

Recommendations for Business Decisions

1. Enhance Meal Plan Offerings:

- Insight: Meal Plan 1 is the most popular among guests.
- Recommendation: Expand and refine Meal Plan 1 with additional options or promotions to further capitalize on its popularity. Consider introducing similar meal plans to attract a wider range of guests.

2. Optimize Family Packages:

- Insight: The average price per room for reservations involving children is \$144.19.
- Recommendation: Develop tailored family packages that include discounts or special amenities for children. Promote these packages during school holidays and weekends to boost family bookings.

3. Focus on Online Market Segment:

- Insight: The online market segment is the most common for reservations.
- Recommendation: Invest in enhancing the hotel's online booking experience. Optimize the website and mobile app for ease of use, and implement targeted online marketing campaigns to attract more bookings from this segment.

4. Manage Booking Lead Times:

- Insight: Lead times range from 0 to 443 days.
- Recommendation: Create flexible booking policies to accommodate both spontaneous and long-term planners. Offer incentives for early bookings and last-minute deals to maximize occupancy rates across the spectrum of lead times.

5. Prioritize Room Type Availability:

- Insight: Room Type 1 is the most commonly booked.
- Recommendation: Ensure Room Type 1 has sufficient availability and is well-maintained. Consider creating packages or offers specifically for this room type, and use dynamic pricing to maximize revenue based on demand.

6. Seasonal Marketing Campaigns:

- Insight: Significant variability in reservations across months.
- Recommendation: Develop targeted marketing campaigns for peak and off-peak seasons. Use insights from monthly reservation data to offer seasonal promotions and adjust pricing strategies to balance demand throughout the year.

7. Weekend Stay Promotions:

- Insight: 383 reservations include weekend nights.
- Recommendation: Launch weekend getaway promotions to attract more weekend bookings. Consider bundling offers that include weekend activities, dining discounts, or late check-out options to enhance the appeal of weekend stays.

8. Enhance Family-Oriented Services:

- Insight: Families often book stays including children and weekend nights.
- Recommendation: Improve family-oriented services such as child-friendly amenities, family rooms, and entertainment options. Promote these services to attract more families and enhance their overall experience.

9. Revenue Management from High-Value Segments:

- Insight: [Insert Segment Type] generates the highest average price per room.
- Recommendation: Focus on attracting and retaining high-value market segments through personalized offers, premium services, and loyalty programs. Use this data to adjust pricing strategies and maximize revenue from these segments.

10. Monitor Cancellation Trends:

- Insight: 207 reservations were canceled.
- Recommendation: Analyze cancellation patterns to identify common causes. Implement policies such as flexible cancellation options or incentives for non-refundable bookings to reduce cancellation rates and improve booking stability.

11. Track and Adjust Room Pricing:

- Insight: Variability in average room prices across different bookings.

- Recommendation: Regularly review and adjust room pricing based on demand, seasonality, and booking patterns. Use dynamic pricing models to optimize room rates and increase overall revenue.

12. Guest Satisfaction and Retention:

- Insight: High booking rates for popular room types and meal plans.
- Recommendation: Conduct guest satisfaction surveys to gather feedback on popular room types and meal plans. Use this feedback to improve service quality, enhance guest experience, and develop strategies for retaining repeat customers.

Conclusion: These recommendations are designed to leverage the insights from our analysis to make data-driven decisions that enhance guest satisfaction, optimize operations, and increase profitability. By implementing these strategies, the hotel can better align with guest preferences and market demands, ensuring a competitive edge in the hospitality industry.