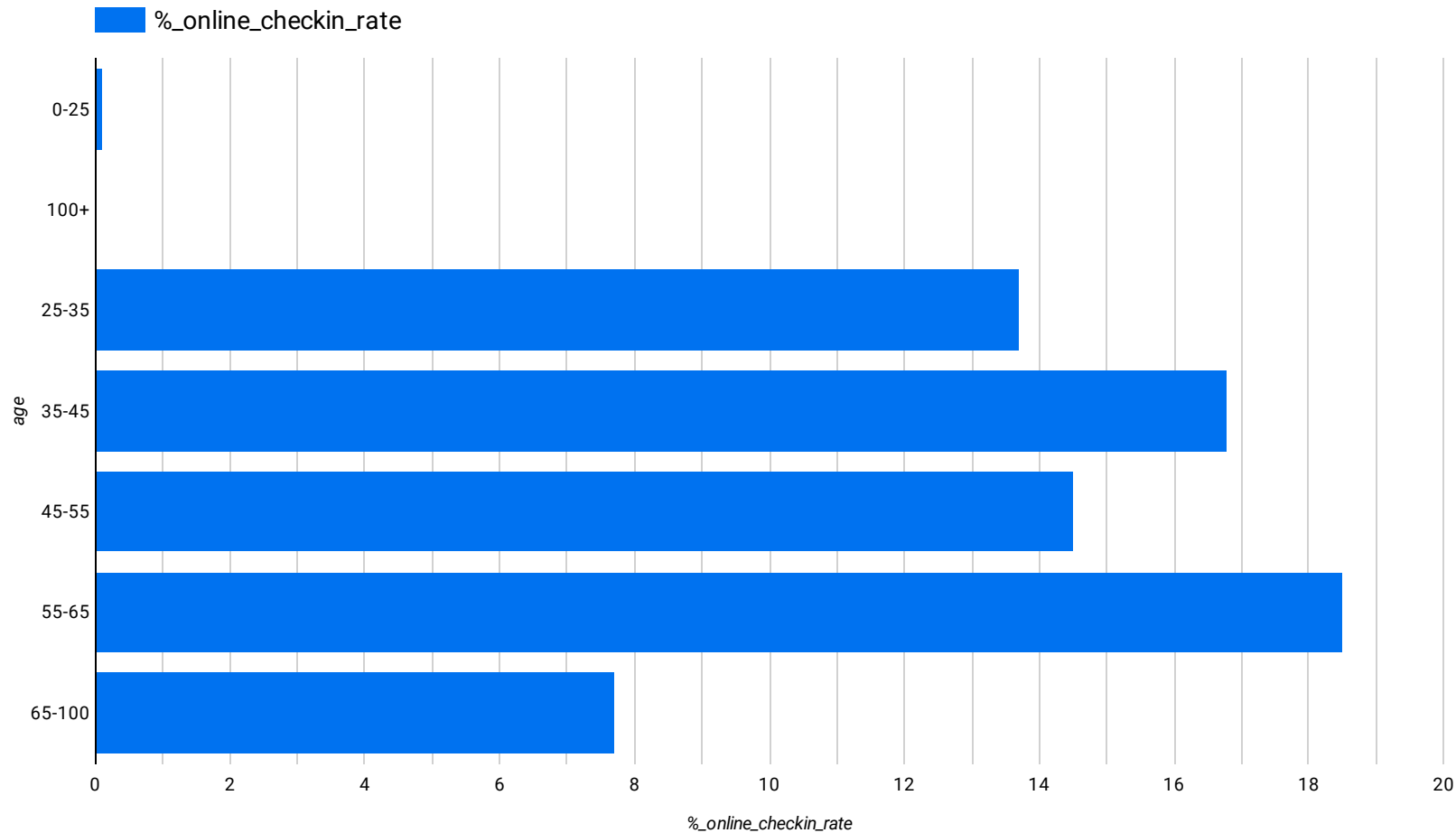


User ages and online check-ins

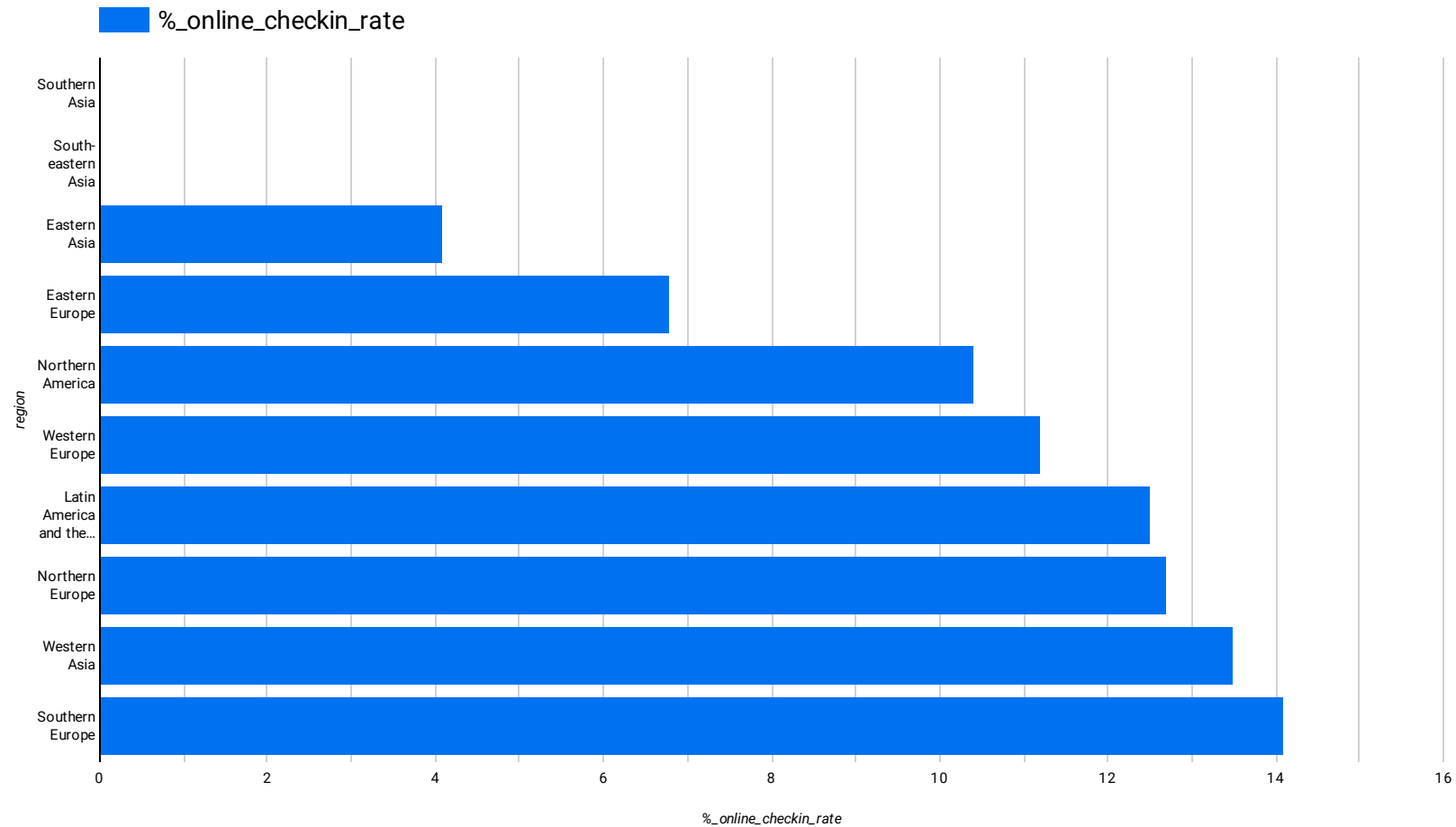


Insights

Online check-ins for under 25 years of age is practically inexistent. This data is surprising and its quality should be validated to make sure these figures are correct.

Older generations (65+) are less likely to check-in online, since they are generally less tech-literate than younger generations. They also usually have less need for saving time which is one of the advantages of checking-in online.

User origins and online check-ins

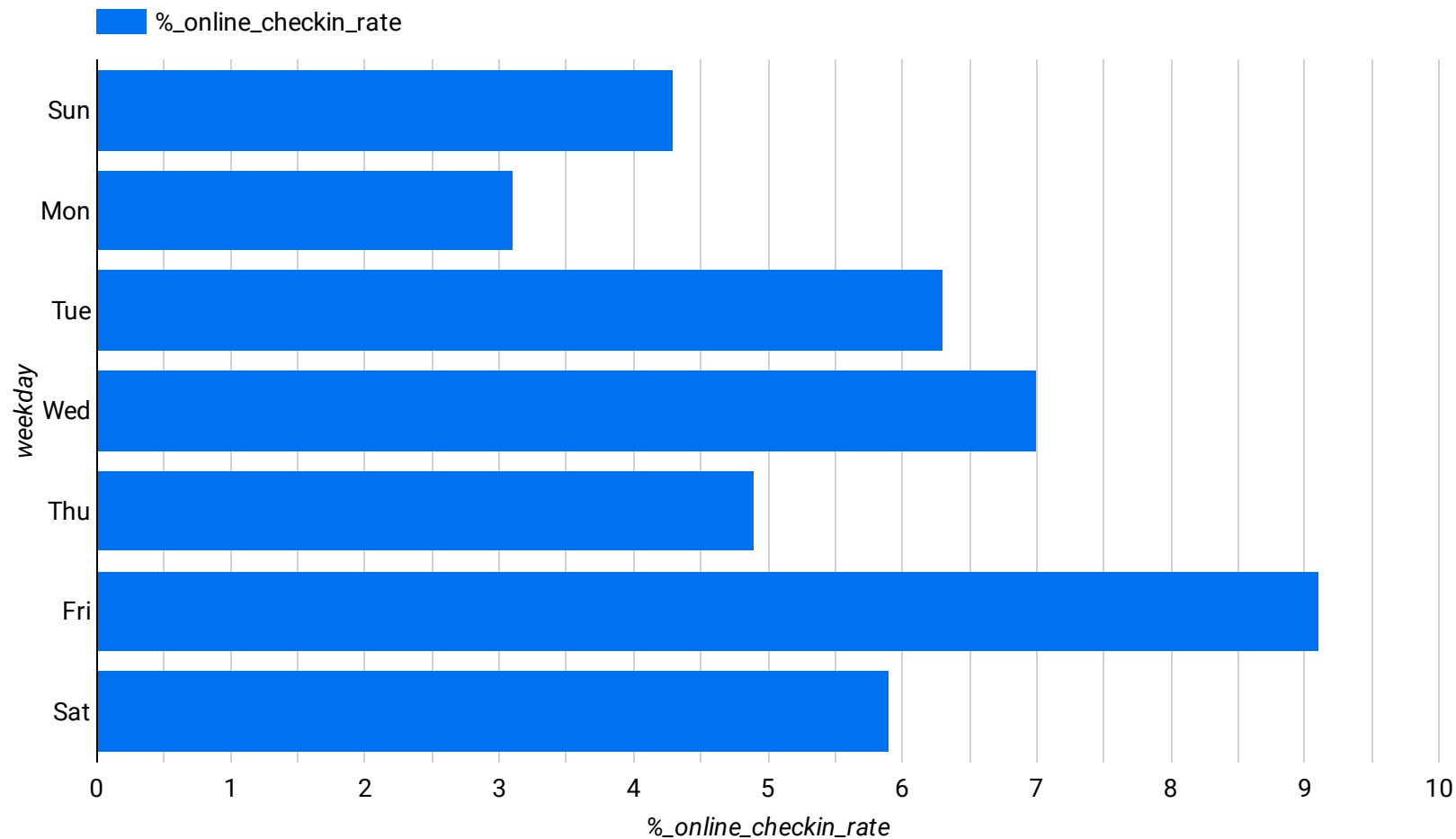


Insights

It seems Asian guests are less likely to check-in online, although it is important to note the data representativeness is low since the records don't contain a large amount of reservations from this region.

It is interesting to note that guests from eastern Europe are considerably less inclined to check-in online than the rest of Europe.

Online check-ins by days of the week



Insights

Friday is the day of the week when it's more common to check-in online, possibly due to the fact that it is the busiest day of the week in terms of check-ins and so guests try to be more foresighted to avoid queues.

Tuesdays and Wednesdays are normally days when business travels start, and considering these guests are more used to staying at hotels they are probably also more aware of online check-in, thus the high rates of online check-ins on those two days.