HOTEL DATA ANALYSIS

02-01-2018 14-09-2020

City Hotel | Resort Hotel

country
All

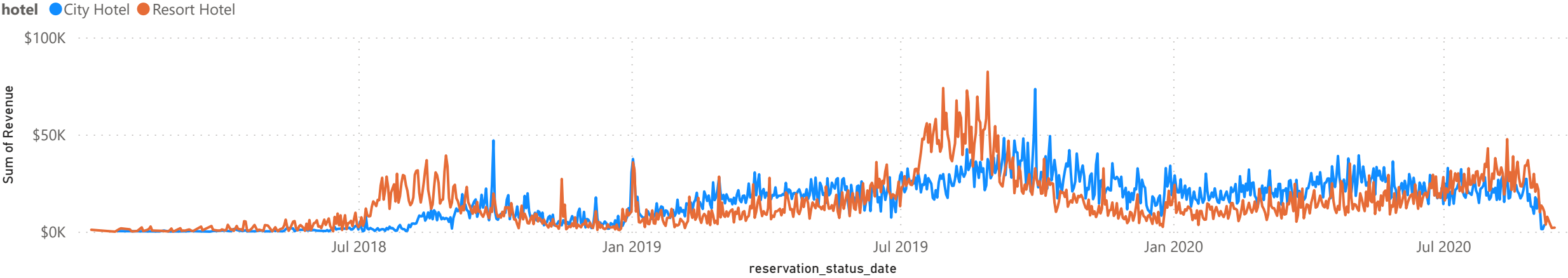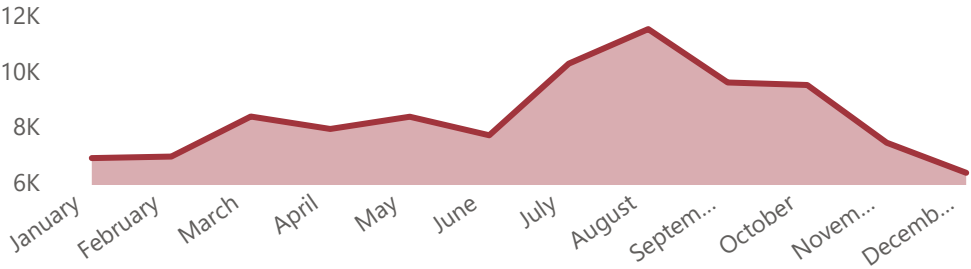| Total Revenue	Average of adr	Avg. Discount	Avg Nights/Customer	People req. car spaces
$29M	$104	26%	3.65	8692

Sum of Revenue by reservation_status_date and hotel

hotel ● City Hotel ● Resort Hotel

Bookings by Month

100.76K	368K
Total Bookings	Total nights

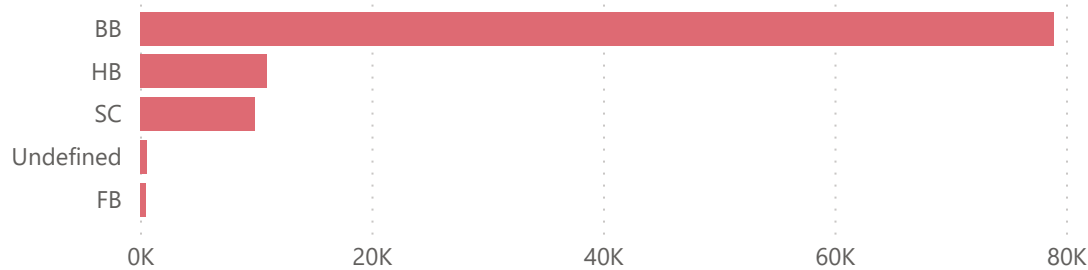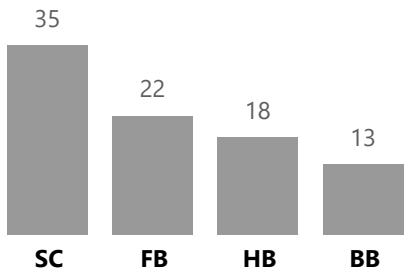## Sum of Revenue by hotel

Resort Hotel $14M (48.3...)

City Hotel $15M (51.6...)
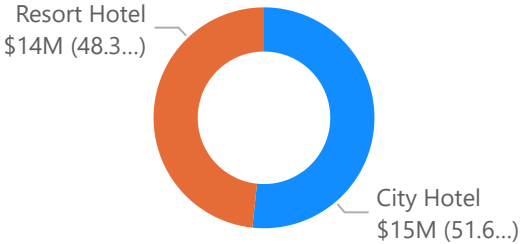
% of people requiring Parking Space

arrival_date_year	Sum of Revenue	Total nights	Required Car space	Parking Percentage
⊟ **2018**	**$36,82,598**	**50417**	**1331**	**2.64%**
City Hotel	$13,39,162	19380	198	1.02%
Resort Hotel	$23,43,437	31037	1133	3.65%
⊟ **2019**	**$1,49,29,296**	**199614**	**5154**	**2.58%**
City Hotel	$78,72,135	102688	1378	1.34%
Resort Hotel	$70,57,162	96926	3776	3.90%
⊟ **2020**	**$1,05,14,956**	**117912**	**2207**	**1.87%**
City Hotel	$58,41,647	65429	525	0.80%
Resort Hotel	$46,73,309	52483	1682	3.20%
Total	**$2,91,26,850**	**367943**	**8692**	**2.36%**

Bookings by meal

Avg Cost per meal

Bookings by Customer type

Transient-Party 14%
Contract 5%
Transient 80%
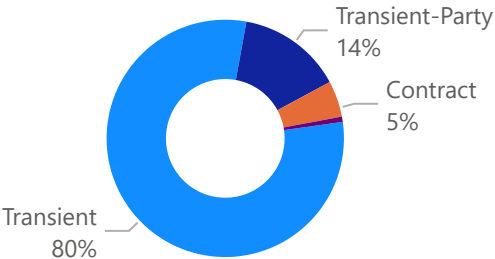
Bookings by market segment

Complementary 0.85%
Corporate 5.02%
Groups 6.24%
Direct 13.85%
Offline TA/TO 16.89%
Online TA 56.93%
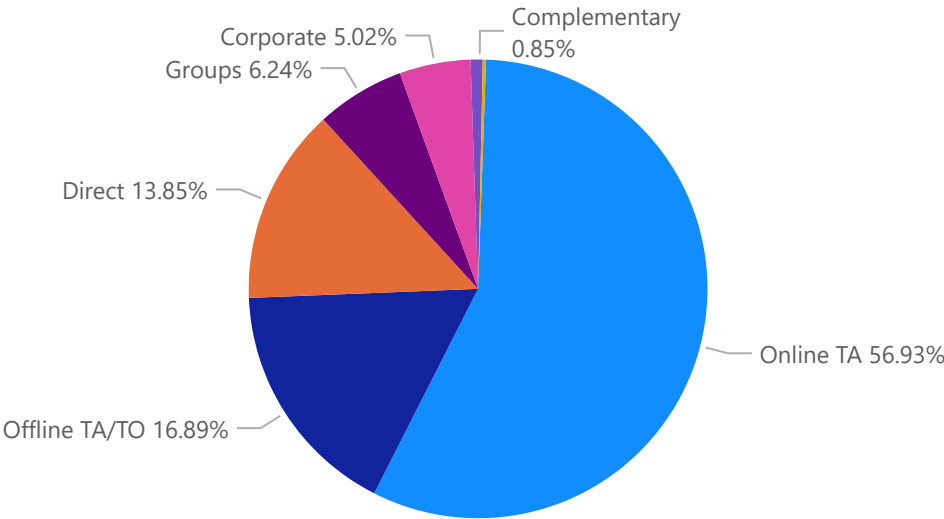
Reservations & Cancellations

market_segment	Total reservations	Bookings Canceled	% Cancellations	Repeated guests	% Repeats
Online TA	57356	19723	34.4%	639	1%
Offline TA/TO	17014	2517	14.8%	321	2%
Direct	13953	2043	14.6%	856	6%
Groups	6291	1719	27.3%	76	1%
Corporate	5057	623	12.3%	1570	31%
Complementary	854	102	11.9%	257	30%
Aviation	227	45	19.8%	63	28%
Undefined	4	4	100.0%	0	0%
Total	**100756**	**26776**	**26.6%**	**3782**	**4%**