HOTEL BOOKING DATA ANALYSIS

A Data Analyst portfolio project using Hotel Data sourced from a database that we will create by uploading excel sheet to create a database. We will connect this database to power BI, answer some business questions and have a visual product in the end.

OBJECTIVE

Build a visual data story or dashboard using Power BI to present to your stakeholders

* Is our hotel revenue growing by year?

We have two hotel types so it would be good to segment revenue by hotel type

* Should we increase our parking lot size?

We want to understand if there’s a trend in guest with personal cars

* What trends can we see in the data

Focus on the average daily rate and guests to explore seasonality.

DATA ANALYSIS PROJECT PIPELINE

Build a database

Develop the SQL Query(MSSQL)

Connect Power BI to the database

Visualize

Summarize findings