

OVERVIEW

Data from 2014-2017 for vacation and city hotels has been analyzed both separately and collectively using Power BI. Here are the findings:

GENERAL DATA

- **Total Number of Hotels:** 119,390
 - Vacation Hotels: 40,060
 - City Hotels: 79,330
- **Returning Customer Rate:**
 - City Hotels: 53%
 - Vacation Hotels: 47%
- **Most Preferred Room Type:** A
- **Most Preferred Meal Type:** Bed and Breakfast
- **Reservation Status:**
 - **Check-Out:** Leading with 146,007 customers
- **Reservation Cancellation Rate:** 39%
- **Average Daily Rate:** \$104.62
- **Total Number of Customers:** 234,988
 - **Top Country:** Portugal (90,036 customers)
 - **Second Place:** United Kingdom (24,568 customers)
 - **Third Place:** France (21,579 customers)
- **Monthly Reservation Trends:**
 - July and August have the highest number of reservations.

CITY HOTELS (2015 DATA)

- **Total Number of City Hotels:** 16,235
- **Returning Customers:** 349
- **Reservation Rate:**
 - City Hotels: 65%
 - Vacation Hotels: 35%

- **Customer Numbers:**
 - City Hotels: 29,643
 - Vacation Hotels: 17,631
- **Returning Customer Rate:**
 - City Hotels: 69%
 - Vacation Hotels: 31%
- **Cancelled Reservations:**
 - City Hotels: 8,770
 - Vacation Hotels: 2,697
- **Meal Preferences:**
 - Bed and Breakfast: 24,645 customers
 - Breakfast and Another Meal: 4,173 customers
 - No Meal Package: 788 customers
- **Most Preferred Room Type:** A (26,880 customers)
- **Least Preferred Room Type:** C (8 customers)
- **Reservation Status:**
 - **Canceled:** Leading category
- **Reservation Duration by Market Segment:** Most often seen in group bookings.
- **Total Number of Reservations:** 14,861
- **Cancellation Rate:** 56.5%
- **Average Daily Rate:** \$84.47
- **Top Country for City Hotels:** Portugal
 - Adults: 20,821
 - Infants: 38
 - Children: 262
- **Monthly Reservation Trends:**
 - Reservations were stable in the first 6 months, increased from July onwards, with the highest value in October.

VACATION HOTELS (2016 DATA)

- **Total Number of Vacation Hotels:** 18,997
- **Returning Customers:** 827
- **Reservation Rate:**
 - Vacation Hotels: 33%
 - City Hotels: 67%
- **Customer Numbers:**
 - Vacation Hotels: 37,734
 - City Hotels: 76,324
- **Returning Customer Rate:**
 - City Hotels: 52%
 - Vacation Hotels: 48%
- **Cancelled Reservations:**
 - Vacation Hotels: 5,355
 - City Hotels: 16,073
- **Meal Preferences:**
 - Bed and Breakfast: 28,655 customers
 - Breakfast and Another Meal: 7,145 customers
- **Most Preferred Room Type:** A (20,149 customers)
- **Least Preferred Room Type:** P (Never chosen)
- **Reservation Status:**
 - **Check-Out:** Leading category (26,441 customers)
- **Reservation Duration by Market Segment:** Most often seen in online reservations.
- **Total Number of Reservations:** 15,053
- **Cancellation Rate:** 31.2%
- **Average Daily Rate:** \$91.79
- **Top Country for Vacation Hotels:** Portugal (15,793 customers)

- **Second Place:** United Kingdom (6,713 customers)
 - **Third Place:** Spain (3,820 customers)
- **Monthly Reservation Trends:**
 - Highest reservations in March and October.

COUNTRY BASED ANALYSIS

The country-based analysis map shows that the highest number of reservations is for Portugal. The United Kingdom is in second place, and France is in third place.