

Introduction

The management of a luxury hotel chain is facing several business challenges. They aim to identify issues to optimize revenue, reduce the room cancellation rate, and improve the guest experience.

Booking hotel data has been recorded from February 2023 to February 2025 during which the company documented:

- Booking detail information of each customer
- Detail data of 200 rooms and additional services

This report aims show case the overall booking performance of the company, as well as providing detailed analysis about operational of hotel such as: occupancy rate, cancelled rate, RevPAR, ADR, ...

Target: Gaining the important insight to help management of hotel to optimize revenue and reduce the room cancellation rate.

Operational Overview in Year 2024

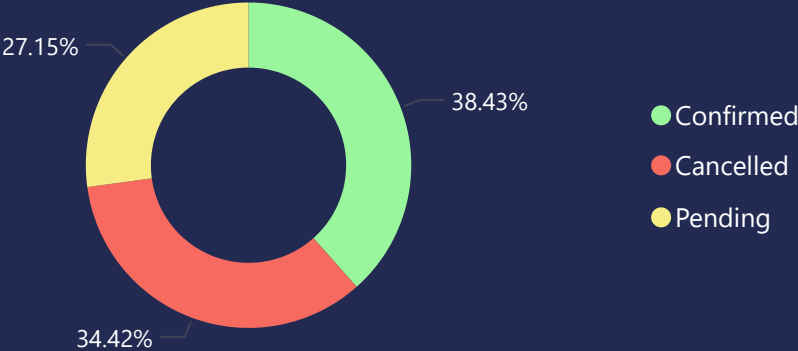
Overview

Booking Performance Analysis

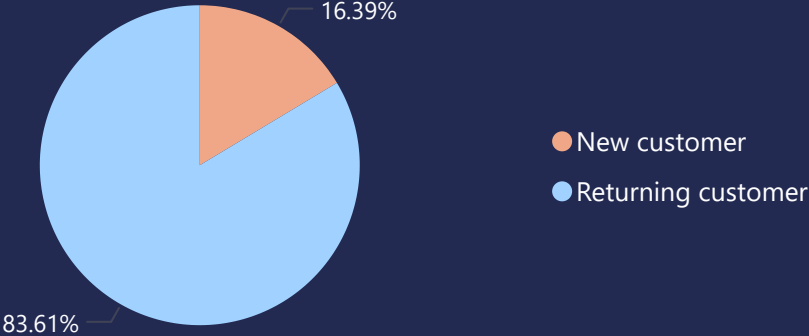
Occupancy Rate



Booking Status Percentage



Proportion of New & Returning Customers



\$2.70M

Total Revenue

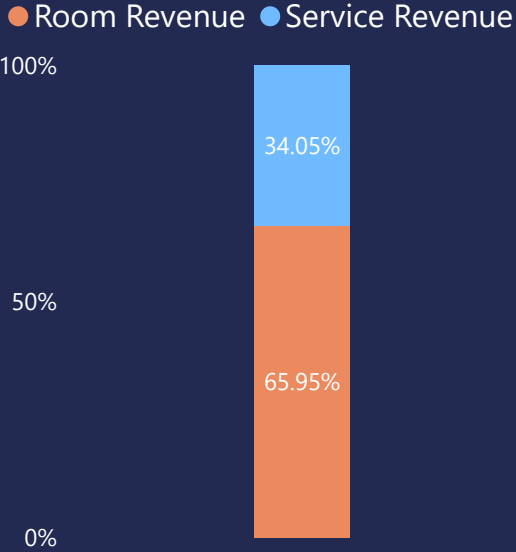
\$24.36

RevPAR

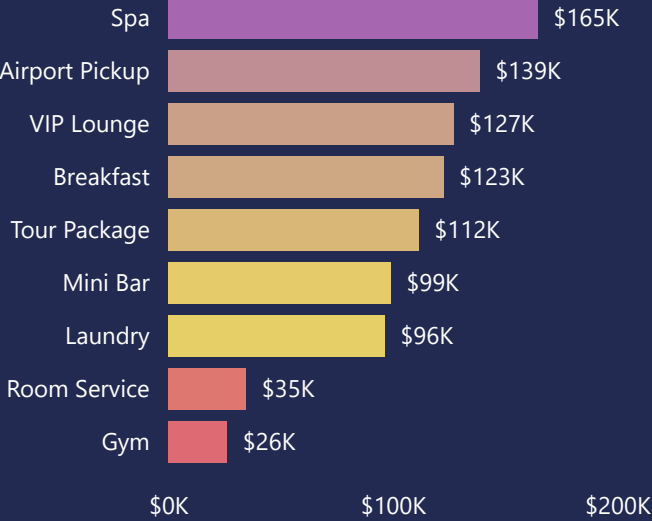
\$255.40

ADR

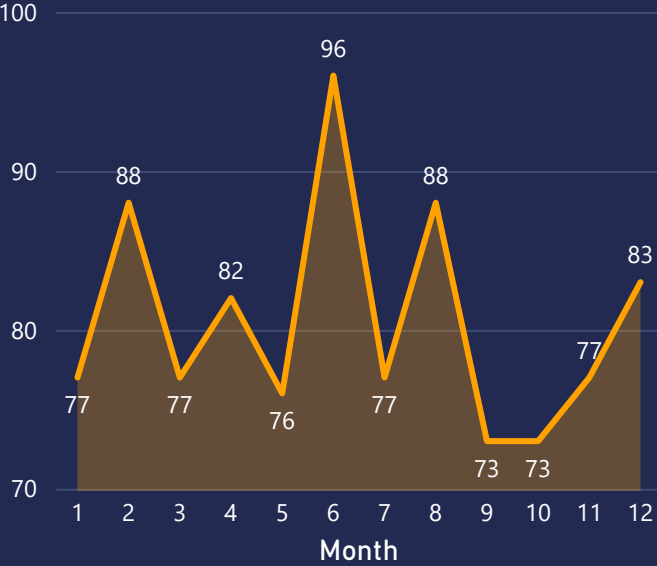
Revenue Proportion



Services Revenue



Booking Trend Over Time



Booking Performance Analysis in Year 2024

Overview

Booking Performance Analysis

7.52

ALOS (Day)

34.42%

Canceled Rate

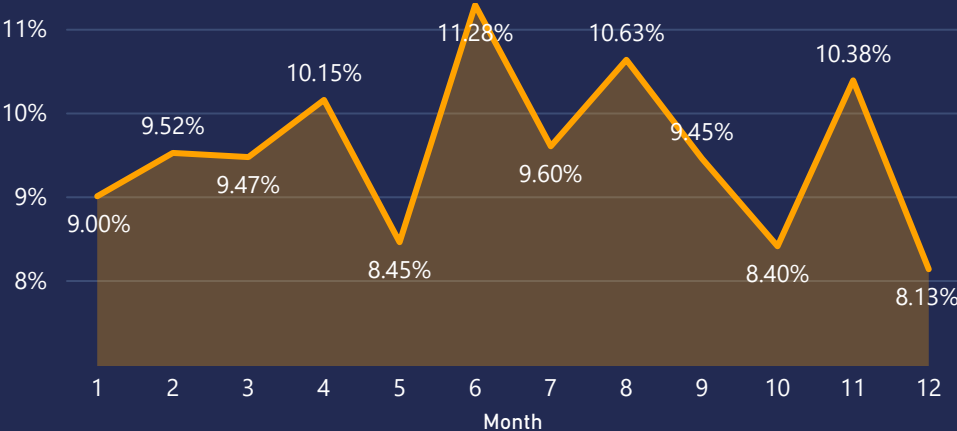
16.00%

Highest Daily OR

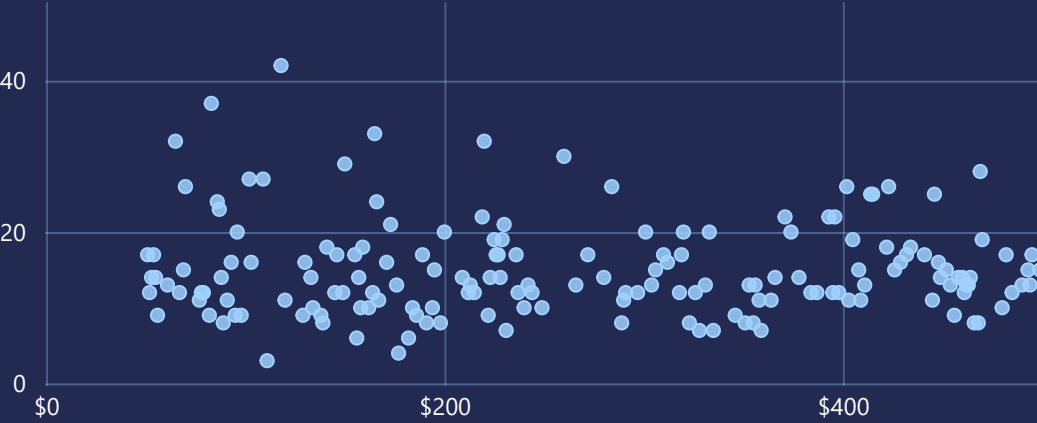
3.50%

Lowest Daily OR

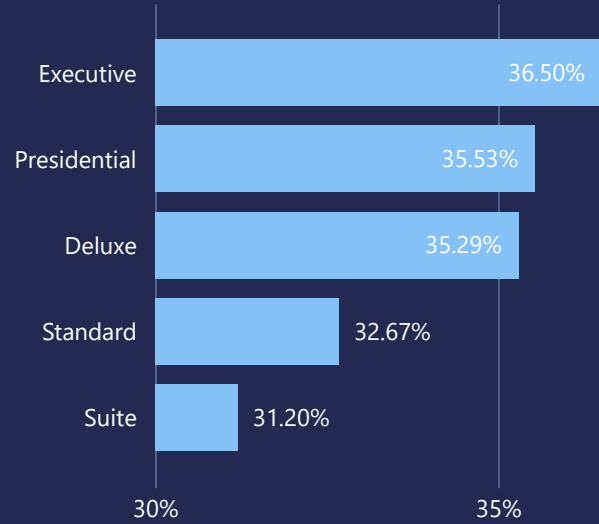
Average Occupancy Rate by Month



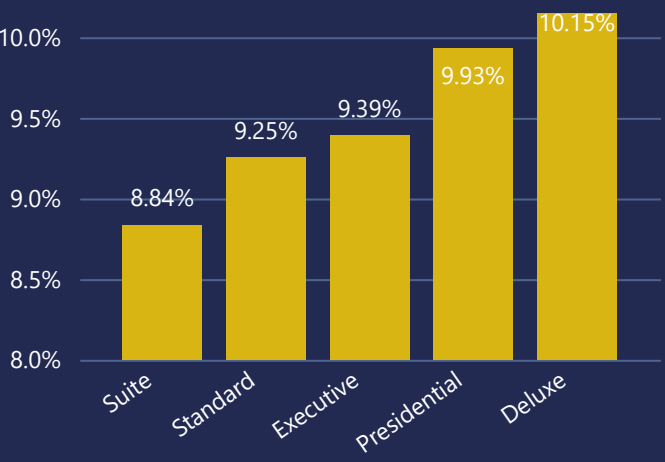
Correlation between Room Price and Booking Volume



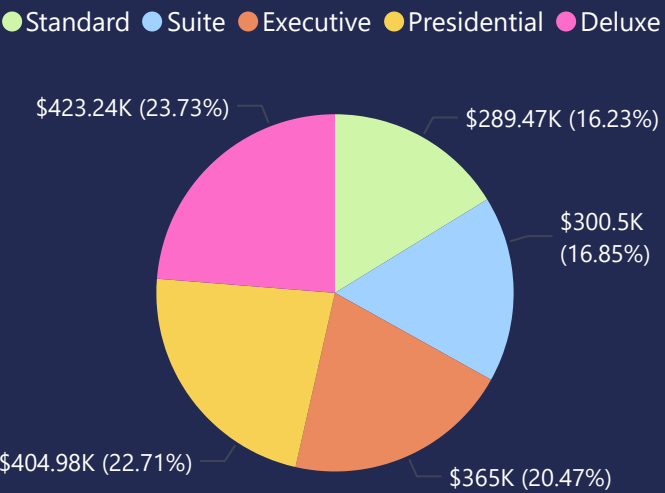
Cancelled Rate by Room Type



Average Occupancy Rate by Room Type



Room Revenue by Room Type



Analysis Result and Recommendation

- Important insight: low occupancy rate, high cancellation rate, low new customer rate
- The average occupancy rate in 2023 and 2024 is 8.96% and 9.53% respectively, which is relatively low and the variation between months is insignificant., with only about 18-19 rooms used out of a total of 200 rooms per day. The cancellation rate in 2023 and 2024 is approximately 34%, it means that every three bookings one customer cancels. The proportion of new customer in 2024 is 16.39% which affects the booking volume. The number of bookings per month ranges from 70 to 90, equivalent to 2-3 bookings per day. The relatively low RevPAR of only \$24 also contributes to the hotel's low revenue.

=> Recommendation: Strengthen marketing efforts to enhance brand awareness and expand the hotel's reach to more customers, aiming to increase daily bookings, boost occupancy rates, and attract more new guests. Improve booking policies to enhance the customer experience, thereby reducing the cancellation rate