings where people didn’t show up:

|  |  |
| --- | --- |
| **City** | **People did'nt show** |
| Gurgaon | 41 |
| Delhi | 34 |
| Noida | 30 |
| Bangalore | 15 |
| Hyderabad | 7 |
| Pune | 6 |
| Jaipur | 5 |
| Mumbai | 5 |
| Chennai | 3 |
| Kolkata | 1 |

No. of bookings made in each month:

|  |  |
| --- | --- |
| **Month** | **No. of bookings** |
| January | 915 |
| February | 913 |
| March | 955 |
| April | 96 |
| May | 5 |
| June | 3 |
| August | 1 |
| October | 1 |

|  |  |
| --- | --- |
| **City** | **Discount%** |
| Bangalore | 17.92 |
| Chennai | 17.55 |
| Delhi | 18.16 |
| Gurgaon | 17.57 |
| Hyderabad | 17.87 |
| Jaipur | 18.04 |
| Kolkata | 17.77 |
| Mumbai | 16.62 |
| Noida | 17.98 |

Average discount given per city:

**Summary:**

* Gurgaon, Delhi and Bangalore have more number of hotels whereas, Kolkata, Pune and Jaipur have less number of hotels.
* Mumbai was the costliest city in terms of average room rate and Gurgaon is the cheapest.
* The general trend of cancellation rate is more than 25% except for Pune.
* Delhi has the highest cancellation rate.
* Overall January, February and March has higher number of bookings and some months like July, September, November and December has zero bookings.
* March witnessed the highest number of bookings.
* Nearly 50% of the bookings were made on the same day as check in.
* Most of the bookings are for single room only and 80% of bookings are for one night stays only.
* The total Gross revenue was Rs. 1,19,17,462. This also includes cancelled bookings.
* The total Net revenue was Rs. 73,81,141. This amount also includes bookings where customer didn’t show up.
* Gurgaon was the highest in Net Revenue and Kolkata is the least.
* 16%-18% discount was offered in all cities and the average discount was 17%.

**Findings:**

* More discount should be given in the cities where there is less demand.
* More discount should be given in cities like Delhi, Gurgaon and Bangalore to increase occupancy rates as these cities have more number of hotels.
* Bookings are generally made for one room and only one night.
* More discount should be given for advanced bookings.