**MECE:**

**Hotel Booking Analysis**

**Guest Demographics:**

| **Demographic Insights** | **Guest Composition** |
| --- | --- |

|  |  |
| --- | --- |
| Analyze guest demographics, such as age, gender, and location. | Visualize the distribution of adults, children, and babies in bookings. |
|  |  |

**Booking Trends:**

| **Yearly Trends** | **Monthly Patterns** | **Lead Time Analysis** |
| --- | --- | --- |
| Visualize booking trends, cancellations, and lead time over the years to identify seasonality patterns. | Analyze monthly booking patterns to identify peak months. | Investigate average lead times and their variations. |

**Booking Channels:**

| **Channel Performance** | **Market Segments** | **Conversion Rates** |
| --- | --- | --- |
| Analyze booking channels to identify the most successful ones. | Visualize booking distribution across different market segments. | Calculate and visualize the booking conversion rate (canceled bookings to total bookings) over time. |

**Hotel Performance:**

| **Stay Patterns** | **Room Preferences** | **Revenue Impact** |
| --- | --- | --- |
| Compare weekend vs. weekday stays and average length of stay. | Analyze room type preferences based on customer types and identify any patterns in room type selection. | Analyze how different factors impact the Average Daily Rate (ADR). |

**Guest Preferences:**

| **Special Requests and Parking** | **Meal Plans** | **Booking History** |
| --- | --- | --- |
| Explore the distribution of special requests and parking requirements by hotel type and customer type. | Analyze meal plans and their impact on ADR, preferences, and association with booking channels. | Visualize trends in repeated guests and the impact of booking history on cancellations. |

**Reservation Analysis:**

| **Reservation Statuses** | **Cancellation Factors** | **Room Type Consistency** |
| --- | --- | --- |
| Understand the distribution and trends of reservation statuses (canceled, checked-out, no-show). | Investigate the relationship between booking changes and cancellation rates. | Analyze whether guests receive the room type they initially reserved. |