

HOTEL BOOKING DATA ANALYSIS WITH POWER BI

Hilal GÜLERYÜZ





\$42,7M

Potential Revenue

\$26M

Total Revenue

\$193

Revenue per Guest

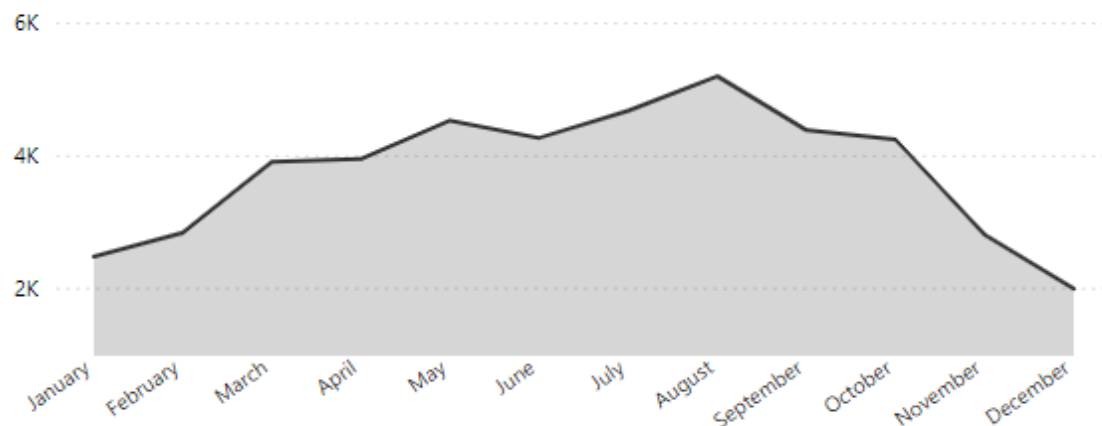
\$102

Average ADR

City Hotel

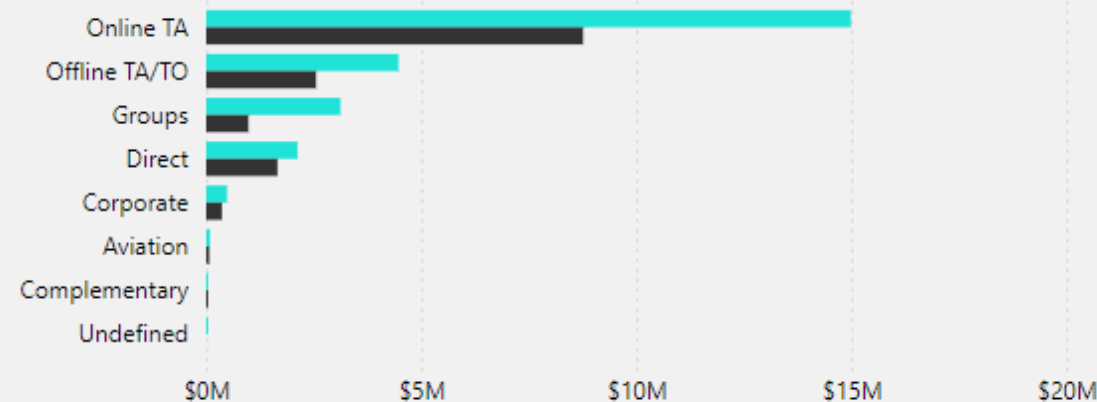
Resort Hotel

Reservations by Month



Revenue by Market Segment

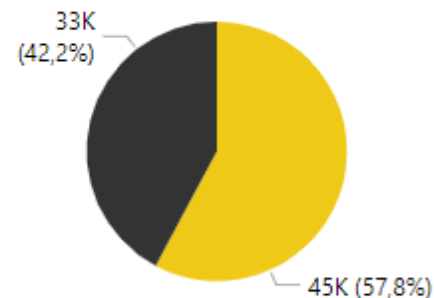
Potential Revenue Total Revenue



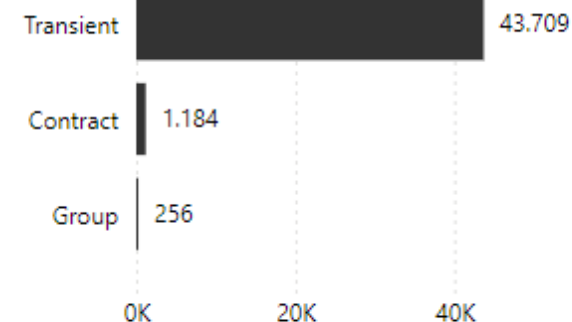
Year	Revenue/Guest	Total Revenue	Potential Revenue	All Reservations
2017	\$195	\$5,744.426	\$9,123.995	23,834
September	\$317	\$116.499	\$116.499	223
August	\$226	\$896.927	\$963.092	2,159
July	\$194	\$842.485	\$1,034.355	2,652
June	\$206	\$818.186	\$1,052.078	2,703
May	\$208	\$879.595	\$1,321.649	3,363
April	\$206	\$778.818	\$1,286.090	3,040
March	\$153	\$570.454	\$1,052.071	3,165
February	\$159	\$421.217	\$1,017.351	3,041
January	\$169	\$420.245	\$1,280.811	3,488
Total	\$173	\$14,394.410	\$25,251.462	77,941

Reservation Status

actual canceled



Reservations by Customer Type





73,4K

Actual Reservations

44K

Canceled Reservations

%37,5

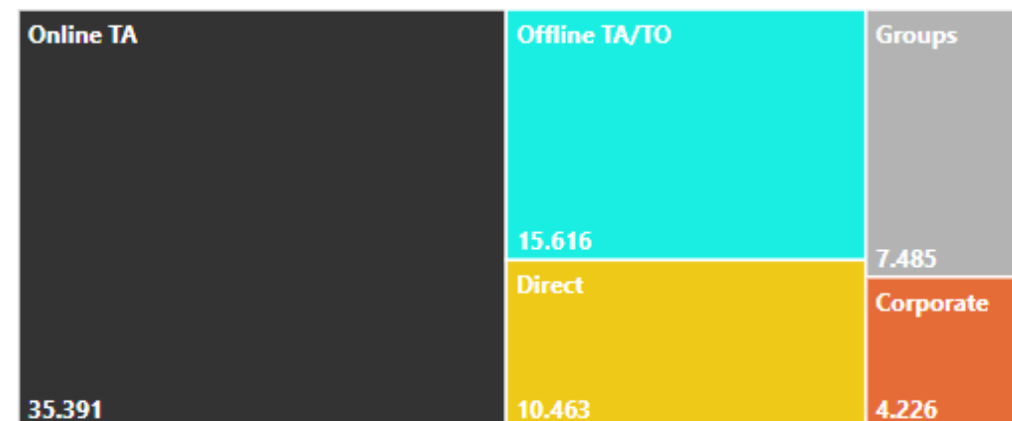
Cancellation Rate

3,4

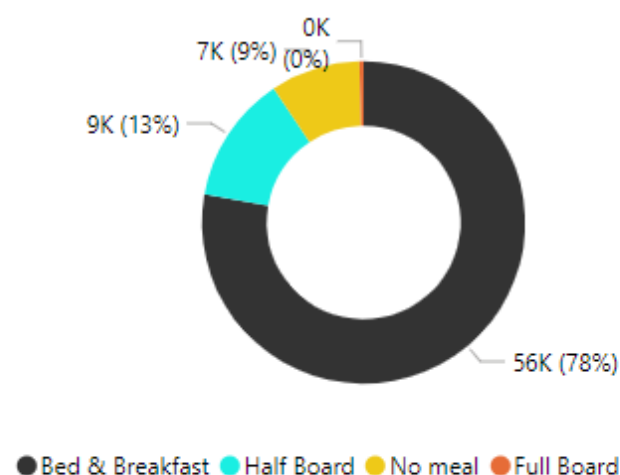
Average Days of Stay

Countries	Actual Reservations	Canceled Reservations	All Reservations	Cancellation Rate
Portugal	19.708	27.331	47.039	%58,1
United Kingdom	9.604	2.451	12.055	%20,3
France	8.428	1.932	10.360	%18,6
Spain	6.313	2.176	8.489	%25,6
Germany	6.028	1.218	7.246	%16,8
Ireland	2.537	832	3.369	%24,7
Italy	2.417	1.332	3.749	%35,5
Belgium	1.862	472	2.334	%20,2
Netherlands	1.713	387	2.100	%18,4
USA	1.586	500	2.086	%24,0
Total	60.196	38.631	98.827	%39,1

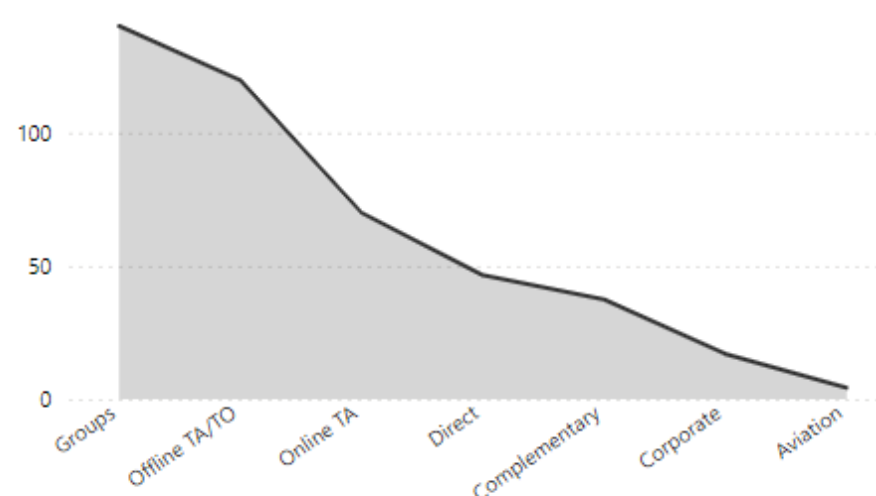
Reservations by Market Segment



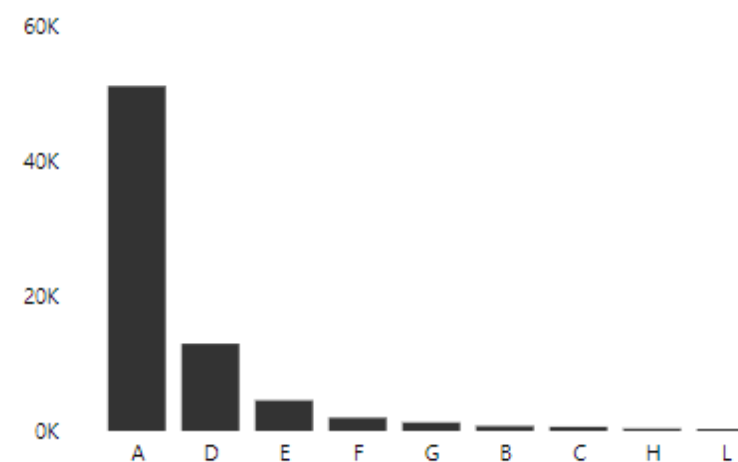
Reservations by Meal Type



Avg. Lead Time by Market Segment



Reservations by Room Type



**143K**

Total Guests

135,0K

Adults

8,3K

Children

%1,9

Loyalty Rate

Countries	Adults	Children	Loyal Guests	Total Guests	Total Revenue	Potential Revenue
Portugal	33.343	2210	2261	35.553	\$5.543.137	\$14.123.739
United Kingdom	18.267	873	90	19.140	\$4.112.359	\$5.284.531
France	16.300	944	65	17.244	\$3.098.696	\$4.026.513
Spain	12.107	1009	75	13.116	\$2.247.108	\$3.304.437
Germany	11.245	361	24	11.606	\$2.068.220	\$2.624.463
Ireland	4.888	207	29	5.095	\$1.240.002	\$1.652.100
Italy	4.593	285	37	4.878	\$866.439	\$1.416.871
Belgium	3.619	220	15	3.839	\$759.145	\$979.152
Netherlands	3.166	202	19	3.368	\$631.663	\$800.037
USA	2.962	240	15	3.202	\$490.584	\$708.625
Total	110.490	6551	2630	117.041	\$21.057.353	\$34.920.468

Average ADR

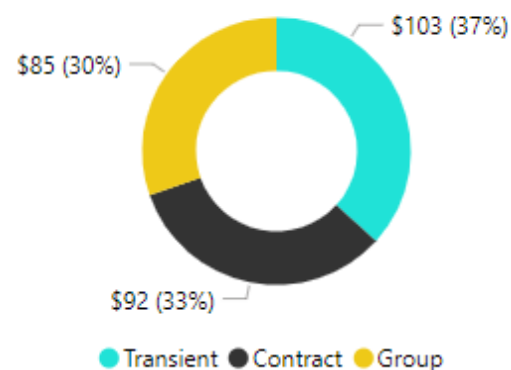
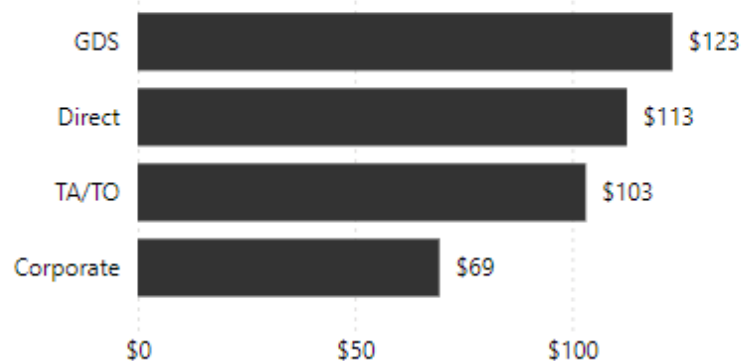
Total Revenue

Total Guests

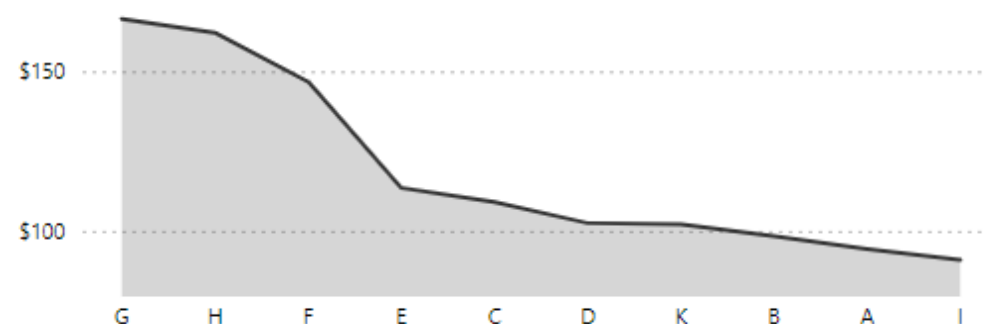
Loyal Guests

Average ADR

Average ADR



Average ADR



2015

2017

Top Agent (by Reservations):

Agent 9

Reservations:

18,6K

Revenue:

\$7,0M



Power BI ile Veri Görselleştirme

Data Visualisation with Power BI

KODLASAM

