

# Hotel Data Analysis

General Overview

Revenue Analysis

Market Segments

Guest Types

Year ▼  
All ▼

Month ▼  
All ▼

Canceled

☐ False

☐ True

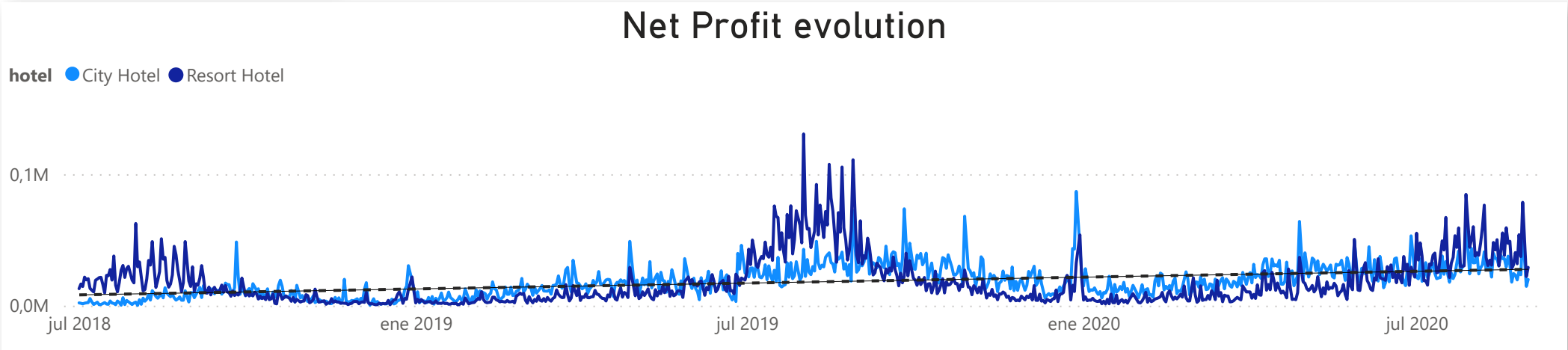
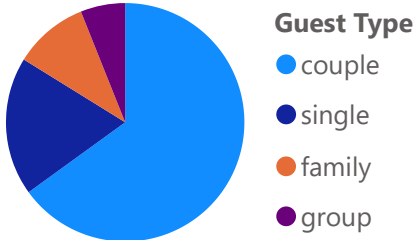
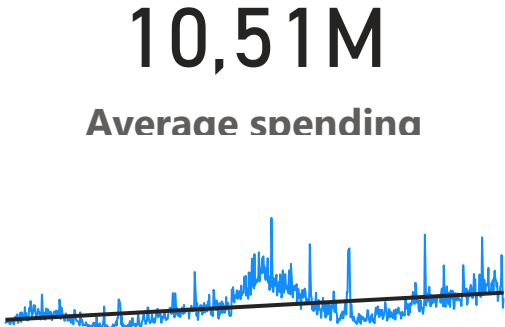
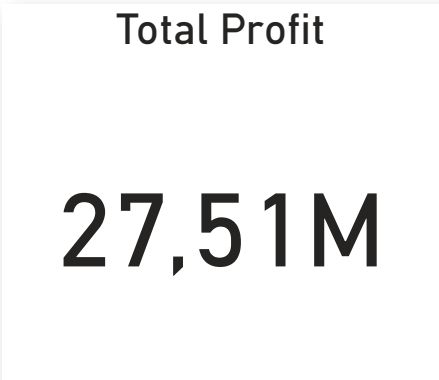
Guest Type ▼

☐ couple

☐ family

☐ group

☐ single



## Raw Data

arrival_year	arrival_month	arrivalday_of_month	week_nights	weekend_nights	total_nights	market_segment	meal	is_canceled	adr	net_profit	guest_type	hotel
2018	August	1	1	0	1	Direct	BB	False	75,00	54,51	couple	City Hotel
2018	August	1	1	0	1	Direct	BB	False	200,00	167,01	couple	Resort Hotel
2018	August	1	3	0	1	Direct	BB	True	608,00	508,23	couple	Resort Hotel
Total			265795	101592					10.507.403,42	27.513.958,89		

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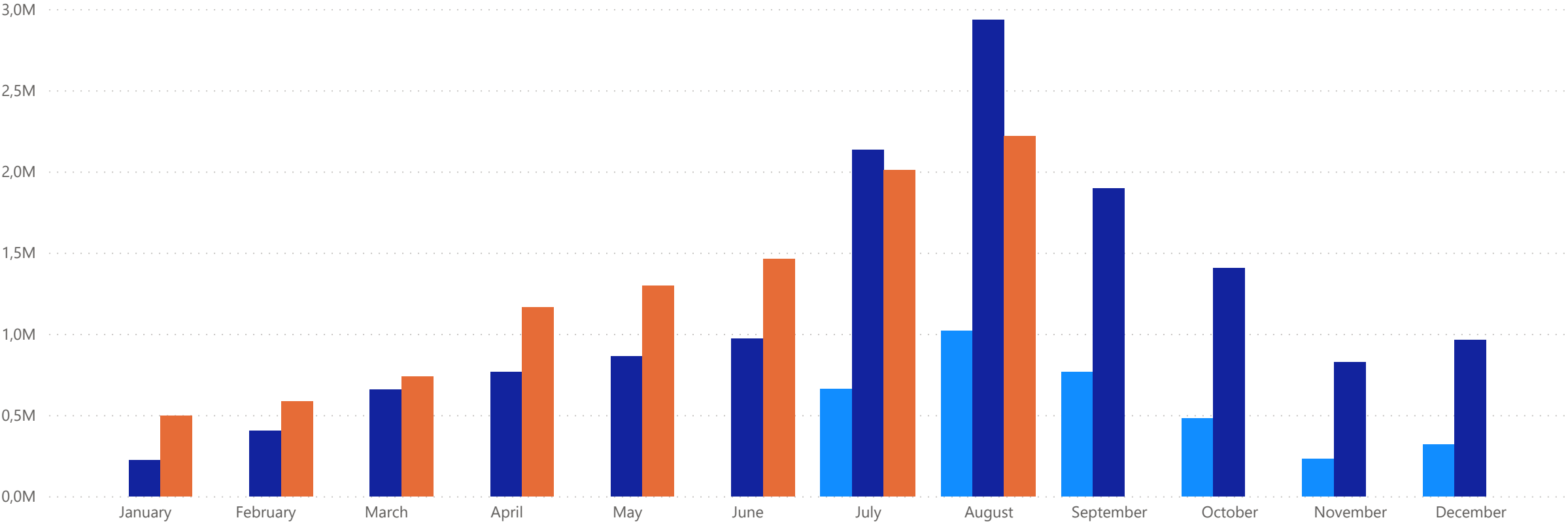


☐ False

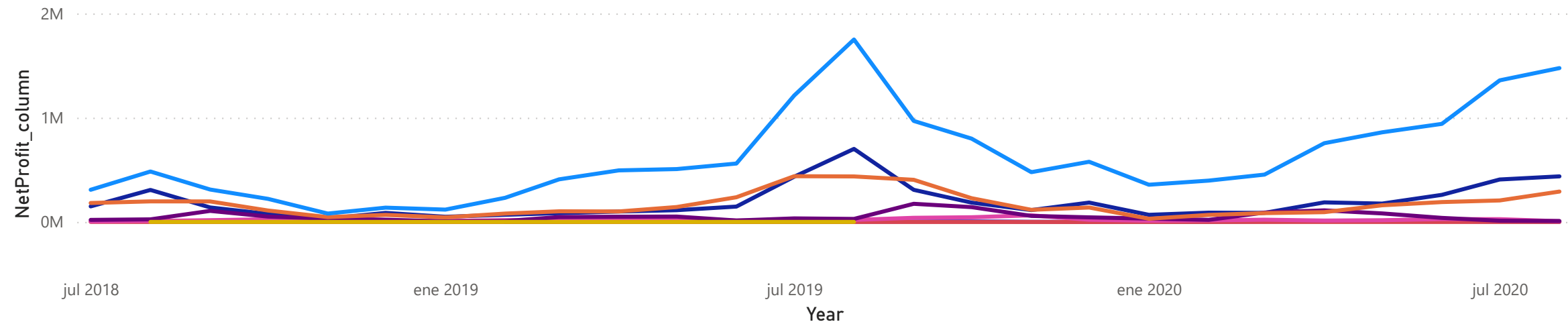
☐ True

## Net Profit

Year 2018 2019 2020



## Guest Types



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Hotel

☐ City Hotel

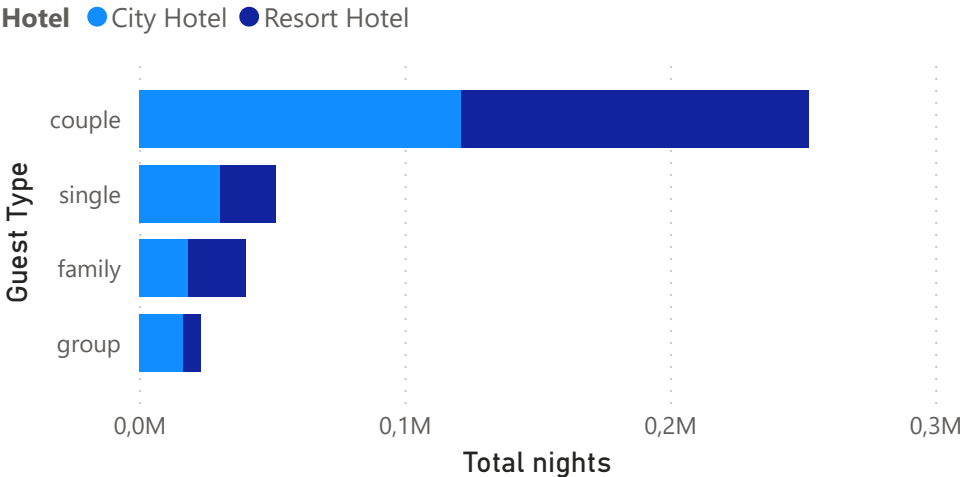
☐ Resort Hotel

Canceled

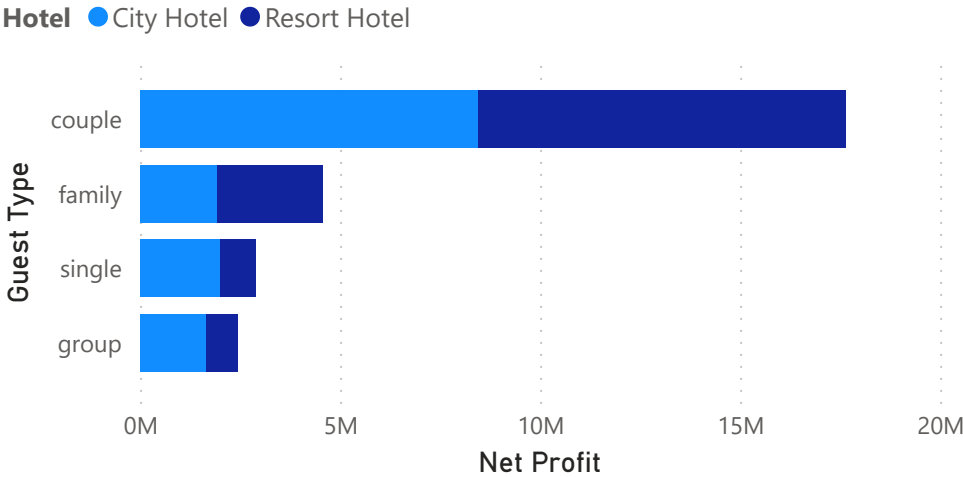
☐ False

☐ True

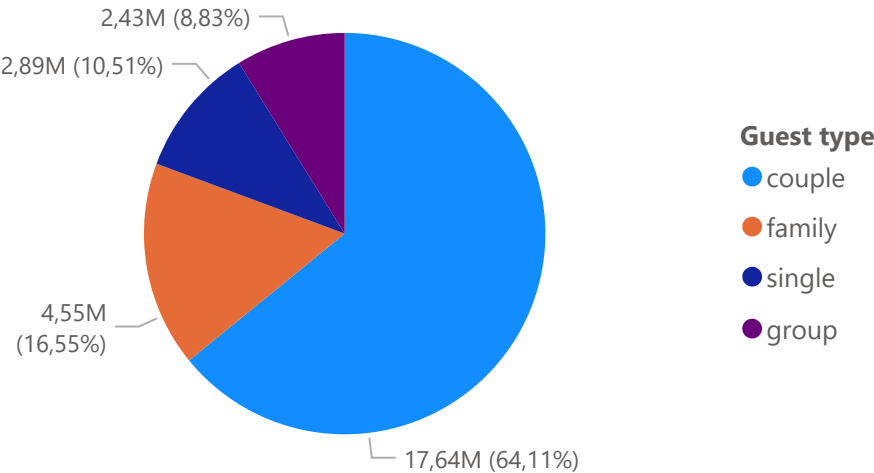
Total nights by Guest Type and Hotel



Net Profit by Guest Type and Hotel



Net profit by Guest type



Guest type	Net profit	Total nights	Average spending
couple	17.639.332,39	252274	6.589.997,36
family	4.554.397,98	40380	1.552.756,61
group	2.428.758,74	23183	894.983,84
single	2.891.469,78	51550	1.469.665,61
Total	27.513.958,89	367387	10.507.403,42