

CUSTOMER BOOKING INSIGHTS AND REVENUE REPORT

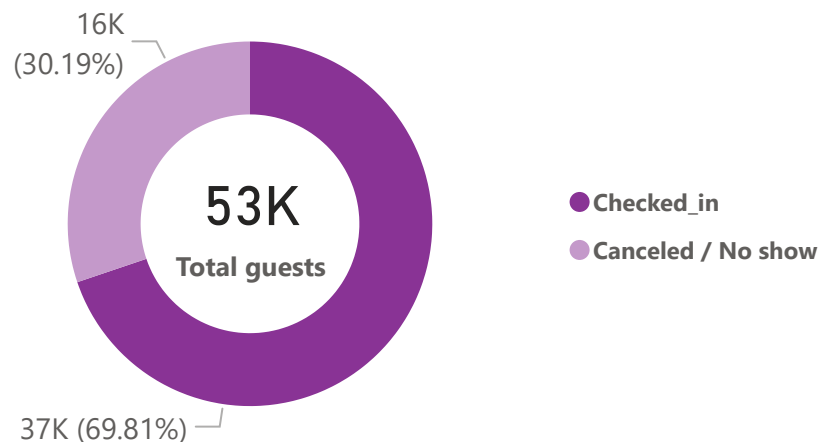
Average stays per booking

3

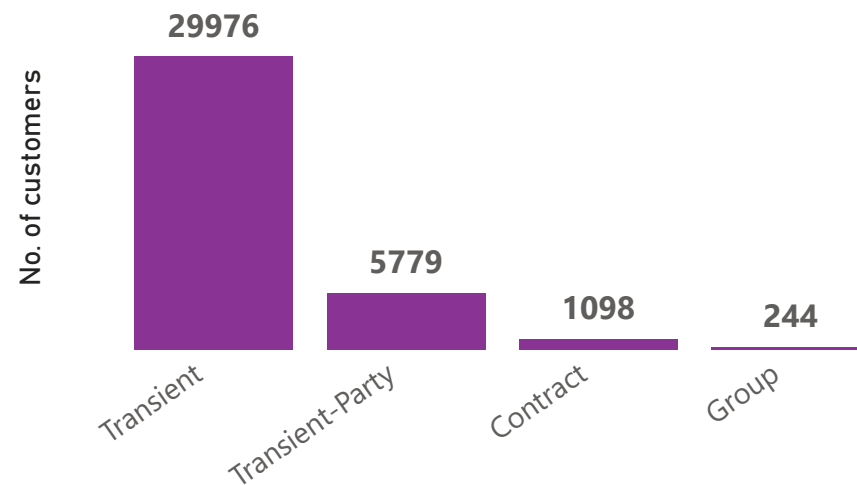
Average confirmed customers per year

71.08%

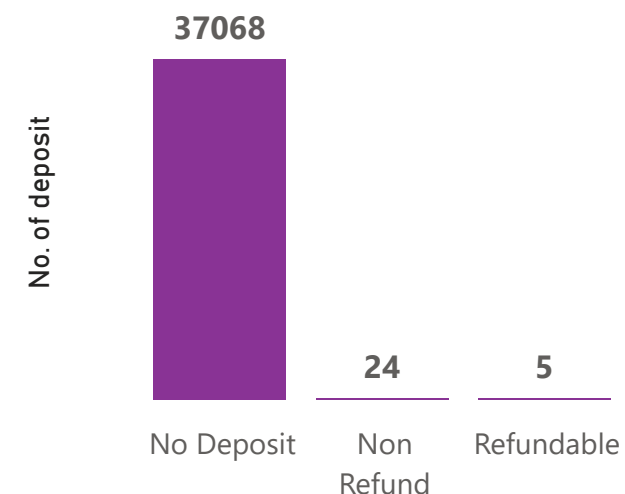
Customer booking status



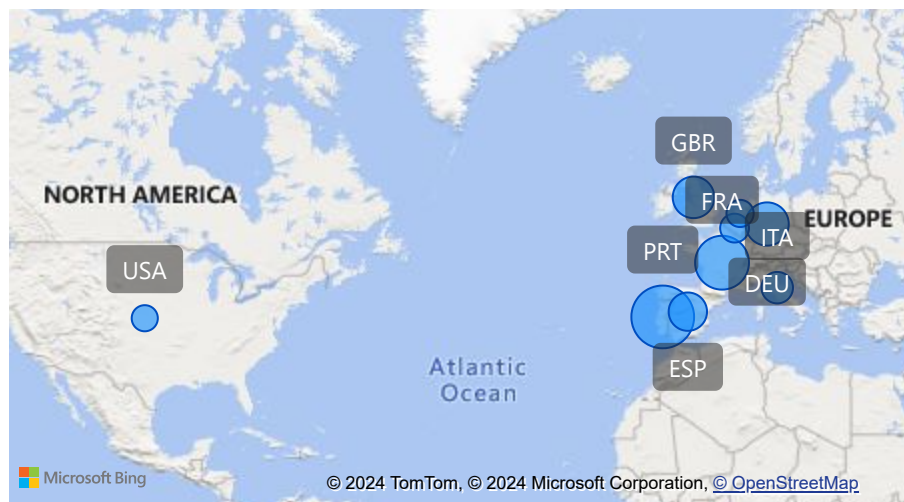
Customers Distribution



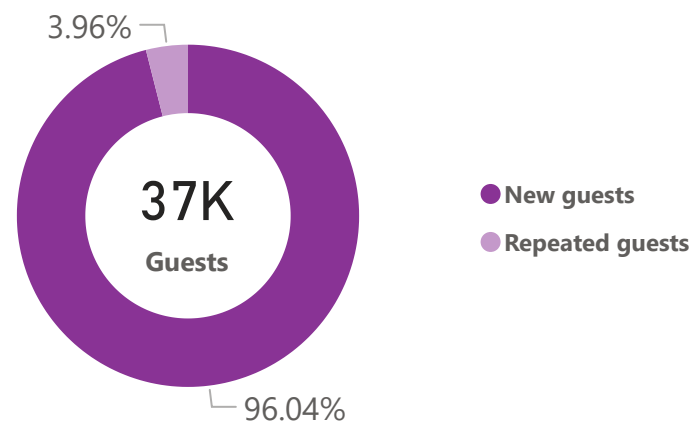
Deposit Type Distribution



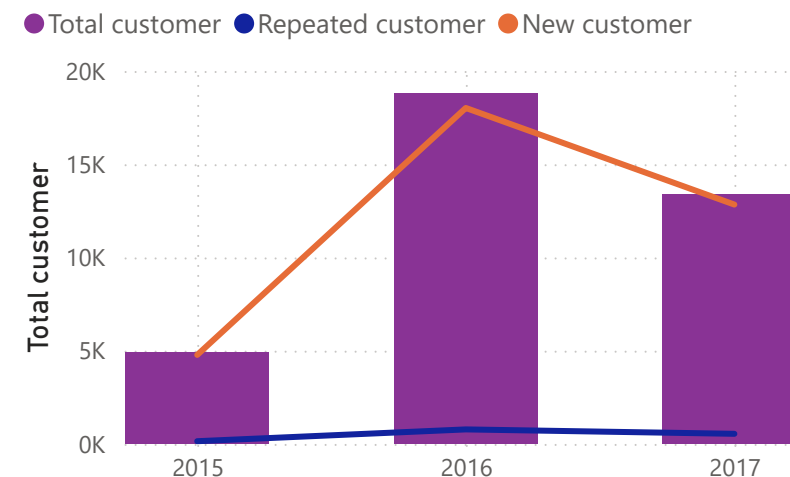
Country with more than 1000 bookings



New guests VS Repeated guests



Customer by year



Agent confirmation percentage
68.04%

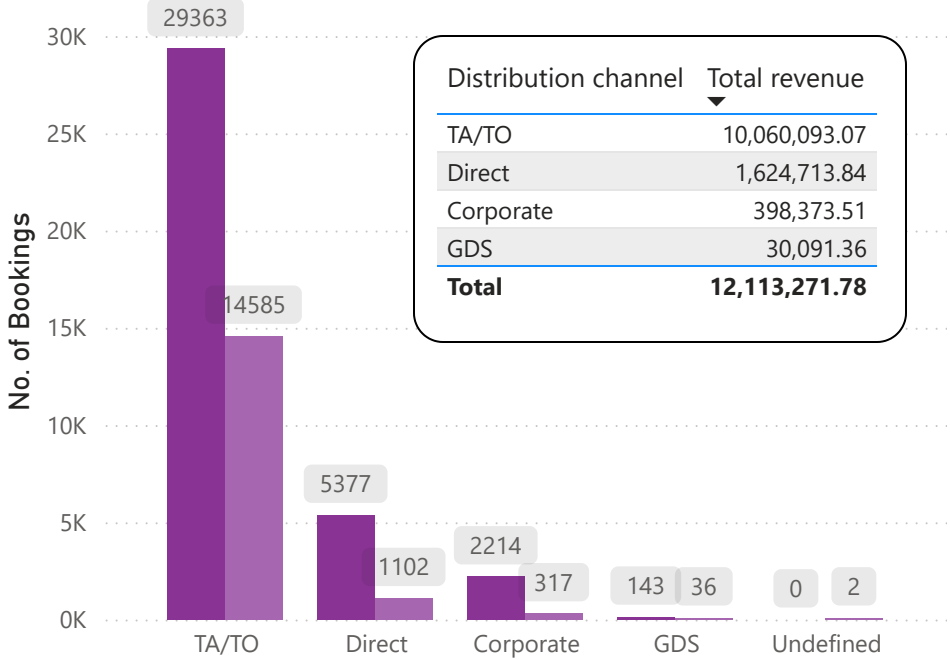
Agent	Booking confirmed	Booking canceled
9	17089	11519
7	2855	436
14	2747	583
28	1406	87
8	768	349
1	767	456
83	456	157
85	425	98
6	415	125
27	353	41

Company confirmation percentage
87.74%

Company	Booking confirmed	Booking canceled
40	778	67
45	210	26
153	163	42
219	124	7
174	87	10
233	86	8
51	43	25
91	42	4
67	37	7
148	30	2

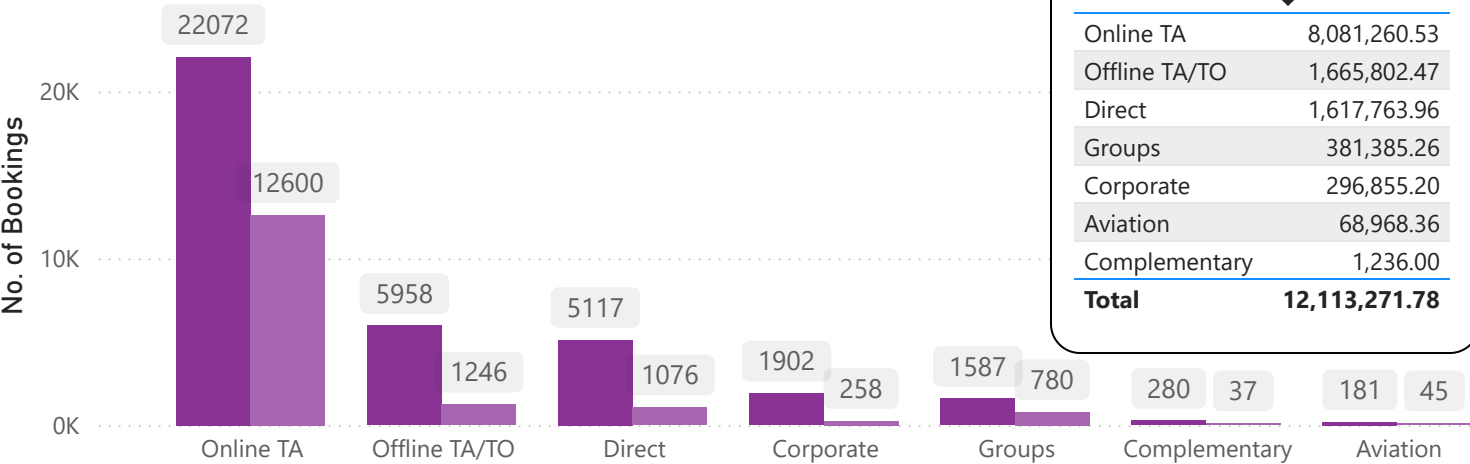
Distribution channel by booking status

Confirmed Canceled



Market segment by booking status

Confirmed Canceled



Year Total revenue Total loss revenue

2014		RM 1,381.60
2015	RM 1,286,726.94	RM 355,422.26
2016	RM 5,856,669.60	RM 2,630,894.50
2017	RM 4,969,875.24	RM 1,820,330.72
Total	RM 12,113,271.78	RM 4,808,029.08