Hotel Analysis

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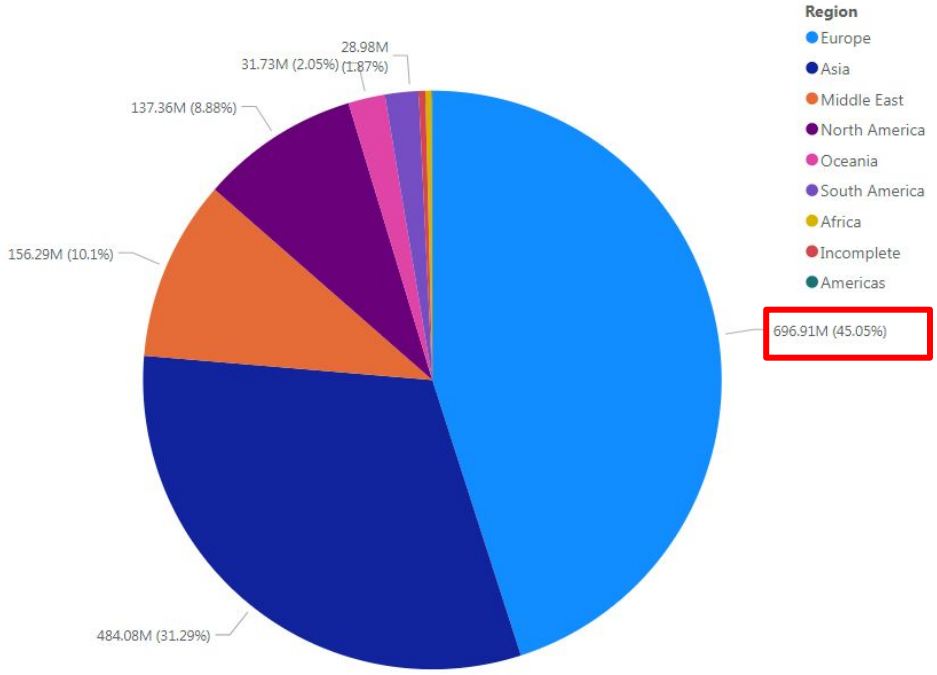
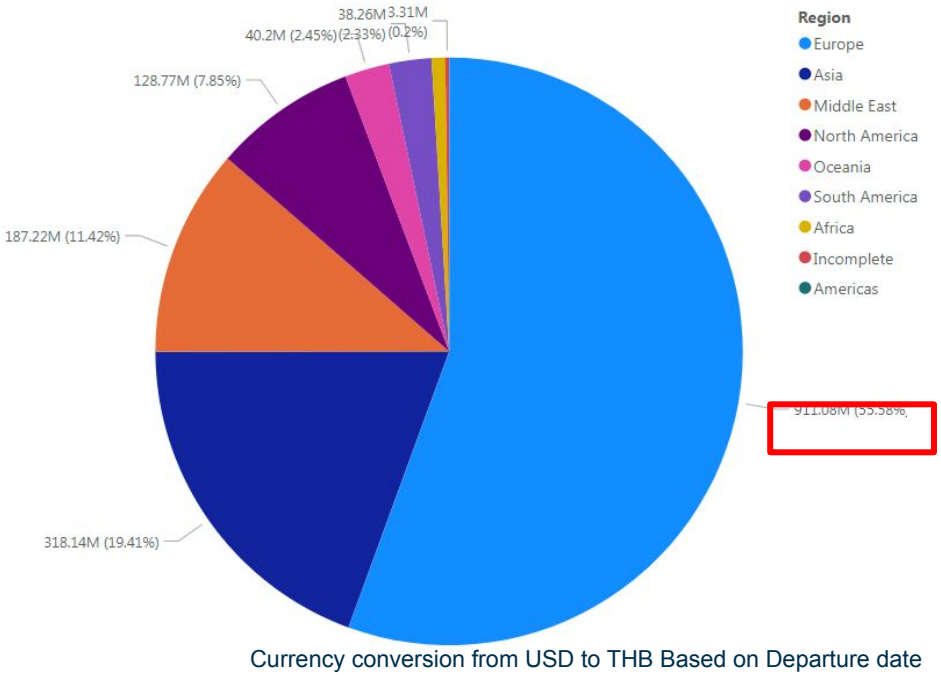
Analysis for Sales Department (Valuable customer)

Region Revenue: Top Customer mainly from Europe in 2019 and 2022 revenue accounted as 45% - 55% of the market

2019 Revenue in THB by Region



2022 Revenue in THB by Region

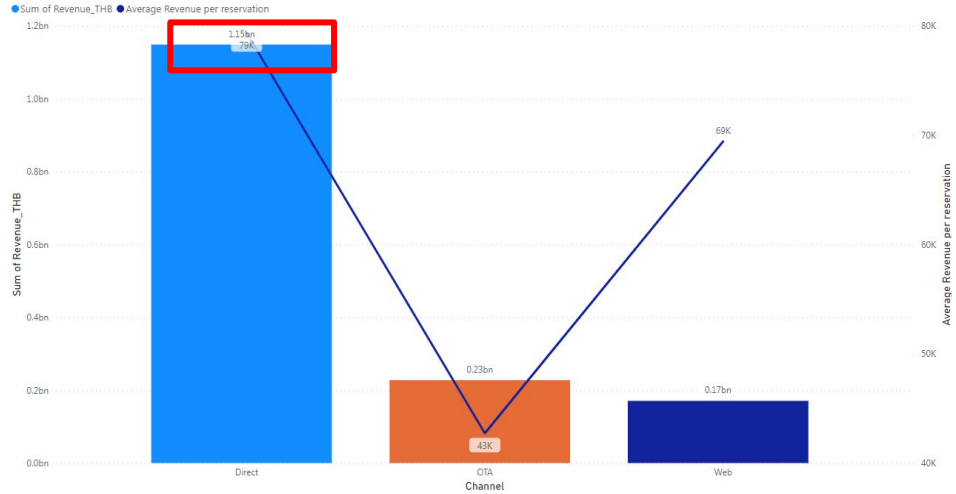


Currency conversion from USD to THB Based on Departure date

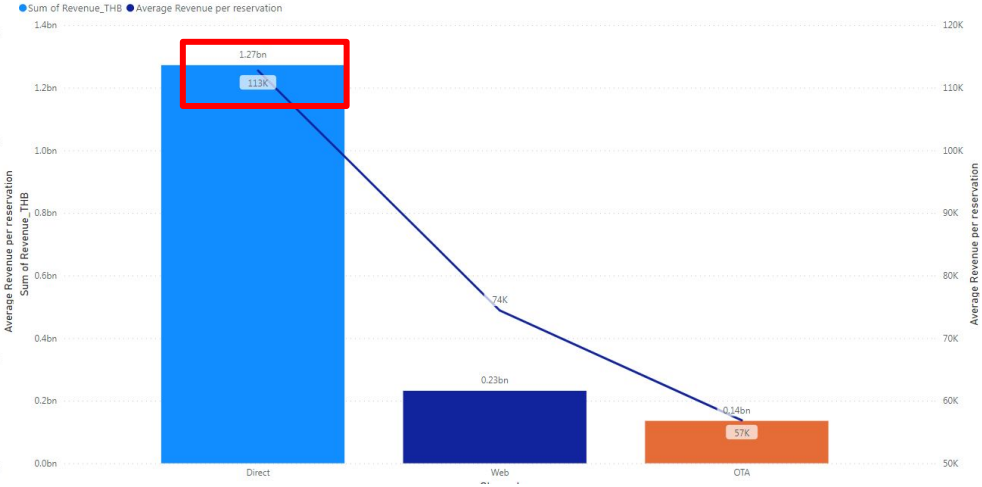
- Revenue from **Europe** **increasing** gradually from 696 Million THB(45.05%) to 911 Million (55.58%) accounted as **30.93%** in growth
- However, as **Asia is the second largest group** but the trend seems to be **decreasing** by 34.30%

Revenue from Direct Channel is the highest in 2019 and 2022 but Revenue from Web tends to increase over OTA in 2022

2019 Revenue & Avg. Revenue per reservation in THB by Channel



2022 Revenue & Avg. Revenue per reservation in THB by Channel



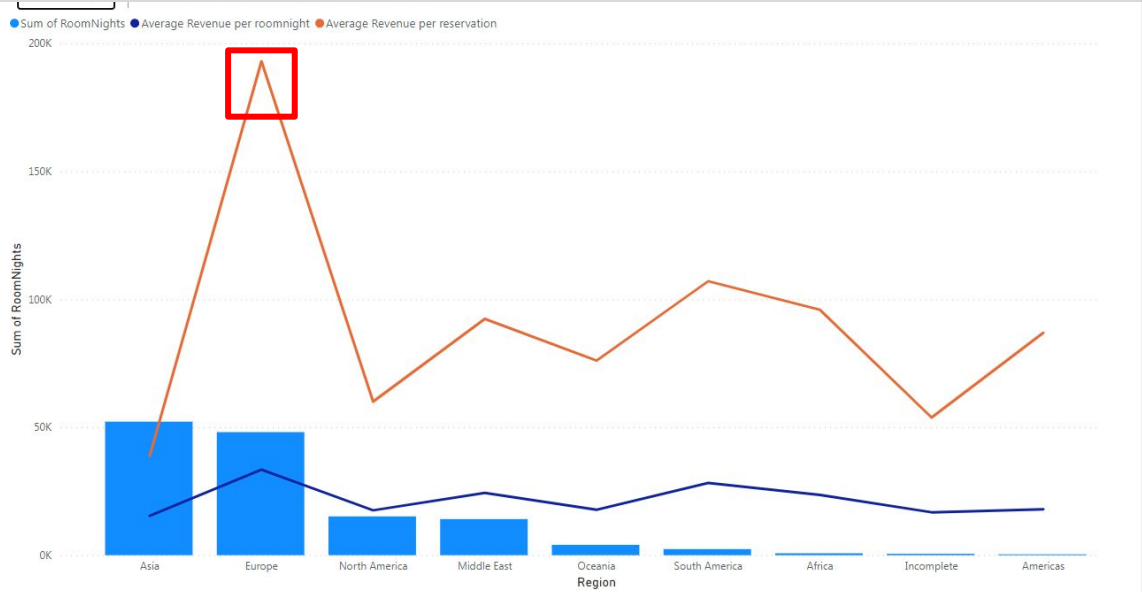
- **Revenue from Direct Channel is the largest** with from 1.15bn to 1.27 bn accounted as **10.45 % growth.** Moreover, **Avg. Revenue per reservation** is the **highest** with 79k and 113k in 2019 and 2022 respectively, accounted as **43% increase**
  - **Web's** revenue tends to **increase by 0.17bn to 0.23bn (35.29% growth),** while **avg. revenue per reservation** increase from 69K to 74K to accounted as **7.25% increase**
- Although **OTA** which seems to **decline** from 0.23bn in 2019 to 0.14 bn in 2022, accounted as -39.13% Reversely, revenue per reservation increase from 43k to 57k, which are 32.56% increase

Key Takeaways for Region and Channel

- Guest from **Europe** seems to be the **largest target** and it seems to continuously grow
- Marketing team can target more on **Europe** with the right marketing plan and in the right channel such as **Direct.**
- **Asia i**s the second largest market to target, however, trend **seems to decrease in 2022**
- It can be implied that **our marketing strategies in Asia** are **not attractive** to customer
- **All channels** seems to be good marketing channel for **Asia**
- Focus on **Direct** but since it is largest and the growth seems to have **potential to grow more** in all countries especially Europe in Appendix 1.1
- **Web** seems to be a good target for **all regions** in Appendix 1.2
- **OTA** seems to have a large revenue in **Asia** with 0.15 bn (higher than in Europe with only 0.08) in Appendix 1.3

Europe has the highest **avg. revenue per room night** and **Avg. Revenue per reservation** while Asia has **highest room nights**

Total Room Nights and Avg. Revenue_THB by Region & Channel in 2019 and 2022



	Total Revenue	Total Roomnight	Total Reservation
2019	1.55bn	76K	22.26K
2022	1.64bn ↑	61K ↓	16.78K ↓

- Even Though **Europe** has *lower room nights* but Avg. revenue per room and per reservation is the **highest** which means that customers spend more per room nights and reservation ***compared to Asia*** that has more nights but Avg. revenue per room nights and reservation is **the lowest among the countries**

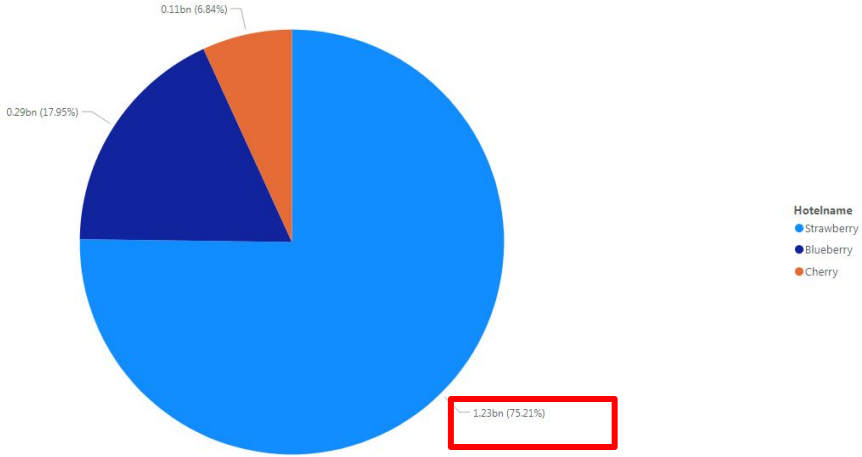
- Total Revenue increases while roomnight and reservation no. decrease. This might happen because more revenue is from Europe which has high avg. revenue per nights and reservation

- **Recommendation: Marketing team** can target more on **Europe guests** because they are willing to pay more and will lead to **Revenue increase.**

Revenue from Hotel "Strawberry" is the highest in 2019 and 2022

2019 Revenue in THB by Hotel

2022 Revenue in THB by Hotel



Back to report | AVG. REVENUE PER ROOMNIGHT BY HOTEL

Hotelname	Avg. Revenue per roomnight	Avg. Revenue per reservation	Total reservation no	Total RoomNights
Strawberry	**42,130.46**	**202,699.17**	**11135**	**53573**
2022	49,005.93	265,387.26	4646	25160
2019	36,042.17	157,815.70	6489	28413
Blueberry	**13,102.69**	**48,564.76**	**11246**	**41683**
2022	14,499.64	55,165.51	5333	20290
2019	11,777.76	42,611.46	5913	21393
Cherry	**9,109.81**	**23,005.29**	**16658**	**42067**
2019	10,335.89	27,499.80	9856	26223
2022	7,080.55	16,492.82	6802	15844
Total	**23,203.95**	**81,621.88**	**39039**	**137323**

- **Revenue from Strawberry Hotel is the largest** with from 1.02bn to 1.23 bn accounted as **20.59 % growth.**
- **Strawberry Hotel** gets the highest in Avg. revenue per room night & reservation, Reservation no. and room nights in 2019 and 2022.
- **Recommendation and implication:** Strawberry hotel might be the best hotel to target for guest since it got high rate of reservation and lead us to high revenue. Other hotel might learn from Strawberry hotel as a model hotel. (All in appendix 1.4,1.5)

Between 2019 and 2022, it seems to have seasonal trend with Low Season and High Season

Revenue Trend By Year and Month

- From Revenue in 2019 and 2022, it seems to show “Seasonal Trend” of **Low Season** during May - Aug and **High Season** during Sep - Apr
- **Recommendation:** From this information, marketing team can create **marketing strategies** to *increase sales especially Low Seasons* to the *right Channel in each specific Region*

Analysis for Front Office (Performance Report and Guest Profile)

Incomplete Guest Profile is mainly from Blank Email

Missing Values from Python

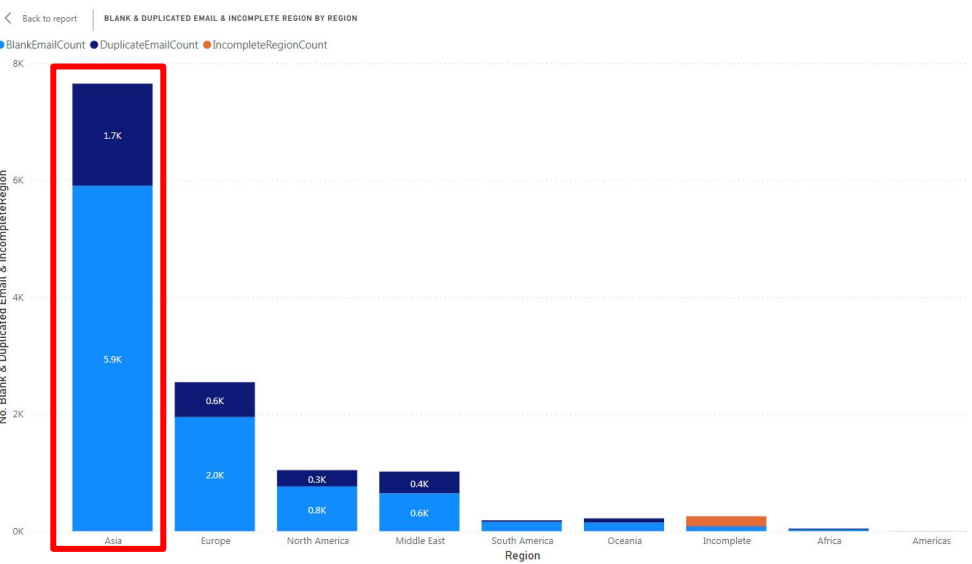
```
# Display the count of missing values
print(missing_values)
```

```
Hotelname           0
reservationno       0
ArrivalDate         0
DepartureDate       0
RoomNights          0
RoomRevenue         0
CurrencyCode        0
Channel             0
Guest Region      168
firstname          31
lastname           98
Guest Email      9678
DepartureYear       0
USD_to_THB          0
Revenue_THB         0
dtype: int64
```

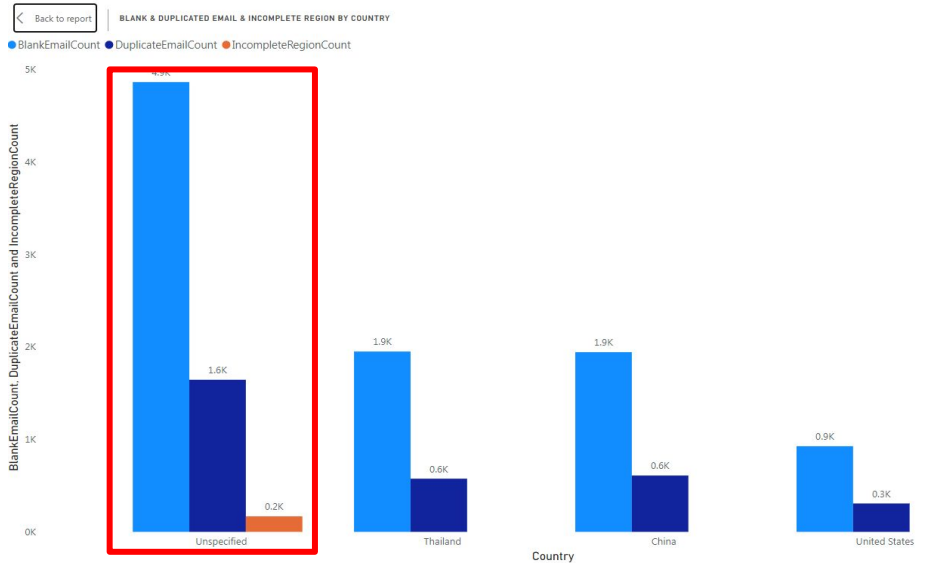
- **Guest Email** has the **most missing value** with 9678 profiles followed by **Guest Region** with 168 profiles, **Last name** with 98 profiles, and **First name** with 31 profiles.

Incomplete Guest Profile is mainly from Asia especially Blank Email

Blank & Duplicated Email & Incomplete Region by Region



Blank & Duplicated Email & Incomplete Region by Country



In 2019 and 2022

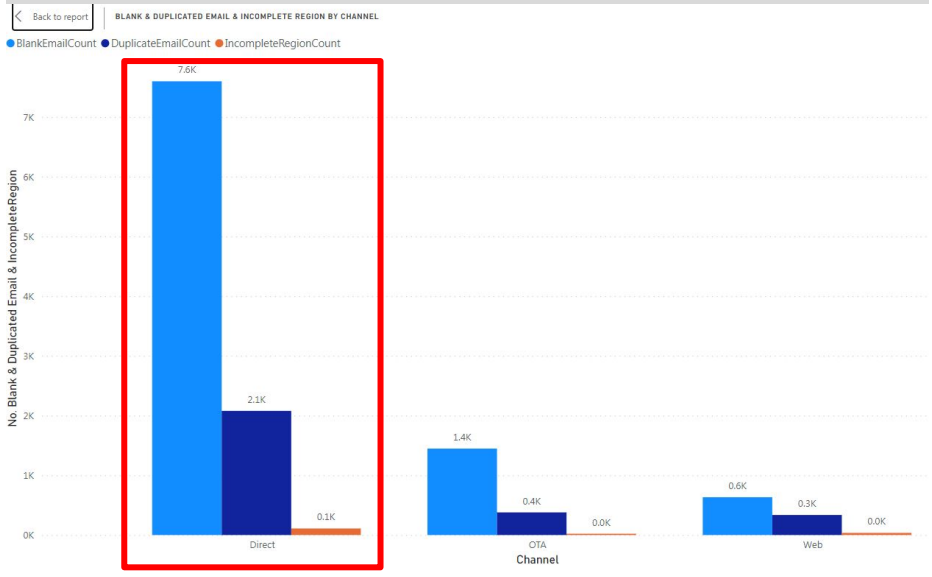
Blank Email No.	Incomplete Region No.	Duplicate Email No.
9678	168	3227

- **Asia** has the *highest no. of Blank Email and Duplicate Email* with 5.9k and 1.7k followed by Europe
- Unspecified is from customer who filled Region, so we cannot know the country. However, Thailand and China have similar no. of Blank and Duplicate Email
- **Recommendation** : **Front Office** can still *improve their performance* of filling guest profile especially Email (Main factor leads to incomplete profile in every Region) and for Duplicate Email - *Company might create the system that won't allow the same email* to fill in the system. So that Front officer can ask guest for new emails.

Country in Customer Profile Filling is recommended

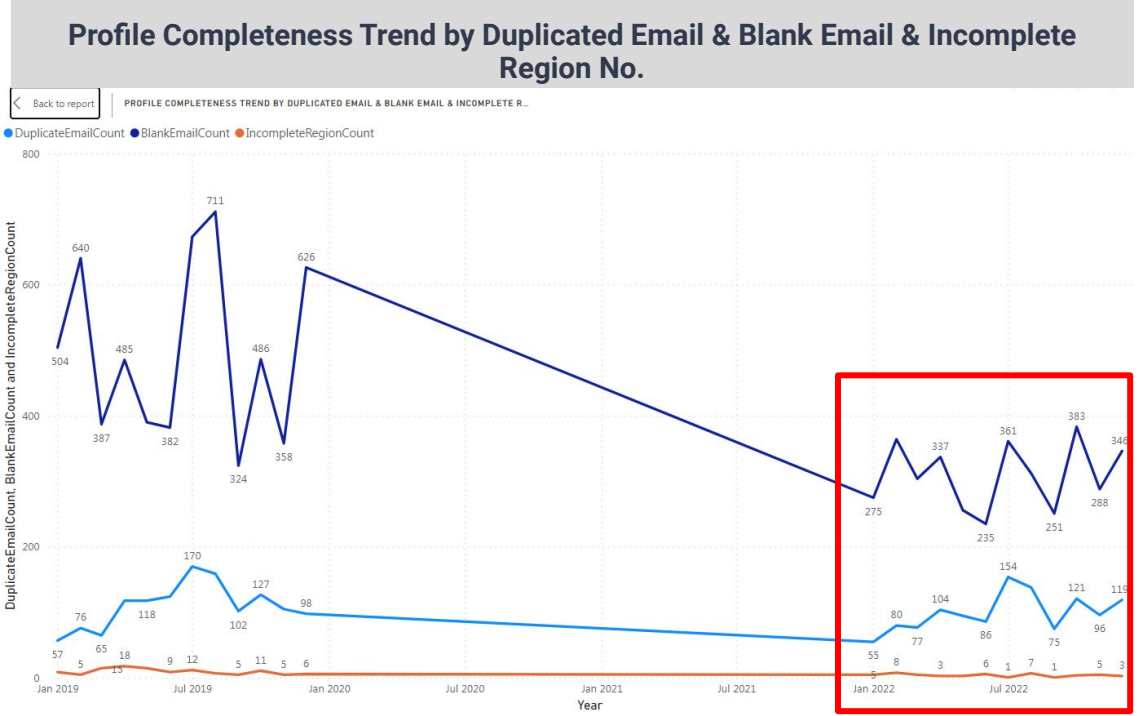
Blank & Duplicated Email & Incomplete Region by Region

Blank & Duplicated Email & Incomplete Region by Country



- **Cherry hotel** has the *highest no. of Blank Email, Duplicate Email* and IncompleteRegion with 4.5k, 1.0k and 87 respectively followed by Strawberry
- **Blueberry hotel** seems to *perform better compared to other hotels*, but still have high blank and duplicate emails with 1.4k and 1.0k respectively, but with 35 incomplete region.
- **Direct Channel** has the **highest** *blank and duplicate emails* with 7.6k and 2.1k respectively, and 110 of *incomplete region filling* followed by OTA and Web which are much lower.
- **<u>Recommendation</u> :** Front office should focus on **improving performance of profile filling** more on Email to avoid blank and duplicate on Cherry and *Strawberry hotel, Asia, and Direct channel.*

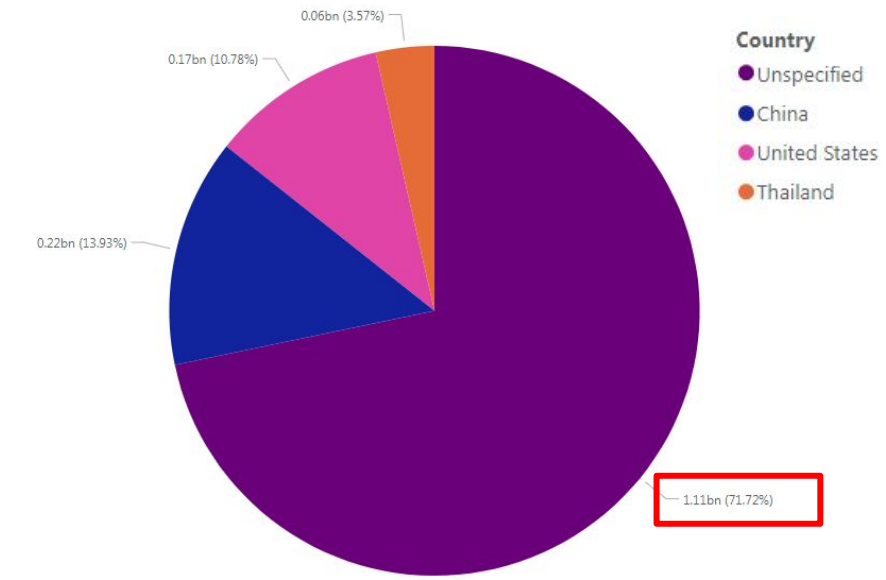
Profile completeness (Duplicated Email, Blank Email, Incomplete Region) trend is better in 2022



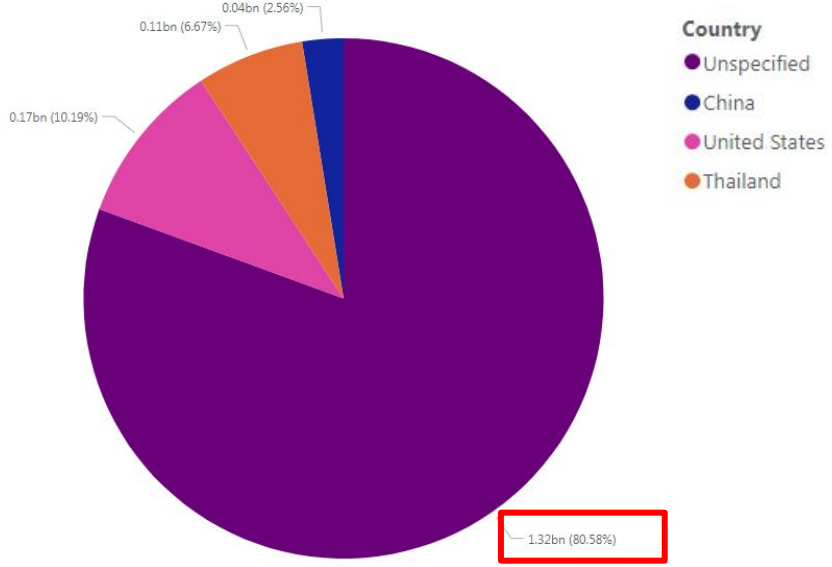
- **The trend of Profile completeness** seems to be **better** since the duplicate and blank emails, and Incomplete region are lower in 2022 then 2019.
- **<u>Recommendation:</u>** *Implement the system* to prevent duplicate email and not allow to leave email blank, and also the region
- Give training to the filling officers

Country in Customer Profile Filling is recommended

2019 Revenue in THB by Country



2022 Revenue in THB by Country



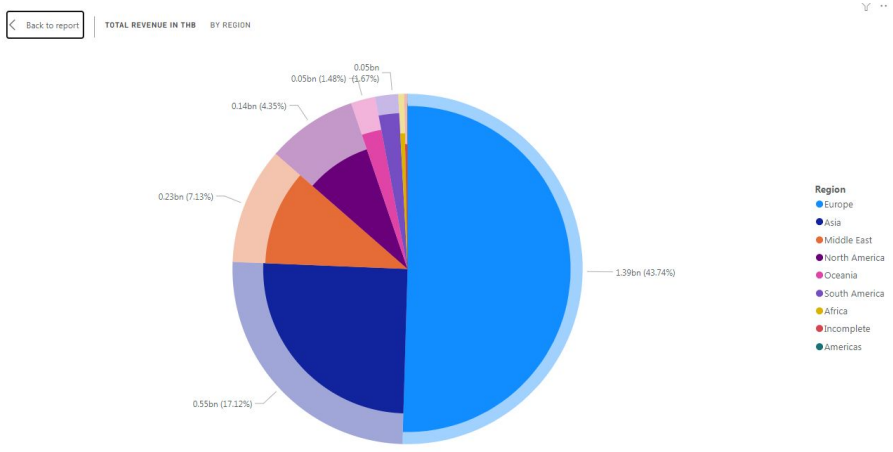
- We **cannot conclude the customer trend** from this data since this data are extract from Region Filling profile but as customer filled the wrong value instead of Region but they fill Country. Therefore, the data is not valid enough to do the analysis
- **Recommendation** : **Front Office** can **ask customer to fill country** instead of Region since we can convert country to Region by ourselves. Country data will give more effective to do further analysis

Thank you

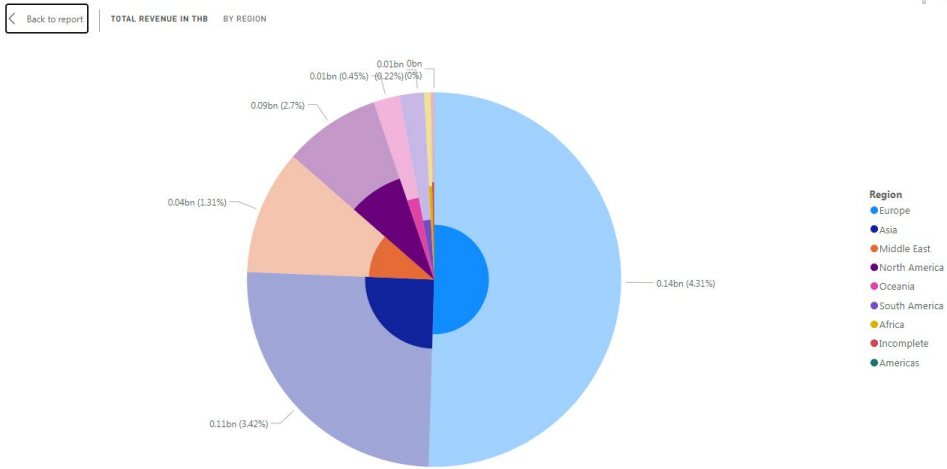
Appendix

Appendix

1.1Revenue in 2019 and 2022 when filter only Direct



1.2Revenue in 2019 and 2022 when filter only Web



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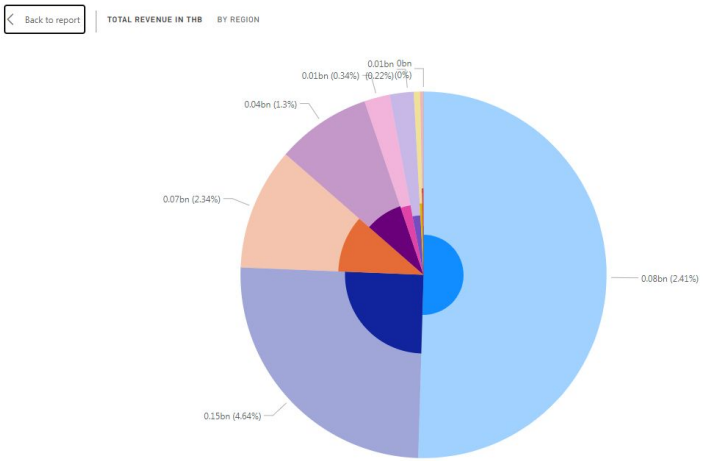
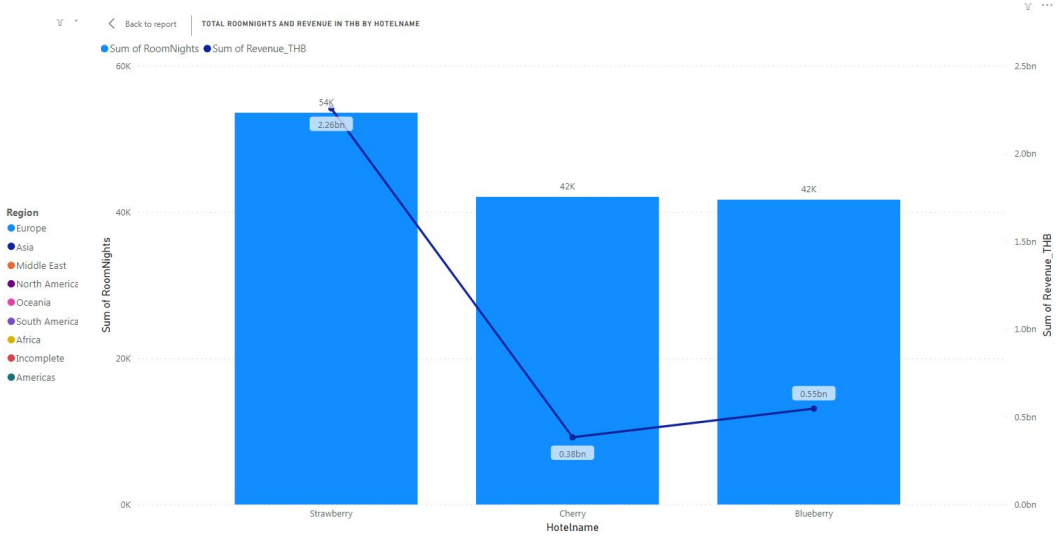
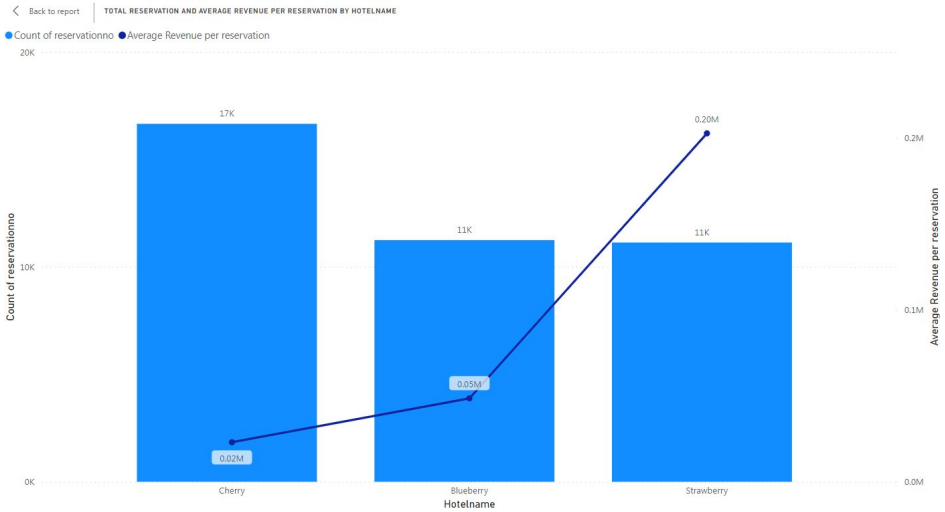
1.3Revenue in 2019 and 2022 when filter only OTA



1.4 Total room nights and revenue in THB By Hotel name



Appendix

1.5 Total reservation and average per reservation by Hotel name