

Booking Trends

Seasonal Trends	Day-of-Week Trends	Lead Time Analysis	Booking Source Performance
Identify peak and off-peak seasons for room bookings.	Analyze booking patterns for weekdays and weekends.	Understand how far in advance guests typically book their stay.	Evaluate the effectiveness of different booking channels (e.g., online travel agents, direct booking).

Guest Preferences

Room Preferences	Meal Preferences	Additional Services
Identify popular room types and analyze preferences for upgrades.	Analyze preferred meal plans (e.g., Bed & Breakfast, Half Board).	Determine demand for additional services like parking and special requests.

Pubs Hotel Booking Analysis Report

Cancellation Analysis

Cancellation Rates	Cancellation Reasons	Cancellation Impact
Calculate overall and segment-specific cancellation rates (e.g., by booking source, room type).	Identify factors influencing cancellations (e.g., lead time, room type, deposit type).	Analyze revenue loss due to cancellations.

Revenue Optimization

ADR Analysis	Revenue by Booking Source	Length of Stay
Calculate and analyze Average Daily Rate (ADR) to understand pricing strategy.	Identify top-performing booking channels in terms of revenue generation.	Analyze guest stay duration and its impact on revenue.