I participated in a project that involved analyzing hotel data from 2015 to 2017 using Excel to create a comprehensive visualization dashboard. The analysis focused on several key metrics, including the average length of stay by customers on weekdays versus weekends, the number of guests by country, the number of customers who booked through agents, guest attendance across different months, the top 10 most utilized rooms, the total number of booking changes, types of deposits made during reservations, and the number of repeat guests.

The analysis revealed several critical insights. First, we found that the average length of stay was higher on weeknights compared to weekends. Based on this finding, we recommended that the hotel management introduce fun games and activities during weekends to attract more customers.

Additionally, it was observed that the majority of the hotel’s customers came from Europe. We suggested that management should enhance marketing efforts in other continents to diversify the customer base.

The data also showed that the hotel experienced its highest number of guests between April and October. To optimize resource allocation, we recommended that the hotel reduce or adjust resources during months with lower guest numbers to minimize financial losses. Alternatively, management could consider implementing special activities or promotions during these off-season months to attract more customers.

These insights were instrumental in helping the hotel refine its operational strategies, improve customer engagement, and optimize resource management.