New Message

Few minutes ago

From: **Ben Johnson** *(Hotel Manager)*

Subject: **I need a detailed dashboard**

Good day,

We have a hotel dataset containing Resort and City hotel data from 2015-2017, our central interest is to get insight from the year 2016 under resort hotel during the summer period (July & August). Although we will need to see insight on other months too.

Our other focuses are cancellation level, average daily rate and revenue made compared to revenue lost on a monthly basis.

Below is the Excel file containing the data.

Thanks.

Sales_Dataset.xlsx

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Summer Hotel Booking Dashboard

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Our Point of focus are:

Hotel type: Resort

Year: 2016

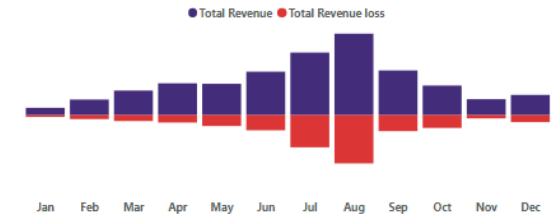
Period: July & August

Focus measures:

- Cancellation level
- Average daily rate
- Revenue generated
- Revenue lost

Hotel Summer Booking Dashboard (Deep insight on July and August 2016)

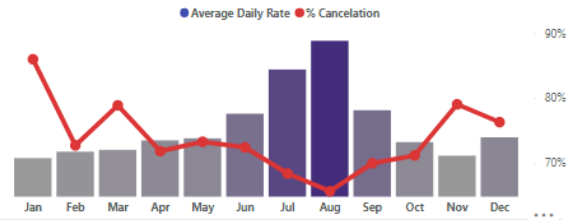
Total Revenue and Total Revenue loss by Month



There is increase in **revenue** in July and August but also **loss to cancellations**

($987K) Were lost to **cancellation** in July and August

Average Daily Rate and % Cancelation by Month



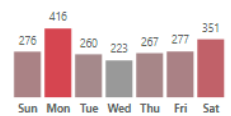
Good news the **Average Daily Rate** is higher in July and August with low cancellation. We have **high cancellation** in Jan, Mar & Nov

Key Recommendation

What can we do?

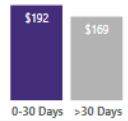
- We can over booked the summer month reservation, with that we can reduce cancellations
- Focus more on the booking between 0-30 days during the summer period (July & August)
- Reducing the average daily rate might reduce cancellations

Cancellation by Weekdays



Higher cancellation falls between Monday & Saturday

Average Daily Rate



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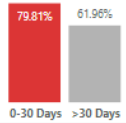

Summer bookings within 30 days have **high cancellation**, it might be affected by the high **Average daily rate**

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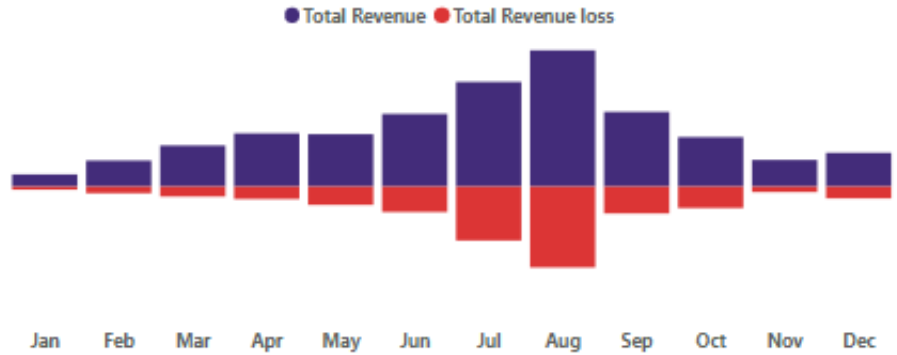

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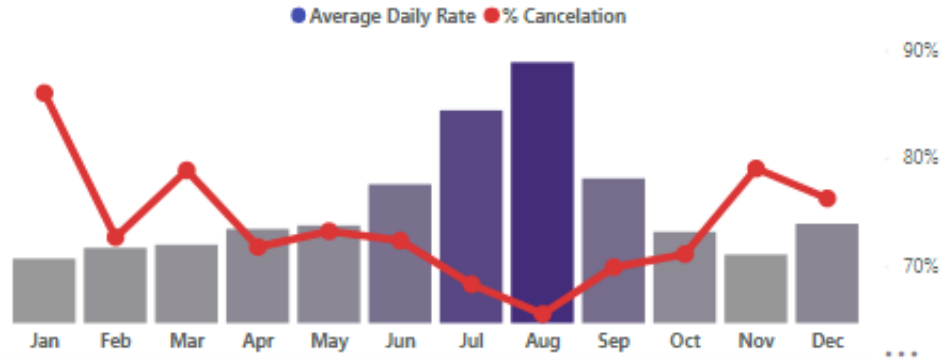

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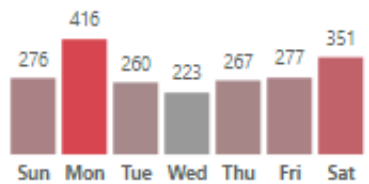

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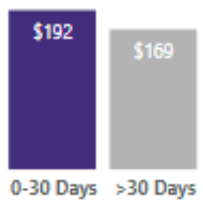

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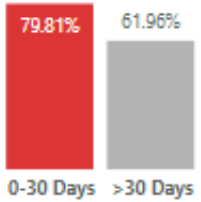

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