Reservations

This Tableau dashboard provides an in-depth analysis of cruise reservations, focusing on booking statuses, occupancy rates, and the financial impact of cancellations. The dashboard highlights key insights using visual elements like a **waffle chart**, which illustrates the percentage distribution of bookings by status (Canceled, Check-Out, and No-Show). The **average occupancy rate** stands at **62.94%**, with Deluxe cruises achieving significantly higher average daily rates during peak months, such as **July** (186.8).

**Key Insights and Opportunities:**

* **Revenue impact and lost opportunities**:
  + Lost orders resulted in an estimated **$13.12 million** in unrealized revenue, highlighting the importance of improving customer retention and reducing cancellations.
  + Completed orders generated a total revenue of **$29.56 million**, showcasing the potential of enhancing current processes to secure additional income.
* **Seasonal and weekly trends**:
  + Weekends show higher booking volumes compared to weekdays, indicating opportunities to further promote weekend packages.
  + Peak months like **July** and **August** demonstrate strong performance, while off-season months like December present potential for targeted marketing efforts.
* **Guest demographics and market trends**:
  + Adults make up the largest demographic of guests, suggesting tailored offerings could further engage this group.
  + The distribution of bookings by country highlights **Portugal**, **the UK**, and **France** as leading markets, emphasizing the importance of maintaining a strong presence in these regions.

This dashboard effectively combines visual storytelling tools like **heatmaps**, **waffle charts**, and **bar charts** to uncover actionable insights. It provides a clear roadmap for addressing lost revenue, optimizing capacity management, and aligning marketing strategies with booking trends for greater operational success.