



# **LA VERANDA HOTEL**

# **PROJECT REPORT**

**By Emily Wambui**

**Start Slide**

## Professional Background

As a highly skilled data analyst, I bring a unique blend of educational excellence and practical experience in the field of hospitality. With a degree in Hotel and Restaurant Management from the prestigious United States International University and a solid track record of 2 years as a Hospitality Consultant, I have honed my analytical abilities to provide valuable insights to businesses in the hospitality industry.

As a Hospitality Consultant, I played a pivotal role in guiding investors by creating comprehensive feasibility studies and analyses for their ventures. This role provided me with invaluable experience in data collection, interpretation, and presentation.

My background in hospitality and consulting, coupled with my data analysis skills, uniquely position me to excel in roles that require the interpretation of data to drive business decisions. I am excited to leverage my expertise to make data-driven contributions to the hospitality industry, continuously improving operations and enhancing the overall customer experience.

# Table of Contents

<b>Professional Background</b>	02
<b>Project Description</b>	04
<b>Key Questions</b>	05
<b>Findings and Analysis</b>	06
<b>Summary of Findings</b>	09
<b>Actions and Recommendations</b>	10

## Project Description

La Veranda Hotel, a newcomer to the vibrant hospitality scene of Cyprus, is dedicated to setting new standards in guest satisfaction. To craft an exceptional guest experience and identify avenues for improvement, we propose an extensive data analysis project. This endeavor will delve into customer satisfaction levels, guest demographics, and behaviors, leveraging data-driven insights to facilitate informed decision-making and elevate the quality of our service.

### **Data Collection:**

The data was collected from Kaggle.com, a data science company and the data is for La Veranda Hotel and owned by Booking.com.

### **Data Cleaning:**

To clean the data I removed all the blank rows,, cleaned the headings, removes duplicates and spaces and also formatted the date settings.

# Key Questions

In order for us to gain useful insights to the dataset, we have to ask some key questions:

What is the average score given to the hotel by guests?

What is the average stay per guest?

What are the most popular room types by country of origin?

Which are the most popular countries of origin?

What are the visiting trends by month?

# Findings & Analysis

## About The Findings

Average score

**9.0**

It is clear that the guests enjoys staying at the hotel by the high ratings given.

Average stay per guest

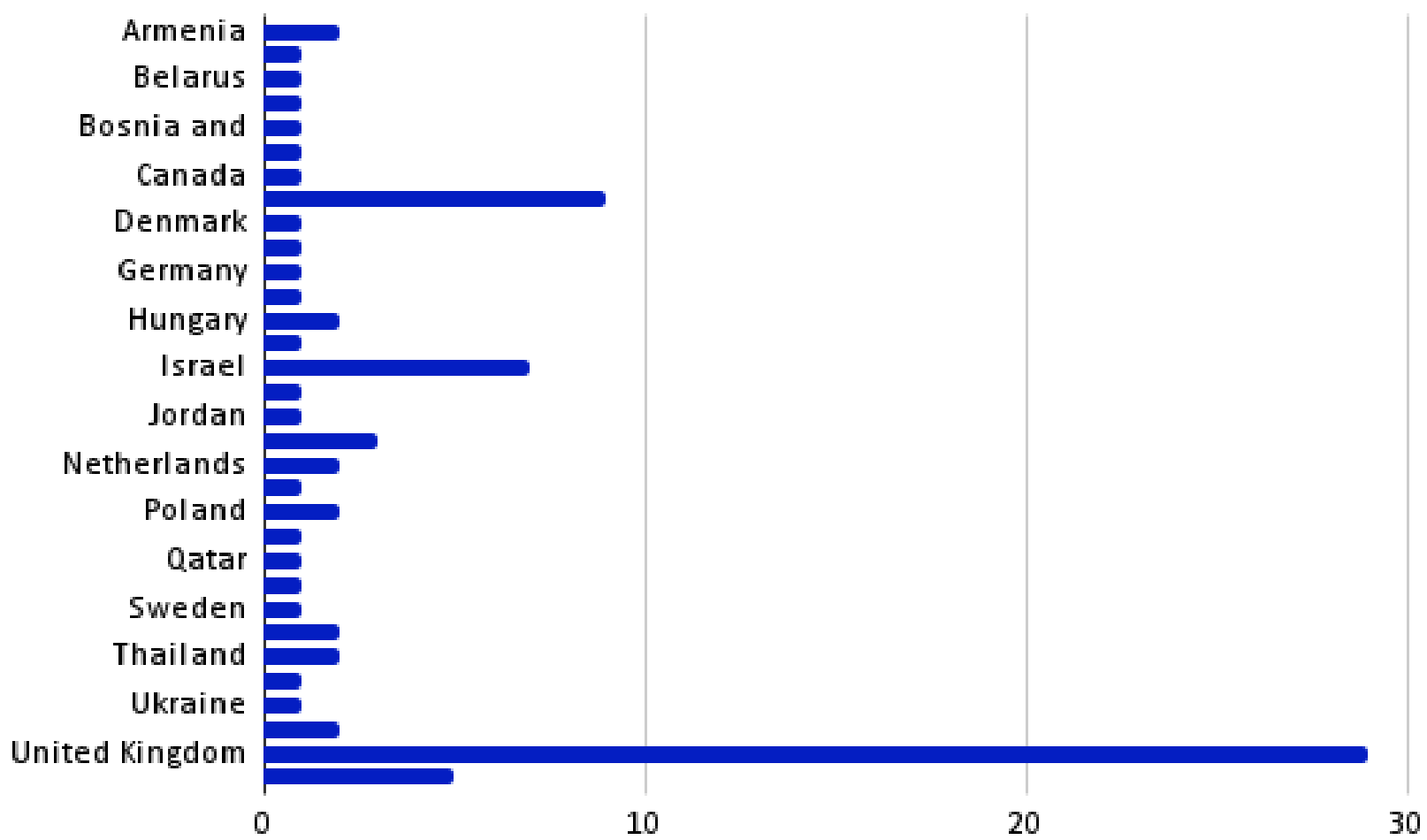
**2 Days**

Most guests are stay for short periods of time on their way to other areas in the region.

# Findings & Analysis

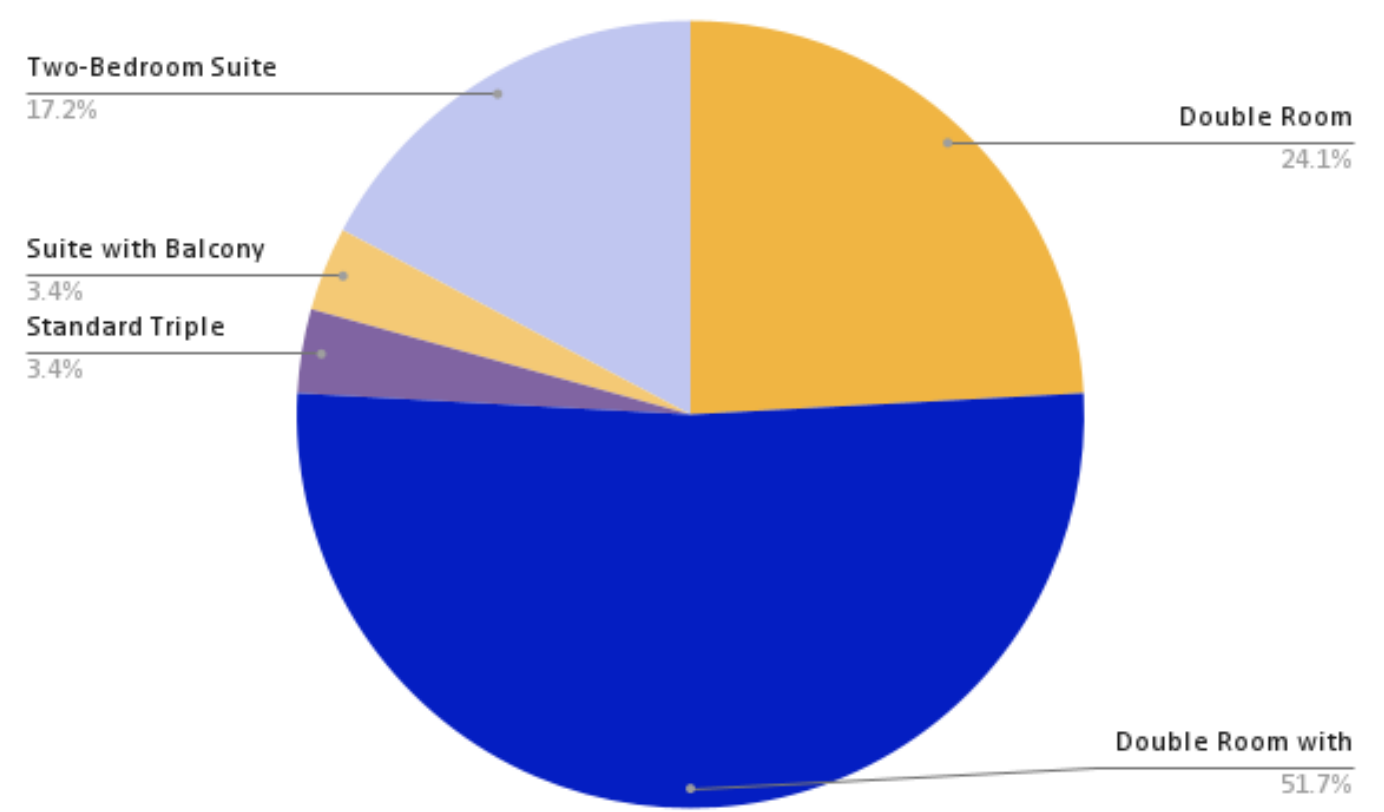
## About The Findings

Countries of Origin



United Kingdom has the highest number of guests.

Most Popular room types for UK Guests

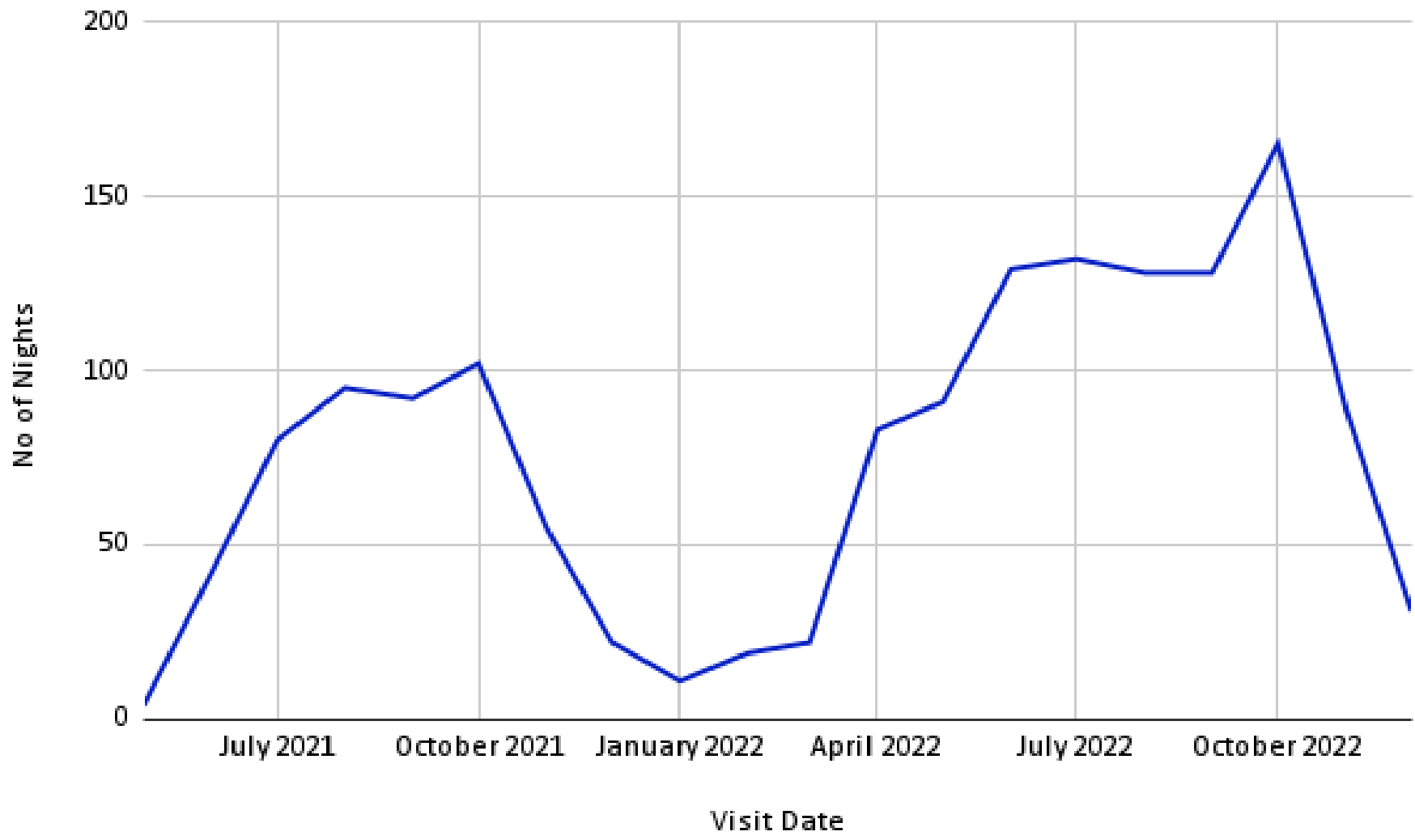


Most UK guests preferred double rooms with a balcony.

# Findings & Analysis

## About The Findings

Vising Trends by months



The most popular month for visiting La Veranda are between July and October



## Summary of Findings

In our data analysis of La Veranda Hotel, several key insights have emerged to help us better understand our guest demographics and preferences. Firstly, it was observed that guests, on average, tend to stay for approximately 2 nights, suggesting a preference for shorter and potentially more frequent getaways. Secondly, a significant portion of our guests hails from the United Kingdom, indicating a predominant source market for our establishment. Thirdly, our guests exhibit a strong preference for double rooms with balconies, underscoring the importance of offering and promoting such accommodations. Lastly, the majority of our guests choose to visit our hotel between the months of July and October, suggesting a seasonal pattern that can guide our marketing and operational strategies.

## **Actions & Recommendations**

## **About The Findings**



**Room Configuration and Amenities:** Given the guest preference for double rooms with balconies, we should prioritize the allocation of rooms with these features. This not only meets guest expectations but can also serve as a unique selling point for our hotel. Additionally, we may consider offering special packages or promotions that highlight these room types to attract more guests seeking this specific experience.

**Seasonal Strategies:** Understanding the seasonal pattern of guest visits between July and October, we should develop tailored marketing and pricing strategies to capitalize on this peak period. Promotions, events, and special offers can be designed to make the most of the high-demand season. Furthermore, we should explore ways to attract visitors during the off-season, perhaps by offering different experiences or discounted rates.

**Customer Loyalty and Stay Duration:** With an average stay of 2 nights, we have the opportunity to enhance customer loyalty and encourage repeat visits. Loyalty programs, personalized guest experiences, and promotions for longer stays can be implemented to extend guest visits and foster a sense of attachment to La Veranda Hotel. By investing in guest retention, we can ensure a steady flow of returning visitors.

## **Actions & Recommendations**

## **About The Findings**



**Market Diversification:** While the United Kingdom remains a crucial market, we should also explore diversification by targeting other potential source markets. Market research and tailored marketing campaigns aimed at specific international markets can help us reduce reliance on a single demographic and ensure a broader customer base.

**Feedback and Continuous Improvement:** Establish a robust feedback system to solicit and act on guest reviews and comments. Regularly analyze feedback to identify areas for improvement, address guest concerns, and enhance overall satisfaction. Continuous improvement in service quality will result in higher guest satisfaction and positive word-of-mouth recommendations.

**Data-Driven Decision-Making:** Embrace data-driven decision-making as a fundamental practice. Invest in data analytics tools and ongoing data collection to stay updated with changing guest preferences and market dynamics. This approach will enable La Veranda Hotel to remain agile and responsive to evolving guest needs.

By implementing these actions and recommendations, La Veranda Hotel can not only cater to the existing preferences of its guests but also strategically position itself for sustainable growth and success in the competitive hospitality industry.



# THANK YOU

End Slide