Hotel Reservation Analysis Dashboard | *Dr. Analyst*

Room Type
All

Market Segm…
All

Months
All

Meal Plan
All

Guest Type
All

Lead Time
All

| Total Revenue	Total Reservations	Total Guests	Repeating Guests
11.35M	36.28K	71K	930

Average Price Per Room ($)	Average Lead Time (days)	Cancellation Rate (%)
103.42	85.23	0.33

Bookings Status Summary
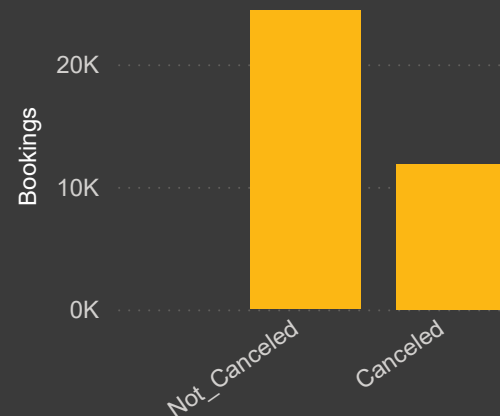
Monthly booking Trends
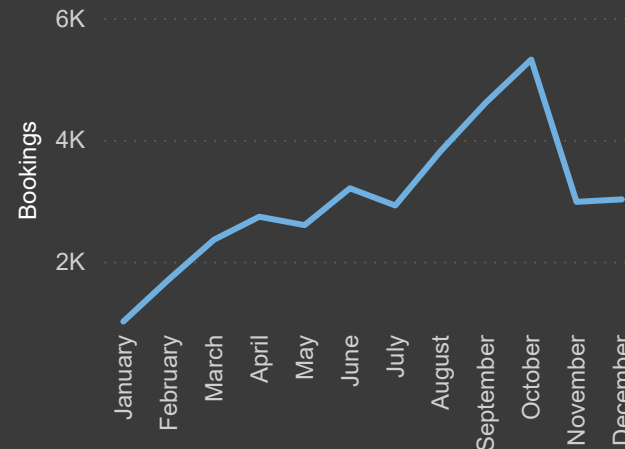
Bookings by Market Segment

Type
- Online
- Offline
- Corporate
- Comple…
- Aviation

2.02K (5.56%)
10…. (29…)
23.21K (63.99%)
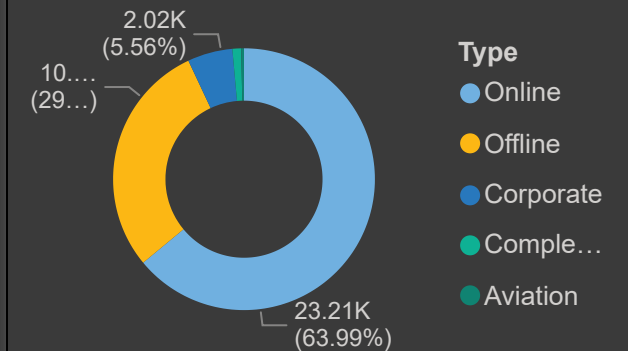
Stay Pattern and Seasonal Trends

Guests Distribution

● Children_on_Weekend ● Children_on_Week… ● Adults_on_Week… ● Adults_on_W…

Number of Guests

Percentage of Guests (Adult / Children)

Booking over the Year

2K
1K
0K
6   8   10   12
Arrival month
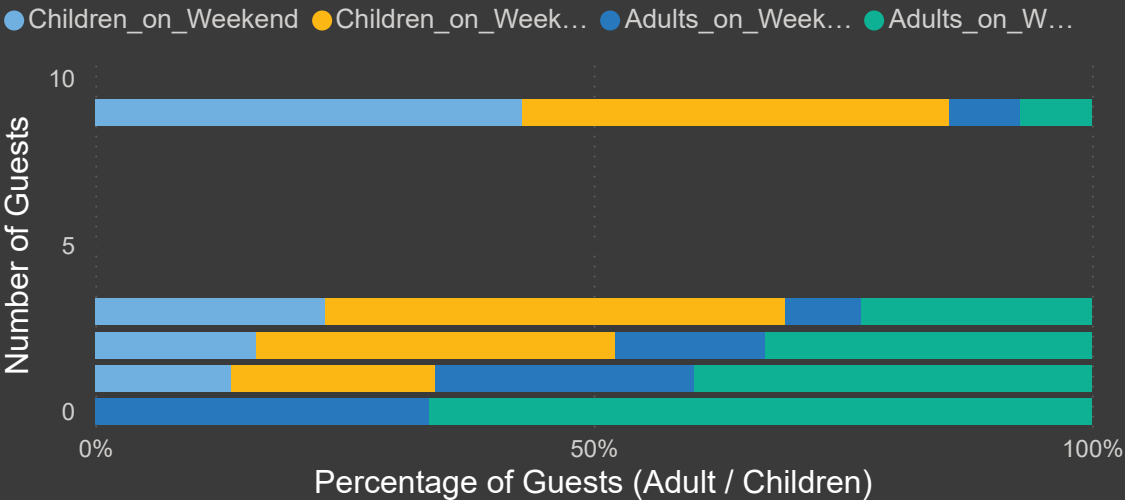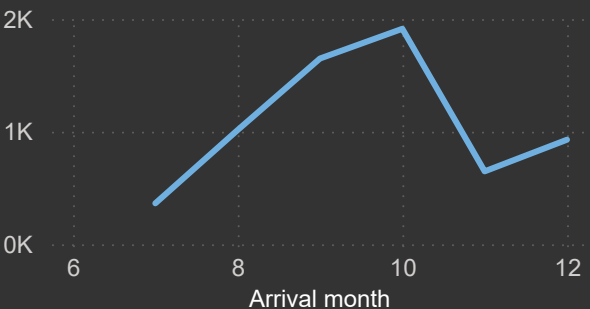
Room type by Market segment

0.5K (7.65%)
2.95K (45.3%)
2.93K (44.92%)

Market Type
● Online
● Offline
● Corporate
● Comple…
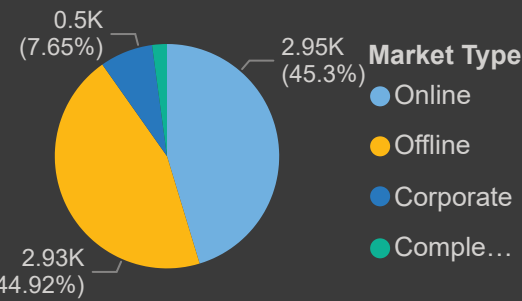
Revenue Impact by Market Segment

● Increase ● Decrease ● Total

Total_…

Complementary	Corporate	Offline	Online	Total
0.0M	0.1M	0.7M	0.9M	1.7M
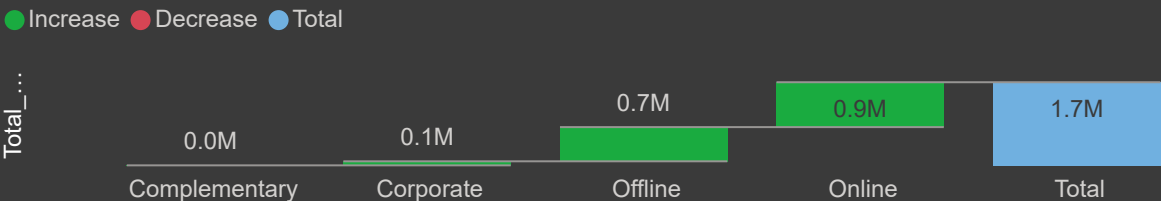
Weekends/ Weekdays Nights Stay Pattern

● Adults_on_Weekday ● Adults_on_Weekend ● Children_on_Weekday ● Children_on_W…

3K
2K
1K
0K
July   August   September   October   November   December

Seasonal Trends

Bookings

7 July	8 August	9 September	10 October	11 November	12 December
0.4K	1.0K	1.6K	1.9K	0.6K	0.9K
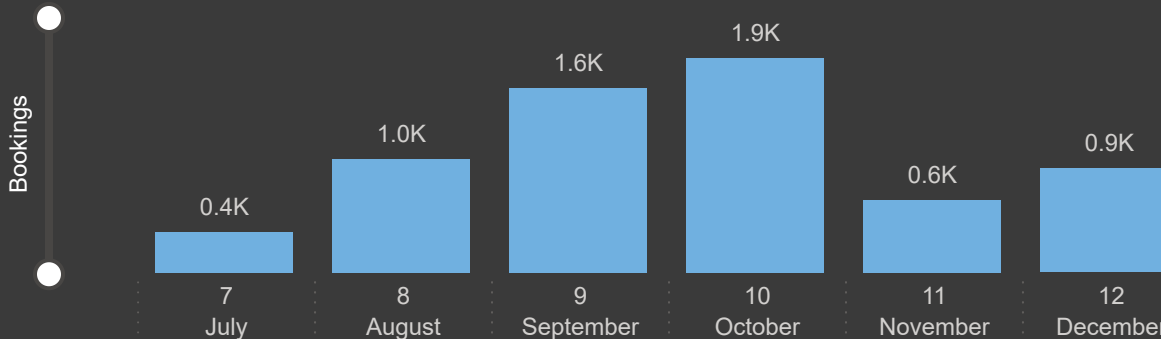
Guests Demographics

Guest Type Distribution

0.93K (2.56%)

35.35K (97.44%)

Guest_Type
- New
- Repeated
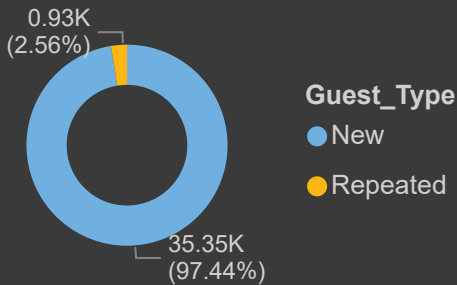
Total_Revenue by Guest_Type

10M

5M

0M

New — Repeated
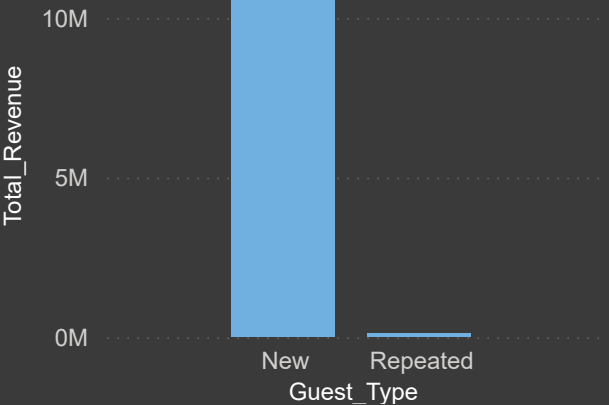
Guest_Type

Monthly Booking trend by Guest Type

Guest_Type ● New ● Repeated

5K

0K

January, February, March, April, May, June, July, August, September, October, November, December
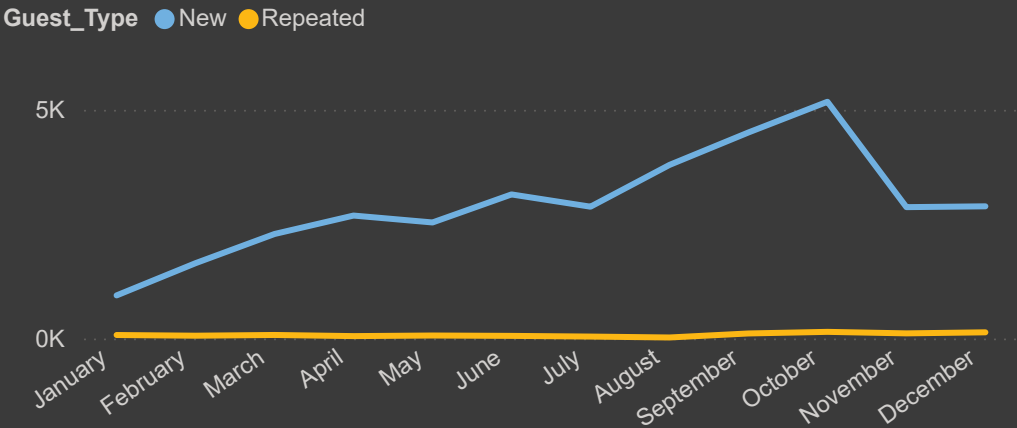
Bookings by Room & Guests Type

Guest_Type ● New ● Repeated

- Room_Type 1
- Room_Type 4
- Room_Type 6
- Room_Type 2
- Room_Type 5
- Room_Type 7
- Room_Type 3

room_type_reserved

0%   50%   100%

Count of Booking_ID
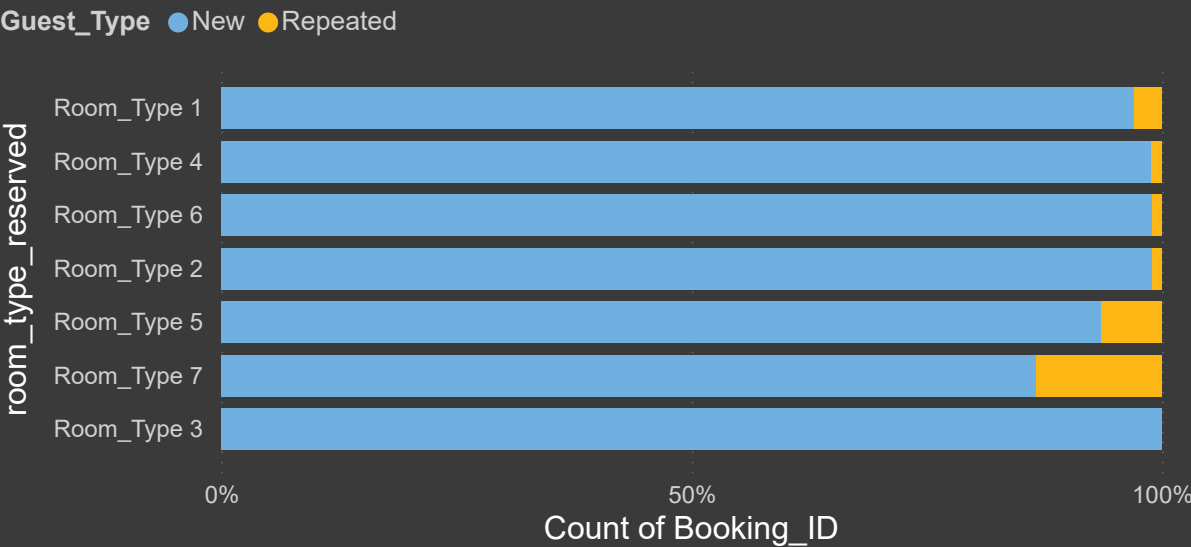
Impact on Cancellations

● Canceled_Bookings ● NotCanceled_Bookings

100%

50%

0%

New — Repeated

Guest_Type
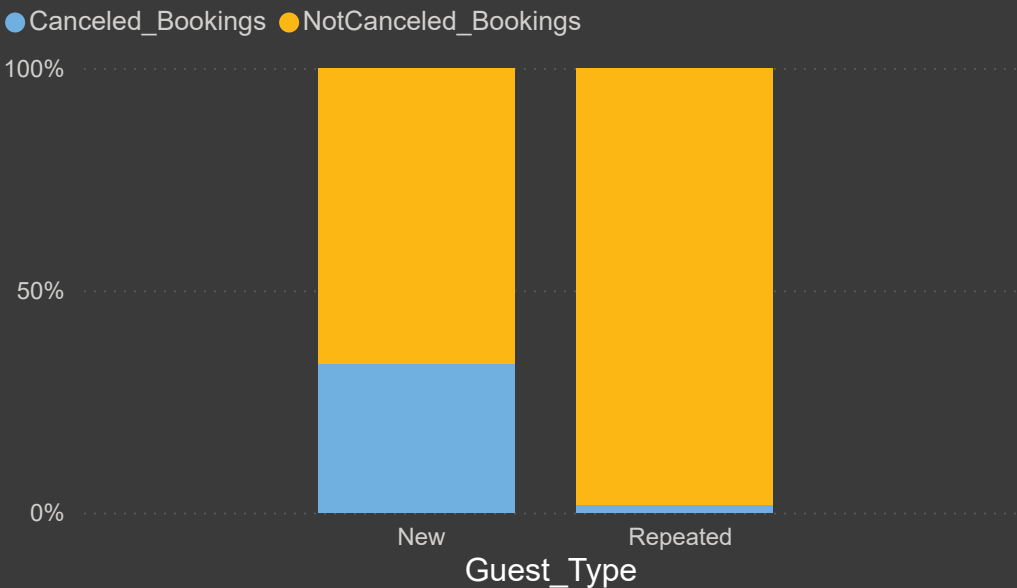
Analysis based on Room Type

All ▼ | 2017 | 2018 | →

Average room price based on room type

Room Type	Price
200
150
100
50
0

Room_Type 1, Room_Type 2, Room_Type 3, Room_Type 4, Room_Type 5, Room_Type 6, Room_Type 7
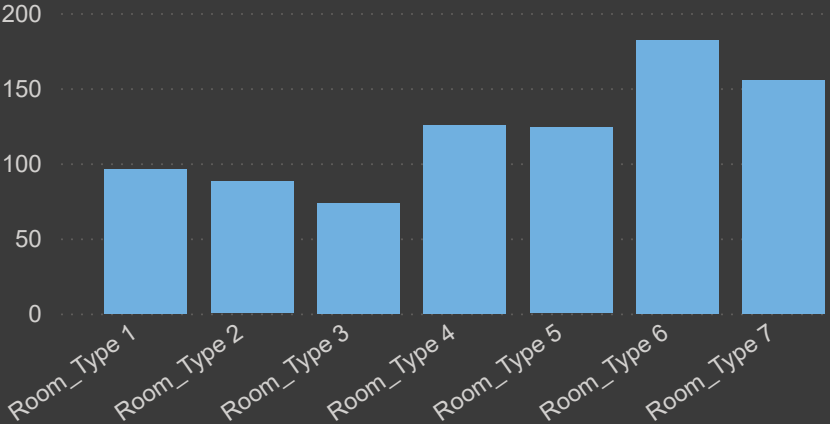
Average room price VS Lead Time

100

50

0

8-30 Days | 31-90 Days | 90+ Days | 0-7 Days

Room Reservations

0.27K (0.73%)
6.06K (16.7%)
28.13K (77.55%)

Room Type
- ● Room_Type 1
- ● Room_Type 4
- ● Room_Type 6
- ● Room_Type 2
- ● Room_Type 5
- ● Room_Type 7
- ● Room_Type 3
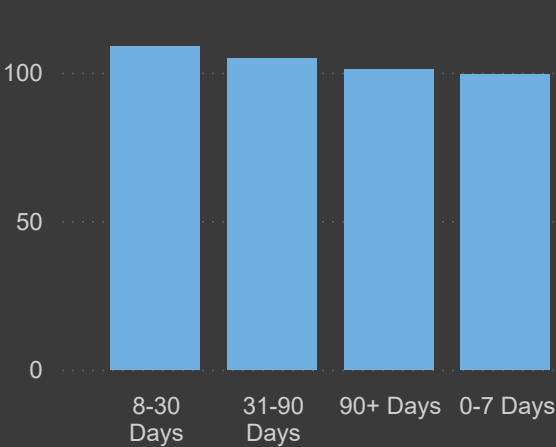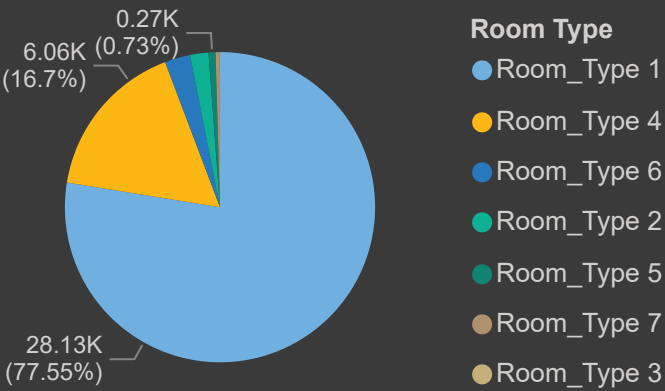
Cancellation Rate (%) by arrival months

Cancellation Rate (%)

0.4

0.2

0.0

January, February, March, April, May, June, July, August, September, October, November, December
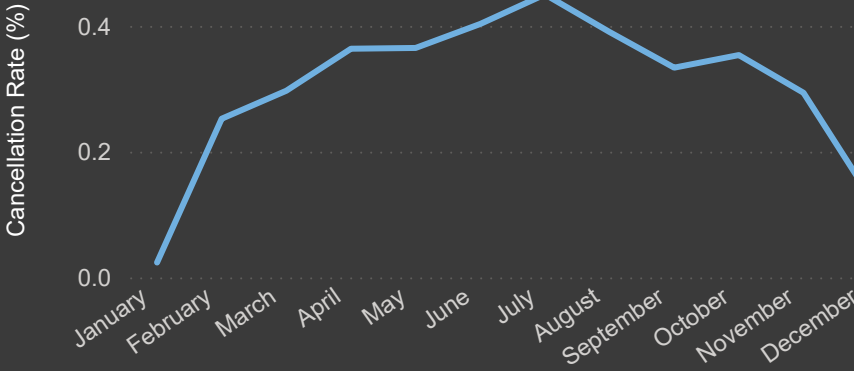
Room Type and Market Segmentation

Type ● Room_Type 1 ● Room_Type 2 ● Room_Type 3 ● Room_Type 4 ● Room_Type 5 ● Room_Type 6 ● Room_Type 7

Segment		
Online	69.97%	22.52%
Offline	92.58%	
Corporate	90.88%	
Complementary	63.17%	13.30%	9.97%
Aviation	48.00%	52.00%

0%   20%   40%   60%   80%   100%
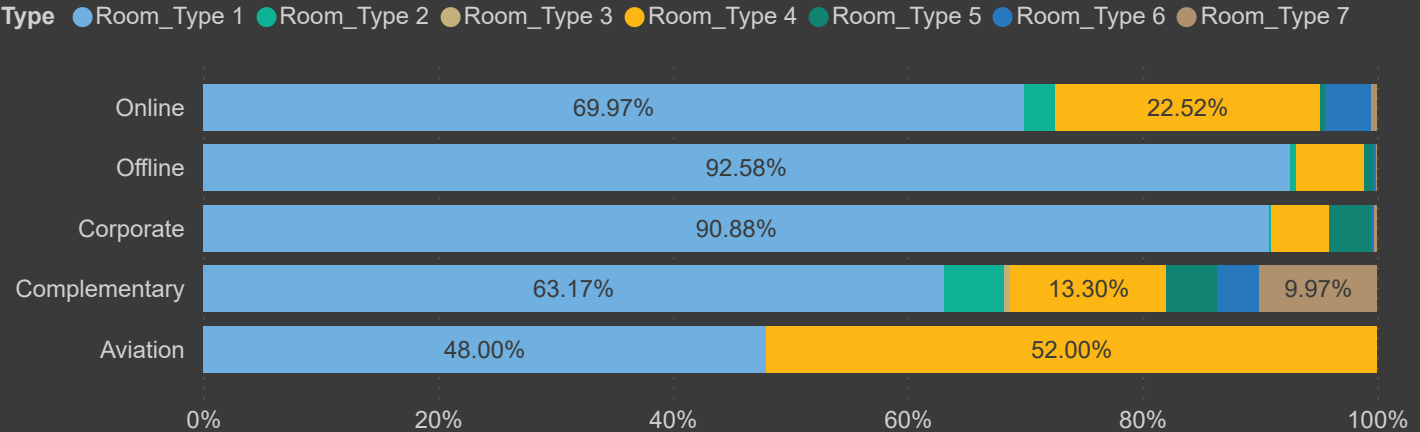
Reservation analysis based on Special requests

Cancellation based on Special requests

● Canceled_Bookings ● NotCanceled_Bookings

Special Requests: 4, 2, 1, 0

X-axis: 0% 50% 100%
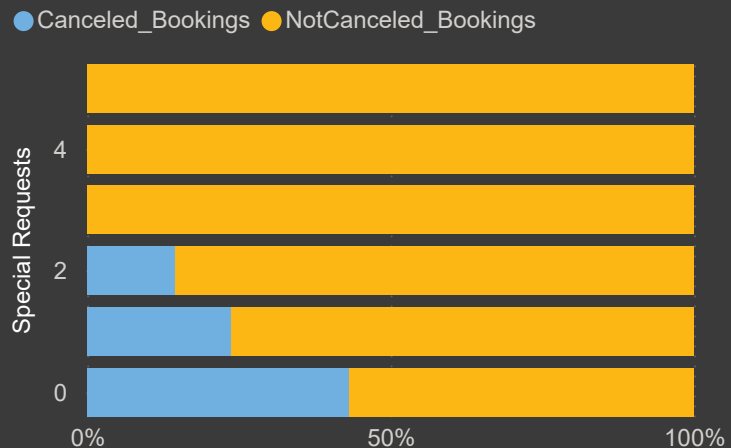
Booking by Stay Duration

● Total_Bookings ● Confirmed_Bookings ● Canceled_Bookings

Y-axis: 40K, 30K, 20K, 10K, 0K

X-axis: Long Stay (>5 Nights), Short Stay (≤2 Nights), Medium Stay (3-5 Nights)
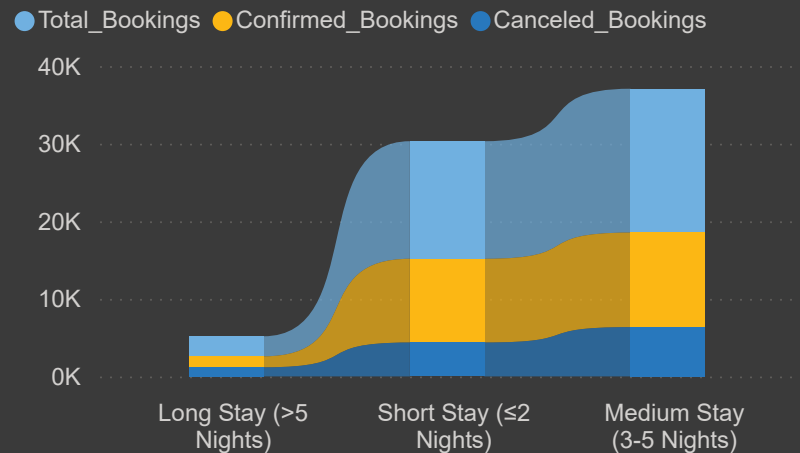
Market Segment & Booking Status
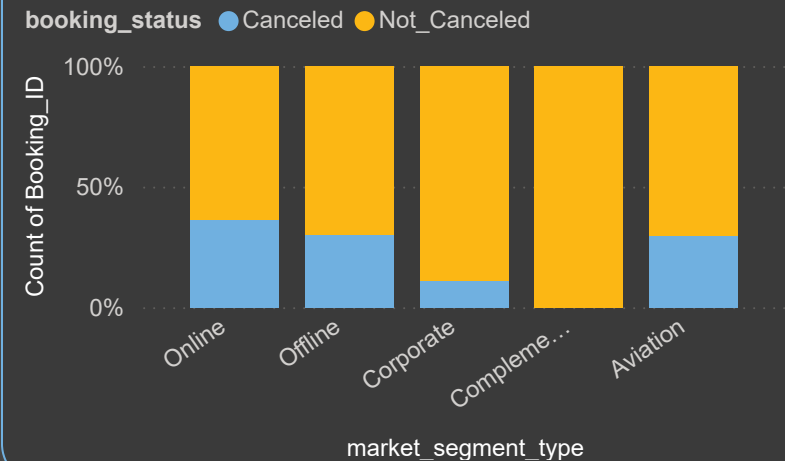
booking_status ● Canceled ● Not_Canceled

Y-axis: Count of Booking_ID — 100%, 50%, 0%

X-axis: market_segment_type — Online, Offline, Corporate, Compleme..., Aviation

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market type
Online

Canceled_Bookings
11885

Corporate
220

Offline
3153

Online
8475

lead time

31-90 Days
2445

8-30 Days
1147

90+ Days
4511

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room type
Room_Type 1

Total_Bookings
36275

Room_Type 1
28130

Room_Type 2
692

Room_Type 3
7

months
October

September
3630

October
4210

November
2492

avg price

99.95
1

100
188

100.08
2
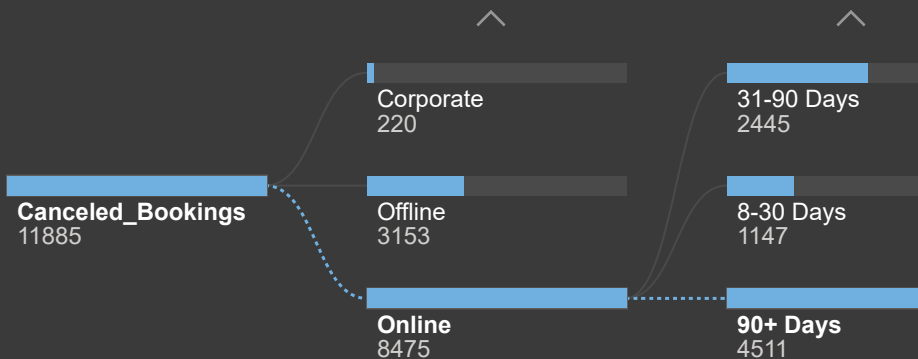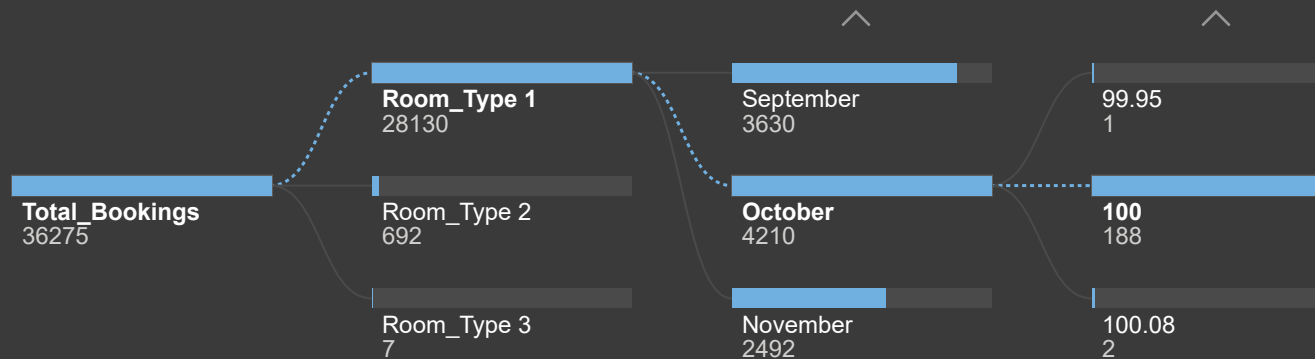
Parking Space & Meal Plan Analysis

2017	2018

Monthly Lead-Time Average
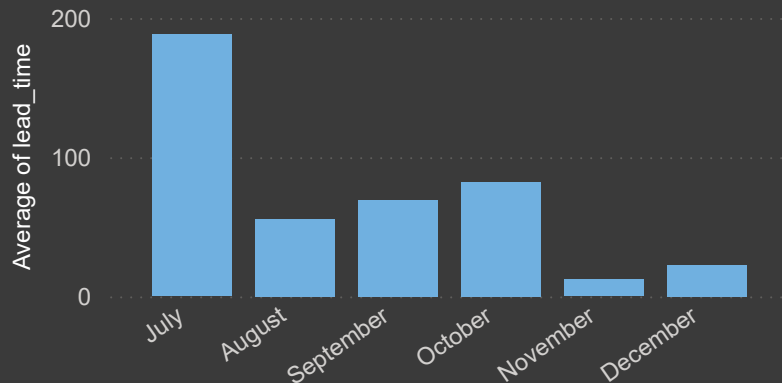
Parking Space Requests (%)

0 — 31 — 62
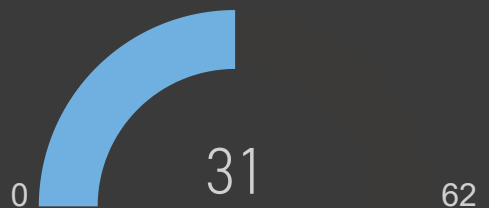
| Select all	Meal Plan 1	Meal Plan 2	Meal Plan 3	Not Selected

Meal Plan and Market Segmentation

type_of_meal_plan ● Meal Plan 2 ● Meal Plan 3 ● Not Selected

Count of Booking_ID
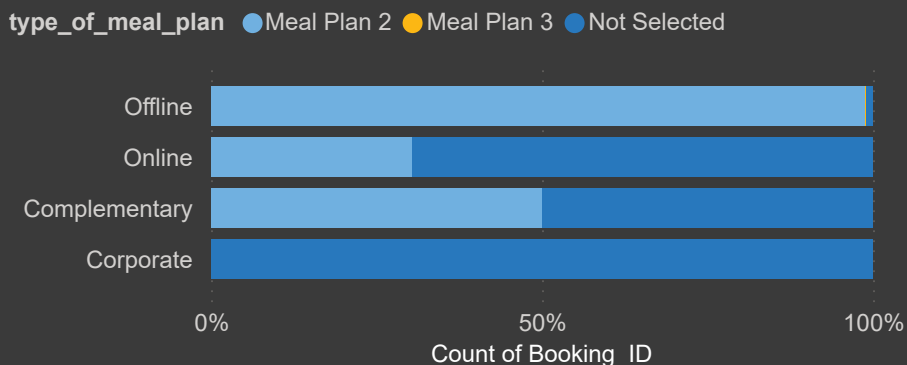
Parking Space by Market Segment

required_car... ● 0 ● 1

market_segment_type

Guests by Parking Space

0K (2.06%)

Requirement
● 0
● 1

3K (97.94%)
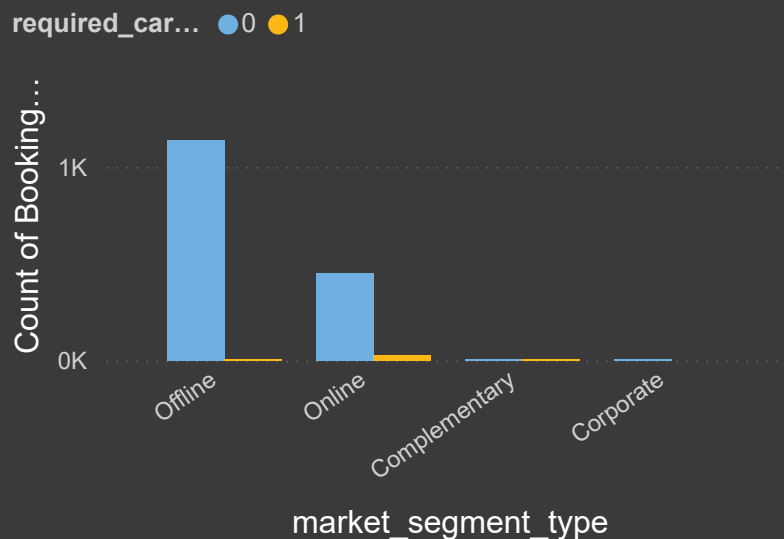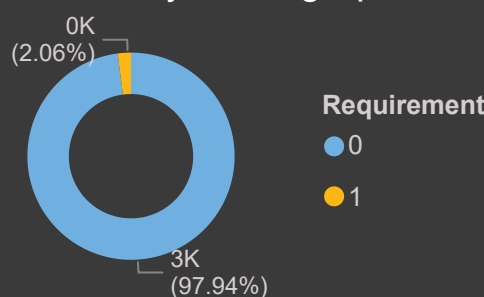
Cancellations based on Meal Plan

1 (33.33%)

type_of_meal_...
● Not Selected
● Meal Plan 2
● Meal Plan 3

2 (66.67%)

Market Segmentation

market_segment_type