# Project Documentation & Timeline Tracker: হারুন ভাতের হোটেল

Project Start Date: May 01, 2025

Project Completion Date: May 21, 2025

## 1. Project Overview & Purpose

This project was initiated to analyze hotel booking data for **'হারুন ভাতের হোটেল'**. The goal was to build a data-driven dashboard that provides insights into bookings, customer behavior, revenue trends, and cancellation patterns using Microsoft Excel.

Estimated Duration: 2 Days  
Start: May 1, 2025 | End: May 2, 2025

## 2. Problem Statement / Opportunity

The hotel management lacked visibility into key performance indicators such as revenue, booking trends, cancellation rates, and channel performance. Without these insights, it was difficult to make data-driven business decisions.

Estimated Duration: 1 Day  
Start: May 3, 2025 | End: May 3, 2025

## 3. Key Requirements & Success Metrics

What does the client/stakeholder need?

• A clear view of total bookings, revenue, average daily rate (ADR), and cancellation metrics  
• Understand customer distribution by type and country  
• Analyze booking behaviors like lead time and popular stay durations  
• Evaluate performance across different distribution channels  
• Visualize trends over time and provide actionable recommendations

Estimated Duration: 1 Day  
Start: May 4, 2025 | End: May 4, 2025

## 4. Scope / Major Project Activities

|  |  |
| --- | --- |
| Activity | Description |
| Data collection | Collected booking, customer, revenue, and cancellation data from internal sources. |
| Data cleaning | Removed duplicates, corrected data types, handled missing values. |
| EDA | Explored trends in lead time, nights, guest behavior, revenue, and cancellation rates. |
| Question answering | Answered business questions related to top channels, high revenue segments, and booking behavior. |
| Statistical insights | Derived average daily rate, cancellation percentage, guest patterns, and booking lead times. |
| Visual aids | Created Excel dashboard with charts, pivot tables, slicers, and calculated fields. |
| Final report | Provided project documentation including key findings and business recommendations. |

## 5. Key Findings / Results

• OTA channels have high booking volume but also the highest cancellation rate  
• Direct bookings offer more stability and profit  
• Transient customers provide the highest revenue per stay  
• Majority of bookings occur 30–45 days before arrival  
• Non-refundable deposits significantly reduce cancellations

Analysis Period: Start: May 16, 2025 | End: May 18, 2025

## 6. Recommendations & Next Steps

• Enforce stronger cancellation policies for OTA channels  
• Increase direct booking incentives to drive profitability  
• Utilize booking trends to design seasonal promotions  
• Focus retention and marketing efforts on Transient customers  
• Adjust deposit structures to minimize revenue loss

Drafted: Start: May 19, 2025 | End: May 21, 2025

## 7. This Project Does Not Include

• Analysis of data prior to 2023  
• Implementation of recommended strategies  
• Real-time data integration or automation  
• External market or competitor analysis beyond internal hotel operations

## 8. Final Deliverables Summary

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Dashboard | Interactive Excel-based dashboard with KPIs, charts, and filters |
| Recommendations and estimates | Top 5 action-based recommendations and business impact estimates |
| Final report | Provided project documentation including key findings and business recommendations. |

## 9. Reusable Tracking Template

Use this structure for future project documentation and tracking:  
1. Project Overview (with duration)  
2. Problem Statement (with duration)  
3. Client Requirements (with duration)  
4. Scope / Major Project Activities  
5. Key Findings (mention analysis period)  
6. Recommendations (mention creation period)  
7. Exclusions  
8. Final Deliverables  
9. Timeline Summary

## 10. Project Plan & Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Phase | Start Date | Expected Completion Date | Actual Completion Date | Duration |
| Phase 1: Planning & Requirement Gathering | May 1 | May 4 | May 4 | 4 Days |
| Phase 2: Data Preparation & Cleaning | May 5 | May 6 | May 6 | 2 Days |
| Phase 3: Dashboard Development | May 7 | May 15 | May 15 | 9 Days |
| Phase 4: Review & Insights | May 16 | May 18 | May 18 | 3 Days |
| Phase 5: Documentation & Delivery | May 19 | May 21 | May 21 | 3 Days |