Comprehensive Hotel Performance Analysis & Strategy

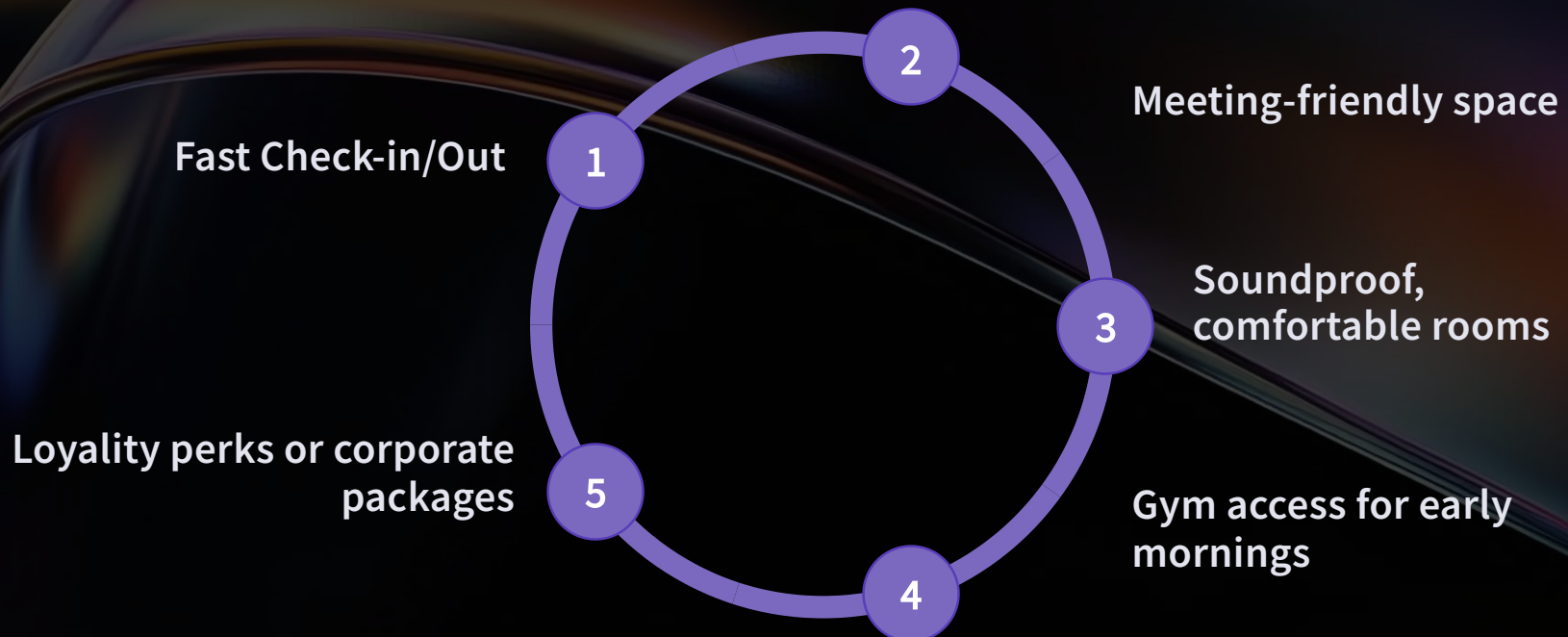# User Parsonas

User Persona 1: *The Busy Business Professional*

Name : Rahul Mehta   **Age :** 37   **Occupation :** Regional Sales Manager

Profile: Rahul frequently travels for client meetings and conferences across metro cities. He prioritizes efficiency, seamless check-in/check-out, high-speed Wi-Fi, and quiet working/rest spaces. He values professional ambiance, proximity to business hubs, and in-room amenities such as a desk, coffee machine, and ironing board.

1 Fast Check-in/Out

2 Meeting-friendly space

3 Soundproof, comfortable rooms

4 Gym access for early mornings

5 Loyality perks or corporate packages

User Persona 2: *The Urban Staycation Seeker/ Luxury Leisure Guest*

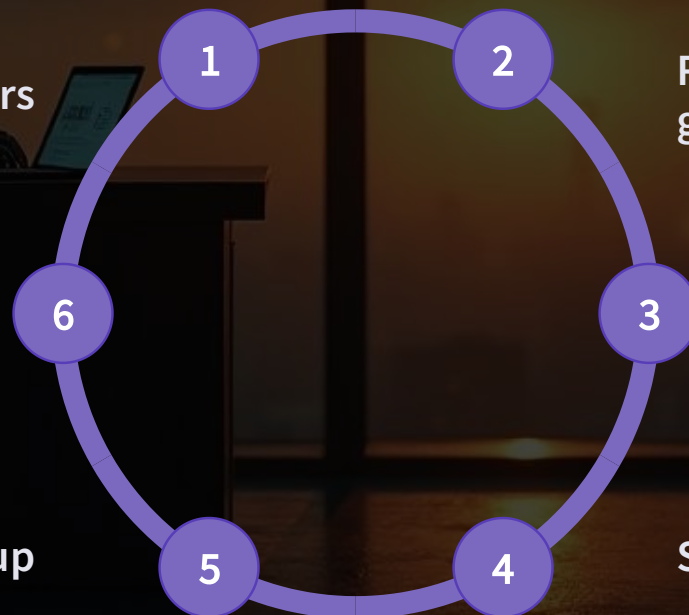**Name :** Sanjana & Luxury Leisure

Age : 29 & 31

Occupation : Content Creater & Designer

Profile : This stylish, social couple enjoys exploring their own city in luxury. They book staycations during weekdays to celebrate occasions, relax, or shoot content. They're drawn to hotels with aesthetic interiors, good lighting, spas, rooftop bars, and high-end dining. They care about Instagrammable vibes and weekend event hosting (e.g., birthdays, proposals).

1 Chic, elegant interiors

2 Room service with gourmet options

3 Late check out

4 Spa or pool

5 Event-friendly setup

6 Flexibility in weekday/weekend stays
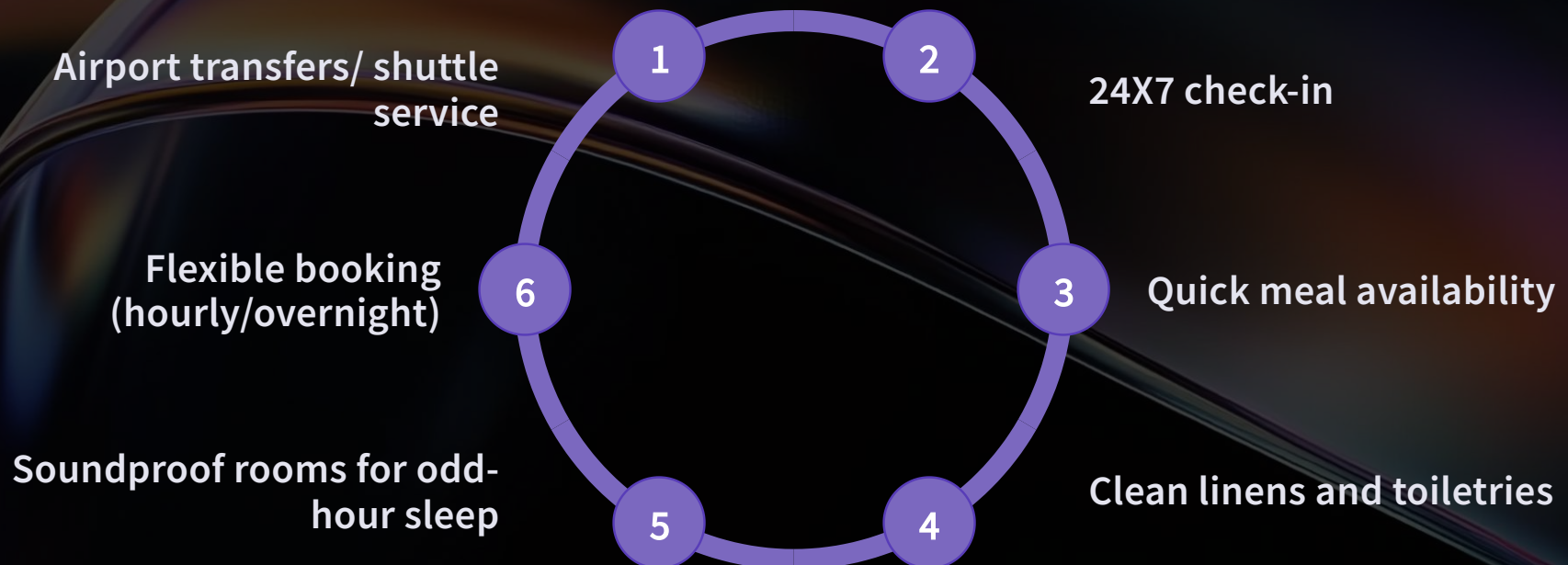
User Persona 3: *The Cabin Crew Transit Guest*

Name : Neha Joshi   **Age : 26**   **Occupation : International Flight Attendant**

Profile : Neha needs a comfortable, clean, and safe hotel close to airports or transit hubs. Her layovers are often short, so she seeks ease of access, quiet environments, and reliable transport options for terminal changes or short rests. Room blackout curtains and 24x7 support are essential.

Airport transfers/ shuttle service — 1

24X7 check-in — 2

Quick meal availability — 3

Clean linens and toiletries — 4

Soundproof rooms for odd-hour sleep — 5

Flexible booking (hourly/overnight) — 6

Key Competitors

Brand	Positioning & Strengths	Target Overlap
Taj Hotels (IHCL)	Strong brand recall, premium service, includes Taj Business Hotels (Vivanta, SeleQtions)	Luxury city staycationers, business professionals
Oberoi Hotels & Resorts	Ultra-luxury, highly personalized service, top choice for high-end executives	Luxury seekers, premium holiday users
ITC Hotels	Indian luxury, strong sustainability focus, ideal for events & MICE	Business & event travelers
Lemon Tree Hotels	Value-driven, functional design, mid-market efficiency	Budget business travelers, cabin crews
The Park Hotels	Trendy, urban, lifestyle-focused with strong F&B	Young city staycationers, fashion-conscious travelers
Accor Group (Novotel, Ibis, Sofitel)	Broad portfolio (budget to luxury), strong loyalty program, business-focused	Transit travelers, cabin crew, mid-high level business guests
Marriott International (JW, Courtyard, Aloft)	Global presence, diverse offerings, tech-enabled experiences, strong Bonvoy loyalty	All 3 personas: executives, couples, crew
Hilton Hotels (DoubleTree, Conrad, Garden Inn)	Business-traveler focus, excellent digital UX, Hilton Honors loyalty program	Corporate & airline-affiliated transit users

Regression Model

Regression Feature Importance
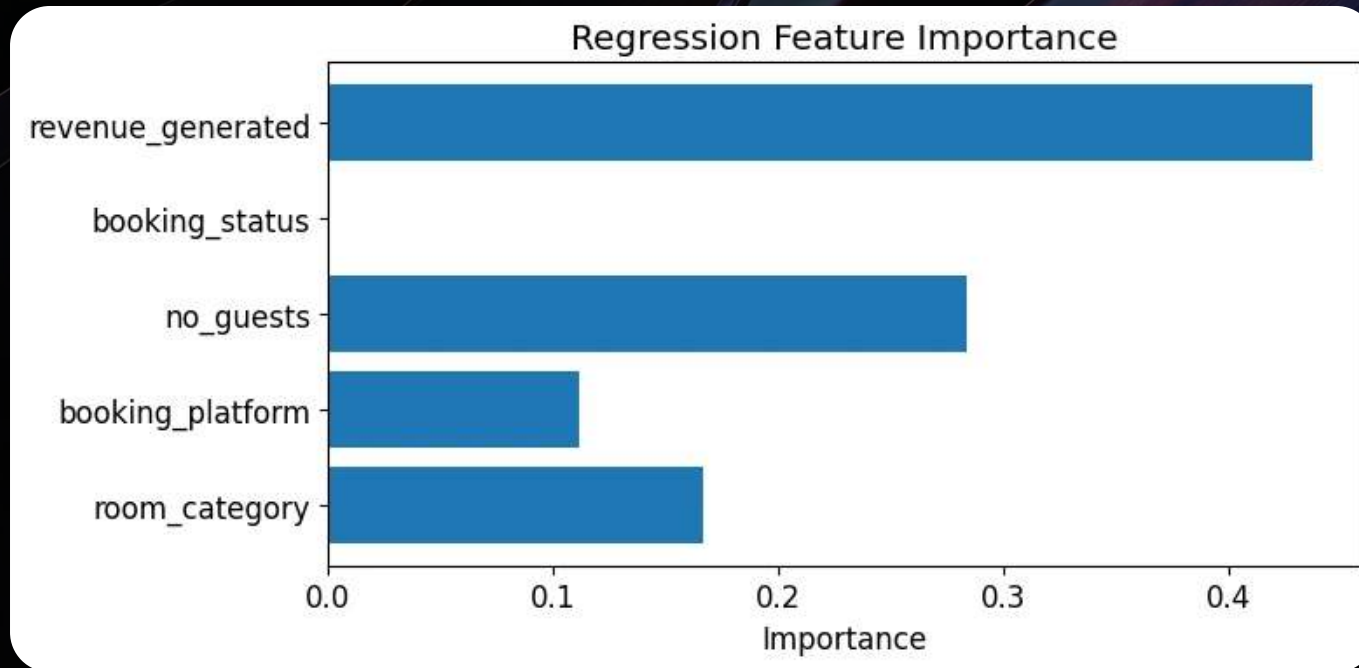
For the regression model, revenue_generated remains the most influential feature, followed by room_category and no_guests, with booking_platform contributing marginally and booking_status having no impact -showing a similar pattern of feature importance as in the classification model.

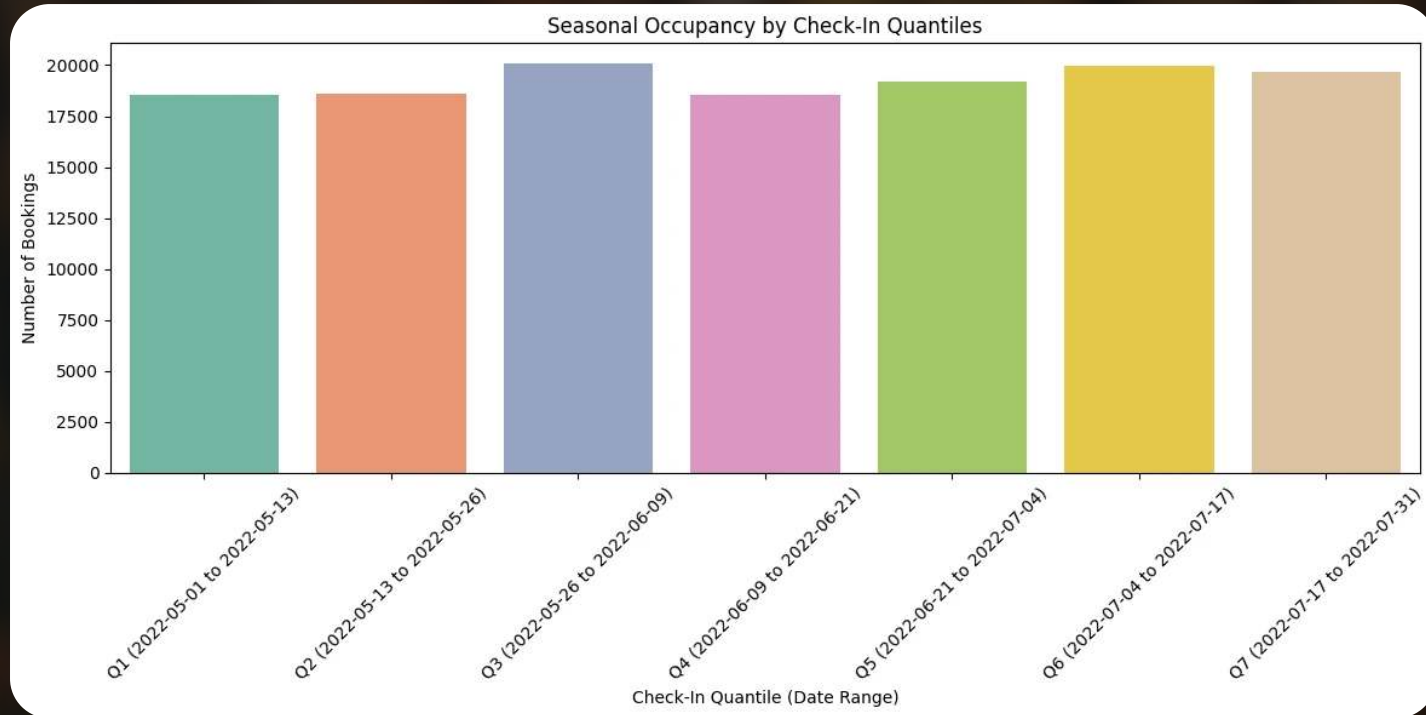# Classification Model
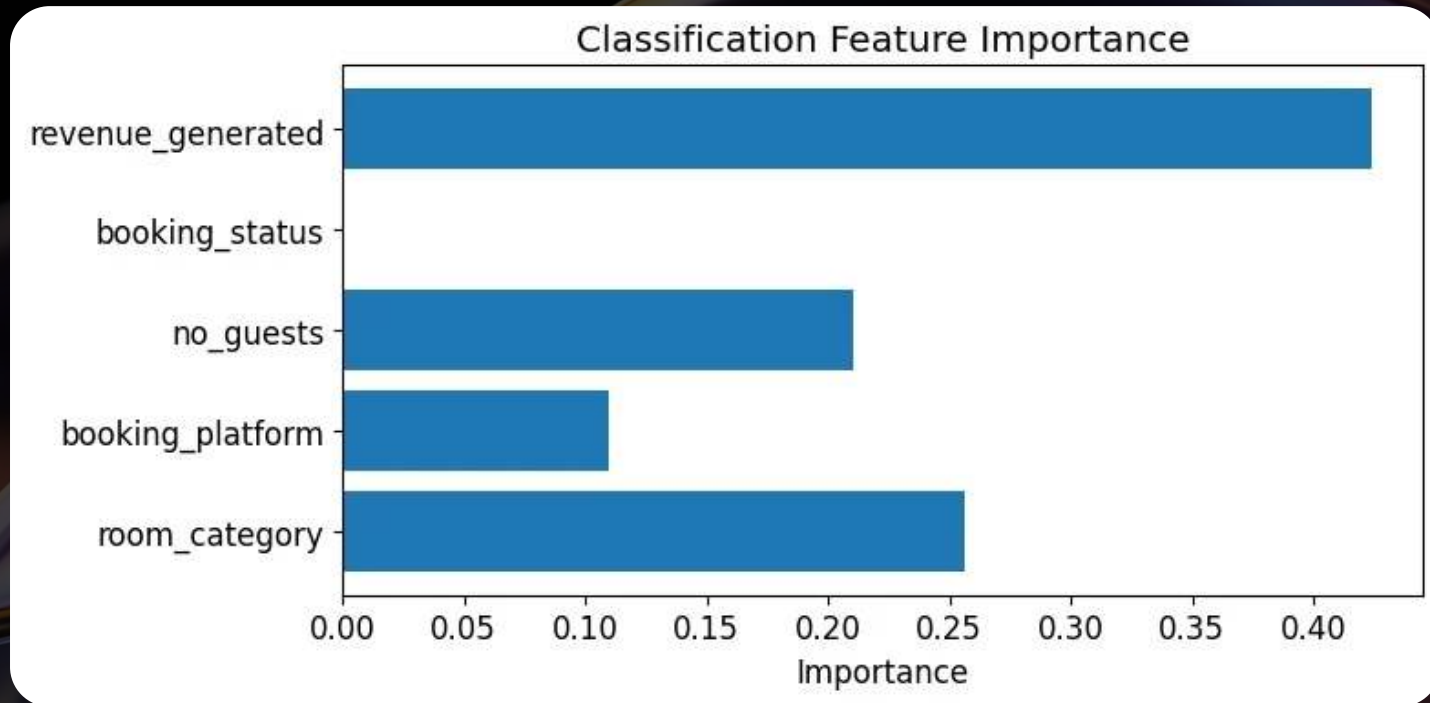
The classification model consistently identifies revenue_generated as the most important feature, followed by room_category and no_guests, while booking_platform has minimal influence and booking_status contributes nothing, with identical feature importance observed in both plots

Seasonal Occupancy Trends

The bar chart shows seasonal occupancy trends based on check-in date quantiles, revealing that Q3 (May 26-June 9) had the highest number of bookings, while other periods like Q1, Q2, and Q4 had slightly lower but still comparable occupancy levels, indicating relatively consistent demand throughout the season with a moderate peak in early June.

Service Usage Across Room Categories

Services Trend Over Check-in Ordinal
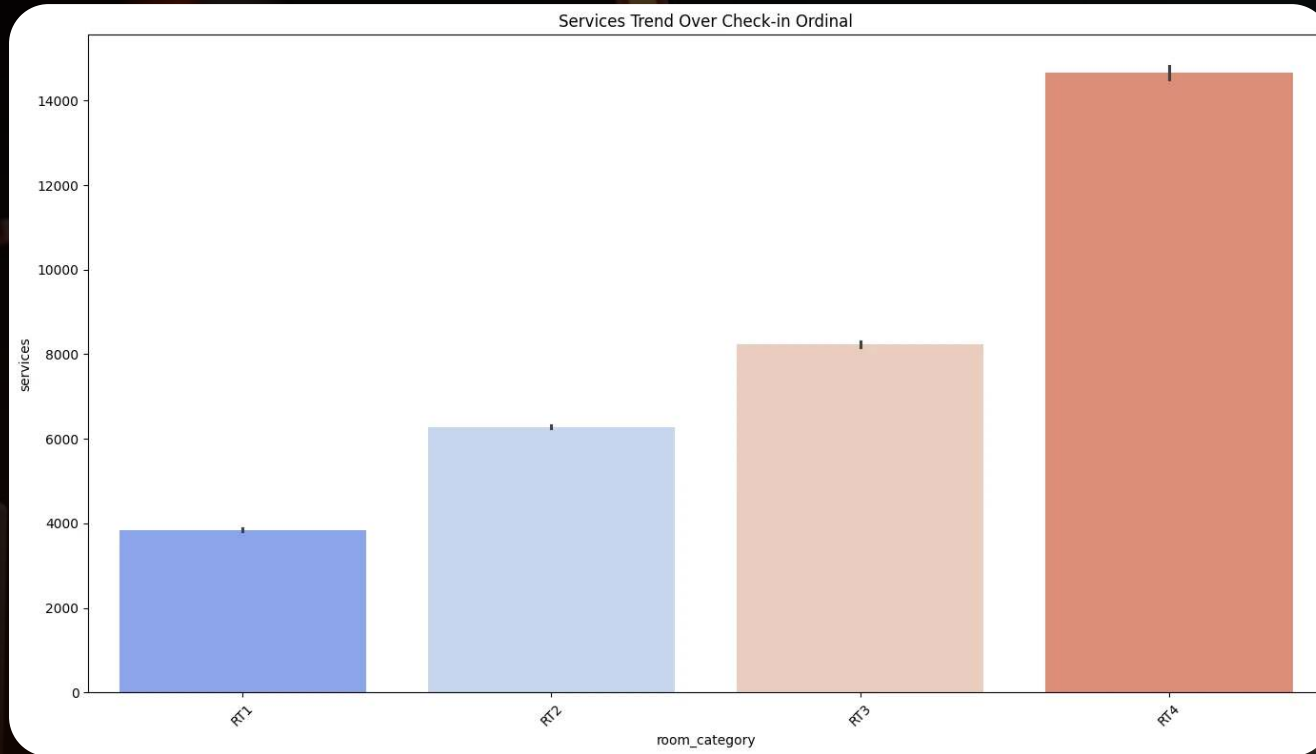
The bar chart illustrates a clear upward trend in service usage across room categories, with **RT4 showing the highest number of services** followed by RT3, RT2, and RT1, indicating that higher-tier room categories are associated with significantly greater service demand.

Weekday vs Weekend Bookings

Room Category Count by Day Type and Booking Status
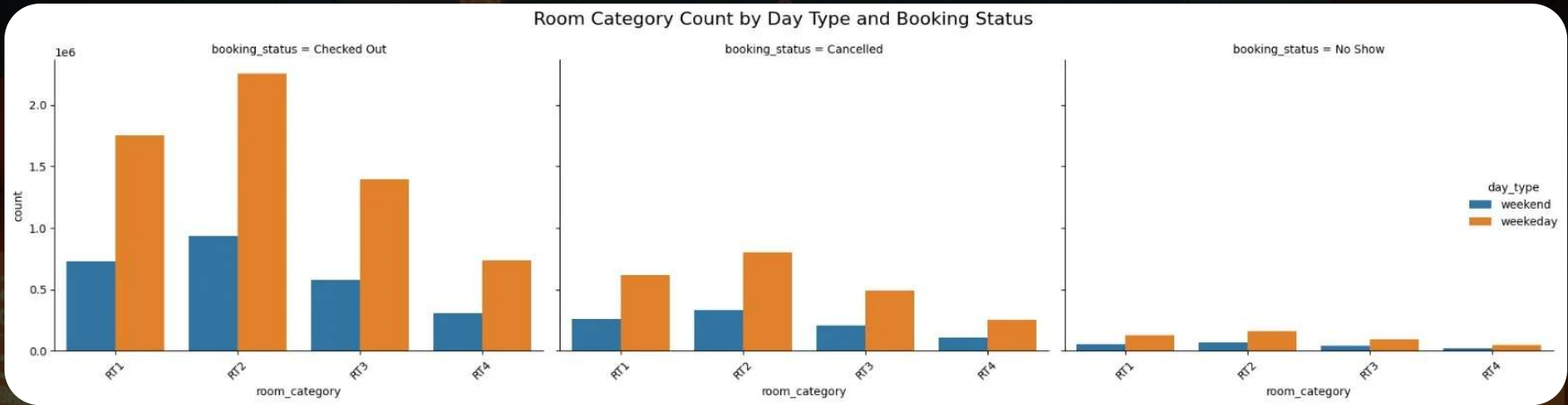
The chart shows that weekdays consistently have higher booking activity across all room categories and statuses, with RT2 and RT1 leading in checked-out counts, while cancellations and no-shows are also more frequent on weekdays -indicating stronger overall traffic during weekdays but also a proportionally higher risk of cancellations.

Ratings Analysis Across Room Categories

Distribution of Ratings per Room Category
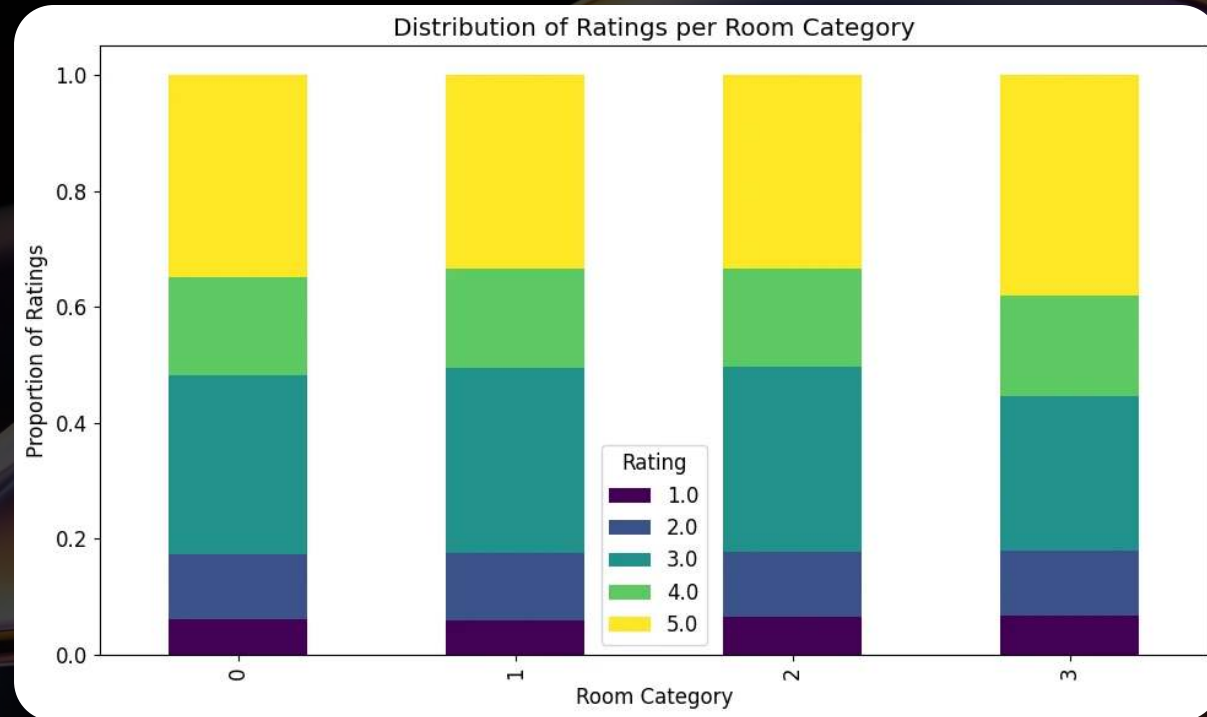
Across all room categories, ratings are largely consistent, with Room Categories 0, 1, and 2 showing nearly identical proportions of high (5-star) and mid (3-star) ratings, while Room Category 3 exhibits a slightly lower proportion of mid-range (3-star) ratings, suggesting either slightly more polarized or slightly higher guest satisfaction.

Revenue Contribution by Spender Segments

Average Revenue by Segment
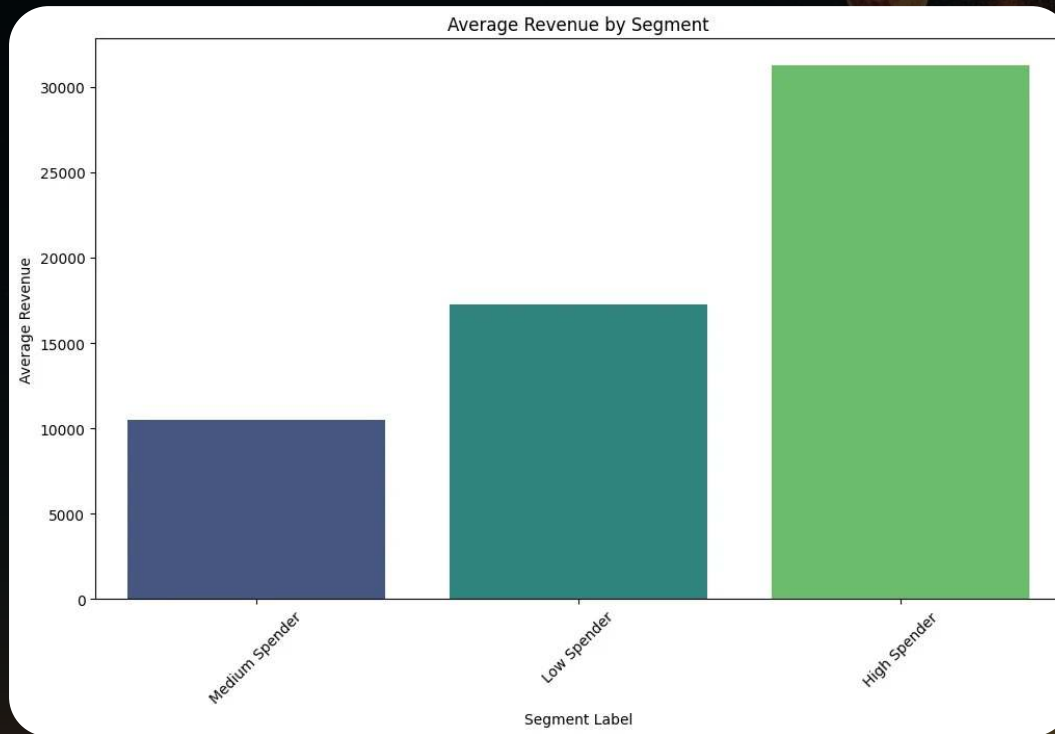
The **High Spender segment generates the highest average revenue**, followed by Low and then Medium Spenders, indicating that targeting High Spenders may yield the greatest financial return.

Root Causes and Prime Challenges

Lack of Differentiated Pricing & Value-Driven Bundles

- RT4 underperforms due to absence of premium packaging, add-ons, and loyalty perks.
- RT2 leads in volume but lacks tier-based pricing differentiation.

High Cancellations & No-Shows in Lower Tiers

- Flexible policies encourage last-minute changes, impacting revenue stability.
- RT2 & RT1 suffer the most from cancellations, driven by price-sensitive customers.

Underperformance of RT1 & RT4

- RT1: Weak in revenue and occupancy due to poor perceived value and targeting.
- RT4: Low visibility and marketing failures hinder luxury segment performance despite potential.

Low Customer Feedback Volume

- Sparse reviews across room categories, especially premium ones.
- Lack of feedback hinders service improvements and benchmarking.
- Disengagement from high-paying guests post-stay is concerning.

Missed Dynamic Pricing & Revenue Management

- Clear seasonality & weekday patterns exist but dynamic pricing is not leveraged.
- No tactical promotions for low-performing periods (Q1, Q4).
- High revenue periods (Q3, Q6) underutilized for premium pricing.

Recommendations & Strategy Roadmap

Month 1: Setup,Segmentation & Infrastructure Preperation

Goal : Build foundations — understand audience & tech readiness.

Actions:

1 Segment business travelers using PMS data.

2 Setup CRM (Zoho, HubSpot, Salesforce) with:
- Contact tagging (frequent guests, companies, visit purposes)
- Preference tracking (WiFi, breakfast times, floor preferences)

3 Audit and upgrade room amenities:
- Work desks, extra sockets, USB ports, ergonomic chairs
- WiFi boost in rooms and public are

Month 2: Package Creation, CRM Personalization & Amenities

Goal: **Roll out relevant packages & business-friendly services.**

Actions :

1 **Launch 3-tiered Business Packages:**

- Starter: WiFi + breakfast + airport pickup
- Pro: Lounge access + laundry + early check-in
- Elite: Meeting room + wellness + priority service

2 **Add business features:**

- Meeting rooms, conferencing tools
- Quiet WiFi corners & plug-in zones
- Dedicated check-in desk for corporate guests

3 **Personalize CRM:**

- automated emails, frequent guest reminders

Month 3: Compassion Training + Automation + Facility Additions

Goal: Merge empathetic service with automation.

Actions:

1 **Train staff "Taj Style":**

- Personalized greetings, name recognition, small recovery gifts
- Empower instant issue resolution

2 **Automate CRM:**

- Pre-arrival forms for special requests
- Post-stay thank you & feedback requests

3 **Facility Additions:**

- Bookable conference rooms, co-working lounges, printers/scanners
- Wellness options: on-call massage, sleep kits, healthy snacks

Month 4: Feedback Incentives, Loyalty & Engagement

Goal: Convert feedback into loyalty & service improvement.

Actions:

1 **Launch qualitative feedback system (2-minute surveys + comments)**

2 **Offer feedback incentives:**
- Gifts (chocolates, discount coupons)
- Handwritten thank-you notes from staff

3 **Loyalty Program:**
- **Tiers:** Rising Star, Executive Partner, Platinum Delegate
- **Benefits:** Room upgrades, lounge hours, exclusive events

Month 5: Marketing & OTA Optimization

Goal: Scale exposure & boost business bookings.

Actions:

1 **OTA (Booking.com, Airbnb) Optimization:**
- Add "Business Ready" badge
- Showcase meeting rooms, lounges, WiFi speed

2 **Targeted B2B campaigns:**
- LinkedIn Ads targeting HR/Travel Managers
- Partnerships with co-working spaces, banks, airlines

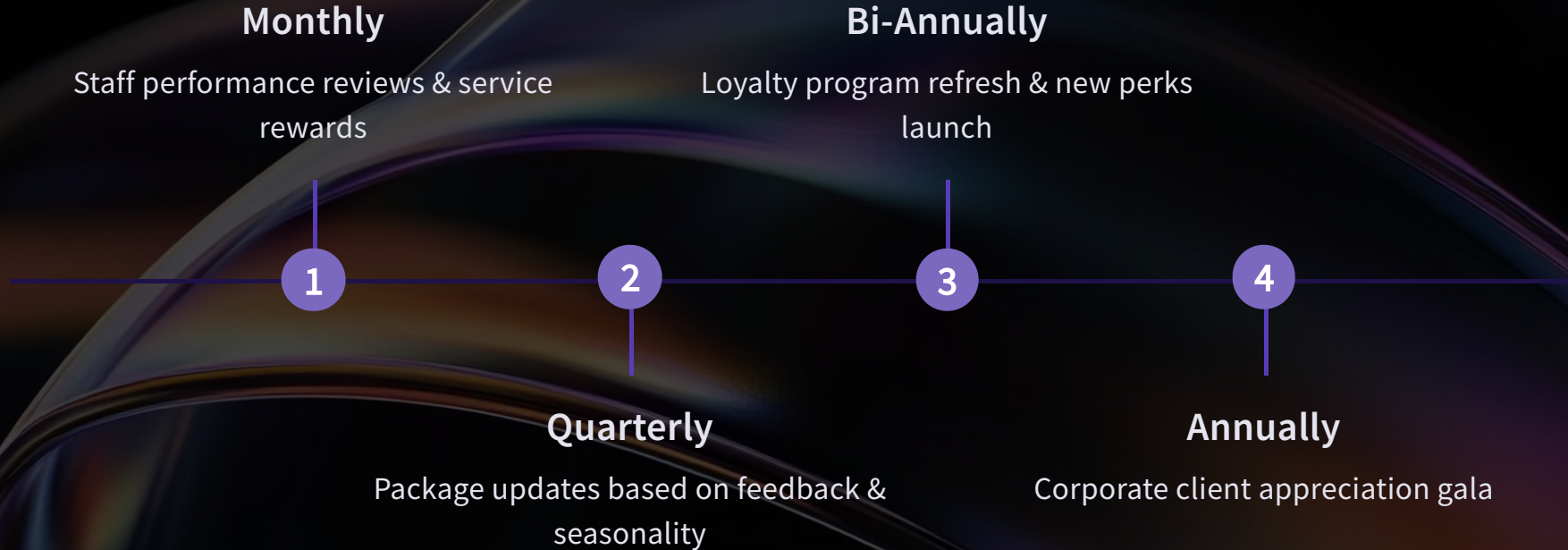**3** **Create corporate client case studies/testimonials**

Month 6: Launch App/Portal, Evaluation & Networking Event

Goal: Enhance guest experience & long-term corporate relationships.

Actions:

1 **Launch Business Guest Portal/App:**

- Room setup pre-selection
- Meeting room reservations
- Digital invoices & rewards access

2 **Quarterly Reviews:**

- NPS scores, CRM feedback, repeat guest data

3 **Host mini-events for corporate guests (cocktail/networking evenings)**

Ongoing Activities (Post Month 6)

Monthly

Staff performance reviews & service rewards

Bi-Annually

Loyalty program refresh & new perks launch

1

2

3

4

Quarterly

Package updates based on feedback & seasonality

Annually

Corporate client appreciation gala

Thank You