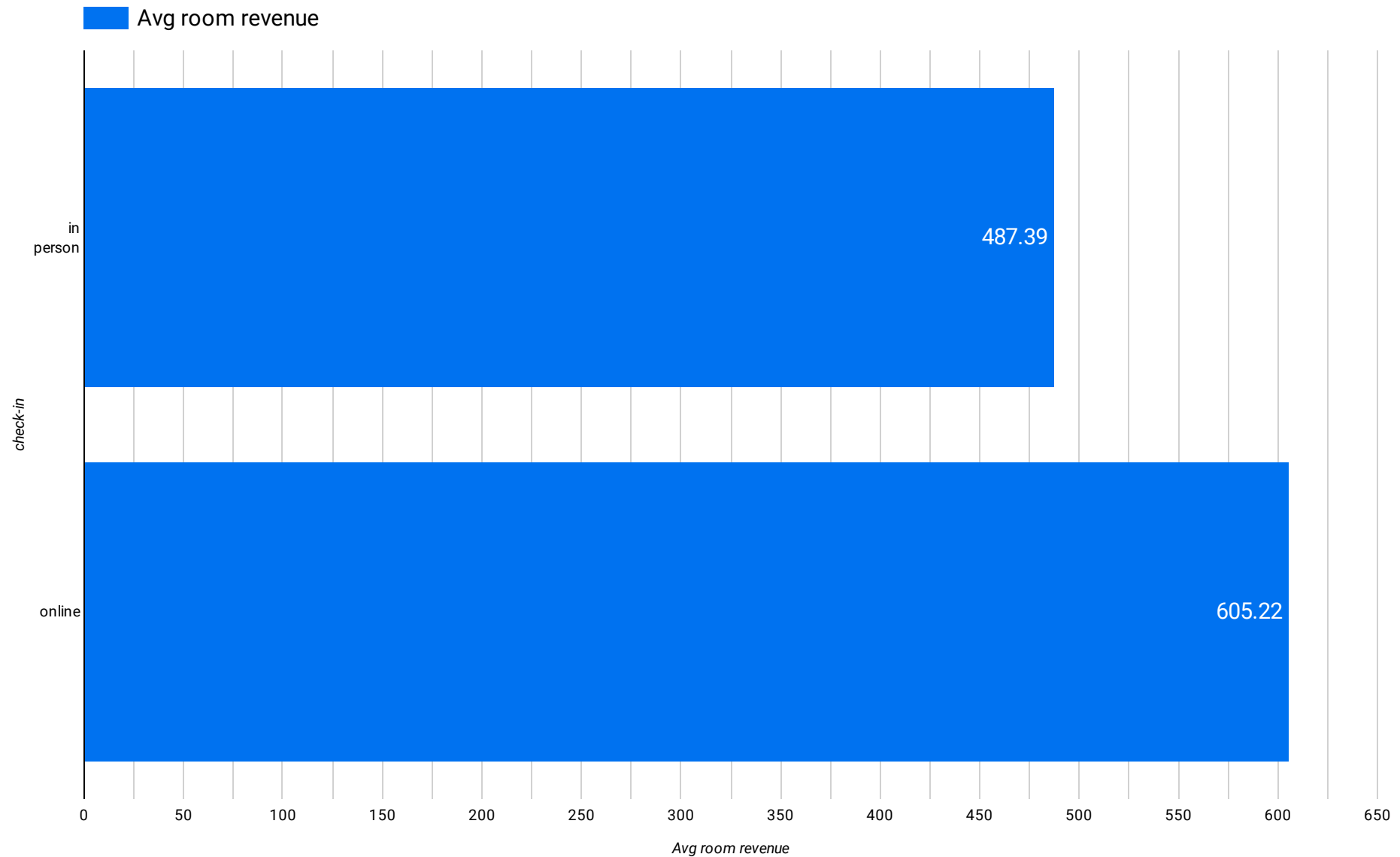


Impact of online check-in in revenue



Insights

Knowing that online check-in is a great opportunity for upselling, and assuming the *NightCost_Sum* column of the *reservations* table includes the upsell revenue, we can see that reservations with online check-in generate by average **24%** more revenue than those where the guest checks-in in person.

Impact of online check-in month over month (year 2019)



Insights

We can see the impact that a double or 5x times higher online check-in rate would have had in the past months. Month over month, the higher the online check-in rate, the higher the revenue. This particularly applies to months when the online check-in rate was rather high (year 2019) and doubling down that rate would have a major impact in revenue.