

## **Hotel Booking Performance Analysis**

The 2024 hotel booking dataset provides a comprehensive view of revenue performance, booking behavior, customer segments, room demand, regional dynamics, discount strategies, and customer satisfaction. With a total of 6,050 completed bookings generating more than 46.7 million in sales, the dataset captures the full operational cycle of hotel performance across multiple regions in Malaysia. This narrative analysis explains each KPI and chart from the dashboard and immediately connects them to strategic recommendations that support revenue growth, customer satisfaction improvement, and operational optimization.

### **1. Total Sales**

The hotel chain generated RM46.78 million in sales throughout 2024, reflecting strong revenue driven by high performing regions and consistently booked room types. The distribution of sales is concentrated in Penang, Kuala Lumpur, and Sabah. To maintain and grow this performance, hotels in top regions should receive prioritized inventory allocation, revenue optimized pricing strategies, and targeted promotional campaigns, while underperforming regions may benefit from redesigned marketing approaches and localized partnerships to stimulate new demand.

### **2. Booking Count and Average Order Value**

Throughout the year, the hotel chain completed 5,806 bookings with an Average Order Value (AOV) of approximately RM8,056.99. Although corporate clients contributed the largest number of bookings, the family segment recorded the highest AOV. This indicates that family travelers tend to choose premium room types or purchase additional services more frequently compared to other customer groups. The difference between booking volume and booking value suggests that revenue growth can be strengthened not only by increasing the number of reservations but also by elevating the value generated from each reservation, especially within the corporate and individual segments. A strategic approach that focuses on customized upgrade recommendations, bundled stay packages, and thoughtfully designed premium add-ons offered during both the online booking process and at check-in can help increase AOV across all segments and create stronger alignment between booking activity and revenue contribution.

### **3. Top State by Sales**

Penang stands out as the highest revenue generating state in the dataset. These markets appear to benefit from strong tourism traffic, larger accommodation capacity, or more premium room offerings. Their consistent high performance underscores the need to protect capacity, ensure room availability during peak periods, and strengthen quality assurance to maintain customer satisfaction. At the same time, a deeper investigation into whether demand is driven by business travel, leisure tourism, or returning customers will help design more precise promotional strategies.

### **4. Sales Trend Over Time**

The sales trend line shows distinct seasonal fluctuations, with clear peaks occurring in March, October, and November. These months likely correspond to travel periods

influenced by local events, promotional cycles, or shifting tourism patterns that drive higher demand. The noticeable month to month variability indicates that the hotel can further improve demand forecasting and better anticipate resource allocation throughout the year. Strengthening preparation for these high demand periods through early bird promotional campaigns, dynamic pricing adjustments, and optimized staffing plans would help maximize revenue opportunities. Aligning marketing efforts with these natural demand surges can further enhance occupancy and ensure that the hotel fully capitalizes on strong seasonal windows.

## **5. Sales by State**

The stacked visualization of sales by state reinforces the strong dominance of Penang, while other states contribute smaller but still meaningful shares. This reveals an uneven performance landscape where a few regions are responsible for sustaining overall revenue. By adopting region specific strategies—premium pricing models for top-performing markets and targeted campaigns for lower performing states—the brand can maximize revenue efficiency. Underperforming states may benefit from partnerships with local events, regional tourism boards, or discount campaigns designed to boost visibility.

## **6. Sales by Customer Segment**

Corporate customers are revealed to be the most valuable segment, contributing the largest portion of revenue. Family and Individual customers still represent important segments but do not match the overall financial contribution of Corporate clients. The heavy reliance on Corporate bookings presents both an opportunity and a risk, while it secures consistent revenue, it makes the business sensitive to corporate travel cycles. Strengthening corporate loyalty programs, offering corporate exclusive rate plans, and assigning dedicated account managers for major corporate clients can sustain this segment's long term contribution. Meanwhile, designing seasonal family packages can help build stronger engagement with Family travelers.

## **7. Room Type Performance**

Room type analysis highlights Studio rooms as the strongest revenue driver, generating approximately RM21,1 million in sales. Deluxe and Single rooms follow at a considerable distance, suggesting that customer preference leans toward more premium room categories. This insight indicates that maintaining Studio room availability and optimizing their pricing strategy should be a priority. Enhancing the premium experience—through service upgrades, exclusive perks, or refreshed room interiors—may further justify higher pricing and strengthen customer willingness to pay.

## **8. Salesperson Performance**

The distribution of revenue across salespeople shows a notable concentration of sales among a few high performers, particularly Leo, who generated over RM16,3 million in sales. The gap between top and lower performing sales staff suggests that the highest performers may be employing more effective strategies in communication, outreach, or client management. Documenting these best practices and transforming them into formal training modules can

help uplift the rest of the sales team. Adjusting incentive structures and providing clearer performance benchmarks may also help balance productivity levels across the team.

#### **9. Discount Impact on Sales**

The relationship between discount percentages and sales volume is nearly flat, showing only a slight negative correlation. This means discounts do not function as a strong sales driver for this dataset. Customers appear to be motivated more by destination, room type, or booking purpose rather than discount availability. Rather than relying on discount based strategies, hotels can shift toward value added promotions, such as package deals or extended stay offers, which protect profitability while still increasing customer appeal. Testing discounts in controlled scenarios is still recommended to confirm whether specific markets or customer segments respond differently than the overall dataset suggests.

#### **10. Sales by Price Range**

With four primary price points in the dataset—RM550, RM650, RM1.650, and RM1.800—the pricing structure separates into two meaningful categories, under RM1.000 and above RM1.000. When viewed this way, the data shows that bookings in the above RM1.000 category generate significantly higher total sales, indicating strong customer willingness to purchase premium room types. This reinforces the value of maintaining a solid premium positioning supported by consistent service quality and clear differentiation. Meanwhile, the lower price points remain relevant for accessibility, and strategic bundling of add-on services within this tier can help elevate order value without relying on price increases.

#### **11. Customer Rating Impact on Sales**

The bubble chart shows a clear positive relationship between customer ratings and revenue, where higher rated bookings consistently correspond to stronger sales performance. This pattern emphasizes the direct impact of guest satisfaction on financial outcomes, reinforcing the importance of maintaining high service standards. Enhancing room cleanliness, improving staff responsiveness, and elevating the overall guest experience can further strengthen this relationship. Highlighting positive reviews in marketing channels also supports higher conversion rates and helps sustain strong revenue growth driven by satisfied customers.