

# HOTEL BOOKING

Booking analysis

Guest analysis

Meal and Stay analysis

Booking source and History  
analysis

Room analysis

Reservation analysis

**Valuable Insights:** The Power BI dashboard using the Hotel Booking Database provides valuable insights into the booking trends and guest demographics. Insights into peak booking periods and seasonal variations and analysis of the most popular room types and packages is possible. Visualizing the sources of bookings and preferences of the hotel's customer base can be done.

**Improvement Focus:** The dashboard helps the hotel industry focus on areas that require improvement. By analyzing booking trends and periods of low occupancy, the hotel can refine its marketing and distribution strategies to better cater to customer demands. Cancellation analysis enables hotel to focus on reducing cancellation rates

**Evaluation of Effectiveness:** The dashboard helps in assessing the effectiveness of pricing strategies on overall revenue and evaluating the performance of various room types in generating revenue.

**Trend Identification:** Trends in booking patterns and customer behavior can also be identified. This trend identification empowers the hotel to plan for future and implement marketing efforts more effectively.

**Comprehensive Understanding:** Holistic View of of bookings, cancellations, and revenue. Integrating data on room occupancy, customer satisfaction for a comprehensive overview. Visualizing data on check-in/check-out times, helps in identifying bottlenecks or inefficiencies.



## BOOKING ANALYSIS



119K

Total Bookings

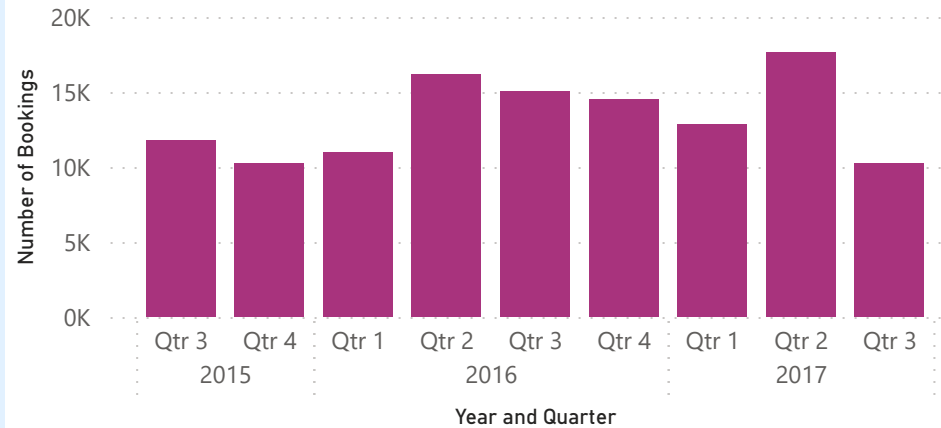
44K

Total Cancellations

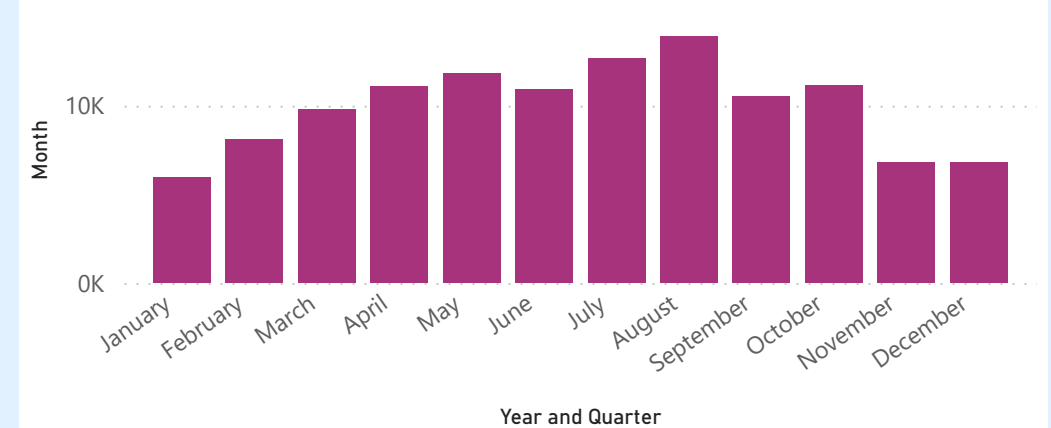
104.01

Average Lead Time

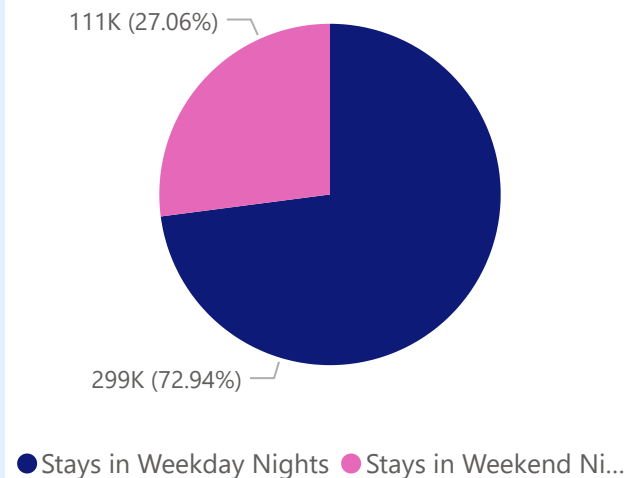
Bookings over year and quarter



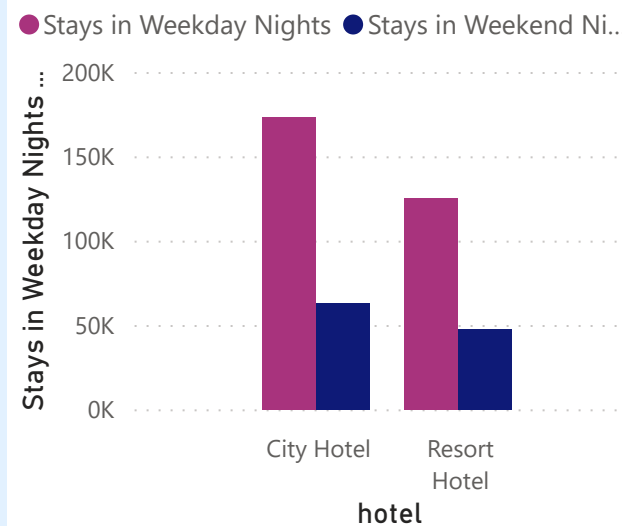
Monthwise bookings



Weekday v/s Weekend Length of stay



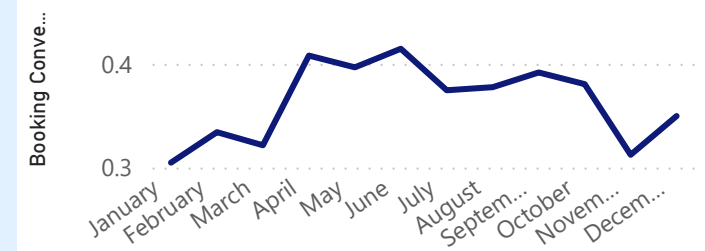
Length of stay v/s hotel type



0.37

Booking Conversion Rate

Booking Conversion Rate by Month





## GUEST ANALYSIS



222K

Total Adults

0.35

Cancellation rate with children or babies

0.37

Cancellation rate without children or babies

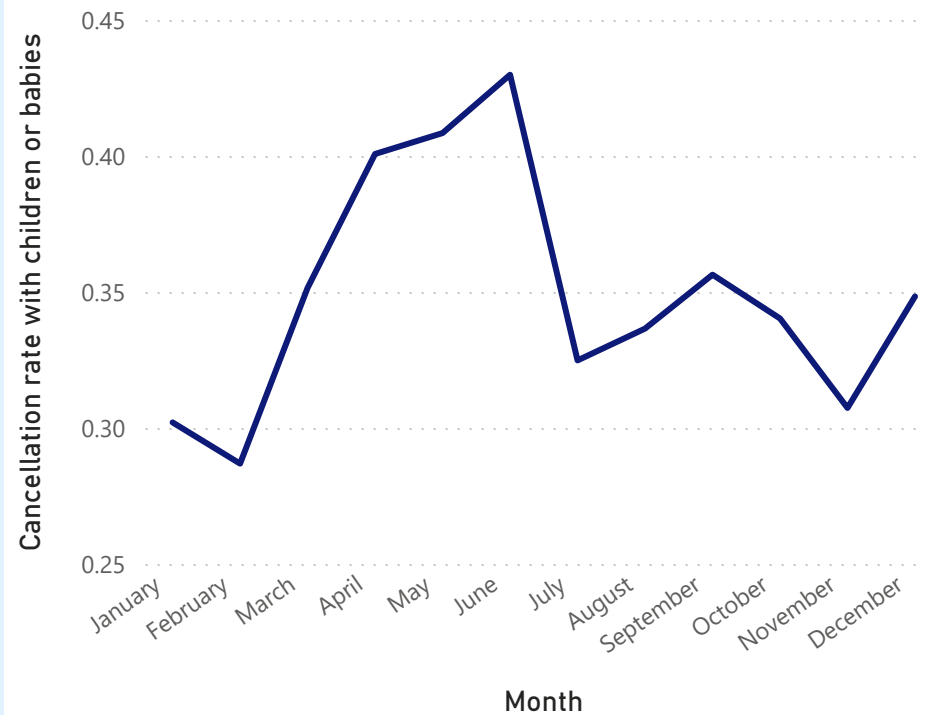
949

Total Babies

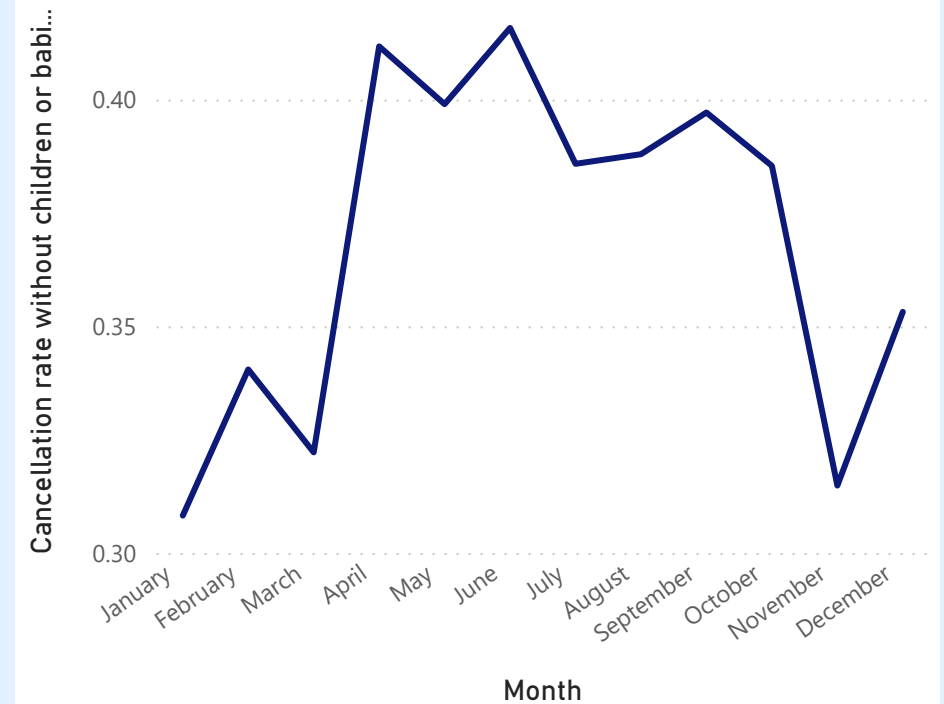
12.40K

Total Children

Cancellation rate with children or babies by Month



Cancellation rate without children or babies by Month

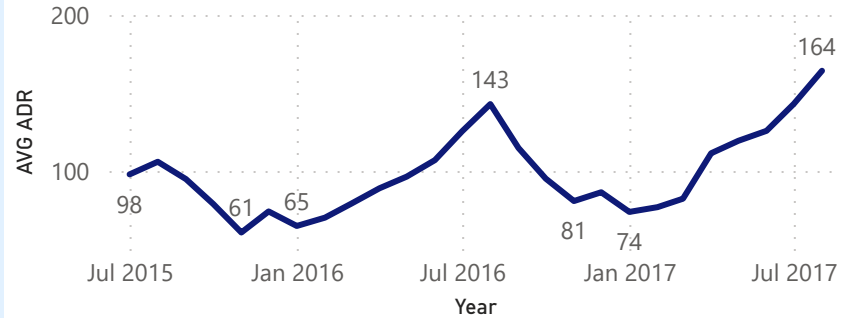




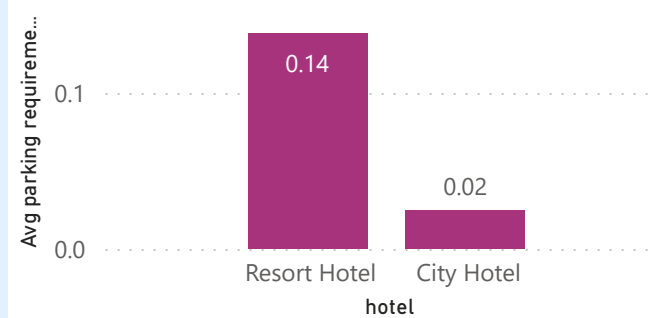
# MEAL AND STAY ANALYSIS



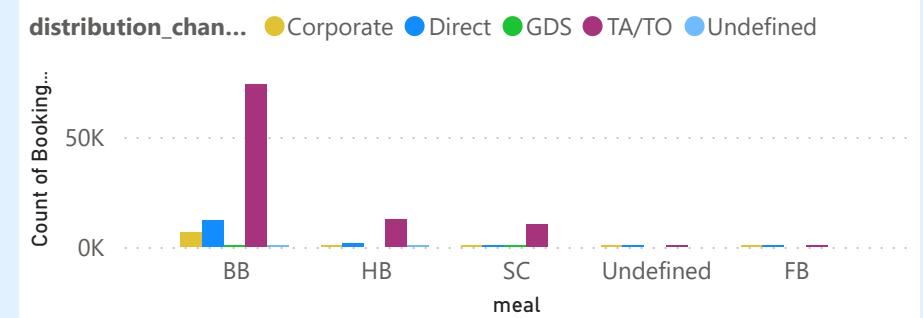
### AVG ADR by Year and Month



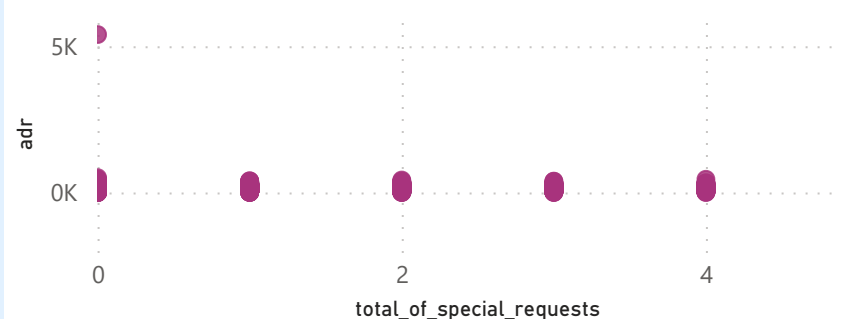
### Avg parking requirement by hotel



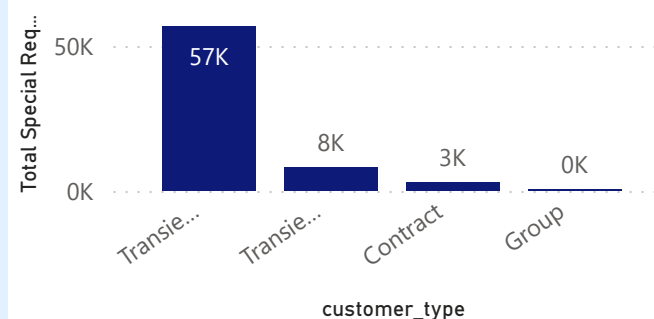
### Count of Booking\_id by meal and distribution\_channel



### Correlation b/w ADR and special requests



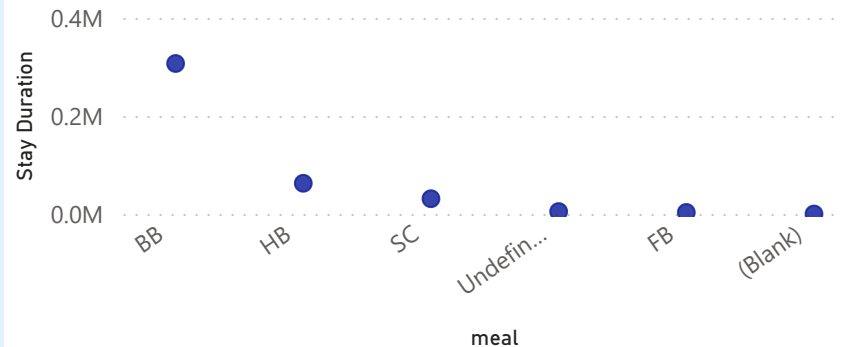
### Total Special Requests by customer\_type



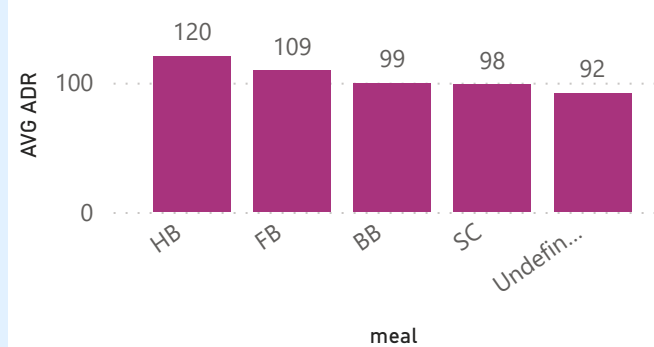
### Meal plans across various booking channels

meal	Corporate	Direct	GDS	TA/TO	Undefined
BB	6370	12109	115	73712	4
FB	52	194		552	
HB	164	1673		12625	1
SC	44	396	78	10132	
Undefined	47	273		849	

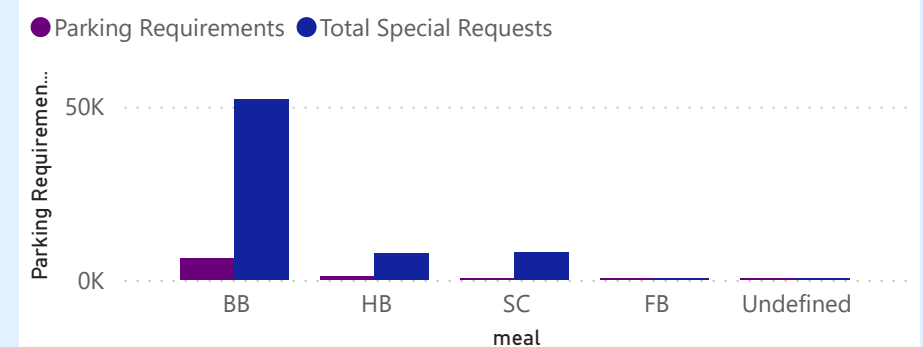
### Stay Duration by meal



### AVG ADR by meal



### Parking Requirements and Total Special Requests by meal

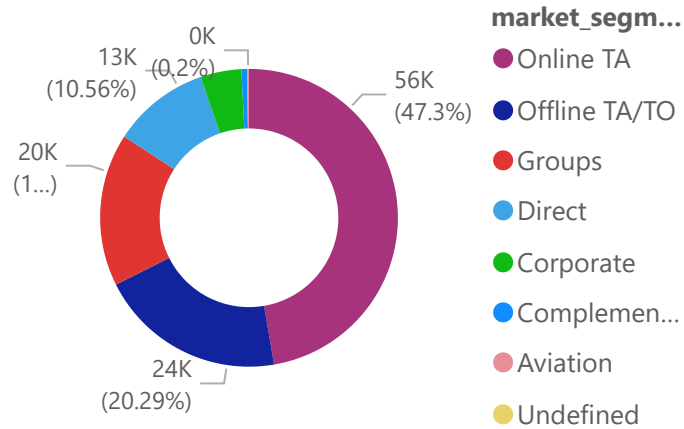




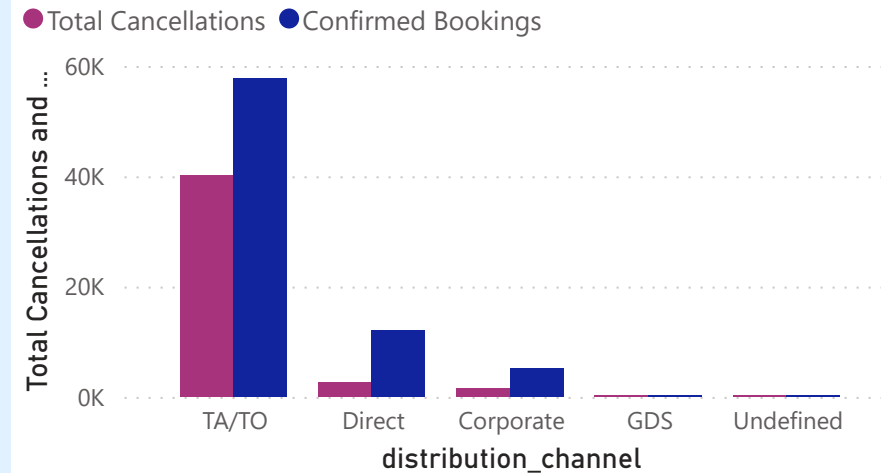
## BOOKING SOURCE AND HISTORY ANALYSIS



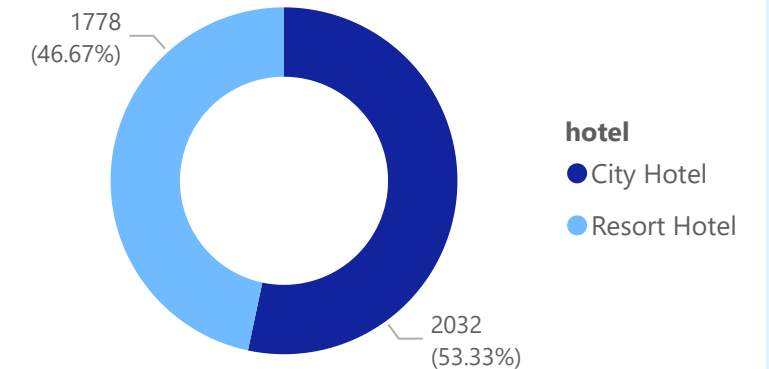
### Total Bookings by market\_segment



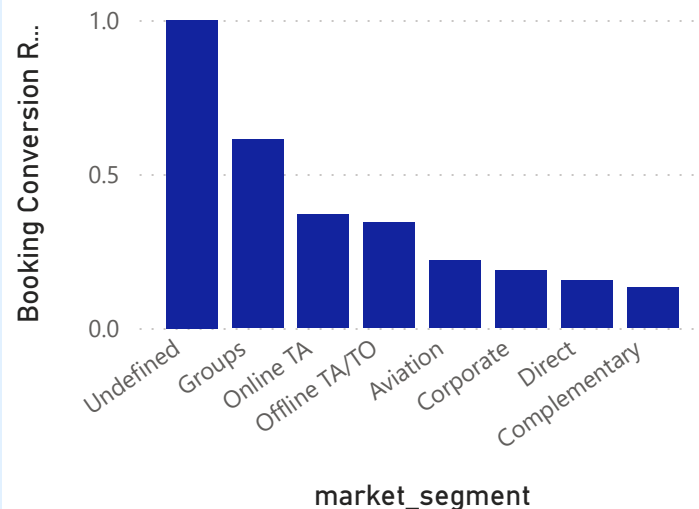
### Total Cancellations and Confirmed Bookings by distribution\_channel



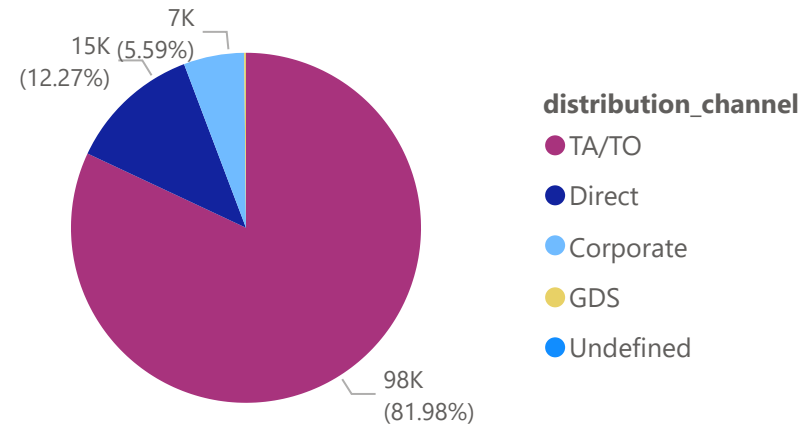
### Repeated Guests by hotel



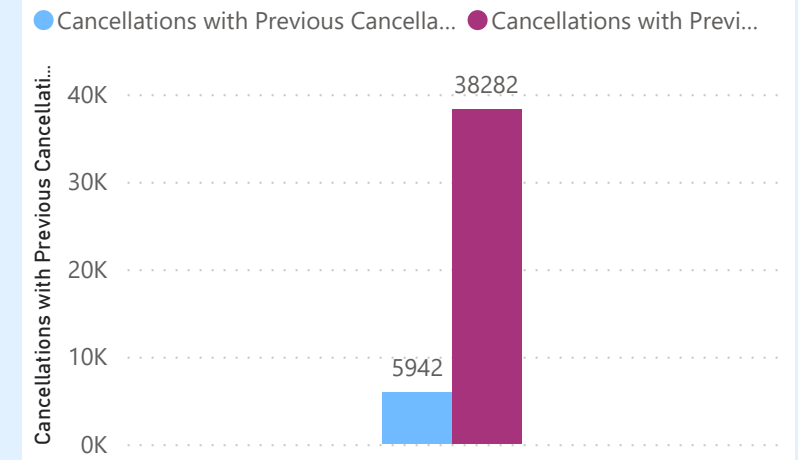
### cancellation Rate by market\_segment



### Total Bookings by distribution\_channel



### Cancellations with Previous Cancellations and Cancellations with Previous Non Cancellations





# BOOKING ANALYSIS



Distribution of reserved and assigned room types

assigned_room_type	A	B	C	D	E	F	G	H	L	P
A	73598	111	5	312	15	6	5		1	
D	7548	5	6	17736	22	4		1		
E	1156	2	4	686	5923	31	4			
F	417	2	2	204	404	2707	14		1	
G	186	8	10	82	100	116	2041	10		
C	1447		883	34	8		2		1	
B	1123	988	2	27	3	17	2		1	
H	94		10	9	4	3	7	584	1	
I	215		10	67	40	10	15	6		
K	210	2		44	16	3	4			
P										12
L									1	

customer_type	A	B	C	D	E	F	G	H	L	P
Transient-Party	21814	400	89	1795	756	122	124	24		
Transient	60948	637	828	16420	5569	2663	1957	574	6	11
Group	365	6	5	143	33	10	12	2		1
Contract	2867	75	10	843	177	102	1	1		

reserved\_room\_type Repeated Guests

A	3073
B	13
C	27
D	369
E	185
F	66
G	65
H	12

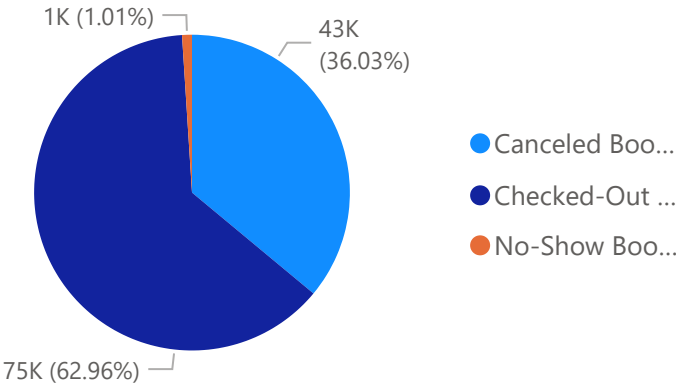
104K  
Matching Room Types



# RESERVATION ANALYSIS



Canceled Bookings, Checked-Out Bookings and No-Show Bookings



customer_type	Total Bookings	Cancellation Percentage
Contract	4076	0.30
Canceled	1236	1.00
Check-Out	2814	0.44
No-Show	26	47.54
Group	577	0.10
Canceled	55	1.00
Check-Out	518	0.11
No-Show	4	13.75
Transient	89613	0.40
Total	119390	0.36

reservation_status	Total Bookings
Canceled	43017
Contract	1236
Group	55
Transient	35557
Transient-Party	6169
Check-Out	75166
Contract	2814
Group	518
Transient	53099
Transient-Party	18735
No-Show	1207
Contract	26
Group	4
Transient	957
Transient-Party	220
Total	119390

AVG ADR by reservation\_status

