

HOTEL DATA ANALYSIS

02-01-2018

14-09-2020

City Hotel

Resort Hotel

country

All

Total Revenue

\$29M

\$104

Average of adr

26%

Avg. Discount

3.65

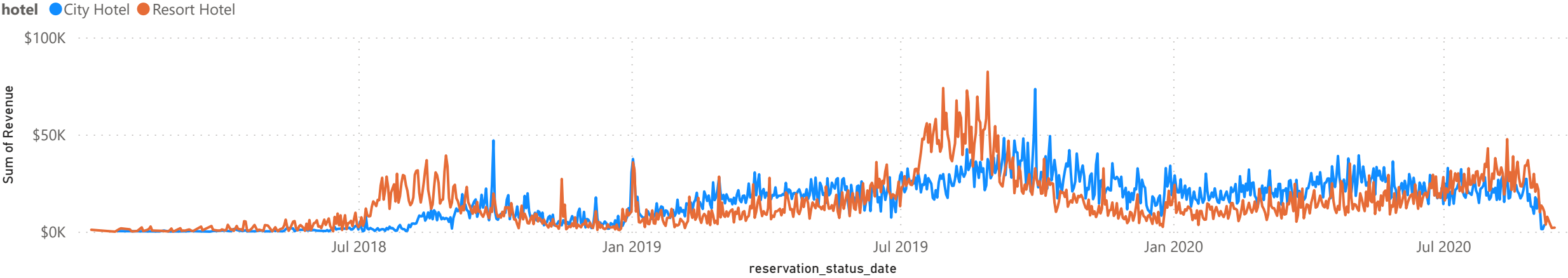
Avg Nights/Customer

8692

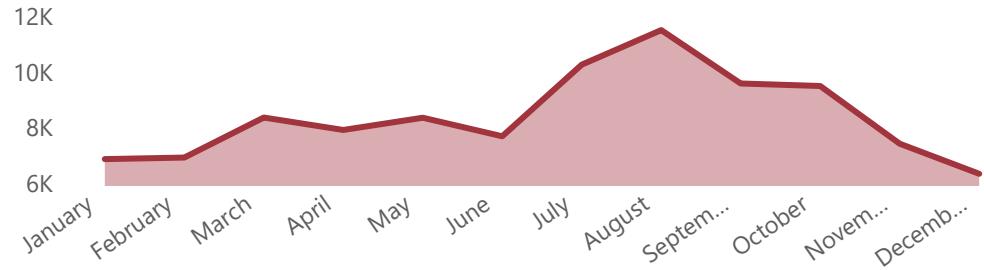
People req. car spaces



Sum of Revenue by reservation_status_date and hotel



Bookings by Month



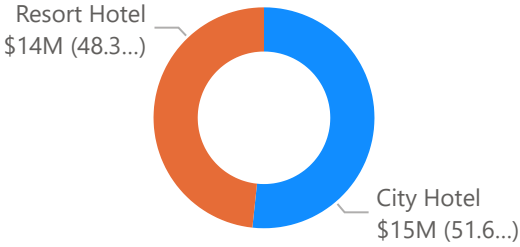
100.76K

Total Bookings

368K

Total nights

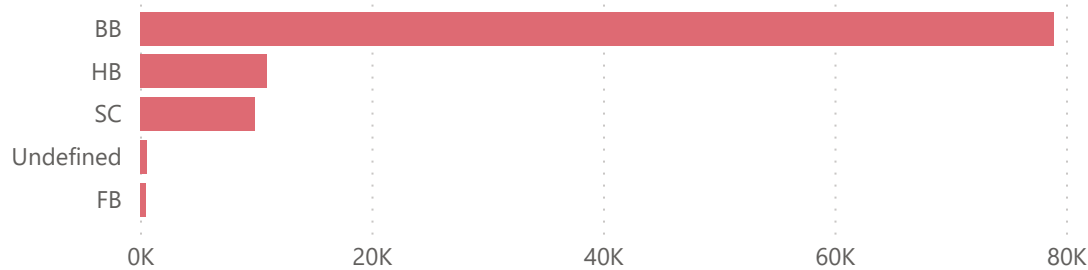
Sum of Revenue by hotel



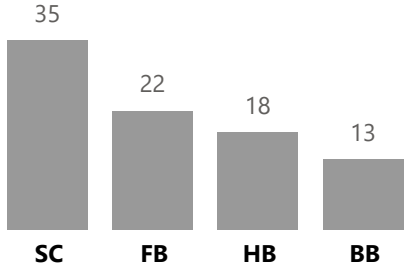
% of people requiring Parking Space

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%

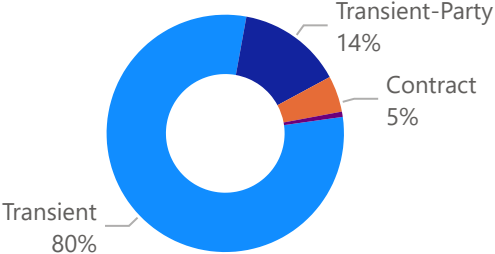
Bookings by meal



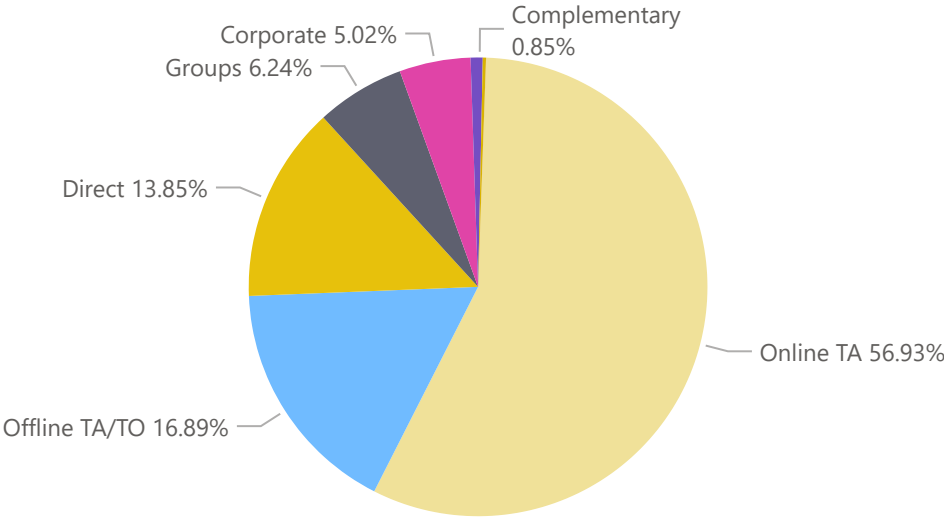
Avg Cost per meal



Bookings by Customer type



Bookings by market segment



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%