

Hotels Revenue Project

Context:

This dataset shows all the booking records from a city hotel and resort hotel in the period between 2018 and 2020.

Attribute information:

Hotel

Type of Hotel (city hotel or resort hotel).

Lead time

It is the number of days between the time a guest books their room and the time they are scheduled to arrive at the hotel.

Market Segment

Hotel market segmentation is a way of dividing potential guests into groups based on a set of shared characteristics. General marketing strategies will point to age, race, income, and general personality traits when creating these groups. In categories, the term “TA” means “Travel Agents” and “TO” means “Tour Operators”. These segments are:

- Complementary;
- Corporate;
- Direct;
- Groups;
- Offline TA/TO;
- Online TA;
- Undefined.

Meal

Type of meal booked.

- BB – Bed & Breakfast;
- HB – Half board (breakfast and one other meal – usually dinner);
- FB – Full board (breakfast, lunch and dinner);
- SC – Scrumptious board (Special breakfast, lunch and dinner);
- Undefined – no meal package.

Deposit Type

Indication on if the customer made a deposit to guarantee the booking. This variable can assume three categories:

- No Deposit – no deposit was made;
- Non-Refund – a deposit was made in the value of the total stay cost;
- Refundable – a deposit was made with a value under the total cost of stay.

ADR

Average Daily Rate as defined by dividing the sum of all lodging transactions by the total number of staying nights

Discount

Percentage of discount given on each booking:

Discount	Market Segment
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0	Undefined
0.1	Direct
0.1	Groups
0.15	Corporate
0.2	Aviation
0.3	Offline TA/TO
0.3	Online TA
1	Complementary

Meal Cost

Cost of each meal:

Cost	Meal
0	Undefined
12.99	BB
17.99	HB
21.99	FB
35	SC