

Avg lead Time

104.01

Avg Daily booking Rate

101.83

Total booking

119K

Total booking (not cancelled)

75K

37% bookings are cancelled

34% books are for Resort and 66% for City

87% guests use No-deposit deposit type

Hotel

City

Resort

Booking Date

6/24/2013

8/31/2017

Arrival Date

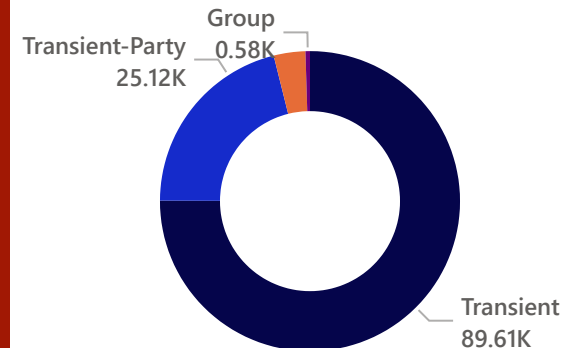
7/1/2015

8/31/2017

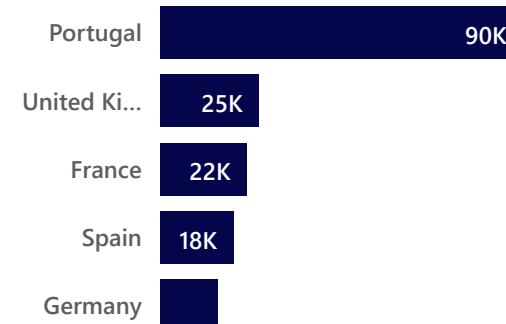
Distribution Channel

All

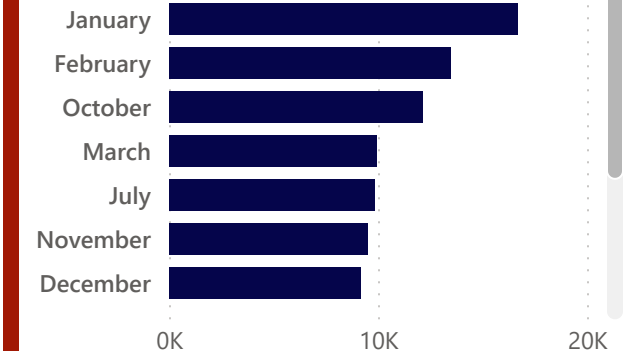
Customer Type



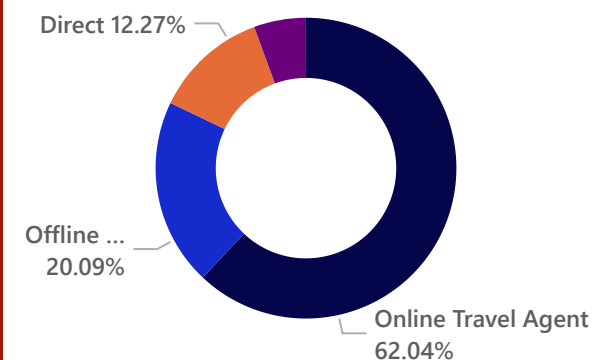
Top guest countries



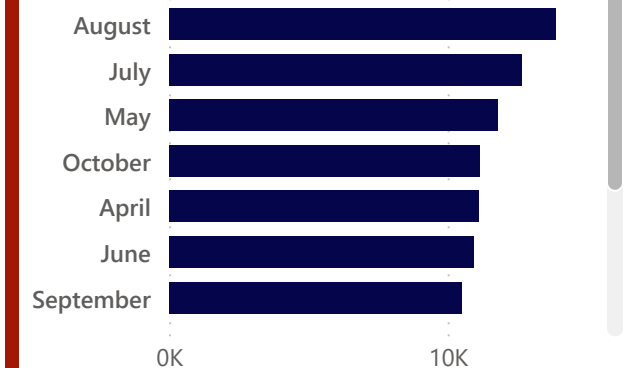
Booking month



Distribution Channel



Arrival month





## Revenue

30M

Revenue made

-13M +16.48M

Revenue lost

Revenue difference

Although Portugal generates the highest revenue, the **average revenue** of the **United Kingdom** is **higher** compared to other countries.

Hotel

City

Resort

Status

Cancelled

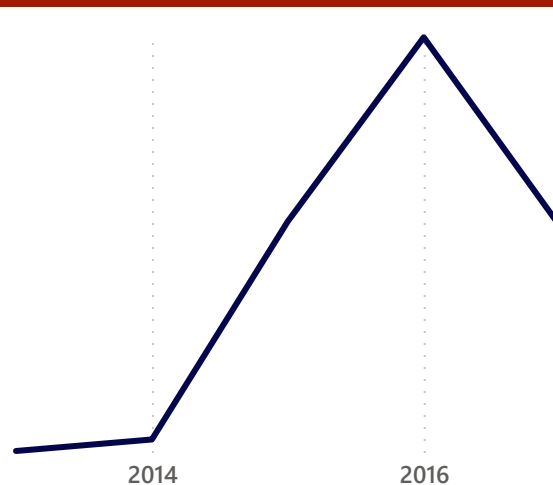
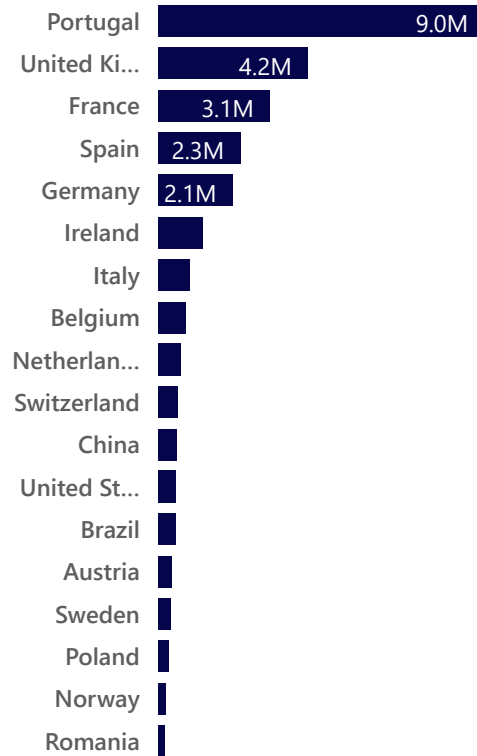
Not cancelled

Distribution Channel

Corporate

Direct

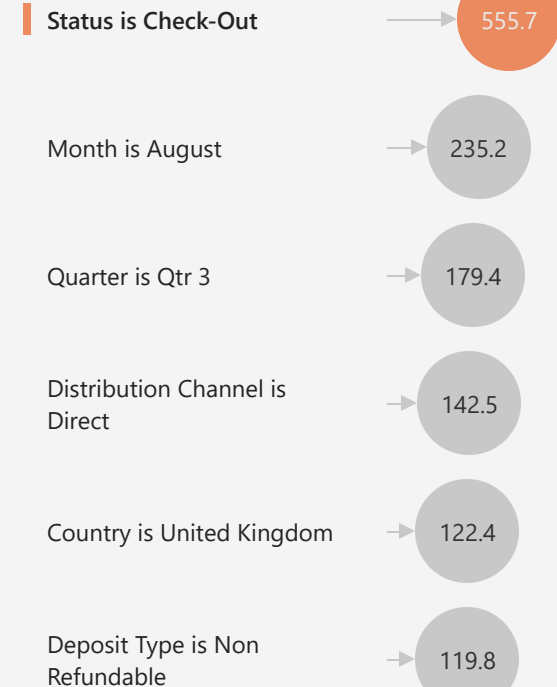
Offline Travel Agent



### Key influencers Top segments

What influences Revenue combined to  ?

When... ...the average of Revenue combined increases by

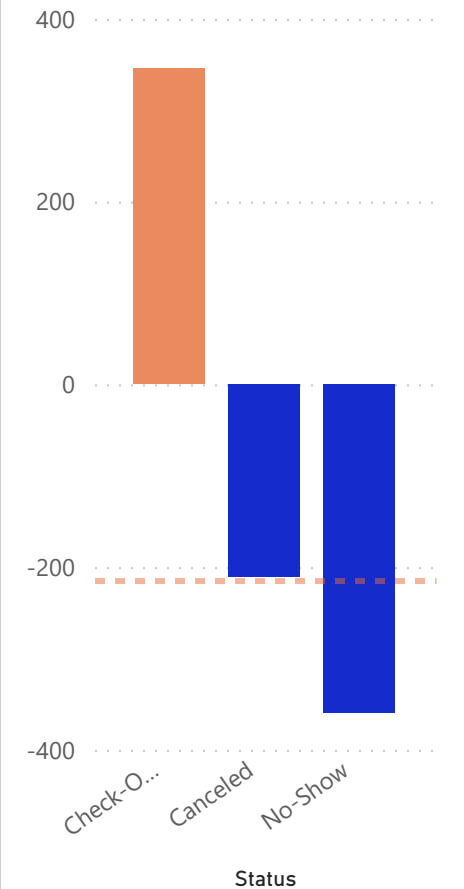


Booking Date

6/24/2013

8/31/2017

← Revenue combined is more likely to increase when Status is Check-Out than otherwise (on average).



☐ Only show values that are influencers

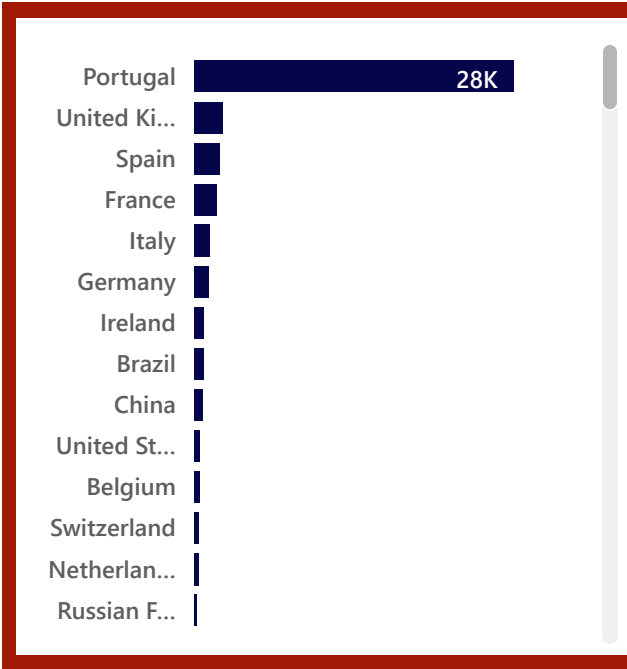
Cancellation

Non-refundable deposit type influences booking cancellation the most.

Status

Cancelled

Not cancelled



Hotel

City

Resort

Customer Type

Contract

Transient

Group

Transient-Party

Distribution Channel

Corporate

Offline Travel Agent

Undefined

Direct

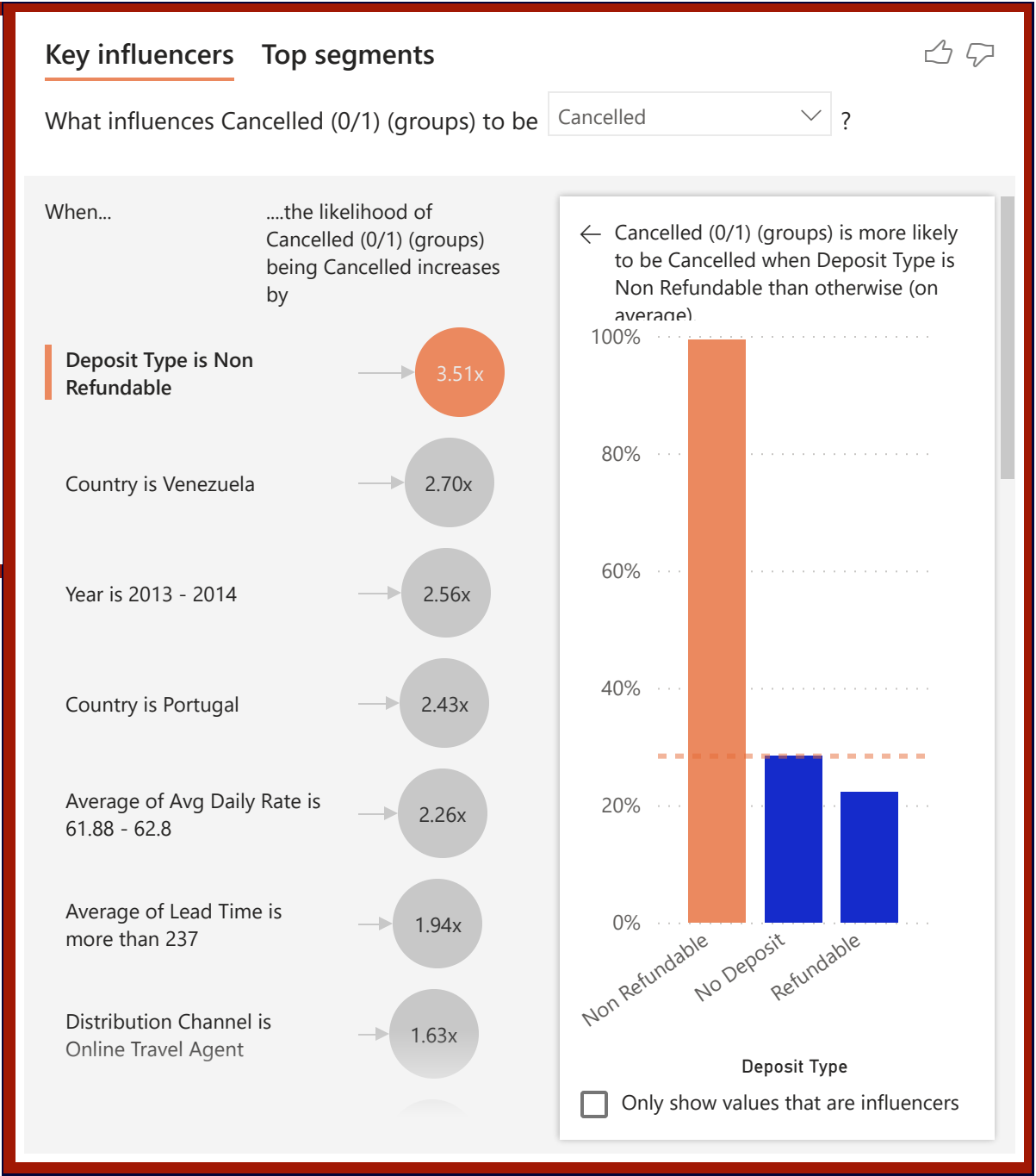
Online Travel Agent

Deposit Type

No Deposit

Refundable

Non Refundable



Cancelled (0/1) (groups) is more likely to be Cancelled when Deposit Type is Non Refundable than otherwise (on average)

100%

80%

60%

40%

20%

0%

Non Refundable

No Deposit

Refundable

Deposit Type

☐ Only show values that are influencers