

## **Reservations Analysis**

### **Objective:**

To analyze booking statuses, occupancy rates, and the financial impact of cancellations.

### **Key Insights:**

1. The average occupancy rate is 62.94%, with Deluxe cruises achieving higher rates and prices during peak months (e.g., July).
2. Lost orders account for \$13.12 million in unrealized revenue, emphasizing the importance of reducing cancellations.
3. Weekends show higher booking volumes, while December presents off-season opportunities.
4. Adults dominate the guest demographic, with Portugal, the UK, and France leading in bookings.

### **Opportunities/Recommendations:**

- Focus on reducing cancellations to recapture unrealized revenue.
- Promote weekend packages to capitalize on higher booking volumes.
- Target marketing campaigns for off-season months like December.
- Maintain a strong presence in key markets (Portugal, UK, France) with tailored offerings for adults.

### **Supporting Details:**

Detailed visuals, such as heatmaps and waffle charts, support strategic capacity management and marketing alignment.

## **Income Analysis**

### **Objective:**

To analyze income data from bookings with a checkout status or non-refundable option and identify top-performing segments and trends.

### **Key Insights:**

1. Portugal generates the highest revenue, making it a key market for expansion.
2. Regular cruises contribute 59.31% of total income, while deluxe cruises show growth potential.
3. August is the most profitable month, while November presents opportunities for off-season campaigns.
4. Online Travel Agents are the leading market segment for revenue generation.

### **Opportunities/Recommendations:**

- Expand offerings and promotions in Portugal.
- Develop tailored marketing strategies for deluxe cruises to boost their popularity.
- Enhance promotions and expand capacity during August, while creating discount strategies for November.
- Invest in partnerships with Online Travel Agents, improve online user experiences, and introduce loyalty programs.

### **Supporting Details:**

Seasonal trends and digital opportunities can drive revenue growth when aligned with customer behavior.

## **Cancellations Analysis**

### **Objective:**

To analyze cancellations and identify patterns to inform marketing strategies, demographic targeting, and customer experience improvements.

### **Key Insights:**

1. Group bookings have the highest cancellation rate (nearly 2 out of every 3), likely due to individual constraints in large groups.
2. Bookings involving children have lower cancellation rates, indicating stronger commitment from families.
3. Long wait-list periods (up to a month) contribute to high cancellations due to impatience or loss of interest.
4. Most cancellations occur during weekdays, likely influenced by work stress or family obligations.
5. Cancellation likelihood increases when there is a large gap between booking and travel dates.

### **Opportunities/Recommendations:**

- Consider increasing cancellation fees for large group bookings.
- Target marketing campaigns toward families, emphasizing reliability and value.
- Engage wait-list customers with reassuring messages about availability.
- Send reminders to customers about their upcoming relaxing vacation to reduce weekday cancellations.
- Focus retention efforts on bookings made far in advance to reduce drop-off rates.

### **Supporting Details:**

Workload and peace of mind significantly affect cancellation behaviors. Tailored communications can help reduce cancellations.

## **Families Analysis**

### **Objective:**

To compare family bookings (bookings with children) against non-family bookings and evaluate their impact on total bookings.

### **Key Insights:**

1. Portugal shows a significant gap between total bookings and family bookings, serving as an outlier.
2. Family bookings have a higher daily average price than non-family bookings in Germany and France, indicating profitability.
3. Most family bookings occur during summertime, with autumn bookings benefiting from advance planning.
4. Family bookings depend heavily on Online Travel Agents.

### **Opportunities/Recommendations:**

- Focus on increasing family bookings in Germany and France through targeted methods.
- Launch promotions for family cruises during autumn to maximize profitability.
- Strengthen partnerships with Online Travel Agents to attract more family clients.
- Collect data over longer periods to refine predictions and strategies for family bookings.

### **Supporting Details:**

Existing data forecasts a lean growth in family bookings despite overall booking increases, suggesting the need for strategic adjustments.