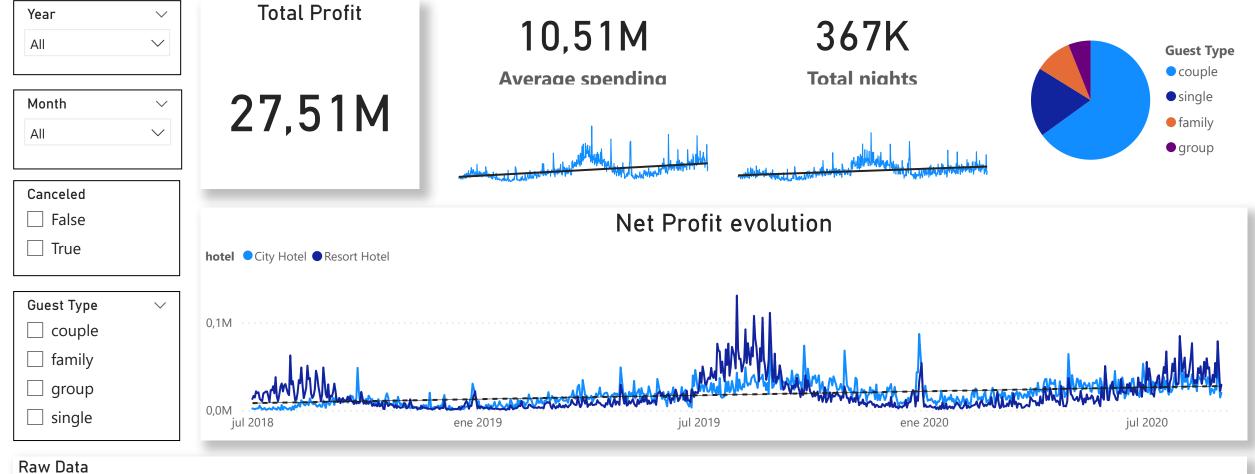
General Overview

Revenue Analysis

Market Segments

Guest Types



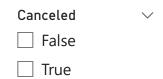
arrival_year	arrival_month	arrivalday_of_month	week_nights	weekend_nights	total_nights	market_segment	meal	is_canceled adr		net_profit	guest_type	hotel
2018	August	1	1	0	1	Direct	ВВ	False	75,00	54,51	couple	City Hotel
2018	August	1	1	0	1	Direct	ВВ	False	200,00	167,01	couple	Resort Hote
2018	August	1	3	0	1	Direct	ВВ	True	608,00	508,23	couple	Resort Hote
Total			265795	101592				10.5	07.403,42	27.513.958,89		

General Overview

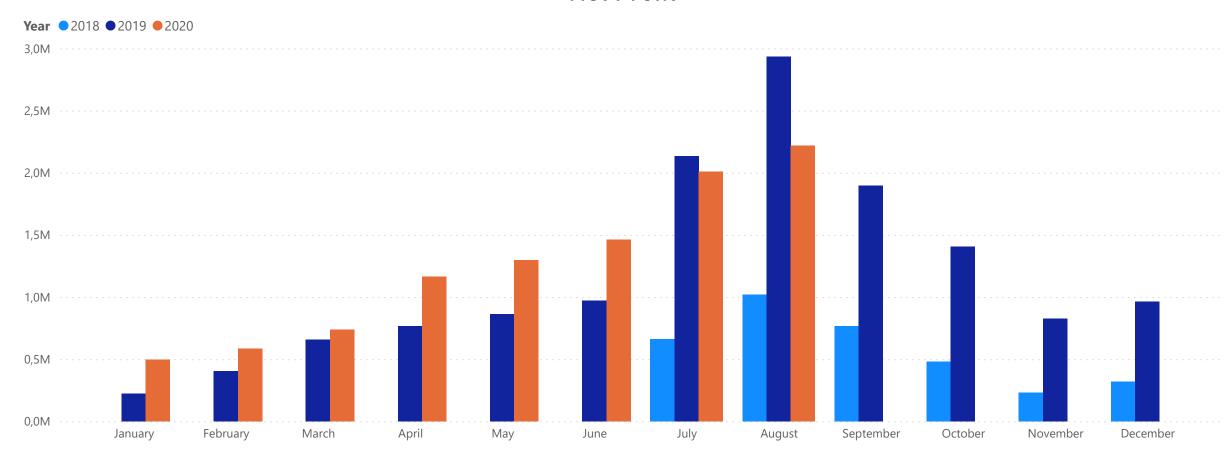
Revenue Analysis

Market Segments

Guest Types







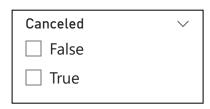
General Overview

Revenue Analysis

Market Segments

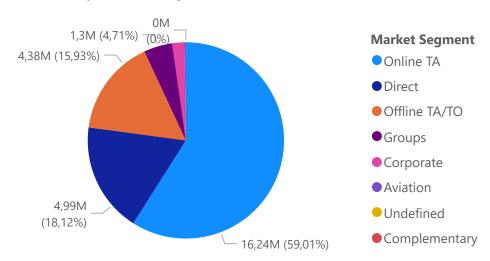
Guest Types



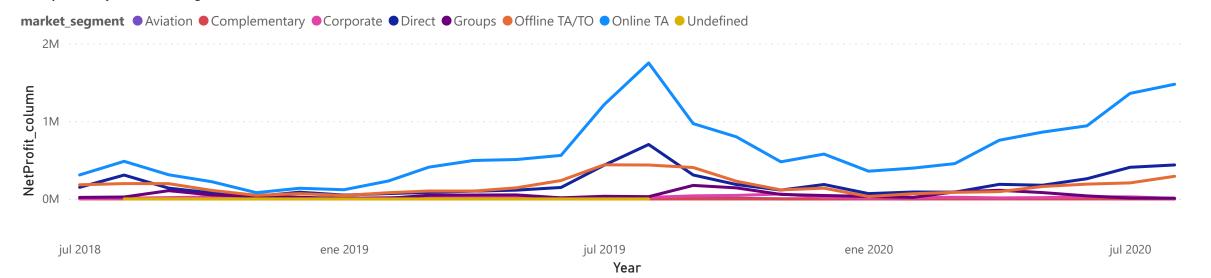


Market Segment	Average Spending	Meal Cost	Net Profit ▼	
Online TA	6.689.509,72	966.329,03	16.242.212,05	
Direct	1.605.163,18	195.746,35	4.986.564,64	
Offline TA/TO	1.378.529,36	245.723,26	4.384.520,49	
Groups	468.384,26	85.812,42	1.297.066,01	
Corporate	340.456,35	66.636,05	551.896,52	
Aviation	22.738,68	2.948,73	63.477,96	
Undefined	60,00	51,96	44,04	
Complementary	2.561,87	11.822,82	-11.822,82	
Total	10.507.403,42	1.575.070,61	27.513.958,89	

Net Profit by Market Segment



Net profit by market segment evolution



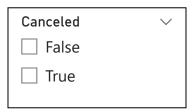
General Overview

Revenue Analysis

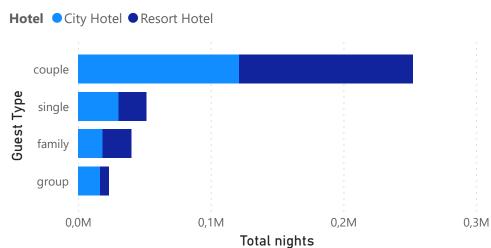
Market Segments

Guest Types

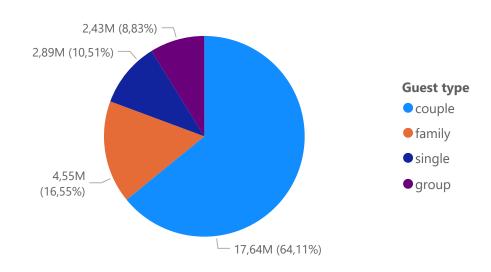




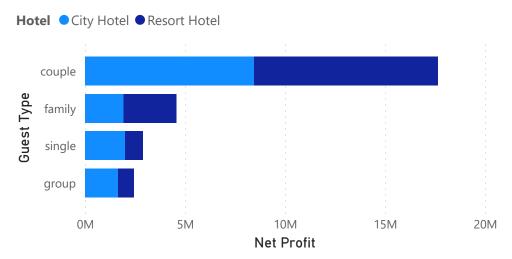
Total nights by Guest Type and Hotel



Net profit by Guest type



Net Profit by Guest Type and Hotel



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