

Hotel Booking analysis

[View in Power BI](#)

Last data refresh:
17-01-2024 07:27:17 UTC

Downloaded at:
18-01-2024 14:34:10 UTC

Filter objects

- ▼ hotel datasets

▶ hotel_data

▶ Columns

▶ Foreign Keys

▶ market_segment

Views
Stored Procedures

Administration Schemas

hotel_type
is_cancelled

arrival_date_year

arrival_date_week_number
arrival_date day of monthstays_in_week_nights
adults

babies

country
market segment

```
is_repeated_guest
```

previous_bookings_hot_car
reserved_room_type

Object Info

56°F

Result Grid  Filter Rows:  Export:  Wrap Cell Content: 


	arrival_date_year	hotel_type	revenue
►	2018	Resort Hotel	\$3,526,408.51
	2018	City Hotel	\$3,291,100.55
	2019	Resort Hotel	\$10,706,271.52
	2019	City Hotel	\$15,114,580.62
	2020	Resort Hotel	\$6,836,598.99
	2020	City Hotel	\$11,125,168.77



Result Grid



Form Editor

 Read Only

Filter objects

Administration Schemas

Table: hotel master data



- hotel_type
- is_cancelled
- lead_time
- arrival_date_year
- arrival_date_month
- arrival_date_week_number
- arrival_date_day_of_month
- stays_in_weekend_nights
- stays_in_week_nights
- adults
- children
- babies
- meal
- country
- market_segment
- distribution_channel
- is_repeated_guest
- previous_cancellations
- previous_bookings_not_cancel
- reserved_room_type

Object Info

```

71     change column previous_bookings_not_cancelled previous_bookings_not_cancelled int;
72
73 -- CANCELLATION RATE--
74 • select
75 concat(format(sum(case when is_cancelled = 1 then 1 else 0 end) / count(*),4) * 100,'%') as Cancellation_rate
76 from hotel_master_data;
77
78 -- Cancellation Rate Analysis:
79 -- Cancellation Rate - 37.22%: The cancellation rate represents the proportion of reservations that have been canceled out of the total.
80 -- A rate of 37.22% indicates that around 37.22% of reservations in the dataset have been canceled.
81 -- Monitoring this metric is crucial for understanding booking behavior and can inform strategies to mitigate cancellations.
82
83
84 ----- (4) LEAD TIME ANALYSIS -----
85
86 • SELECT
87     round(AVG(lead_time)) AS Average_lead_time,
88     MIN(lead_time) AS Min_lead_time,
89     MAX(lead_time) AS Max_lead_time
90 FROM hotel_data;
91
92 ----- **Analysis of Lead Time in Days:** -----
93 -- **average lead time - 102 days:** On average, reservations in the dataset are made approximately 102.83 days before the check-in date, indicating the typical planning per

```

Result Grid  Filter Rows: Export:  Wrap Cell Content: 

	Cancellation_rate
►	37.22%

Result 10 

Result Grid

Form Editor

Read Only

MySQL Workbench

Hotel Booking Analysis

FileEditViewQueryDatabaseServerToolsScriptingHelp

Navigator

SCHEMAS

Filter objects

college

hotel datasets

Tables

hotel_data

hotel_master_data

Columns

Indexes

Foreign Keys

Triggers

market_segment

meal_cost

Views

Stored Procedures

Administration Schemas

Information

Table: hotel_master_data

Columns:

hotel_type

is_cancelled

lead_time

arrival_date_year

arrival_date_month

arrival_date_week_number

arrival_date_day_of_month

stays_in_weekend_nights

stays_in_week_nights

adults

children

babies

meal

country

market_segment

distribution_channel

is_repeated_guest

previous_cancellations

previous_bookings_not_cancel

reserved_room_type

assigned_room_type

hotels data

hotel_master_data

hotel_master_data

Administration - Server Status

Limit to 2000 rows

SQL Editor

```
97
98 ----- (5) BOOKING CHANNEL ANALYSIS
99
100 • SELECT distinct distribution_channel
101 FROM hotel_data;
102
103 • SELECT
104 distribution_channel, COUNT(*) AS bookings_count
105 FROM hotel_data
106 GROUP BY distribution_channel;
107
108 -- This information provides valuable insights into the distribution of bookings across various channels,
109 -- helping you understand the sources through which guests make reservations.
110 -- If you have any specific questions or if there's anything else you'd like to analyze.
111
112 ----- (6) CUSTOMER TYPE ANALYSIS-----
113
114 • SELECT
115 COALESCE(customer_type, 'Overall') AS customer_type,
116 COUNT(*) AS bookings_count
117 FROM
118 hotel_data
119 GROUP BY
```

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	distribution_channel	bookings_count
▶	TA/TO	116042
	Direct	17534
	Corporate	8167
	Undefined	2
	GDS	194

Object Info

Session

Result 13

Read Only

56°F

Clear

Search

Taskbar

System Tray

20:14

18-01-2024

Filter objects

- college
- hotel datasets**
 - Tables
 - hotel_data
 - hotel_master_data
 - Columns
 - Indexes
 - Foreign Keys
 - Triggers
 - market_segment
 - meal_cost
 - Views
 - Stored Procedures

Administration Schemas

Information

Table: hotel_master_data

Columns:

```
hotel_type
is_cancelled
lead_time
arrival_date_year
arrival_date_month
arrival_date_week_number
arrival_date_day_of_month
stays_in_weekend_nights
stays_in_week_nights
adults
children
babies
meal
country
market_segment
distribution_channel
is_repeated_guest
previous_cancellations
previous_bookings_not_cancel
reserved_room_type
assigned_room_type
```

```

275
276 ----- (14) GUESTS DEMOGRAPHY ANALYSIS -----
277
278 -- Query to Get the Total Count of Distinct Countries:
279 • SELECT COUNT(DISTINCT country) as total_count_of_country
280 FROM hotel_master_data;
281
282 • select distinct country
283 from hotel_master_data;
284 -- TOP 10 COUNTRY FOR TOTAL NUMBERS OF BOOKINGS ---
285 • SELECT
286     country,
287     count(*) total_bookings
288 FROM hotel_master_data
289 GROUP BY country
290 order by total_bookings desc
291 limit 10;
292 -- Portugal (PRT) - 62,376 bookings
293 -- United Kingdom (GBR) - 13,487 bookings
294 -- France (FRA) - 11,792 bookings
295 -- Spain (ESP) - 10,519 bookings
296 -- Germany (DEU) - 7,813 bookings
297 -- Italy (ITA) - 4,321 bookings

```

Result Grid   Filter Rows: Export:  Wrap Cell Content:  Fetch rows: 

	country	total_bookings
▶	PRT	62376
	GBR	13487
	FRA	11792
	ESP	10519
	DEU	7813

Object Info

Result 24 x

Read Only

Table: hotel_master_data



Columns:

- hotel_type
- is_cancelled
- lead_time
- arrival_date_year
- arrival_date_month
- arrival_date_week_number
- arrival_date_day_of_month
- stays_in_weekend_nights
- stays_in_week_nights
- adults
- children
- babies
- meal
- country
- market_segment
- distribution_channel
- is_repeated_guest
- previous_cancellations
- previous_bookings_not_cancel
- reserved_room_type
- assigned_room_type

```

371
372 ----- (17) DO WE NEED TO INCREASE THE PARKING LOT SIZE --
373
374 • SELECT
375     required_car_parking_spaces,
376     COUNT(*) AS reservations_count
377 FROM hotel_master_data
378 GROUP BY required_car_parking_spaces
379 ORDER BY reservations_count DESC;
380
381 • SELECT
382     required_car_parking_spaces,
383     COUNT(*) / (SELECT COUNT(*) FROM hotel_master_data) * 100 AS percentage
384 FROM hotel_master_data
385 GROUP BY required_car_parking_spaces
386 ORDER BY required_car_parking_spaces;
387
388 -- it's clear that the majority of reservations (over 93%) do not require any car parking spaces (required_car_parking_spaces = 0).
389 -- Only a small percentage of reservations require parking spaces (6.15% for 1 space, and much lower percentages for 2, 3, and 8 spaces)
390
391
392
393

```

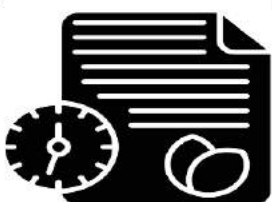
Result Grid  Filter Rows: Export:  Wrap Cell Content: 

	required_car_parking_spaces	percentage
0		93.8234
1		6.1505
2		0.0225
3		0.0021
8		0.0014



HOTEL BOOKING ANALYSIS - OVERVIEW

ICONS



REVENUE GENERATION



\$50M

RESERVATION VOLUME



142K

ADULT GUESTS



263K

CANCELLATION RATE



37.22%

HOTEL CAPACITY INDEX



62.84%

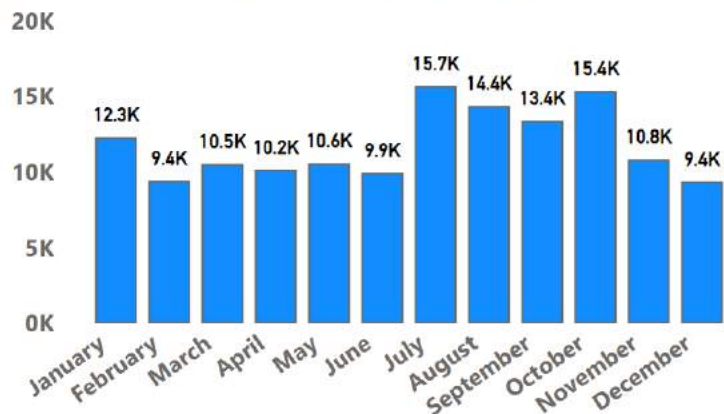
CUSTOMER TYPE	HOTEL TYPE	ASSIGNED ROOM	AVG OF ADR	TOTAL REVENUE	CANCELLATION RATE	OCCUPANCY RATE
Group	Resort Hotel	P	\$0.00	\$0	100.00%	
Transient	City Hotel	P	\$0.00	\$0	100.00%	
Transient	Resort Hotel	P	\$0.00	\$0	100.00%	
Transient	Resort Hotel	L	\$8.00	\$16	100.00%	
Group	City Hotel	K	\$1.60	\$70	0.00%	100.00%
Group	City Hotel	C	\$170.00	\$170	0.00%	100.00%
Contract	City Hotel	K	\$24.69	\$173	0.00%	100.00%
Total			\$99.42	\$4,96,73,141	37.22%	62.84%

HOTEL TYPE REVENUE DISTRIBUTION

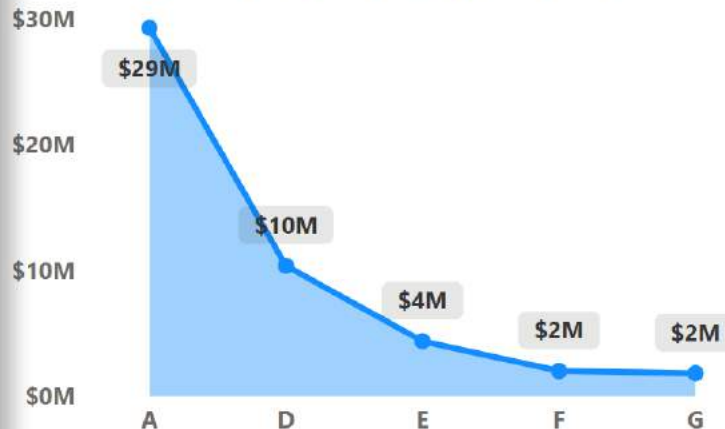
HOTEL TYPE City Hotel Resort Hotel



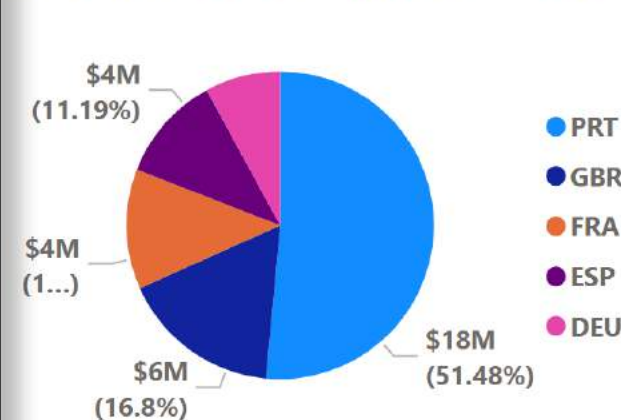
BOOKING TRENDS BY MONTH



TOP 5 PERFORMING ROOM TYPE



TOP 5 REVENUE GENERATING COUNTRIES





HOTEL BOOKING ANALYSIS - REVENUE



CLEAR ALL FILTERS

BY HOTEL TYPE

- ☐ City Hotel
- ☐ Resort Hotel

BY YEAR

- ☐ 2018
- ☐ 2019
- ☐ 2020

CUST. TYPE

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

DIST. CHANNEL

All

ROOM TYPE

All

MARKET SEG.

All

REVENUE GENERATION



\$50M

RESERVATION VOLUME



142K

AVERAGE DAILY RATE



\$99.42

CANCELLATION RATE



37.22%

HOTEL CAPACITY INDEX



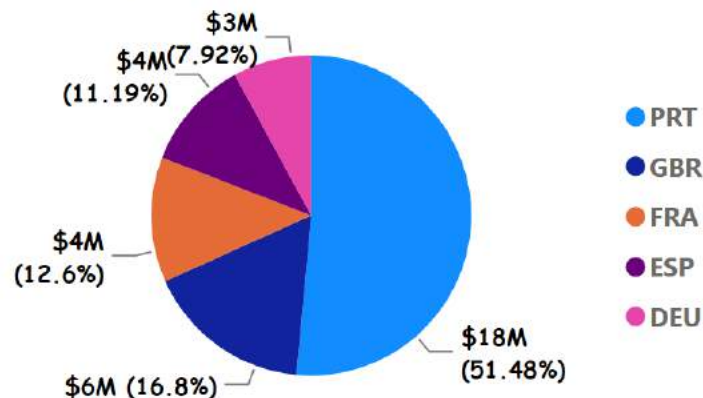
62.84%

HOTEL TYPE REVENUE DISTRIBUTION

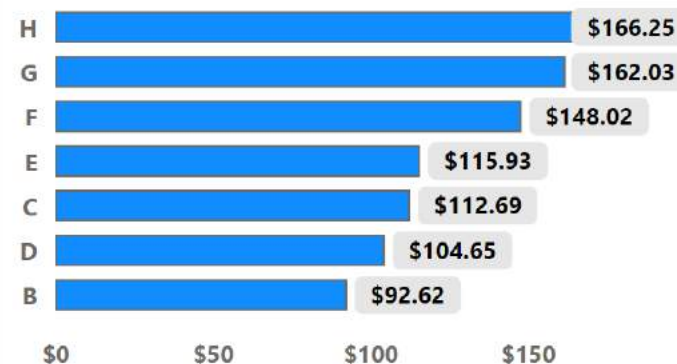
HOTEL TYPE ● City Hotel ● Resort Hotel



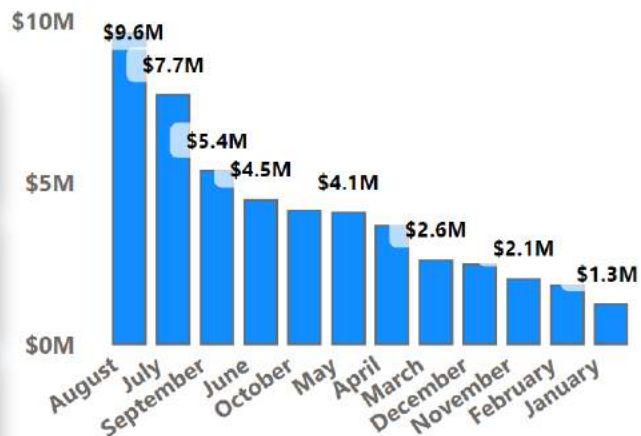
TOP 5 REVENUE GENERATING COUNTRIES



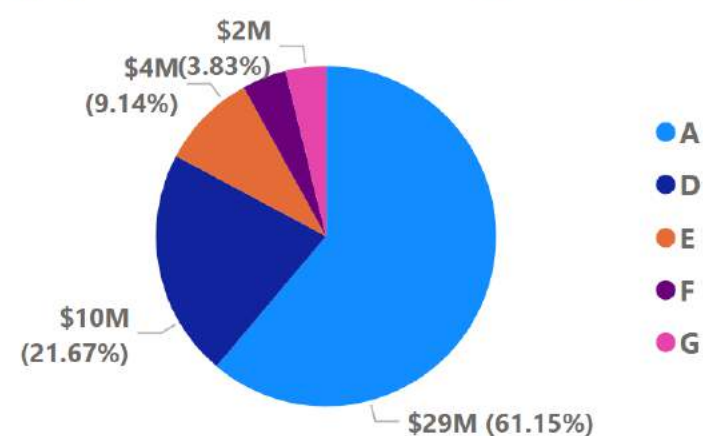
AVERAGE DAILY RATE (ADR) ACROSS ROOM TYPES



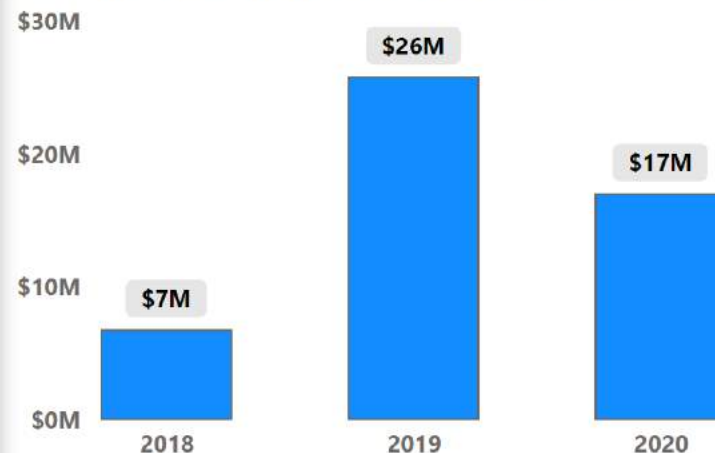
MONTHLY REVENUE TRENDS



REVENUE FROM MOST POPULAR ROOM TYPES



ANNUAL REVENUE TRENDS (2018-2020)





ROOMS AND AMENITIES ANALYSIS



CLEAR ALL FILTERS

RESERVATION VOLUME



142K

REVENUE GENERATION



\$50M

AVG LEAD TIME (DAYS)



102.83

MAXI OF LEAD TIME (DAYS)



737

CANCELLATION RATE



37.22%

BY HOTEL TYPE

☐ City Hotel

☐ Resort Hotel

BY YEAR

All

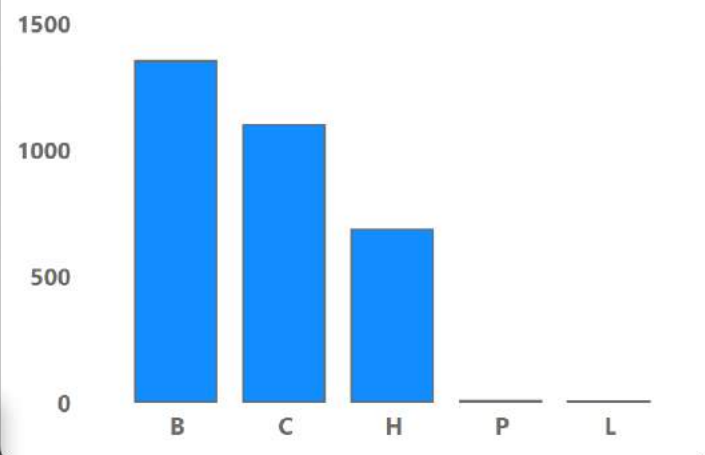
BY CUST. TYPE

All

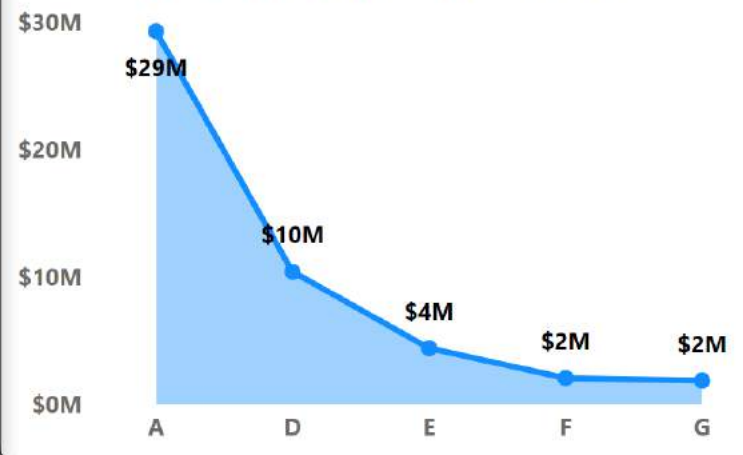
BY ROOM TYPE

A	G
B	H
C	I
D	K
E	L
F	P

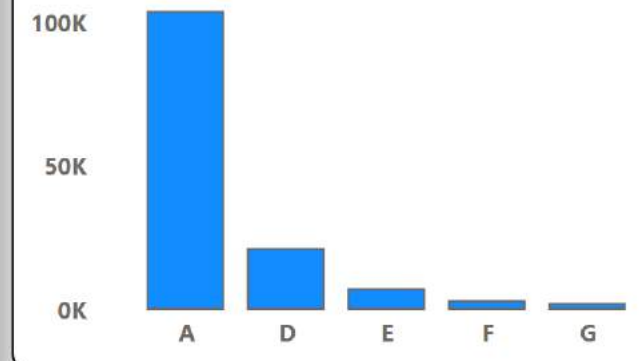
BOTTOM 5 ROOM TYPES BY BOOKING COUNTS



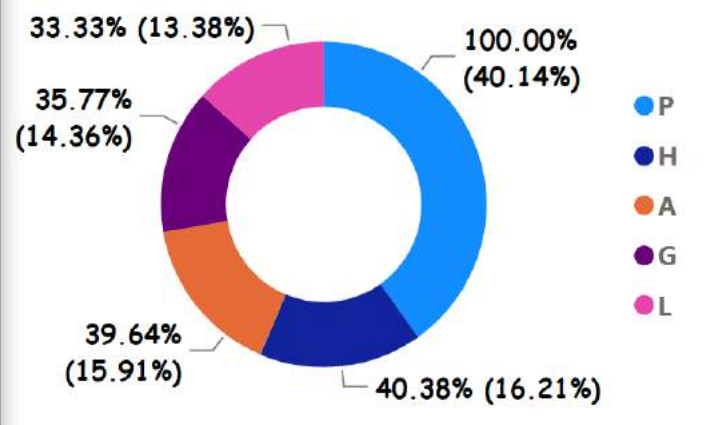
TOP 5 PERFORMING ROOM TYPE



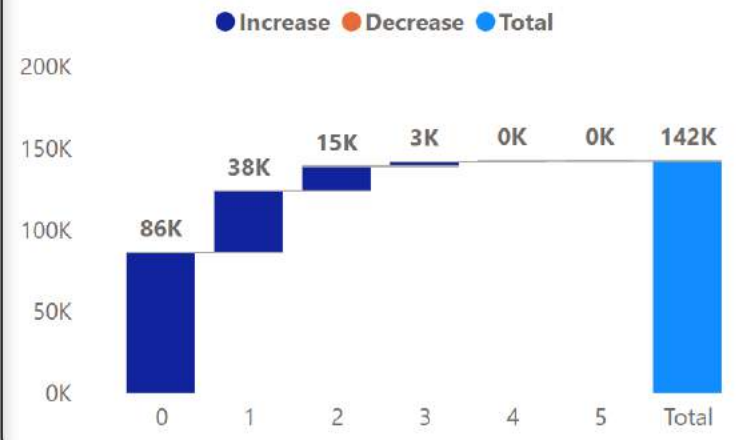
TOP 5 ROOM TYPES CANCELLATION ANALYSIS



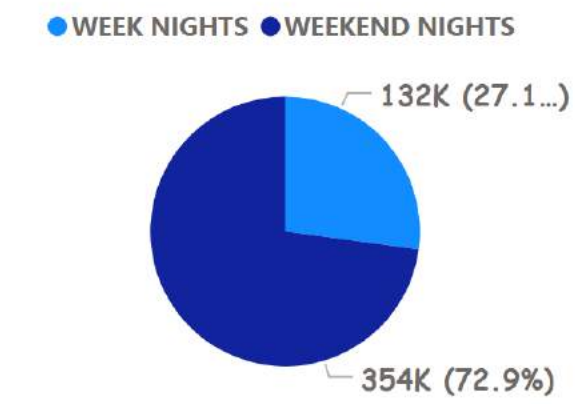
TOP 5 CANCELLATION RATE BY ROOM TYPES



BOOKING PATTERNS BY SPECIAL REQUESTS



WEEKNIGHTS VS WEEKEND NIGHTS DISTRIBUTION





GUESTS DEMOGRAPHY



CLEAR ALL FILTERS

RESERVATION VOLUME

 **142K**

REVENUE GENERATION

 **\$50M**

TOTAL ADULT GUESTS

 **263K**

TOTAL BABIES

 **176**

TOTAL CHILDRENS

 **14K**

BY HOTEL TYPE

☐ City Hotel

☐ Resort Hotel

BY YEAR

☐ 2018

☐ 2019

☐ 2020

BY CUST. TYPE

☐ Contract

☐ Group

☐ Transient

☐ Transient-Party

DIST. CHANNEL

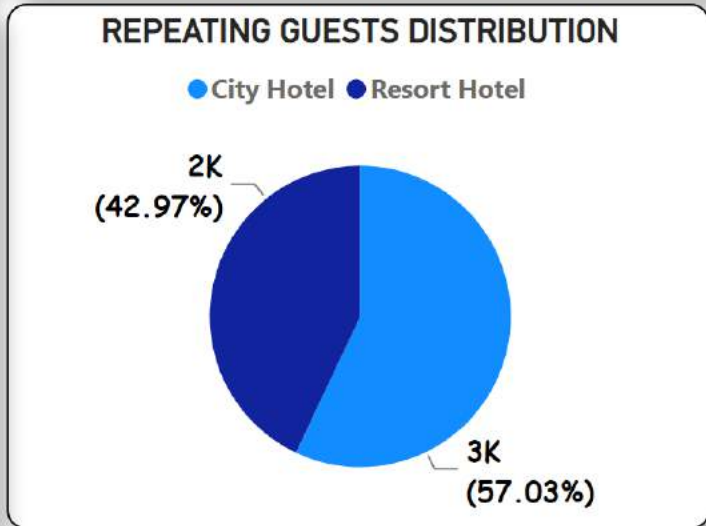
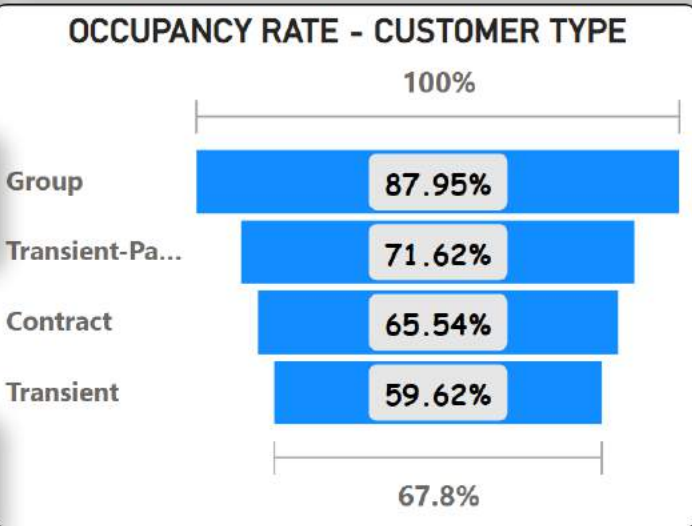
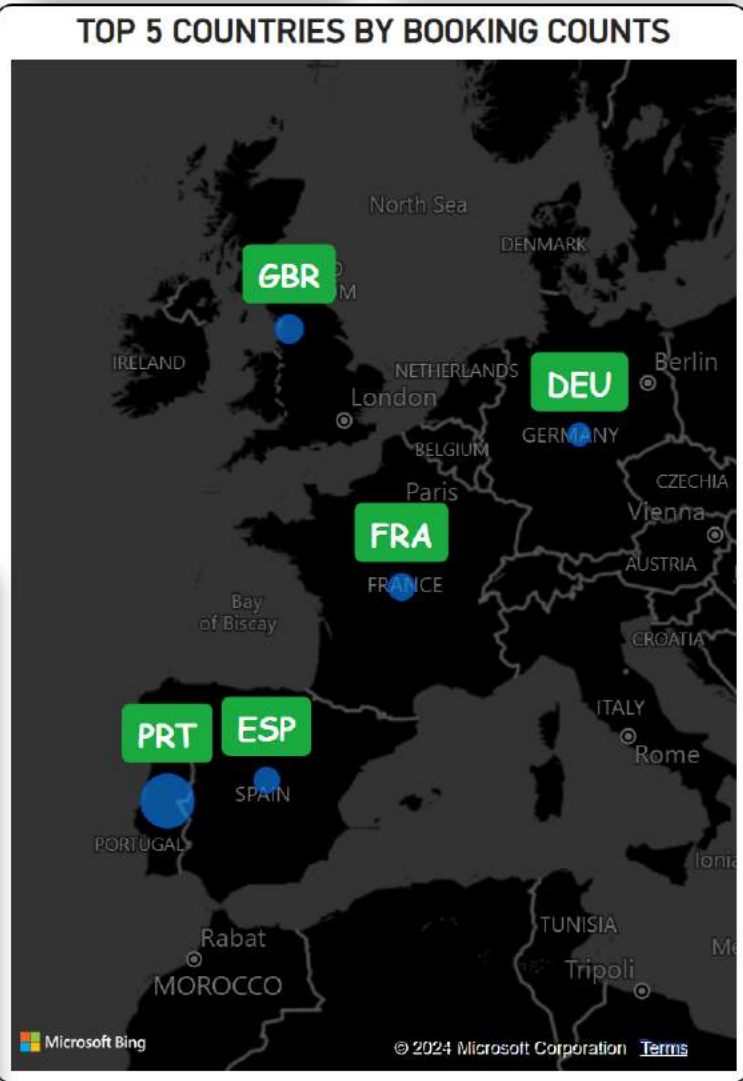
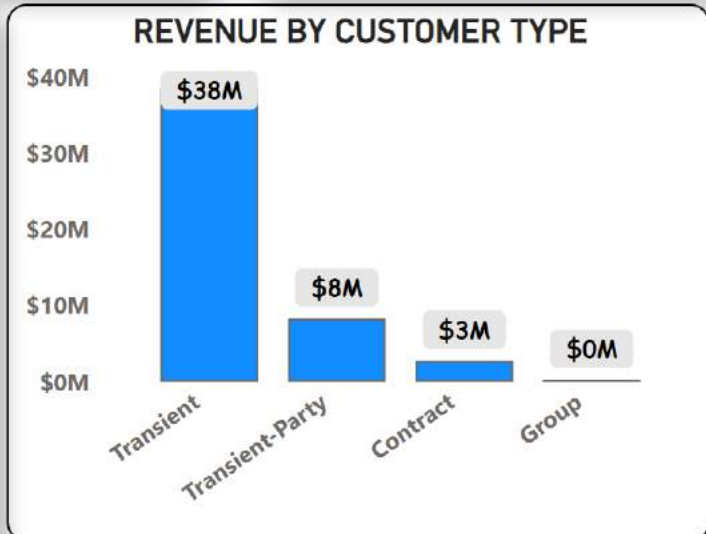
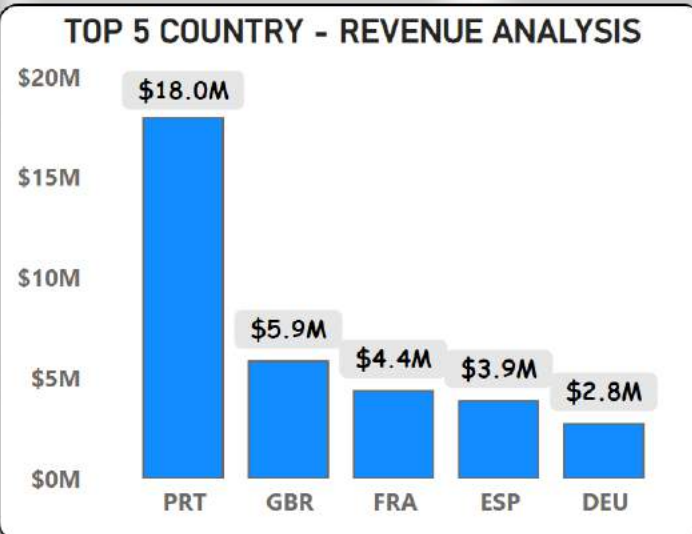
All

ROOM TYPE

All

MARKET SEG.

All





TIME ANALYSIS



CLEAR ALL SLICERS

RESERVATION VOLUME



142K

REVENUE GENERATION



\$50M

CANCELLATION RATE



37.22%

TOTAL DAYS IN WAITING LIST



327K

TOTAL BOOKING CHANGES



30K

BY HOTEL TYPE

- ☐ City Hotel
- ☐ Resort Hotel

BY YEAR

- ☐ 2018
- ☐ 2019
- ☐ 2020

CUST. TYPE

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

DIST. CHANNEL

All

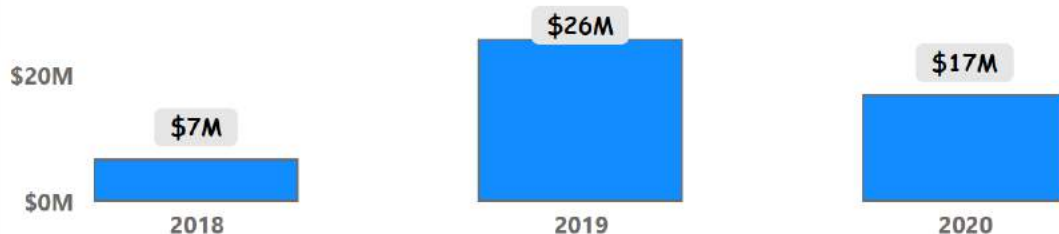
BY ROOM TYPE

All

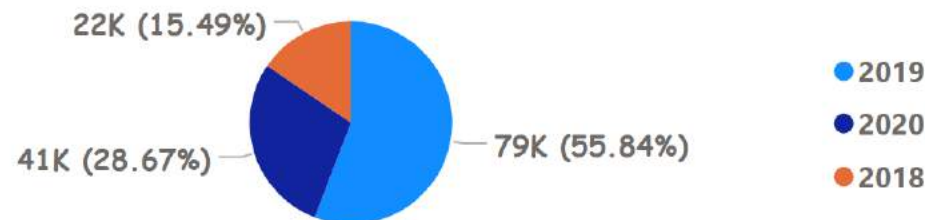
MARKET SEG.

All

REVENUE TRENDS BY YEAR



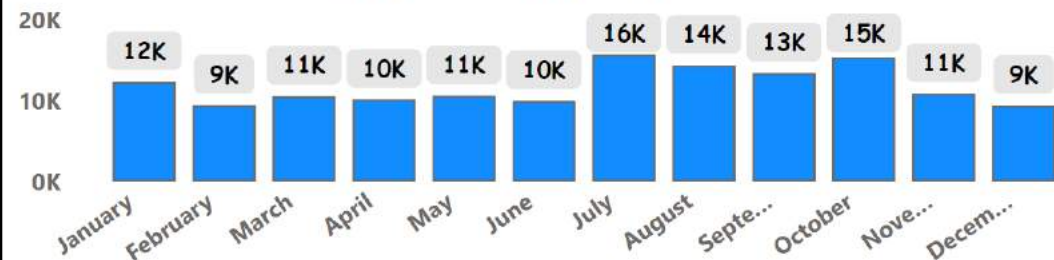
BOOKING DISTRIBUTION BY YEAR



REVENUE TRENDS BY MONTHS



BOOKING TRENDS BY MONTH



REVENUE TRENDS BY WEEKDAYS



TRENDS OF OCCUPIED ROOMS BY WEEKDAYS





MARKET SEGMENT ANALYSIS



CLEAR ALL SLICERS

REVENUE GENERATION



\$50M

RESERVATION VOLUME



142K

TOTAL SPECIAL REQUESTS



78K

CANCELLATION RATE



37.22%

HOTEL CAPACITY INDEX



62.84%

HOTEL TYPE

- ☐ City Hotel
- ☐ Resort Hotel

BY YEAR

- ☐ 2018
- ☐ 2019
- ☐ 2020

CUSTOMER TYPE

- ☐ Contract
- ☐ Group
- ☐ Transient
- ☐ Transient-Party

DIST. CHANNEL

All

MARKET SEG.

All

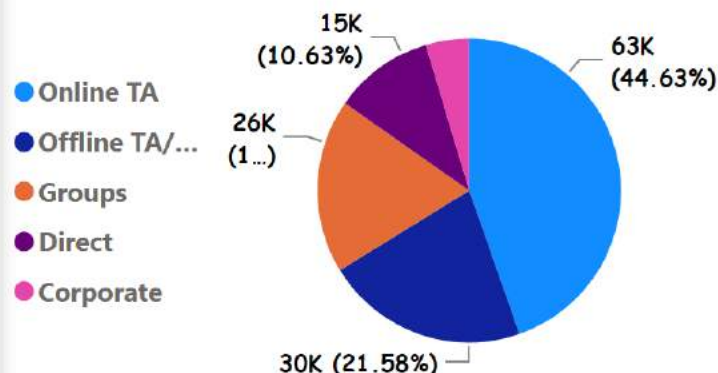
ROOM TYPE

All

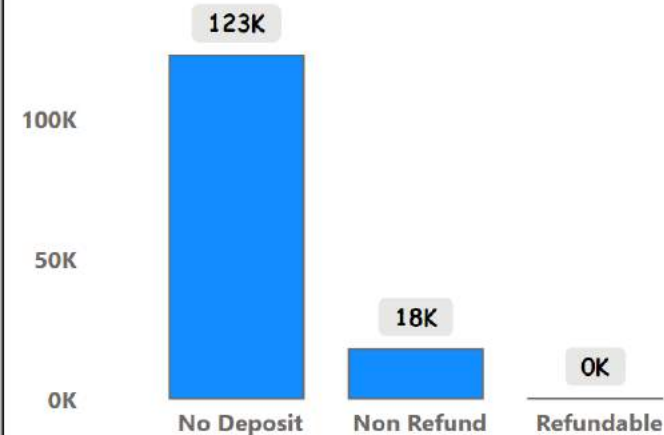
AVERAGE ADR BY MARKET SEGMENT



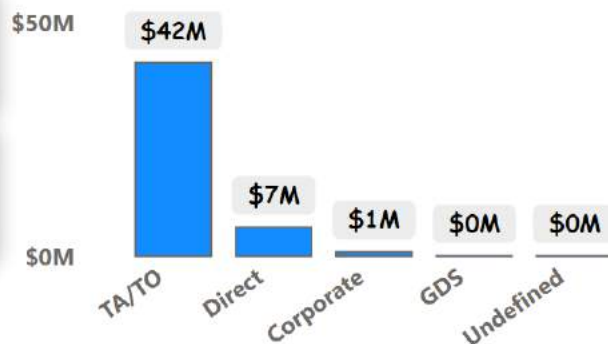
TOP 5 COUNTRIES BY MARKET SEGMENT



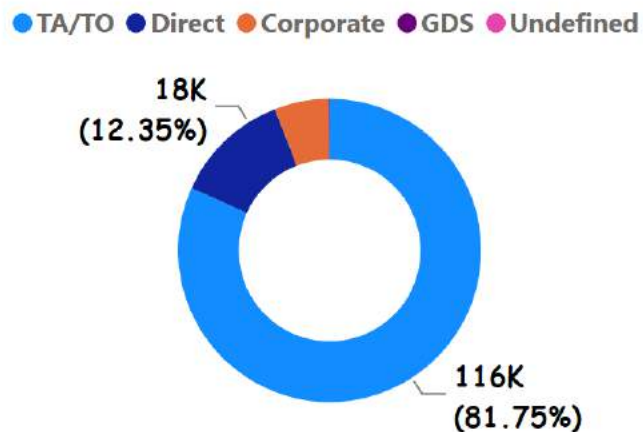
TOTAL BOOKINGS BY DEPOSIT TYPE



REVENUE DISTRIBUTION BY DISTRIBUTION CHANNEL



TOTAL BOOKINGS BY DISTRIBUTION CHANNEL



TOP 5 MARKET SEGMENT BY REVENUE

