

Module 3 - Guest Analysis Module

This module provides a complete view of guest characteristics, booking behaviors, nationalities, spending profile, and booking channels so the hotel can understand who their customers are and how they behave.

1. Guest Types – Business, Corporate, Family, Solo

Guests are grouped by purpose of travel:

- **Business**
- **Corporate**
- **Family**
- **Solo**

Each segment behaves differently in terms of duration, spending, and booking patterns, which directly affects revenue and occupancy strategies.



2. Visuals – Nationality, Booking Source, Duration

Nationality

Shows where guests come from and which countries contribute the most volume.

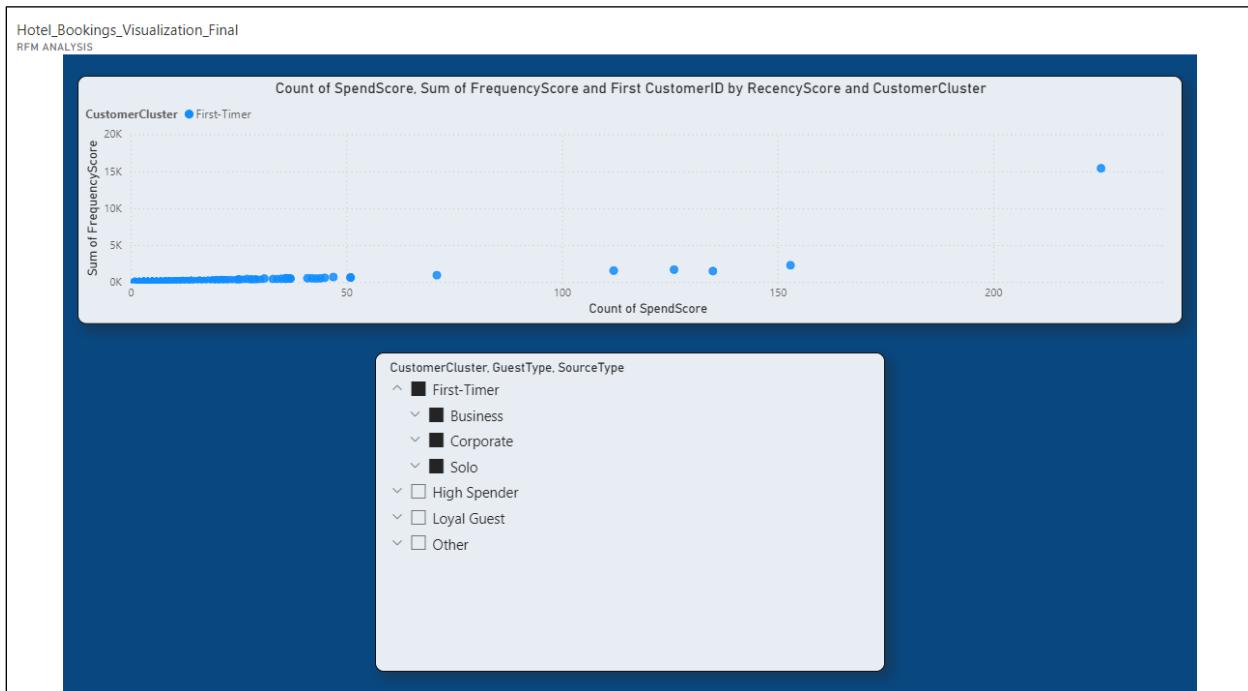
Booking Channels

Website, OTA, Travel agents, Mobile app etc.—helps identify which channel brings which type of guest.

Duration

Bar chart shows average length of stay:

- Family stays much longer
- Solo and Corporate have shorter visits
- Useful for long-stay packages vs business-day pricing.

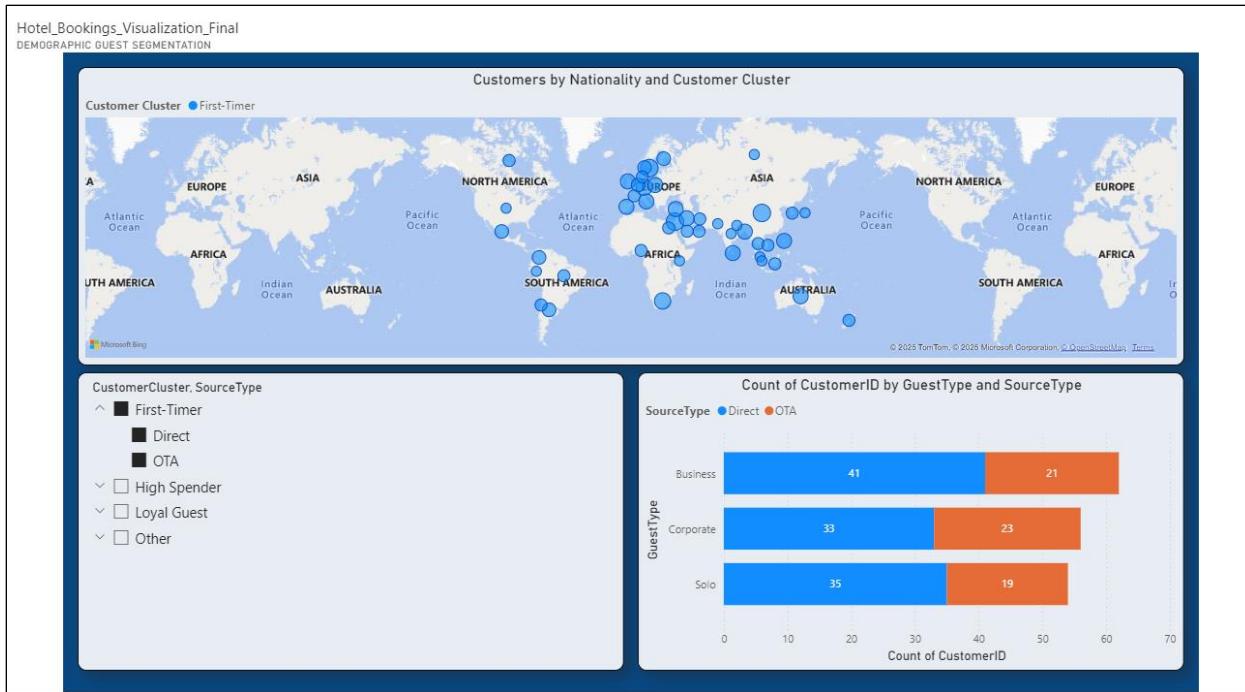


3. Customer Clusters – First-timers, Loyal, High Spenders

RFM-based segmentation highlights:

- **First-Timer guests**
- **Loyal repeat customers**
- **High-Spend customers**

Map visualization and scatter plots locate segments geographically and financially. This helps discover profitable markets and loyalty drivers.



4. Impact – Targeted Offers & Personalization

This segmentation allows:

- ✓ tailored marketing
- ✓ customised promotions
- ✓ loyalty offers
- ✓ channel-specific pricing
- ✓ international targeting
- ✓ family-focused packages

Overall, the hotel can design personalised offers for each guest segment, improving booking conversion, guest retention, and revenue.