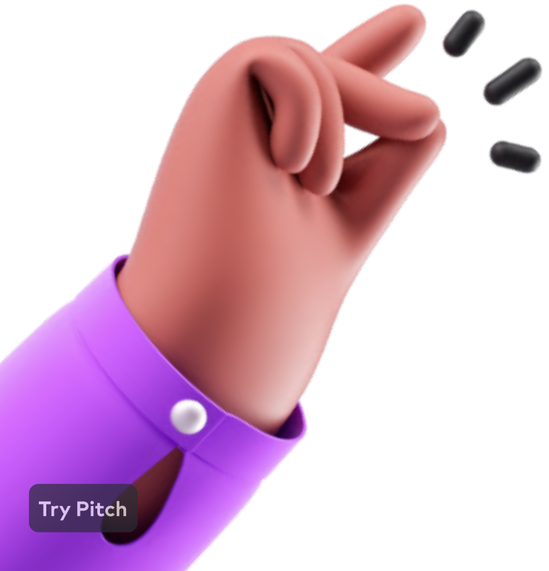
Group 31

Hotel Booking Demand



Data Analytics - Capstone Project

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GROUP 31

Agung Fauzi - Project Leader

Benita Carissa - Data Cleaning

Akge Ninov Royana - Data Analysis

M. Din Nur Ikhsani - Data Analysis

Aprilia Dian - Data Visualization

Tisna Meylia - Data Communication

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Business Overview

Dataset: Hotel Booking Demand

This data set contains booking information for city hotels and resort hotels, and includes information such as average revenue generated per room rented, date the booking was made, length of stay, number of customers (adults, children, and/or babies), number of parking spaces available, etc.

Business situations

- ADR **INCREASED 162%** from 2015 to 2016
- ADR **DECREASED 32%** in 2017

Problem Statement

To achieve a total Average Daily Rate (ADR) **INCREASE 25%** in October 2017 for our hotel business by implementing targeted marketing and pricing strategies and sustain this higher ADR beyond that timeframe

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Metrics

nights stayed	number of nights the customer stays
customers	the number of customers obtained from babies, children and adults
bookings	the total number of bookings
ADR (Average Daily Rate)	a key performance metric used to measure the average price or rate at which hotel rooms are sold or rented over a specific period, typically on a daily basis

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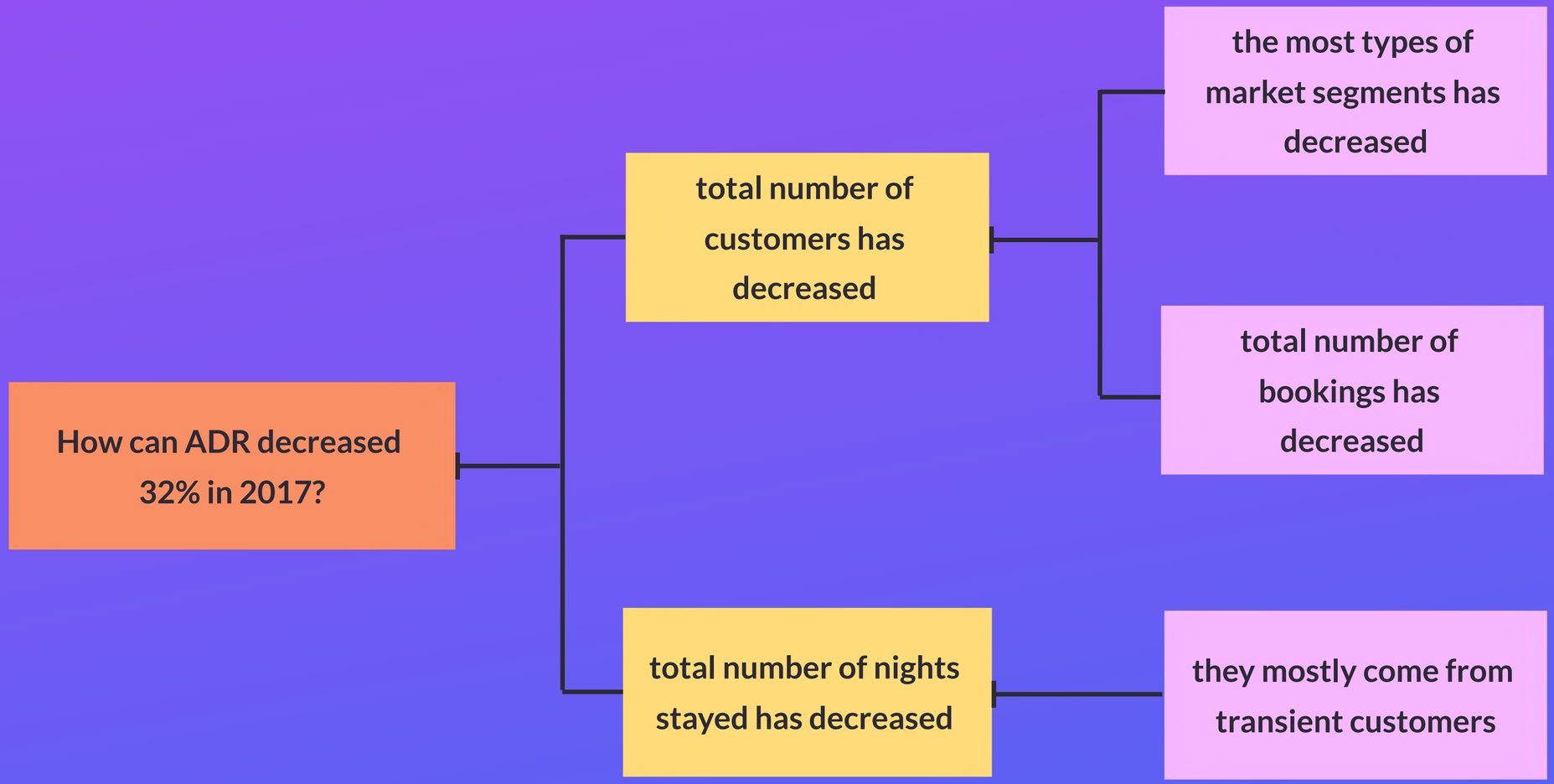
Issue Tree



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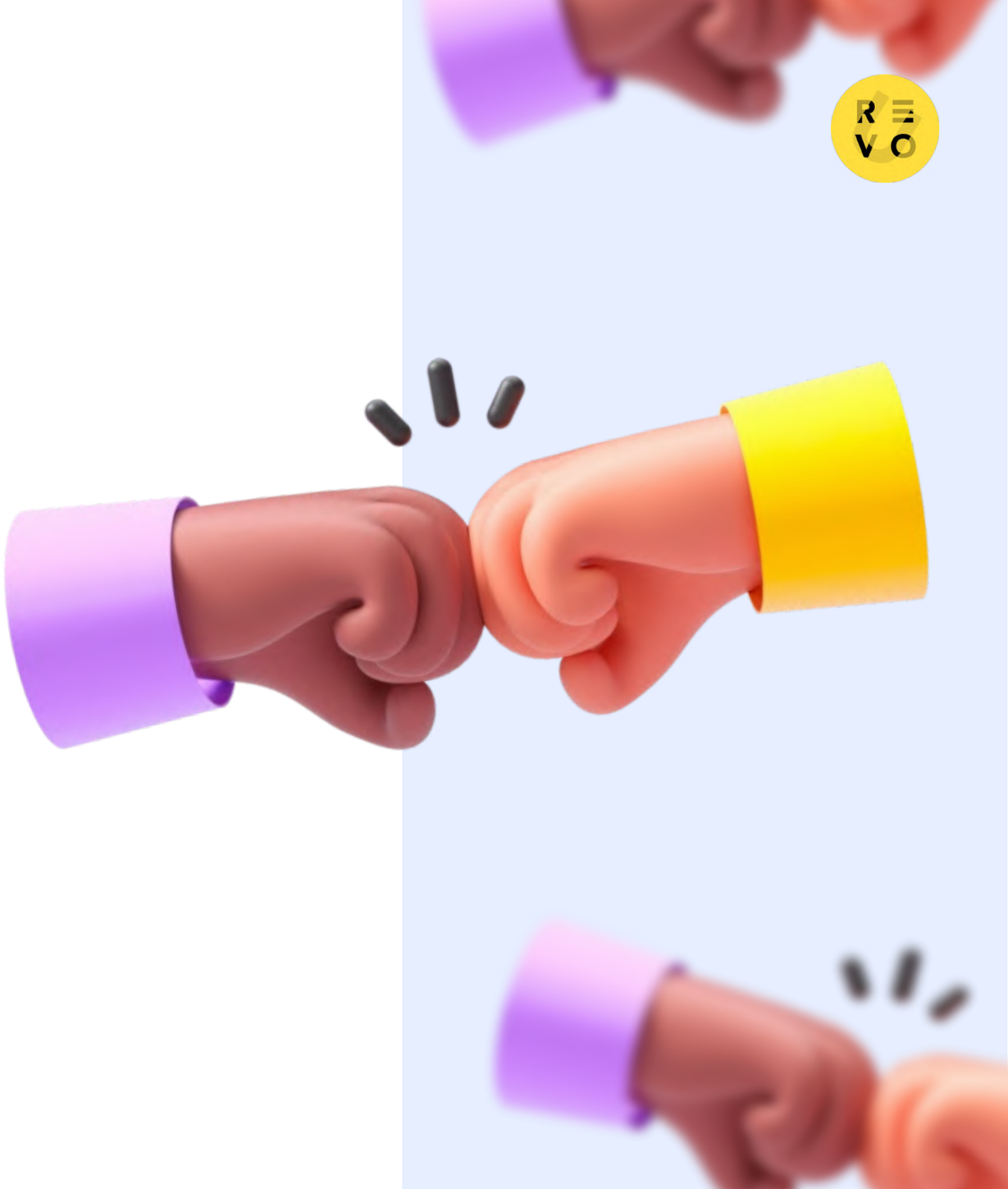
Method

- Understand business problem
- Data cleaning
- EDA
- Insight and recommendation



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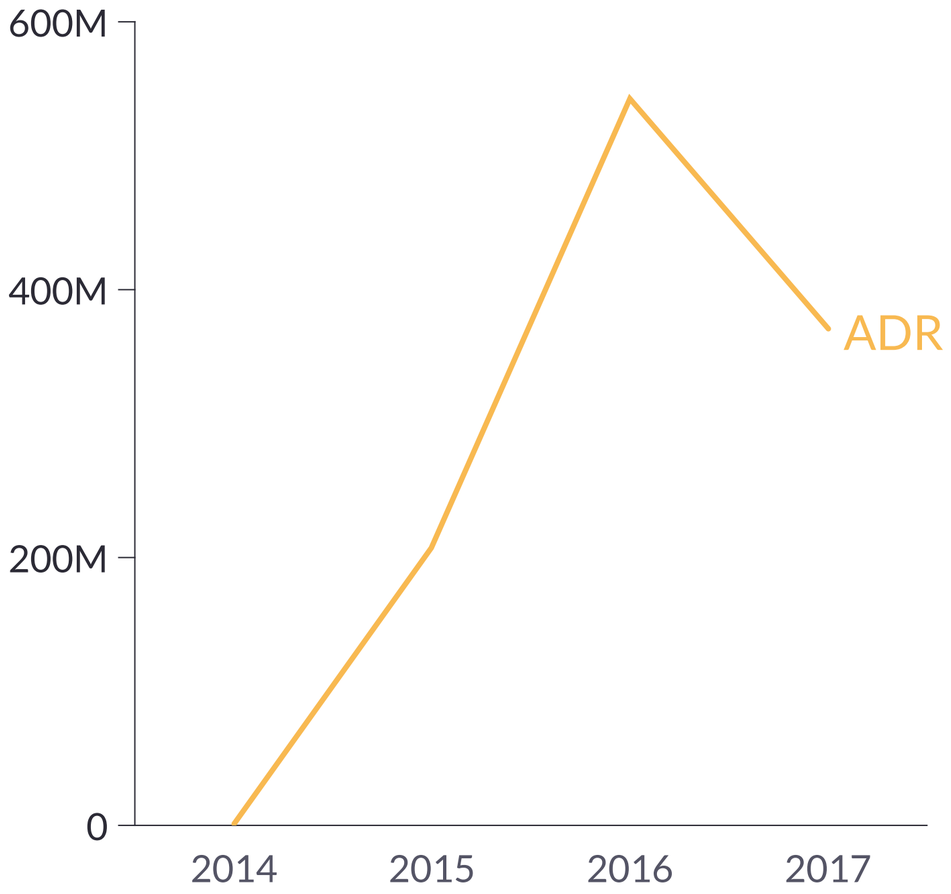
EDA



Based on chart beside :

ADR INCREASED from 11,304 to 5,426,000 in 2014-2016

ADR DECREASED from 5,426,000 to 3,707,847 in 2016-2017

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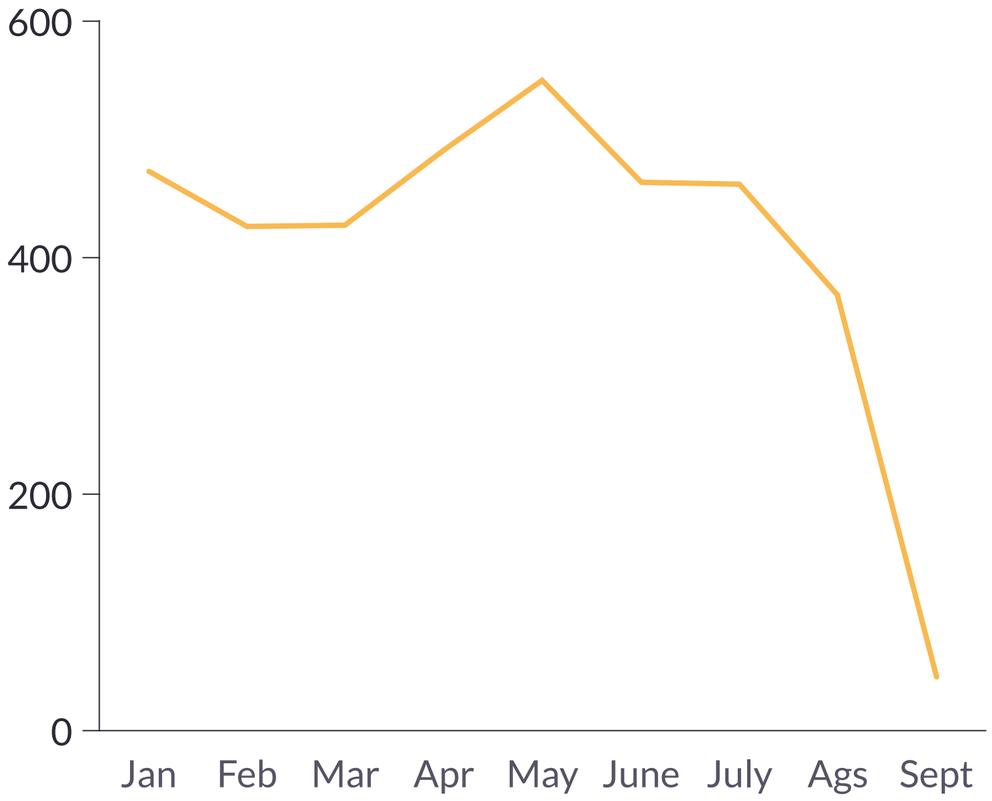
EDA



Based on chart beside :

- **ADR in 2017 DECREASED** especially in July-September dropping from 462,139 to 45,397

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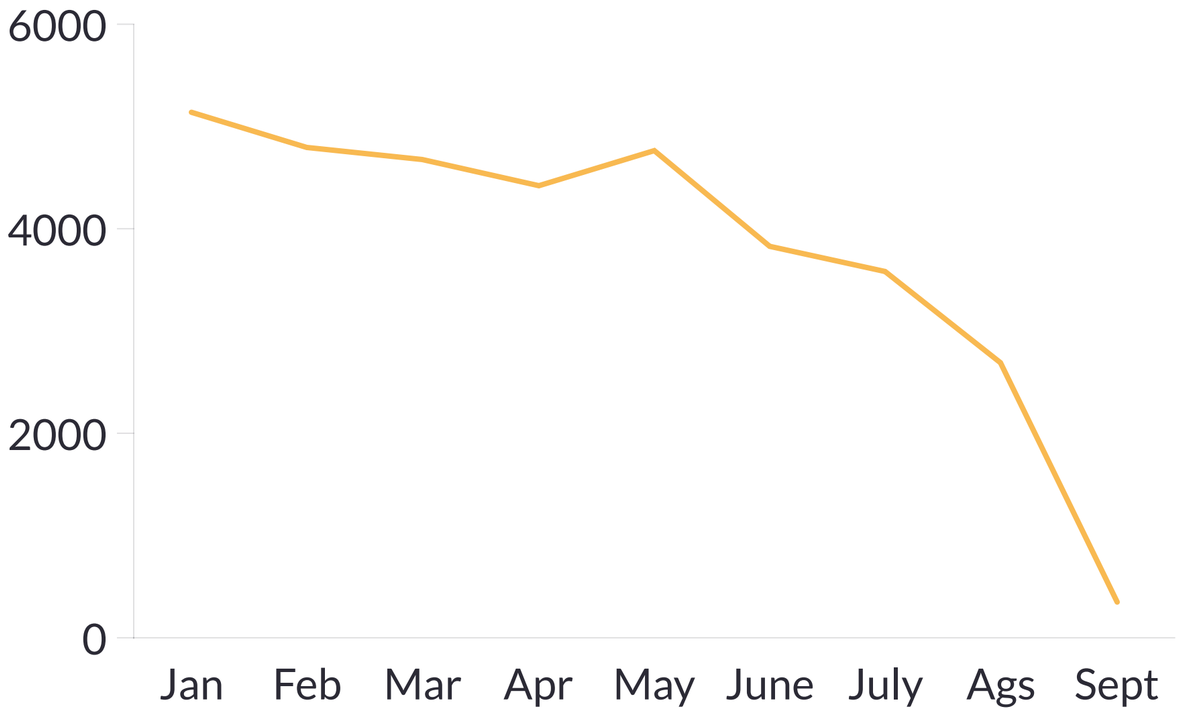
EDA



Based on chart beside :

- **total number of booking** DECREASED

especially in May-September dropping from 3582 to 349

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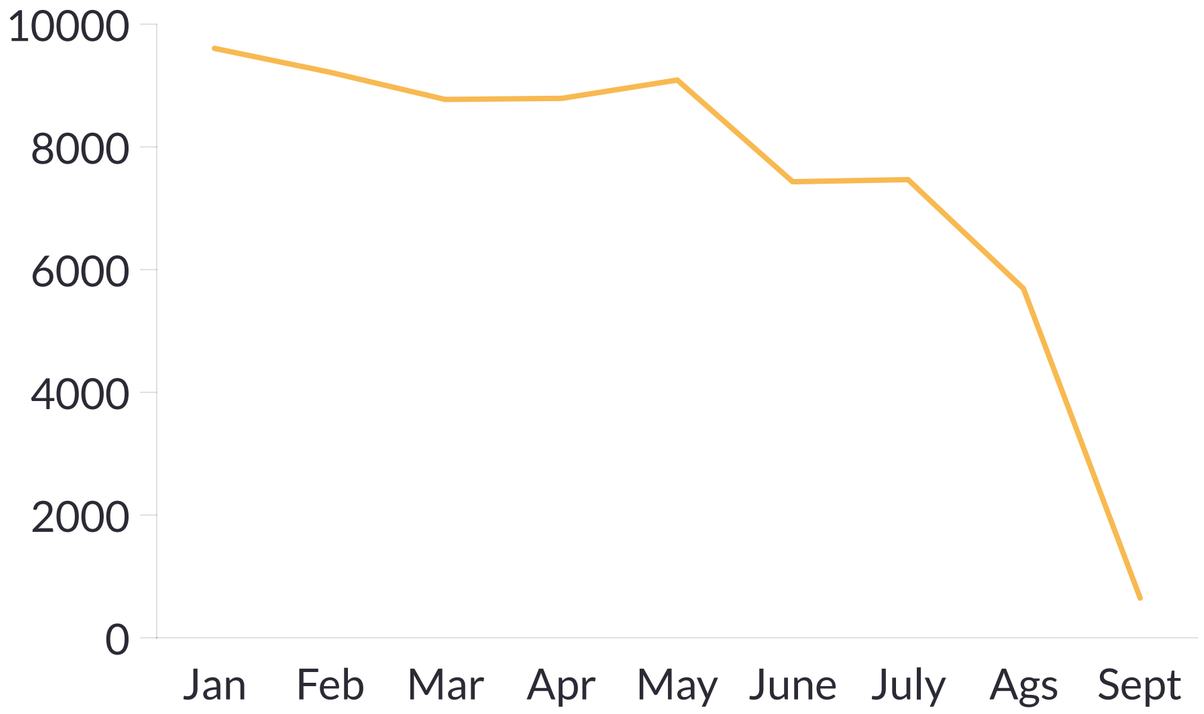
EDA



Based on chart beside :

- **total number of customer** DECREASED

especially in July-September dropping from 7467 to 646

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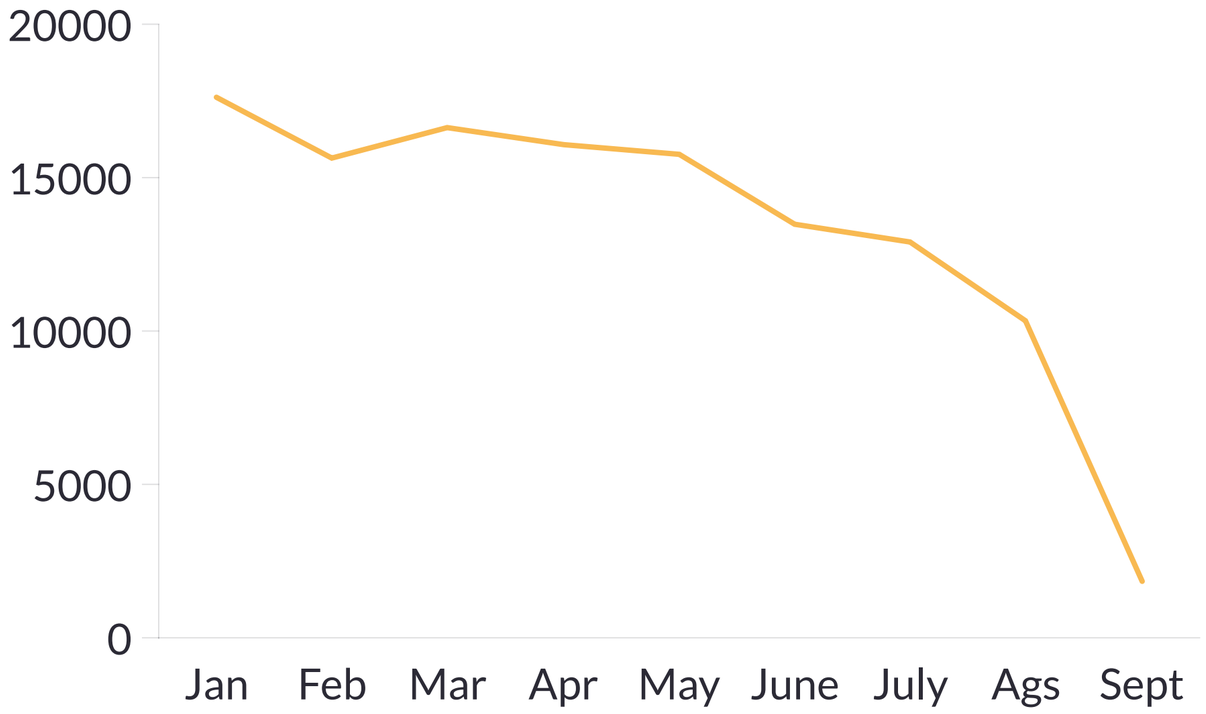

Based on chart beside :

- **total number of nights** DECREASED

especially in July-September dropping from 12901 to 1840

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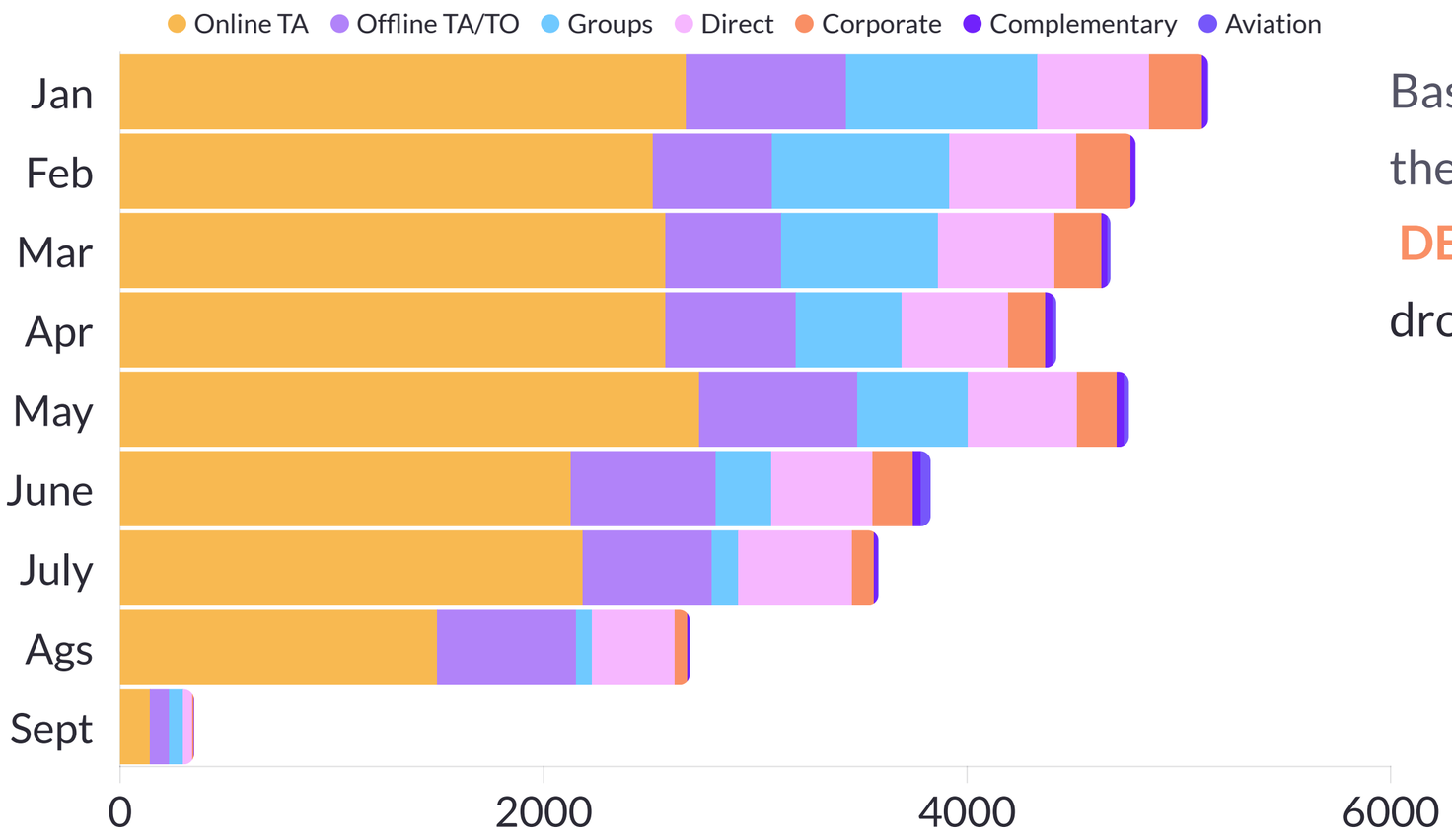

Based on chart above, in 2015-2016 :

the most types of **market segments (online TA)**

DECREASED especially in July-September

dropping from 2185 to 142

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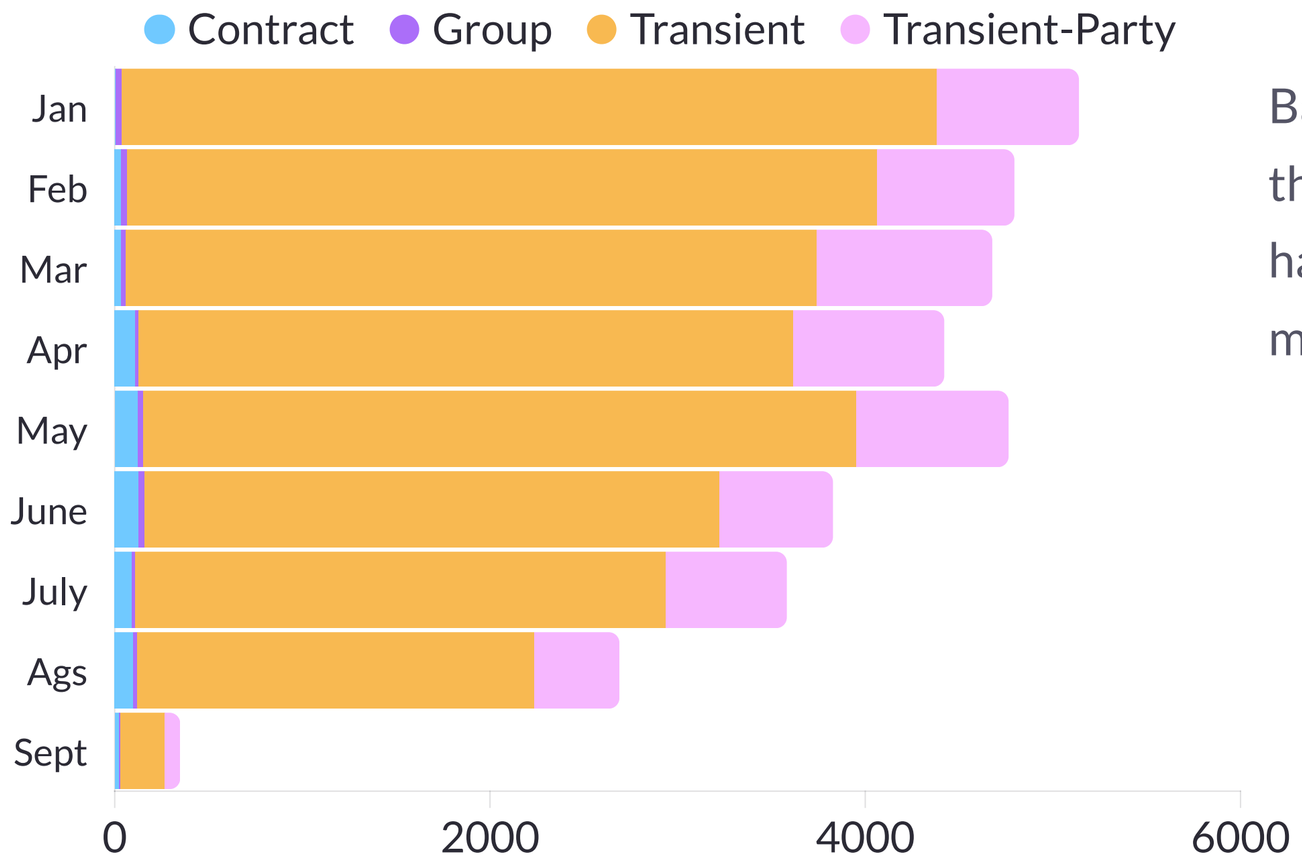

Based on bar chart beside :
the most commonly **customer type (Transient)**
had an average percentage of 78.97% for each
month in the year 2017

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Recommendations

total number of ADR in 2017 decreased 32%	Provides discounts on room rates
Total number of bookings has decreased	Carry out promotions by placing advertisements
Total number of customers has decreased	Increasing special facilities that can be used by all ages
Total number of nights stayed has decreased	Providing special offers, such as the longer the stay, the more discounts you get
The most types of market segments (Online TA) has decreased	Increasing cooperation with more travel agents
They mostly come from "Transient" type customers	Provides special offers for others ("Contract" and "Group" type customers)

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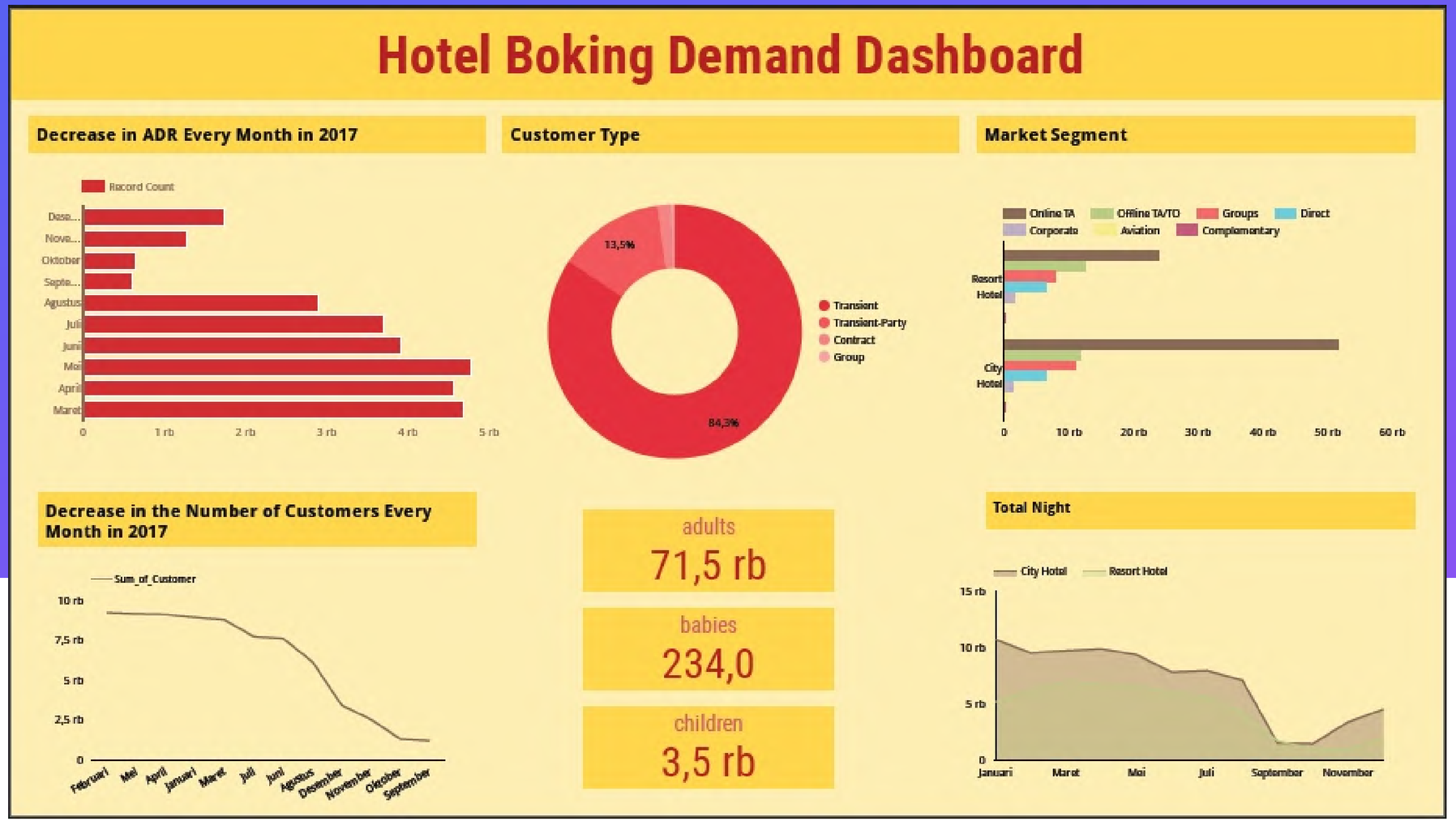
Dashboard



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APPENDIX

[Data Cleaning - Group 31]

[EDA - Group 31]

[Dashboard - Group 31]

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THANK YOU

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