A CASE STUDY OF OYO HOTELS

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Objective	Revenue
Important Factors	Top city by Revenue
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Case Study

- This Case study contains 2 datasets.
- First one is dim_hotels which contains hotel id and it's location.
- Second table is fact_bookings which contains bookings,booking status, booking date etc.

Objectives

- Analyze the data for a given period.
- Analyze and publish the insights from the data.

Important Factors to optimize the business

- No of hotels per city
- Revenue per city and month.
- Cancellation Rate per city and month.
- Bookings per city and month.
- Important customers
- Average Night stay Hours
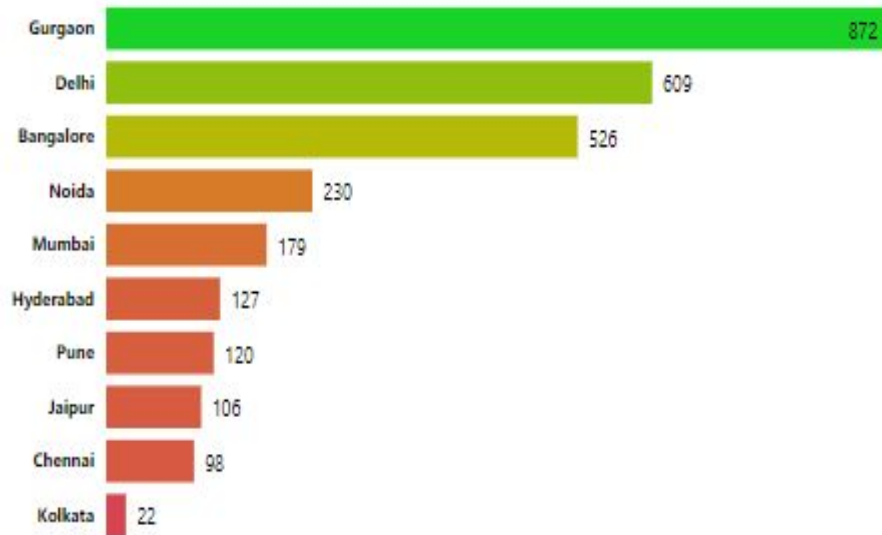- How many days Prior bookings are made

About Table

- This data contains booking data of first quarter of 2017
- This dataset has 2 tables.
- It consists 357 hotels in 10 cities of India.

1. No of Hotels In Each City
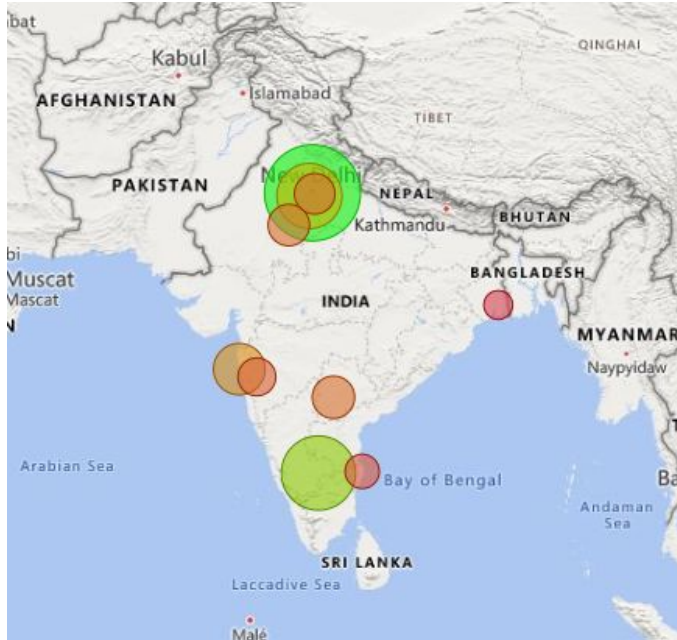
- Delhi,Bangalore,Gurgaon,Mumbai Has most number hotels. These four city contains 65% of total hotels.
- Kolkata has lowest number of hotels.

2. Citywise Hotel Bookings

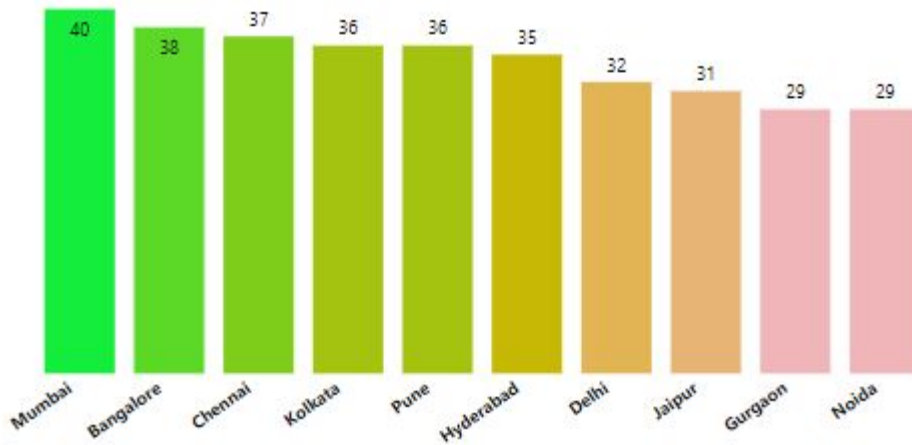| City	Bookings
Gurgaon	872
Delhi	609
Bangalore	526
Noida	230
Mumbai	179
Hyderabad	127
Pune	120
Jaipur	106
Chennai	98
Kolkata	22

- Gurgaon has highest number of bookings and Kolkata has lowest number of bookings.
- Gurgaon,Delhi,Bangalore these 3 city contains 70% of total bookings.

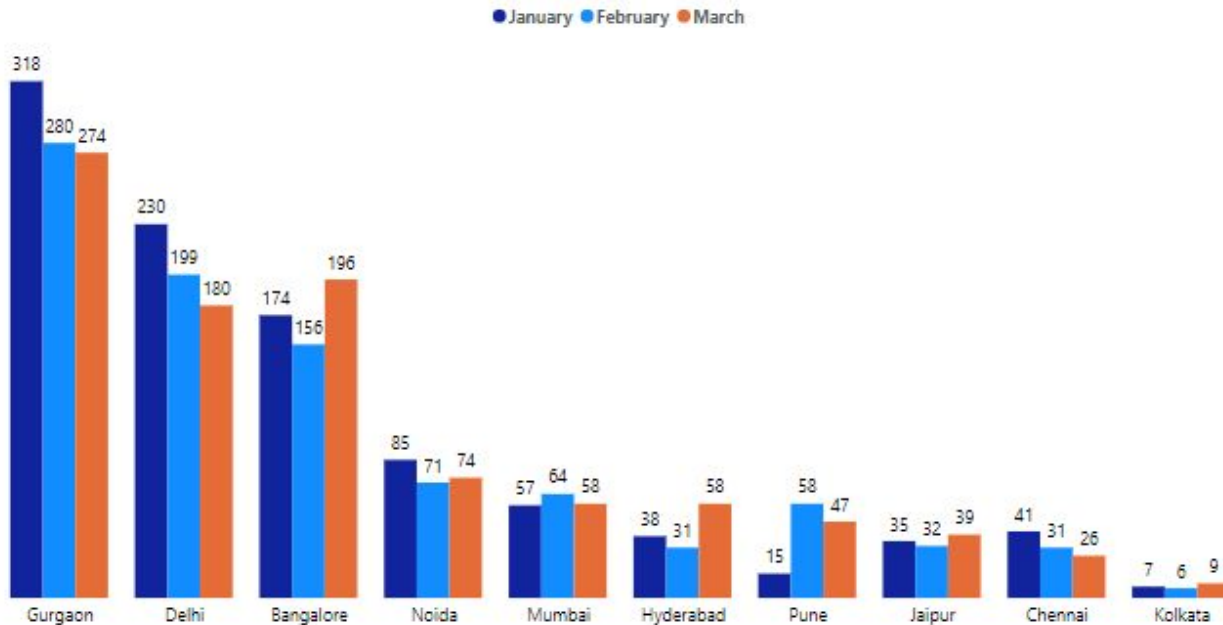# 3.City wise Completion,Cancellation,No Show Percentage
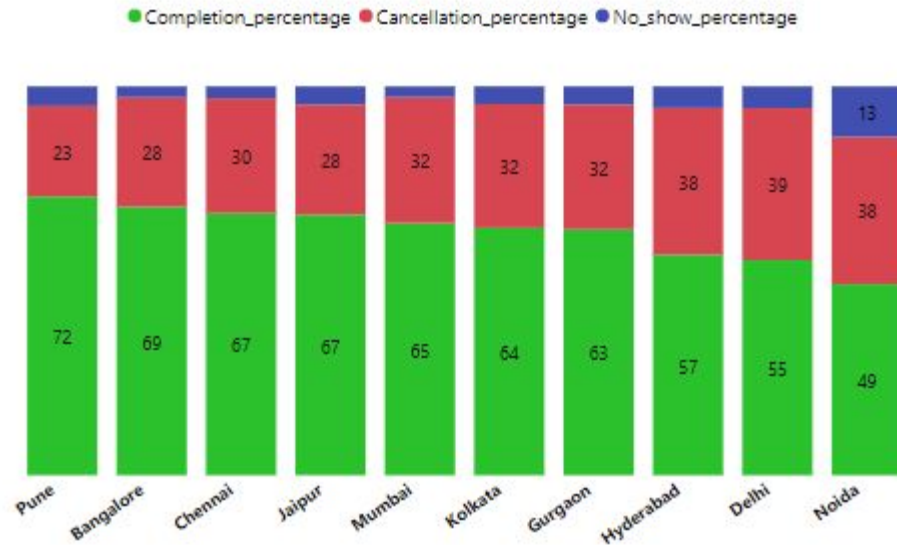
- Pune and Noida has highest and lowest percentage of completion percentage respectively.
- Should give more focus to Hyderabad,Delhi and Noida as these cities has highest cancellation Rate.

4. Average Stay Hours

- Average stay for all cities is more than 1 day.

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5. City & Month wise Booking Trend

● January ● February ● March

| City	January	February	March
Gurgaon	318	280	274
Delhi	230	199	180
Bangalore	174	156	196
Noida	85	71	74
Mumbai	57	64	58
Hyderabad	38	31	58
Pune	15	58	47
Jaipur	35	32	39
Chennai	41	31	26
Kolkata	7	6	9

- January has highest number of bookings followed by March and February.
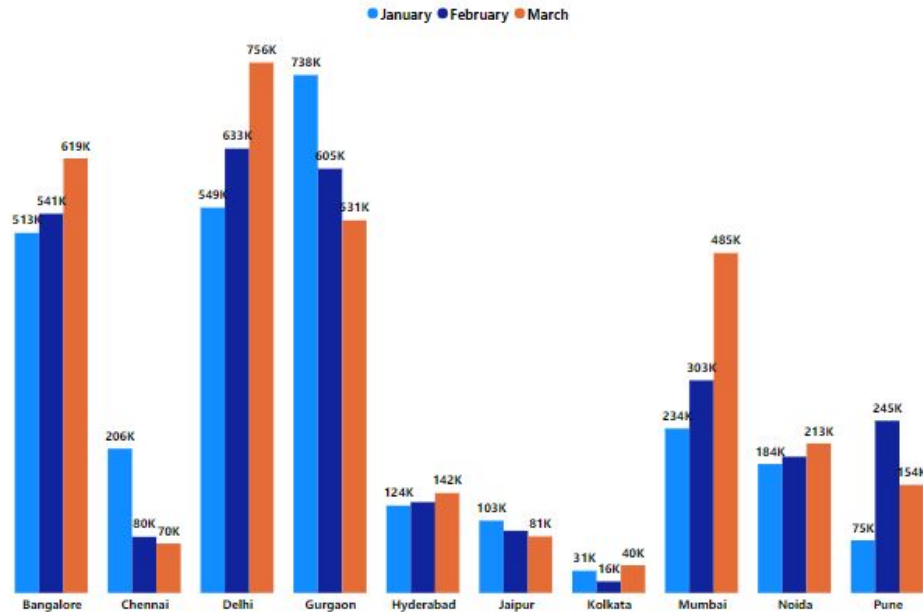- We need to give more focus to kolkata.

6. City wise Cancellation Trend
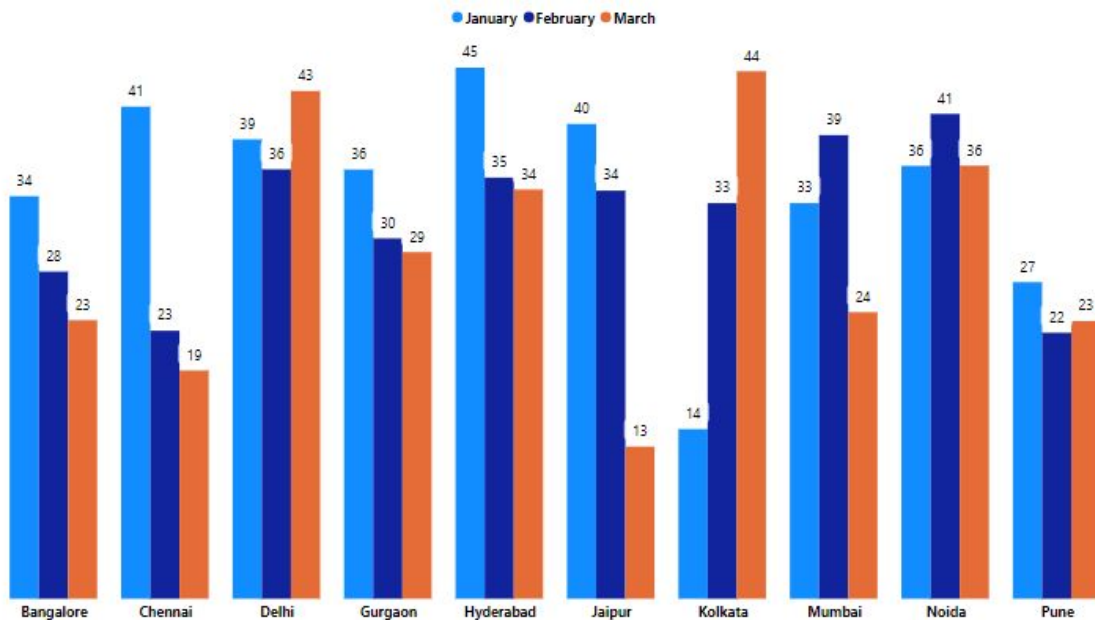
- Overall cancellation rate is highest in January followed by February,March.
- For some cities cancellation rate is more than 40% we need give more attention for that cities.

7.City wise Bookings by New and Repeated Customers

● new_customer ● repeated_customer
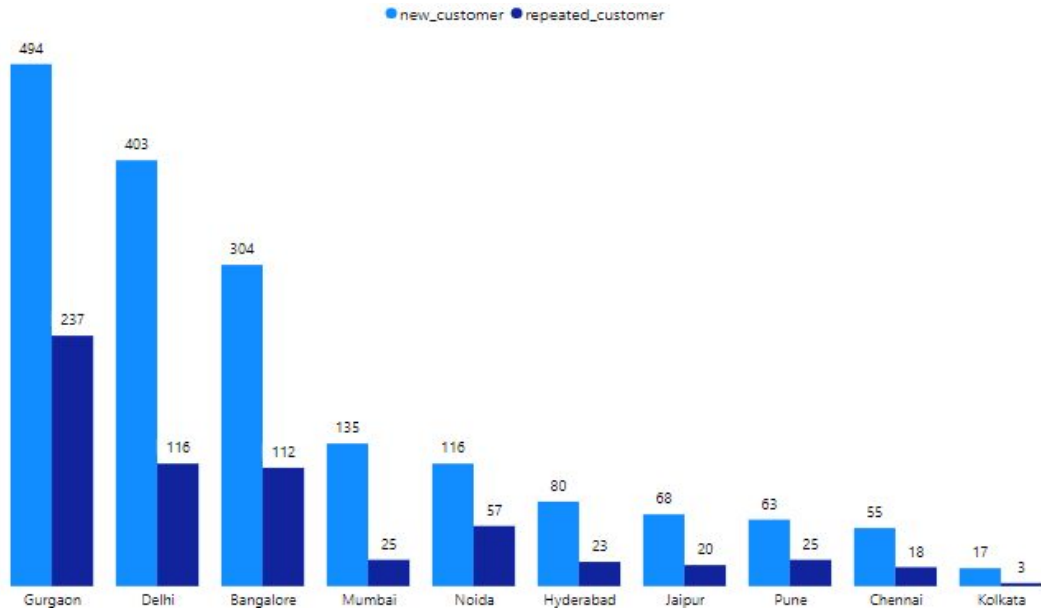
● For every cities most of bookings are done by new customers. Few customers are interested book again.

8. Monthly Revenue Trend

- Delhi,Gurgaon,Bangalore,Mumbai generates maximum portion of revenue.
- Give more focus to Kolkata,Chennai,jaipur, Hyderabad.

9. Cities Generating 80% of Total Revenue
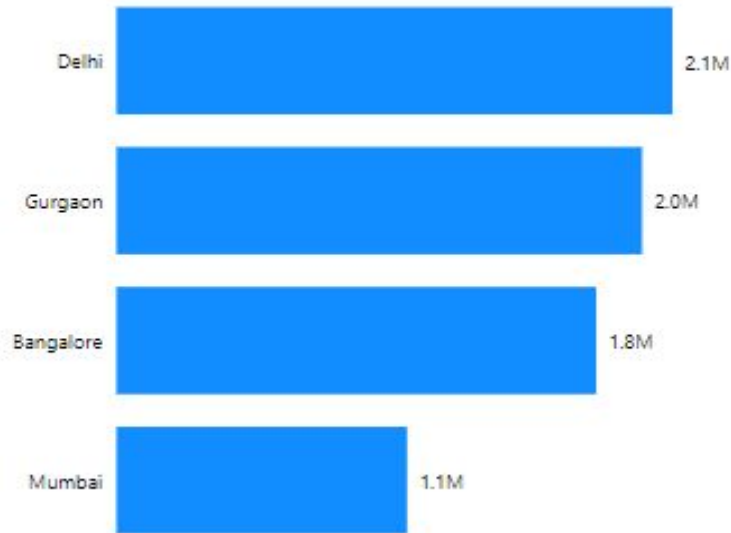
- These four cities out of ten cities generating 80% of total revenue.

10. Top & Bottom Customers city wise

city	top_customer_id	bottom_customer_id
Bangalore	57801	648
Chennai	137492	4328
Delhi	188854	728
Gurgaon	74860	211
Hyderabad	68193	9354
Jaipur	137032	3288
Kolkata	91912	3846
Mumbai	127171	292
Noida	140493	834
Pune	78365	3574

Note : There are multiple top and bottom customer for each city based on bookings but here we are taking only customers with minimum customer_id.

11.Percentage Bookings & Days Between booking and Check In
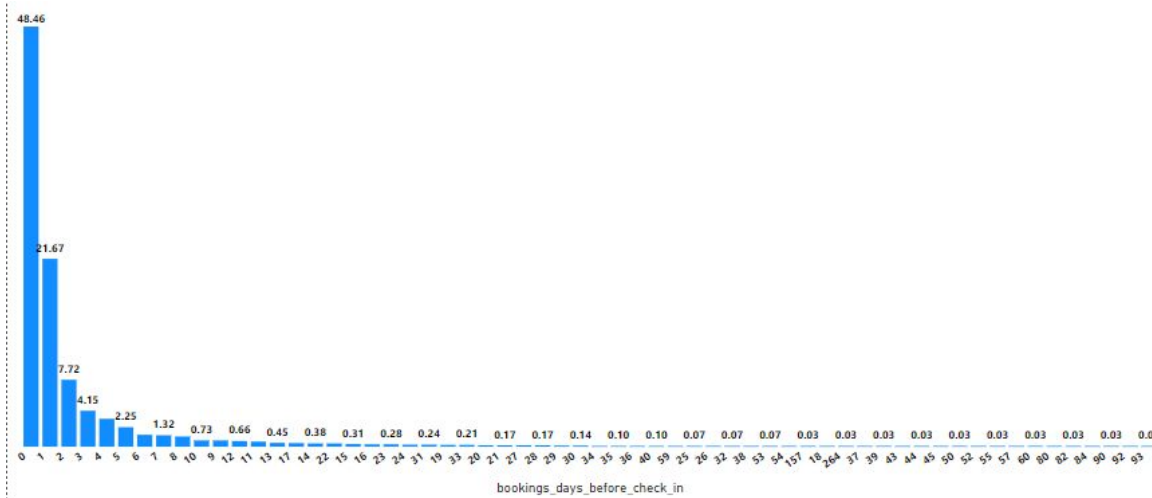
- Almost 50% of check in were done by at the same day booking.
- Almost 80% of bookings were done 3 days before check in.

THANK YOU