



# **HOTEL BOOKINGS**

Aayushi Gandhi

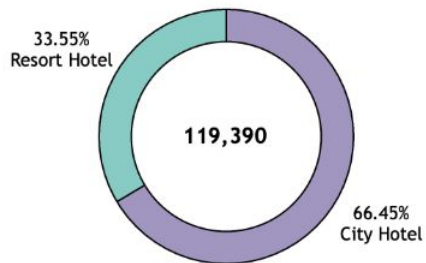
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# Hotel Booking Trends for Couples & Families

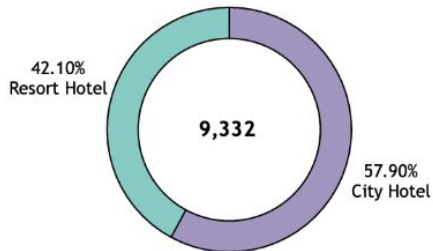
# Booking Preferences

We want to see booking preferences for different groups from 2015-2017

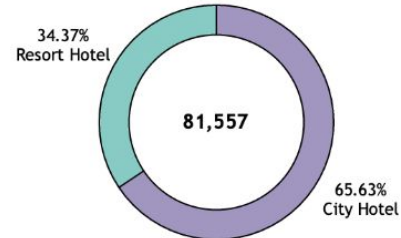
Hotel  
City Hotel  
Resort Hotel



Total Number of  
Customers



Total Number of  
Families

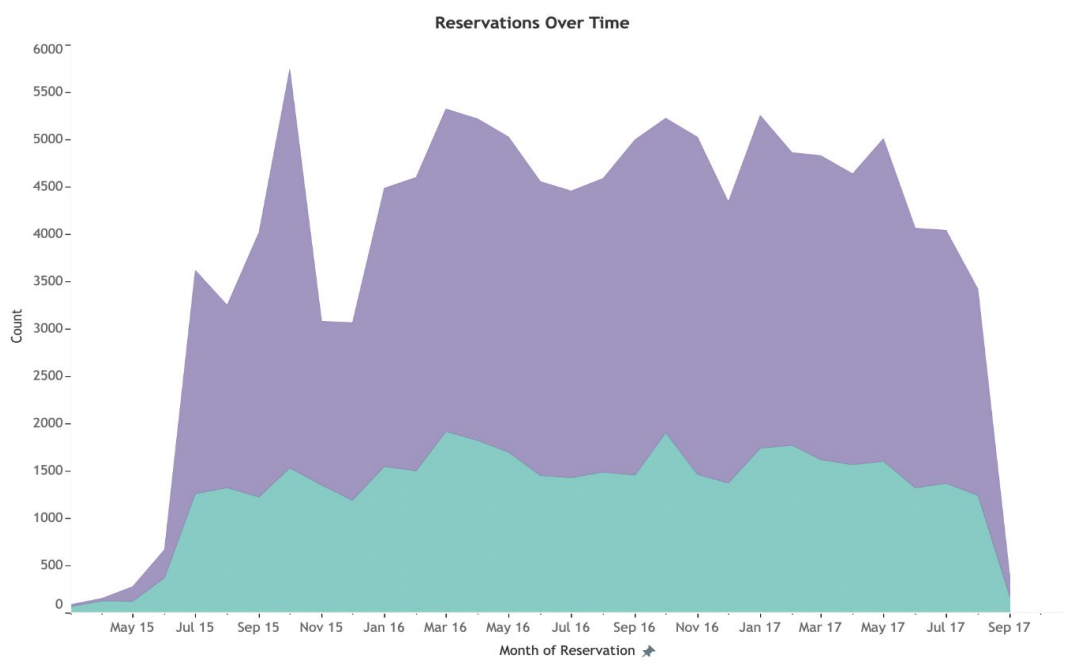


Total Number of  
Couples

# Reservations over Time

We want to see booking trends for different groups from 2015-2017

Hotel  
City Hotel  
Resort Hotel



- Number of overall bookings typically drop before the holidays.
- City hotels see a higher number of overall bookings than resort hotels.
- Families have much higher number of bookings during summer months as compared to rest of the year.

# Room Types & Preferences

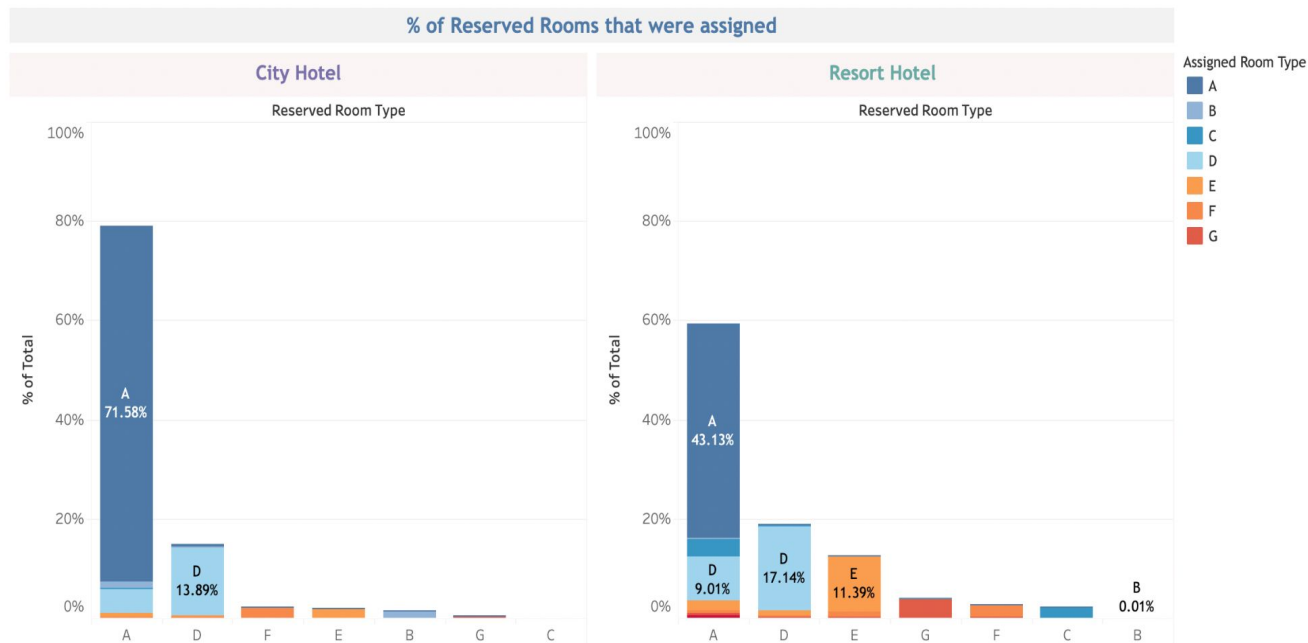
We want to see for each group & in each hotel type, what is the preferred room type & its allotment rate

Hotel

City Hotel

Resort Hotel

- Overall, customers had a higher preferences in both city & resort hotels for room type A & D.
- Since number of couples was much greater than families, we can see that room types A & D are their top choices in both hotel types.
- Families typically tend to book for room types A & F in city hotels, while G & C in resort hotels.



# Dashboard

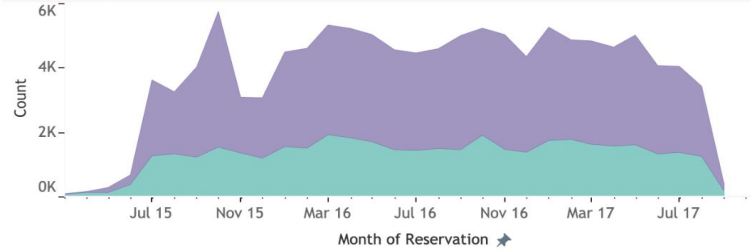
## Hotel Booking Trends for Couples & Families

[Click here to filter](#)

### Customer Booking Preferences



### Reservations Over Time



Couples

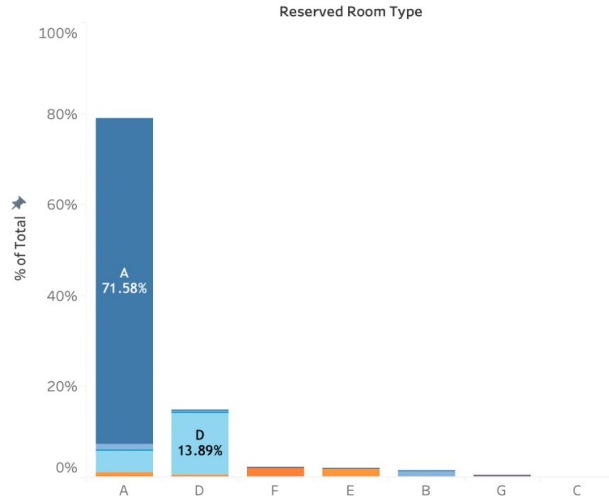
Family

Hotel

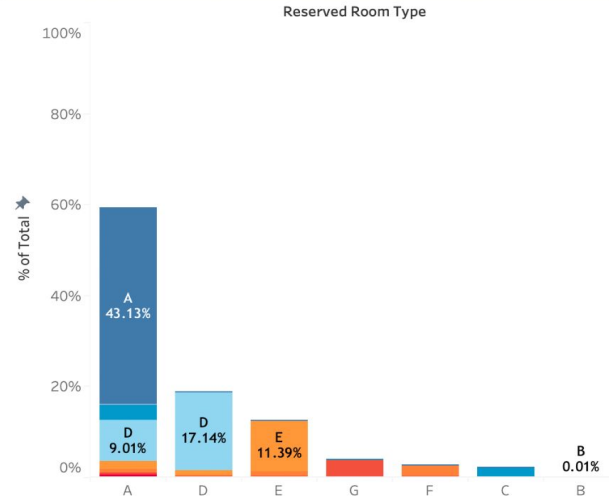
City Hotel  
Resort Hotel

### % of Reserved Rooms that were assigned

#### City Hotel



#### Resort Hotel



Assigned Room Type

A  
B  
C  
D  
E  
F  
G

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THANK  
YOU