



Data-Driven Insights for Hotel Maratha Residency Performance

This presentation provides an in-depth analysis of Hotel Maratha Residency's performance metrics, revealing crucial insights into booking trends, guest demographics, and strategic recommendations aimed at fostering future growth and enhancing operational efficiency.



Total Bookings
2195

Unique Guest
1927

Average Rating
4.21
★★★★☆

Repeated Guest
157

Room No

All

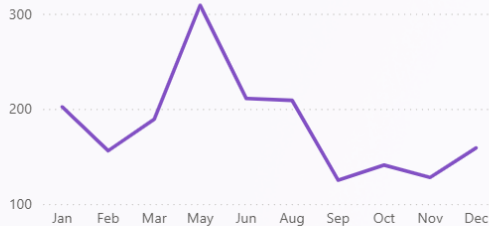
Month

All

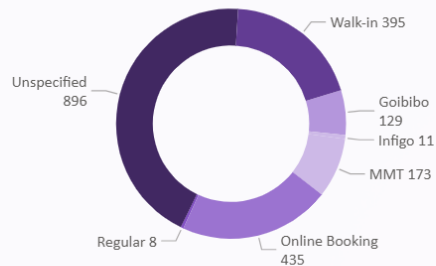
Year

All

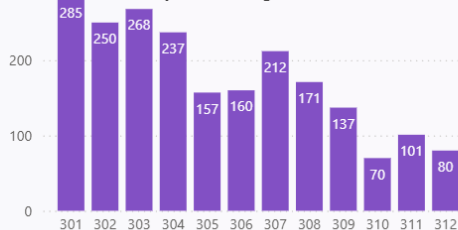
Monthly Booking Trends – Peaks in May & June



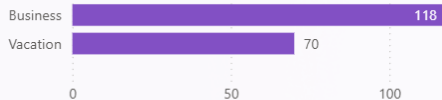
Total Booking Distribution



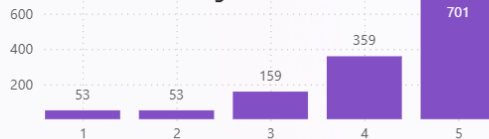
Top Performing Rooms



Traveling Distribution



Rating Distribution



Performance Metrics Overview for Hotel Maratha Residency

Key statistics illustrating our booking performance and guest satisfaction levels.

2,195 bookings

↑ +256.1

High Demand

The total number of bookings indicates strong interest in our services and suggests effective marketing strategies.

4.2★ average

↑ +245.8

Guest Satisfaction

An average rating of 4.2 stars reflects positive guest experiences and highlights areas for potential improvement.

157 repeat

guests

↑ +286.1

Loyalty Indicator

The count of repeat guests shows customer loyalty and satisfaction, which is crucial for sustainable business growth.

Analysis of Booking Trends and Insights

Understanding the Seasonal Dynamics of Hotel Bookings

441

Top booking source: Walk-in

Walk-in bookings represent the highest source of reservations.

438

Close competitor: Online bookings

Online bookings closely follow walk-ins in popularity.

181

MMT bookings count

MMT contributes a significant number of bookings.

142

Goibibo's contribution

Goibibo is a notable source for bookings.

11

Infigo bookings minimal

Infigo shows very low booking numbers.

974

Unspecified sources dominate

Unspecified booking sources are the largest segment.

Insights into Guest Demographics at Hotel Maratha Residency

Analyzing the profile and preferences of our primary guests for better service delivery

701 ratings

5★ Ratings Achieved

The hotel has received a total of **701 ratings**, which highlights a strong guest satisfaction based on the **5-star** rating system.

3 top rooms

Popular Room Choices

Rooms **301**, **302**, and **303** have emerged as the **top choices** among guests, indicating preferences that could guide marketing efforts.

2 low rooms

Rooms with Low Demand

Rooms **311** and **312** are identified as having **low occupancy rates**, suggesting a need for promotional strategies to boost bookings.

Very few

Negative Reviews Encountered

Guest feedback shows that there are **very few negative reviews**, reflecting positively on the hotel's overall service and experience.

Western India

Primary Guest Origin

The majority of guests are **business travelers** from **Western India**, indicating a target demographic that should be prioritized in marketing.

5% increase

Potential for Growth

With a focus on attracting more guests from **Western India**, there's a projected **5% increase** in occupancy rates with targeted promotions.

Addressing Data Gaps in Bookings

Strategies to resolve missing source data for enhanced operational efficiency

1

Staff Training

Implementing comprehensive **staff training** programs can enhance data entry accuracy, ensuring that all necessary information is

2

Mandatory Input

Introducing **mandatory data input** protocols will compel staff to provide essential source data for each booking, thereby reducing future gaps.

3

Operational Efficiency

Improving data accuracy through these measures will lead to enhanced **operational efficiency**, allowing for better resource allocation and

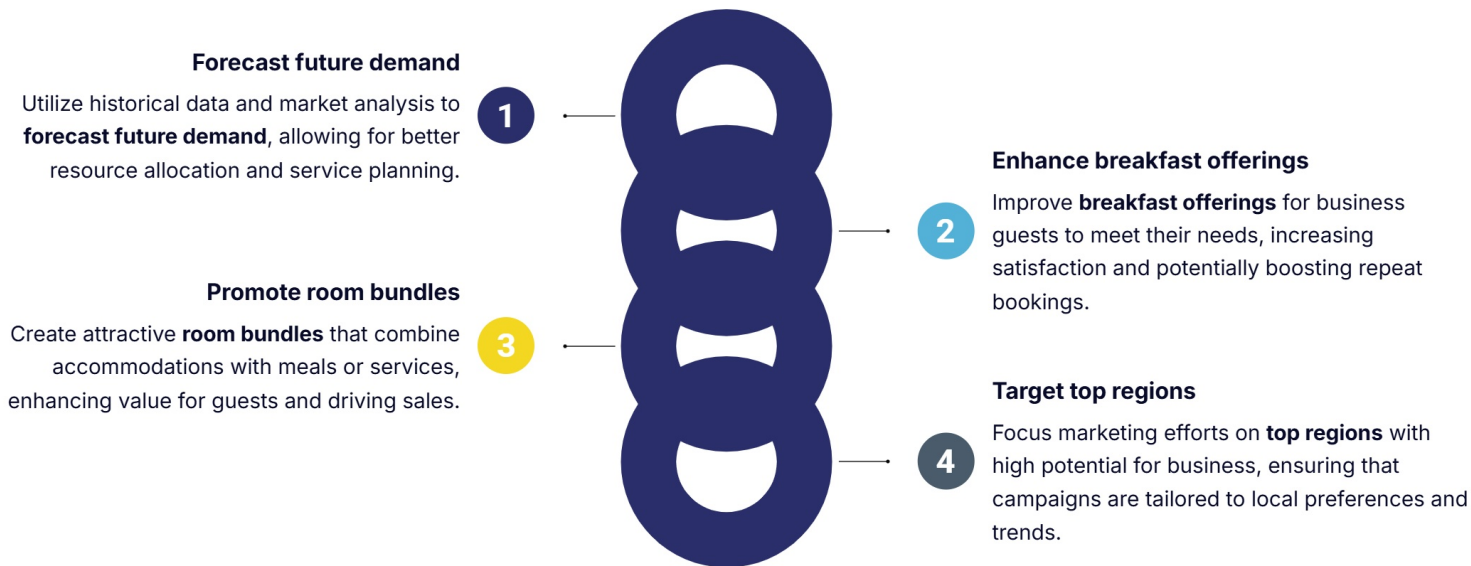
4

Long-term Solutions

Establishing a culture of accountability regarding data entry will promote long-term solutions and ensure that **data integrity** is maintained across all

Strategic Recommendations for Hotel Maratha Residency

Enhancing guest experience and optimizing marketing strategies for growth



Identifying Potential Risks for Hotel Maratha Residency

Understanding the factors affecting bookings and revenue through data analysis insights

Market trend analysis

Regular analysis of **market trends** can provide insights into booking patterns, helping to identify potential risks and opportunities for growth.

Seasonal dip in bookings

A **seasonal decline** in bookings can significantly impact the hotel's overall revenue and occupancy rates, necessitating proactive planning to mitigate

Data gaps impact decisions

Incomplete data can hinder effective decision-making, leading to missed opportunities for revenue maximization

Underused rooms affect revenue

Rooms that remain **underutilized** directly affect the hotel's revenue stream, emphasizing the need for strategies to increase occupancy and attract

Revenue management strategies

Implementing effective **revenue management** strategies can help address seasonal dips and optimize room occupancy throughout the year.

Enhancing Guest Experience at Hotel Maratha Residency

Strategic improvements for operational efficiency and guest satisfaction

Data Gaps

Identifying and addressing **data gaps** is crucial for informed decision-making.

Focus on enhancing **guest satisfaction** through targeted improvements and feedback.

Guest Satisfaction



Operational Efficiency

Streamlining operations will lead to better **operational efficiency** and service delivery.

Implementing **strategic recommendations** can foster growth and improvement.

Strategic Recommendations



Future Growth

Addressing the identified issues can lead to **future growth** for the hotel.

Enhancing Guest Experience through Effective Management Practices

Strategies for improving room maintenance, hygiene, and guest satisfaction in hospitality

Ensure rooms 310–312 are well-maintained.

Implement **deep-cleaning** and **refurbishment** plus dedicated maintenance protocols.

Enhance guest privacy and safety measures.

Upgrade **locks** and **CCTV** systems while training staff on privacy protocols.



Upgrade bathroom facilities for hygiene.

Adopt **daily inspections** and enhance **sanitization practices** for better hygiene.

Standardize breakfast service for consistency.

Introduce a **standardized menu** and gather **real-time feedback** from guests.

Let's enhance our skills and strategies for optimal success

Initiating staff training will ensure improved data input accuracy, while targeted marketing strategies will effectively reach identified demographics. These steps are crucial to maximize booking potential and enhance overall operational efficiency.

