



HOTEL BOOKING BILLING ANALYSIS

Analyzed booking revenue, payments, and cancellations using Excel

AN ANALYTICAL STUDY BY ISHITA MISHRA



Objective

To analyze large-scale hotel billing and payment data (119K+ records) to identify payment patterns, pending transactions, and refund trends.

The goal is to create an automated Excel-based billing analysis system that provides clear financial insights using formulas, pivot tables, and dashboards.

HOTEL



Problem Statement

Hotel manages thousands of hotel transactions daily across regions.

However, inconsistencies in payment status, deposit types, and refund tracking make it difficult to quickly identify pending amounts and revenue trends.

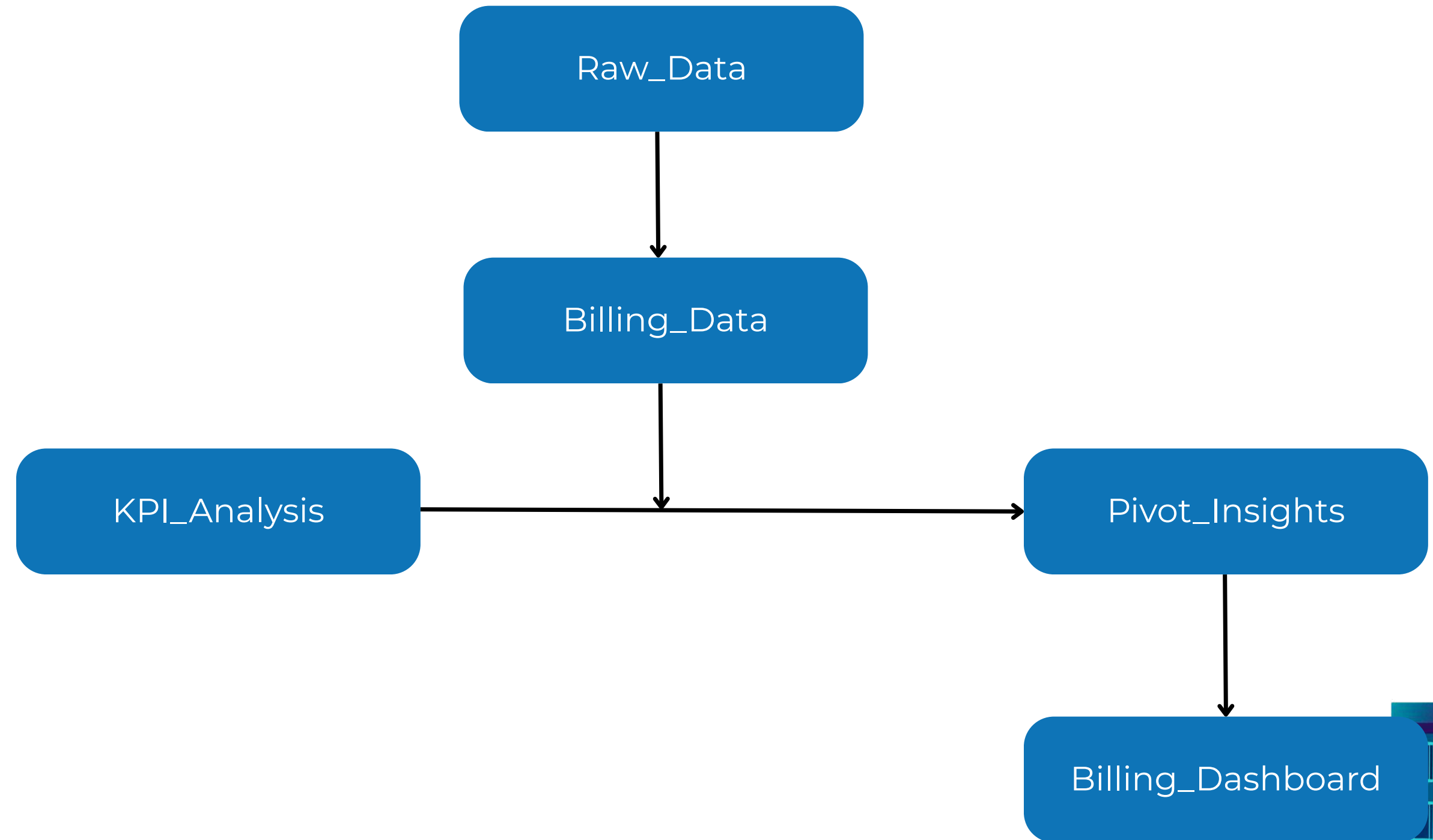
This project aims to centralize and analyze billing data to:

- Reconcile bookings, invoices, payments, and payouts efficiently,
- Detect delayed or missed payments,
- And generate actionable insights for finance and operations teams using Excel automation.

Formulas Used

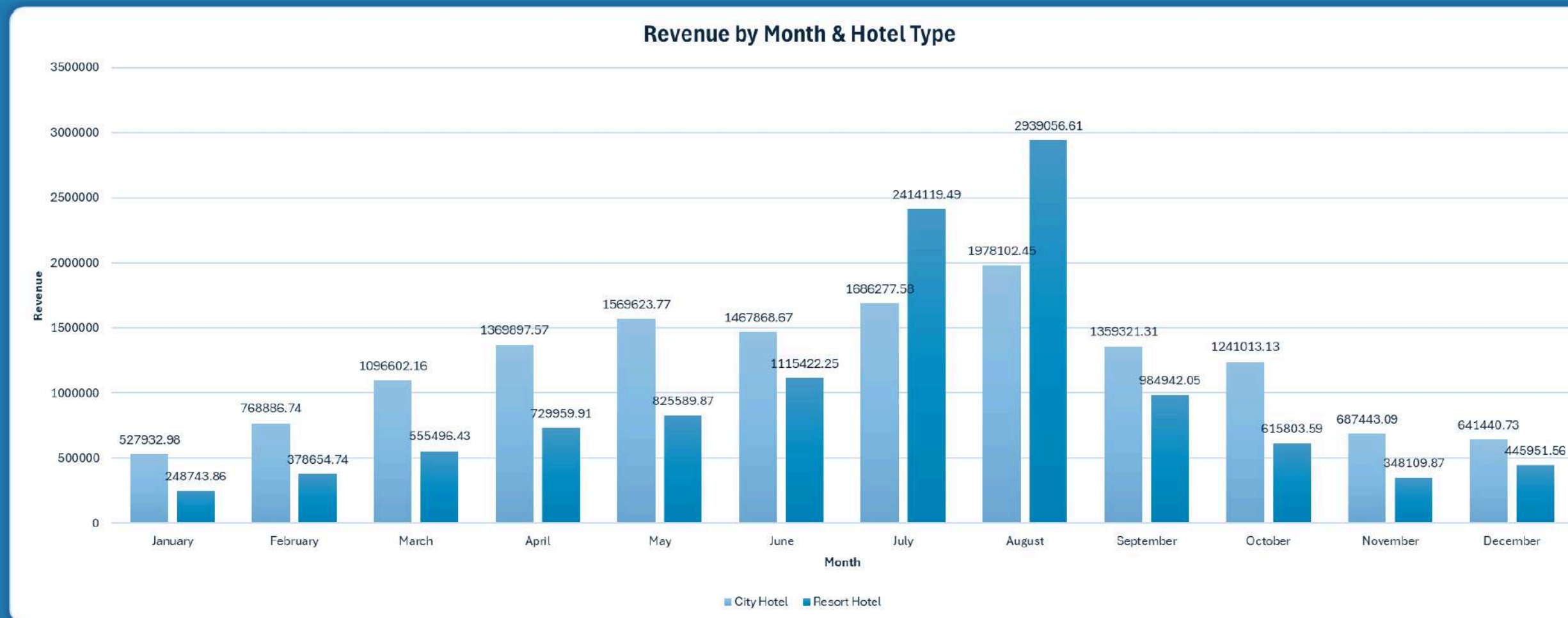
Calculated Columns	Formula
Nights_Stayed	=E2 + F2
Total_Guests	=K2 + L2 + M2
Booking_Amount	=G2 * P2
Invoice_Status	=IF(B2=1,"Not Invoiced","Invoiced")
Payment_Status	=IF(H2="No Deposit","Pending",IF(H2="Non Refund","Paid","Refundable"))
Refund_Amount	=IF(B2=1,R2,0)
Net_Revenue	=R2 - U2
ADR_Category	=IF(G2<100,"Low",IF(G2<=200,"Medium","High"))
Revenue_Category	=IF(V2<500,"Small",IF(V2<=1000,"Medium","High"))
Revenue_Discrepancy_Flag	=IF(AND(S2="Invoiced",T2="Pending",V2>0),"Delayed Collection","OK")
Cancellation_Effect	=IF(B2=1,"Revenue Lost","Revenue Collected")

Data Model



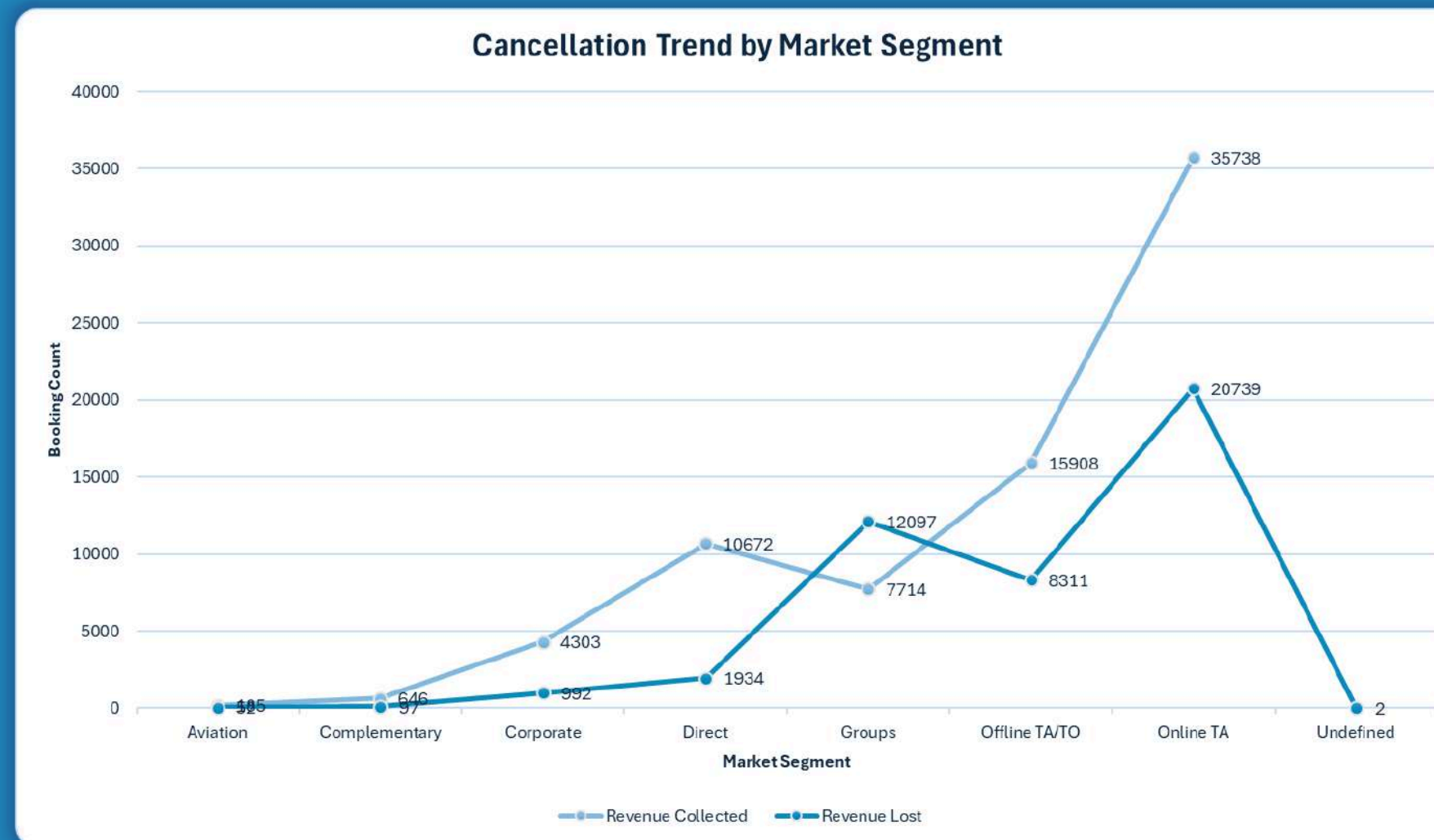
Revenue by Month & Hotel Type

- Focus marketing efforts during July–August to maximize revenue.
- Maintain steady operations in City Hotels — they ensure consistent income.
- Resorts need targeted offers to capture peak-season demand.
- Use shoulder months for promotional pricing to boost occupancy.



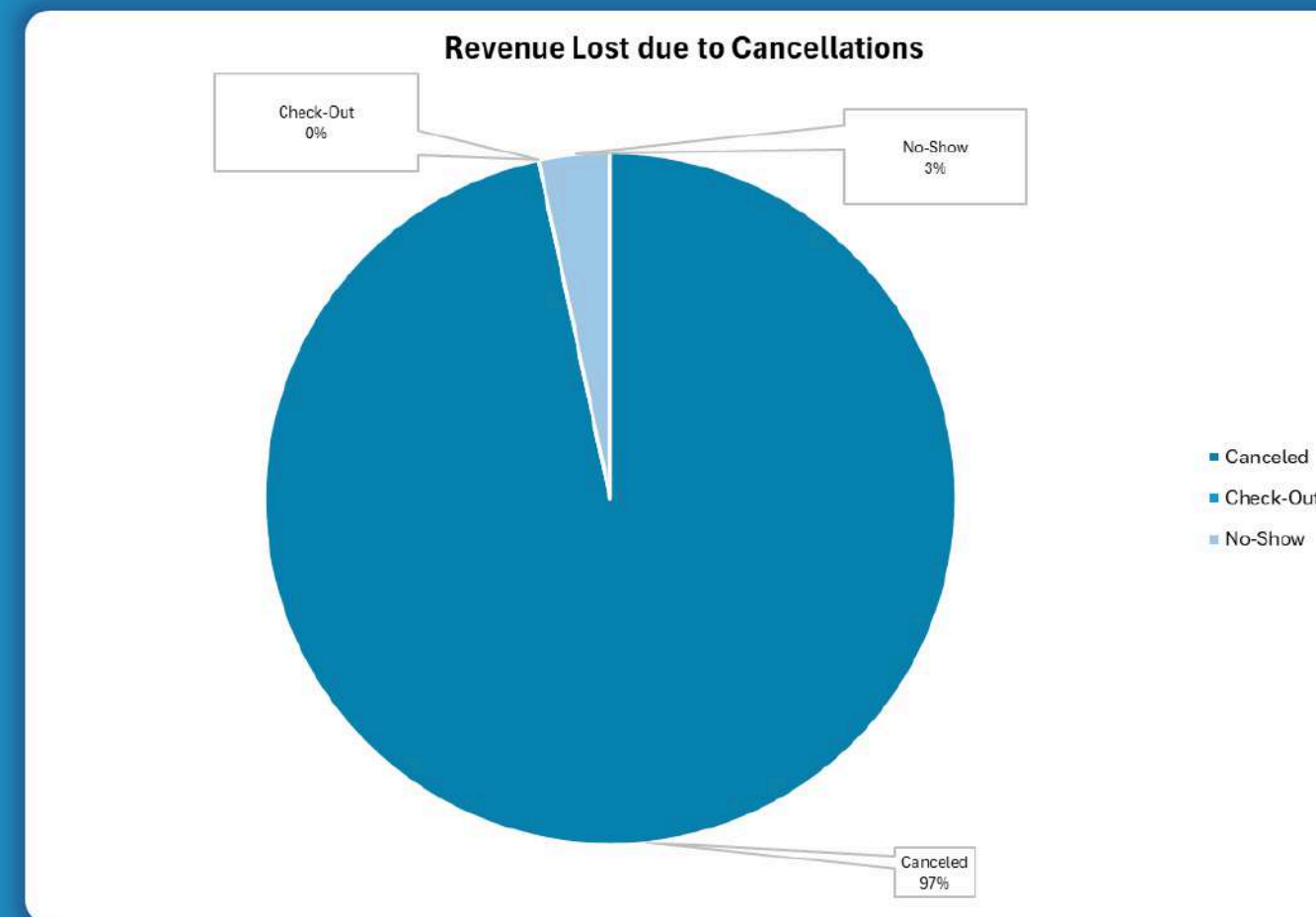
Cancellation Trend by Market Segment

- **Online & Group:** High revenue, high cancellations—focus on managing volatility.
- **Direct & Corporate:** Personalize retention strategies.
- **Offline agents:** Improve operational control to cut cancellations.
- **Aviation & Complimentary:** Small but stable—potential for niche growth.



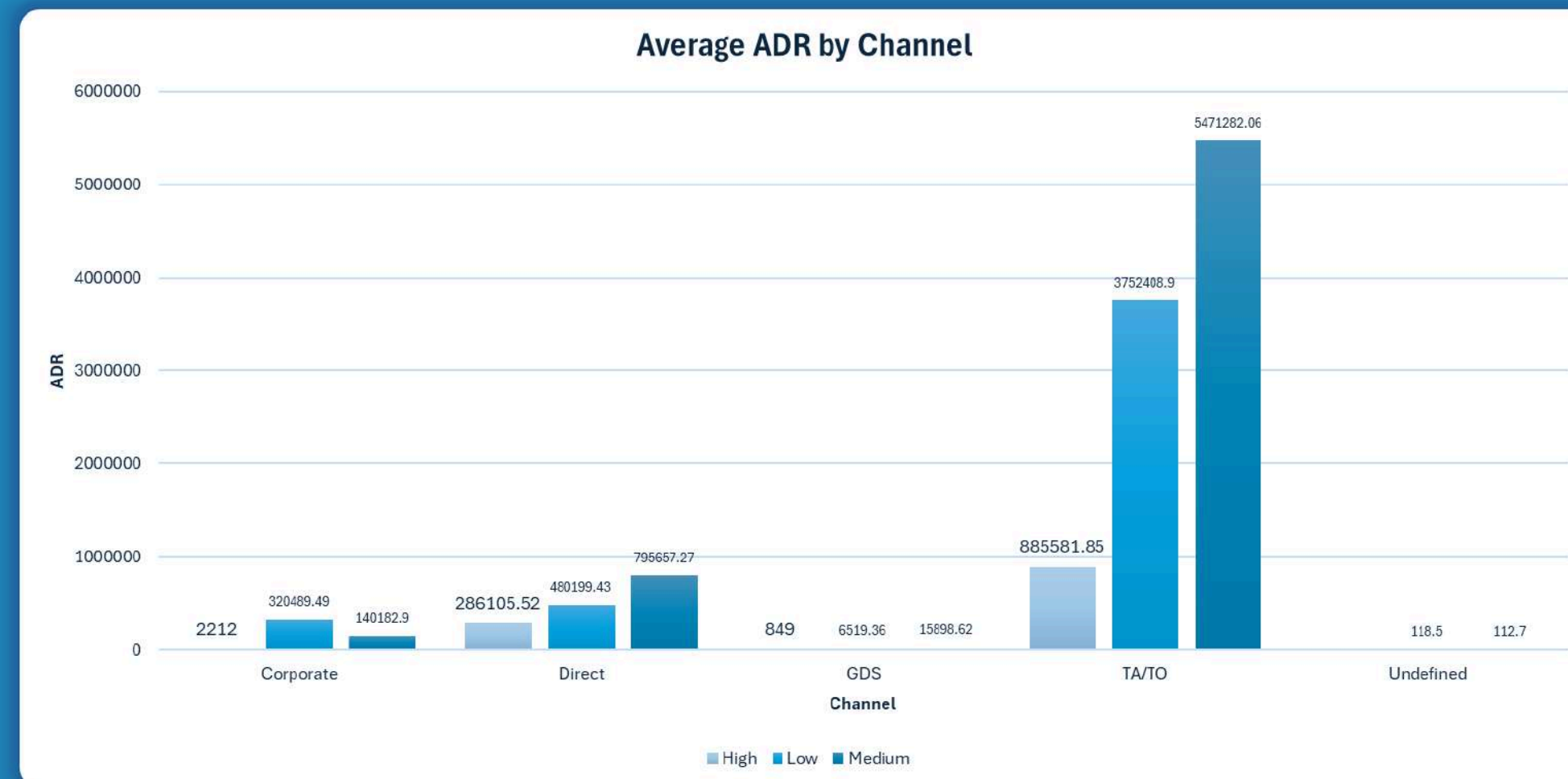
Revenue Lost due to Cancellations

- **Cancellations drive most revenue loss (97%)—focus on preventing pre-check-in cancellations.**
- **No-shows are minimal (3%)—less financial impact but operationally relevant.**
- **Check-outs don't cause revenue loss—secured revenue post-check-in; prioritize pre-arrival engagement.**



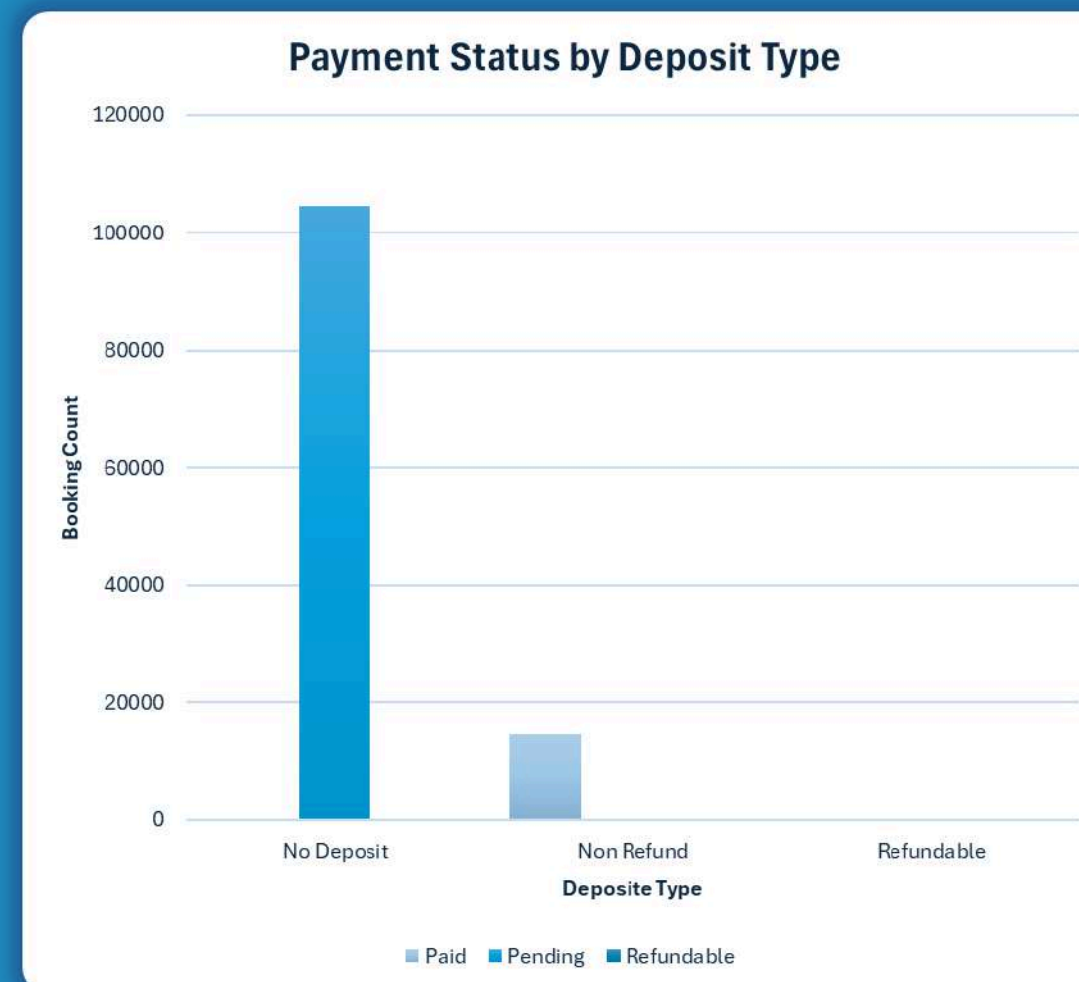
Average ADR by Channel

- TA/TO and Direct channels are your ADR champions—focus marketing and retention here.
- Corporate and GDS need rate optimization and better segmentation.
- Undefined and B2B require data hygiene and deeper analysis.



Payment Status by Deposit Type

- No-deposit bookings dominate, but they carry cancellation risk—balance flexibility with safeguards.
- Non-refundable bookings need incentives to convert hesitant guests.
- Refundable options are underutilized—either improve visibility or rethink their value proposition.



Recommendations

- Reduce cancellations with proactive engagement.
- Focus marketing on peak months; use shoulder months for promotions.
- Personalize strategies for each channel based on revenue and risk.
- Optimize pricing, booking types, and operational controls.

HOTEL

Conclusion

Focus on reducing cancellations, optimizing pricing, and tailoring strategies for each channel. Leverage peak seasons, improve operational controls, and nurture stable segments to maximize revenue and growth.



HOTEL



Thank You!

