Hospitality Guest Analytics Report

Executive Summary:

This report provides insights into guest behavior, booking patterns, revenue generation, and feedback in the hospitality

sector, using business intelligence tools to support strategic decision-making.

Key Metrics:

- Total Revenue: $151.4K

- Average Feedback Rating: 3.08 / 5

- Repeat Guest Percentage: 30%

1. Revenue by Booking Channel:

- Online booking is the dominant channel, followed by Agent and Walk-in.

- Action: Focus marketing efforts on online channels while incentivizing agents and walk-ins.

2. Revenue by Month:

- Peak revenue in September, August, and November.

- Off-season dips in January and February.

- Action: Introduce promotions or events during low-demand months.

3. Revenue by Room Type:

- Deluxe rooms generate the highest revenue, followed by Standard and Suite.

- Action: Upsell Deluxe rooms and optimize pricing for Suites.

4. Revenue by Nationality:

- Top contributors: USA, Germany, China, Brazil, India.

- Action: Customize offerings and promotions for these nationalities.

5. Top-Spending Guests:

- Guests spend up to $1,000 individually.

- Action: Launch VIP programs or loyalty benefits for top spenders.

Repeat Guest Behavior:

- Only 30% of guests are repeat visitors.

- Action: Develop loyalty programs and personalized follow-ups.

Recommendations:

- Improve guest experience to boost feedback.

- Implement seasonal pricing strategies.

- Focus digital marketing on high-revenue segments.

- Launch loyalty initiatives to increase repeat guest rates.

Prepared using Power BI Dashboard Analytics.