



# FINAL PROJECT: MONTE DO CASARAO

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# THE BUSINESS



# THE COTTAGES

6 p

Casa Boa

Casa  
Valorosa

Casa  
Marcanta

8 p

Casa  
Basta



# CLIENT REQUESTS

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Cottage performance

Guest profile

Guest booking habits

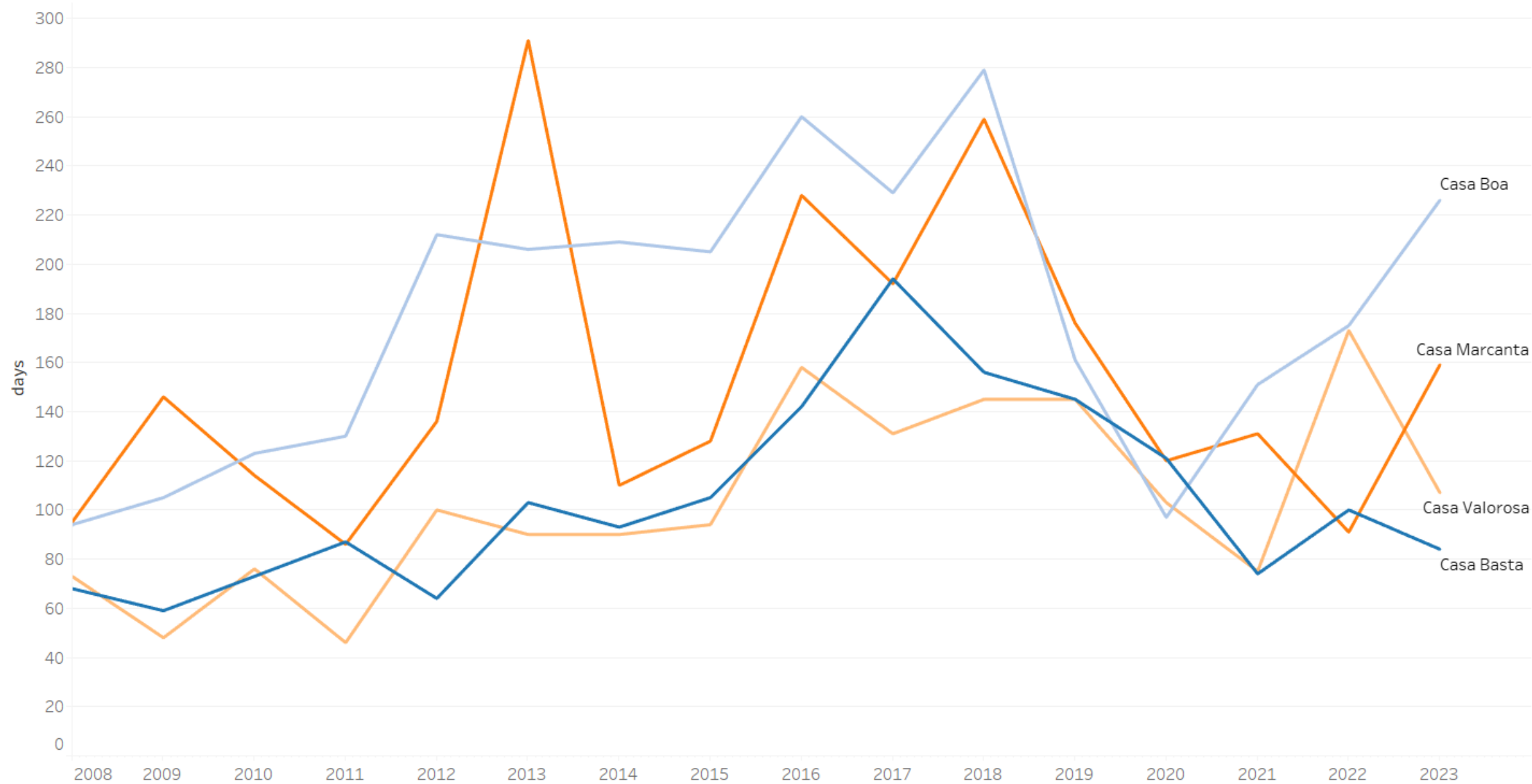
Occupation

Revenue

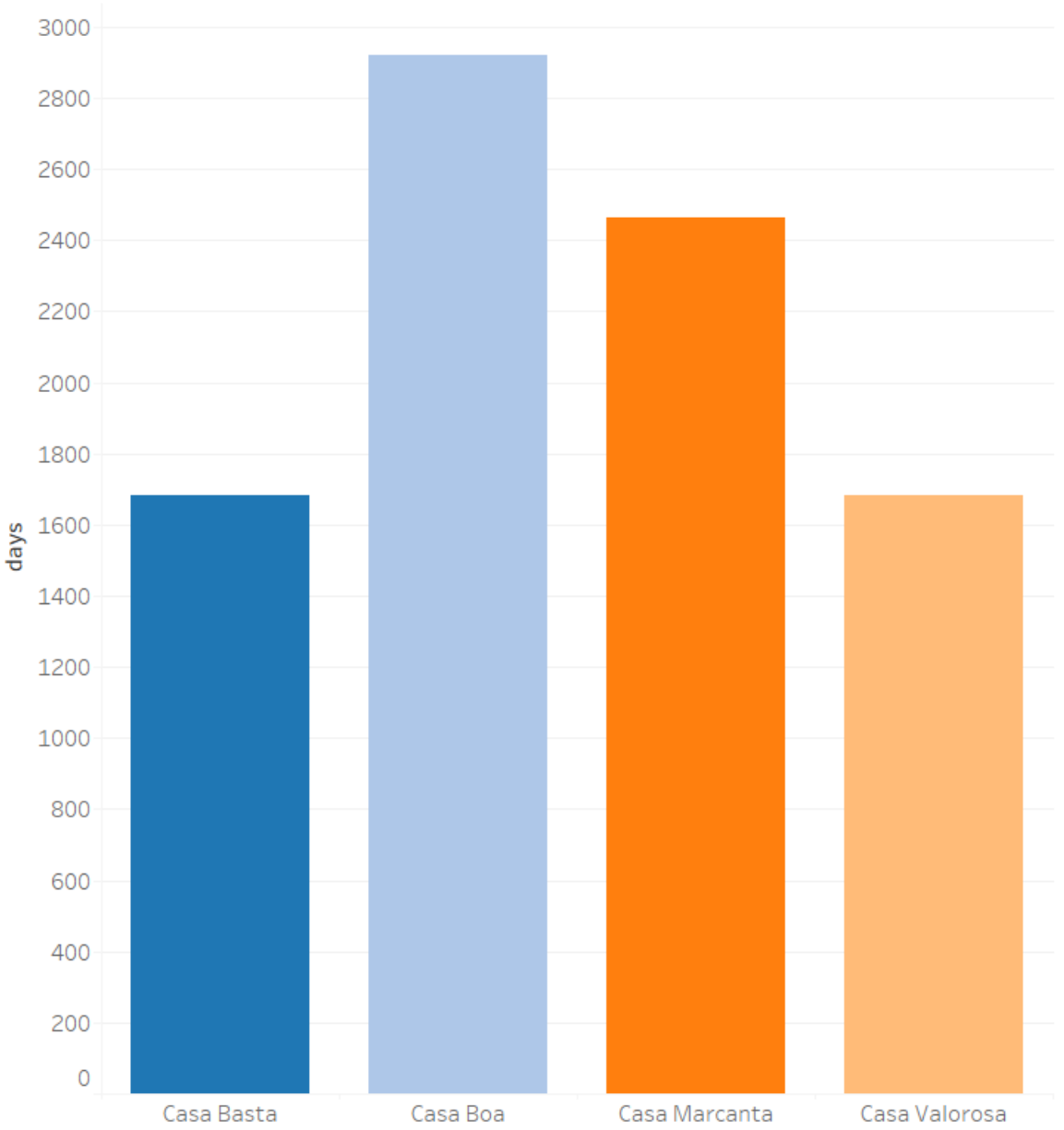


# COTTAGE PERFORMANCE

Evolution of days booked per cottage



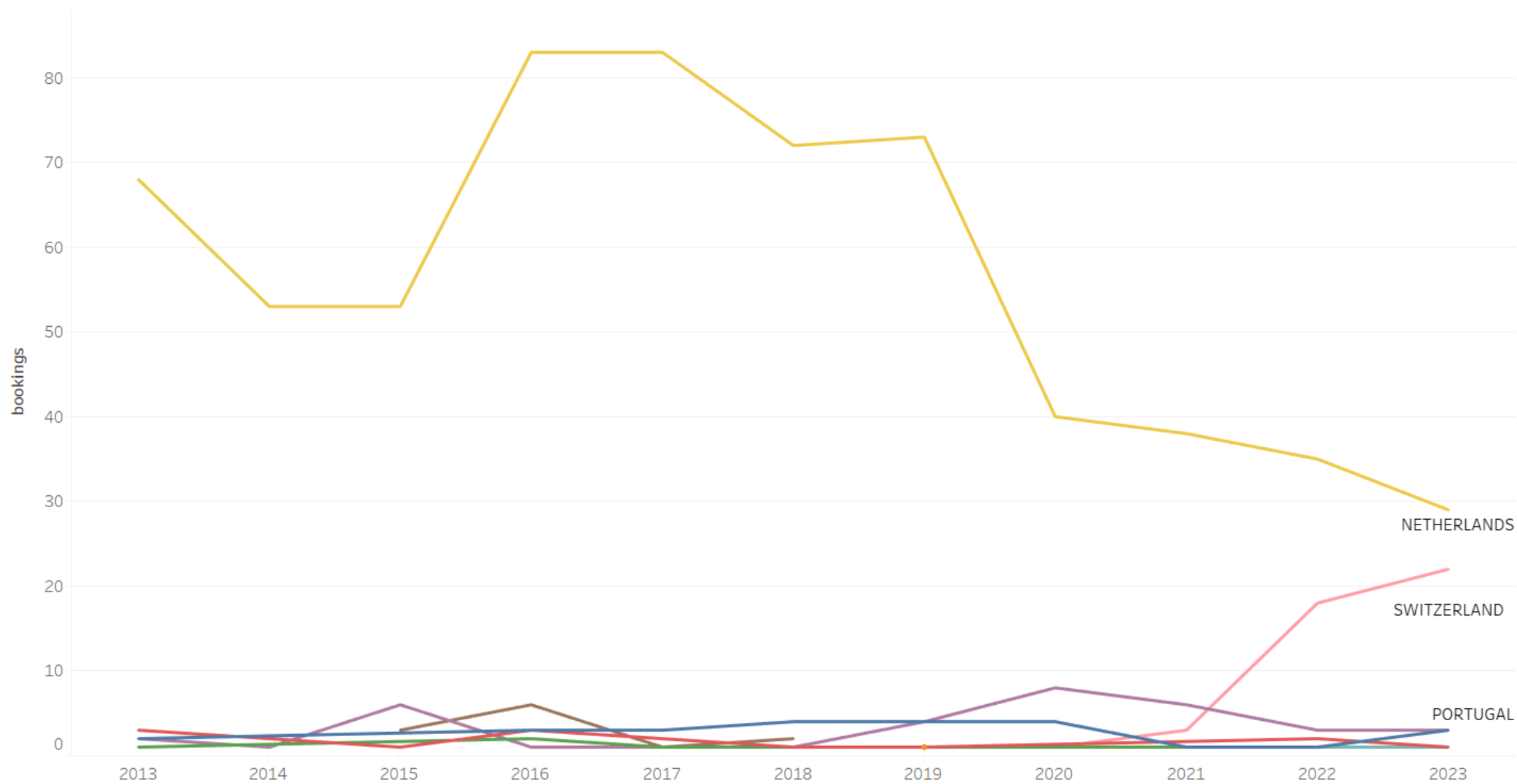
Days booked per cottage total



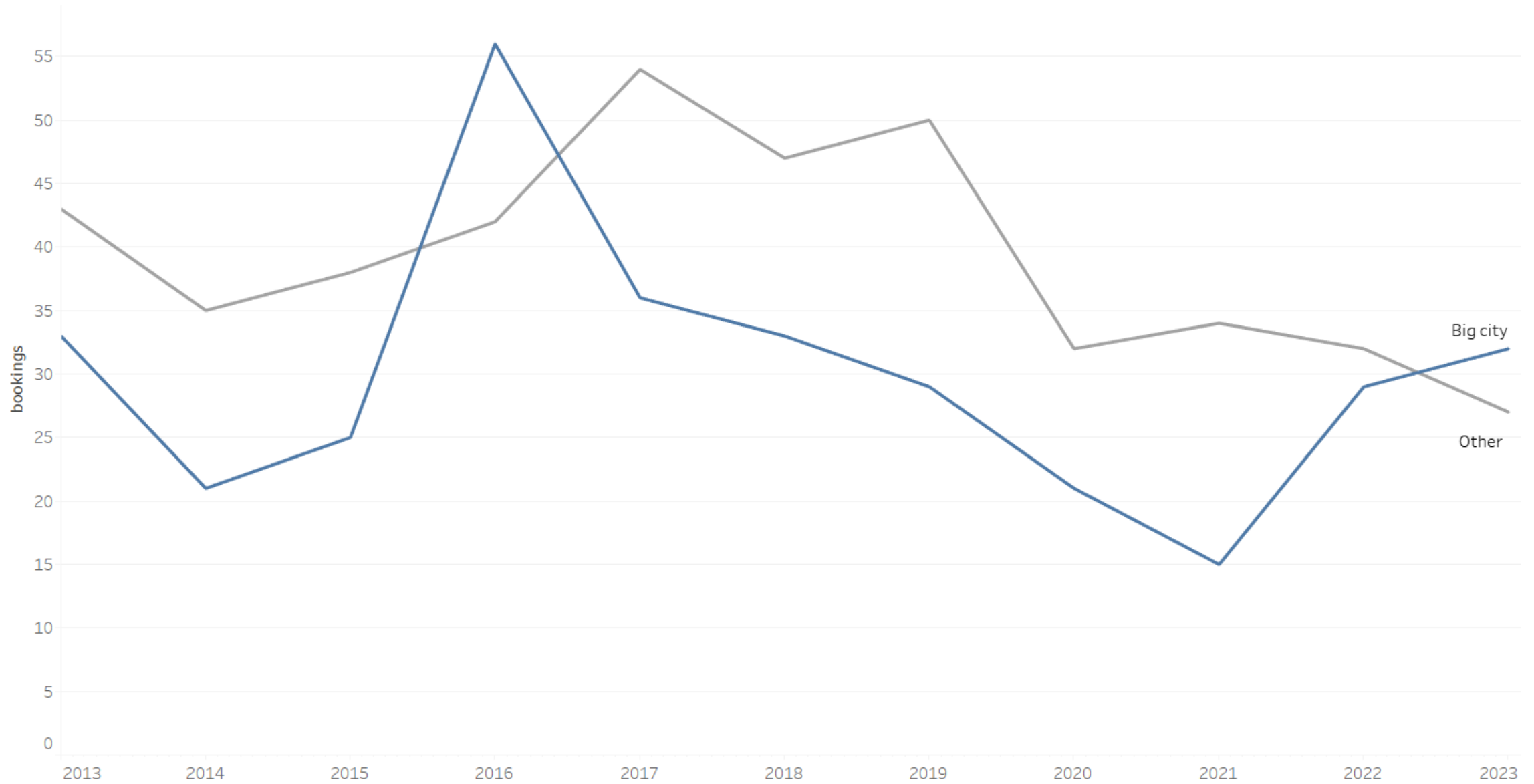
# GUEST PROFILE



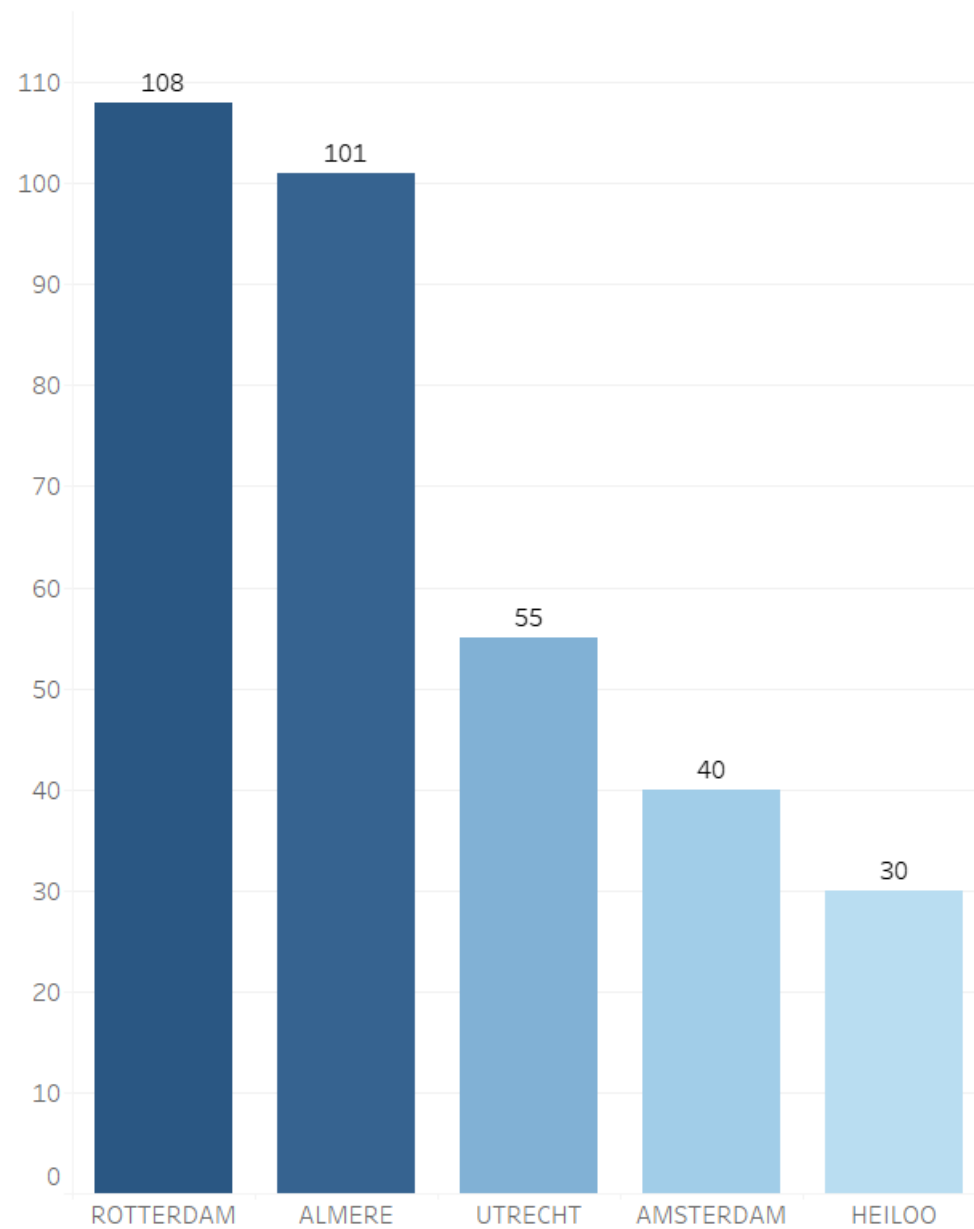
Evolution bookings by country (2013-2023)



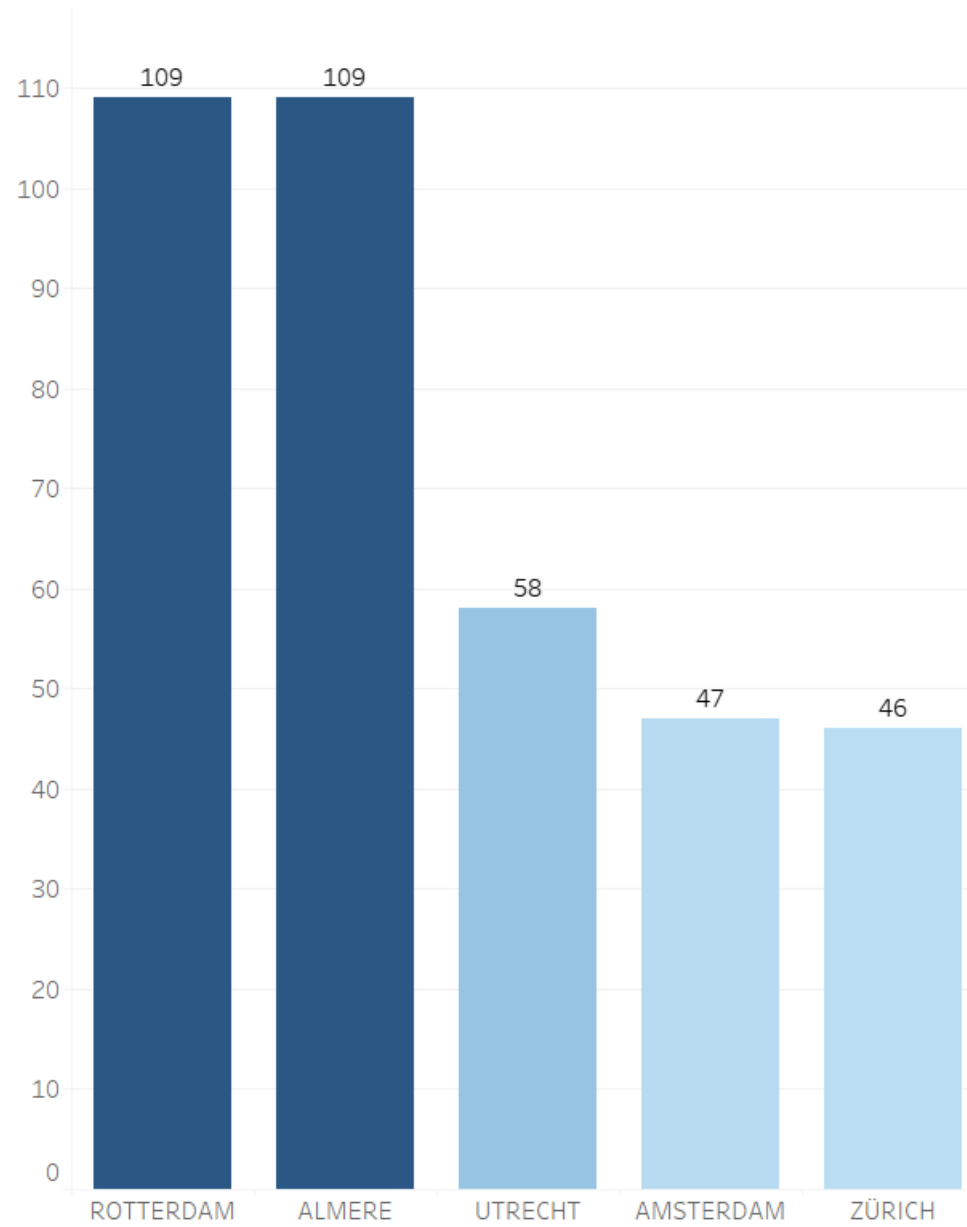
Bookings Big city vs Other (2013 - 2023)



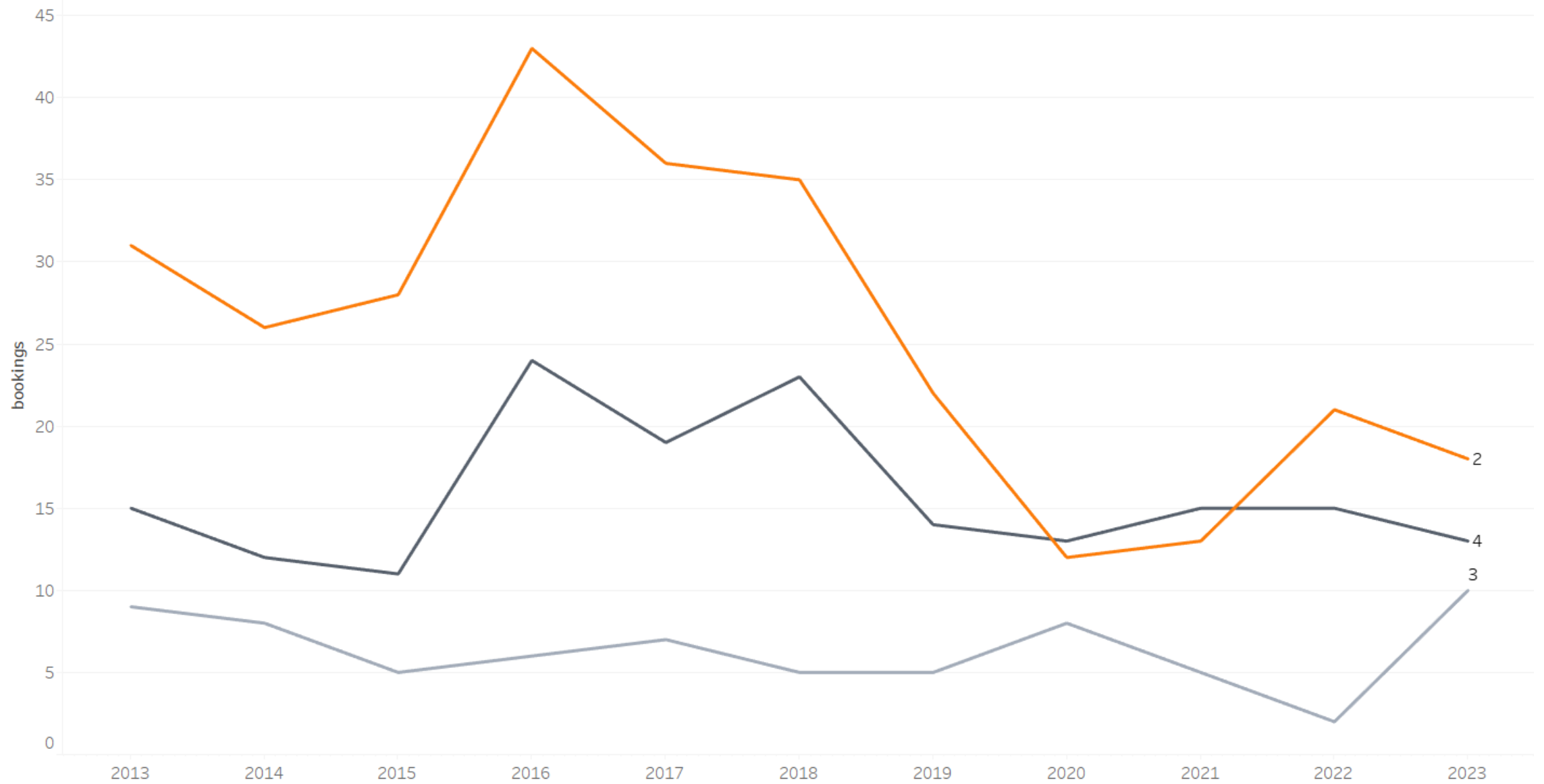
Bookings by city (top 5 until 2021)



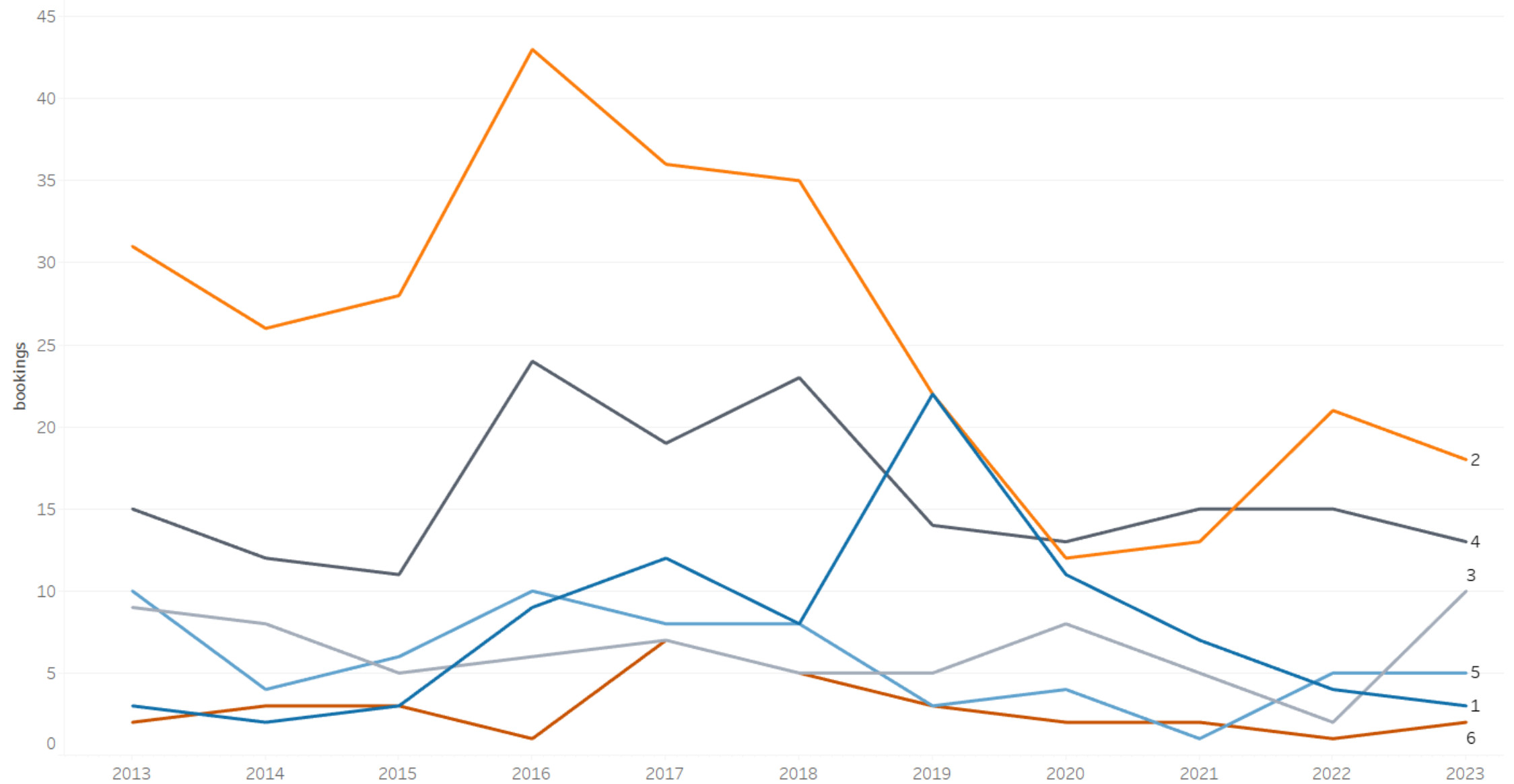
Bookings by city (top 5)



Bookings by number of persons (2013-2023)

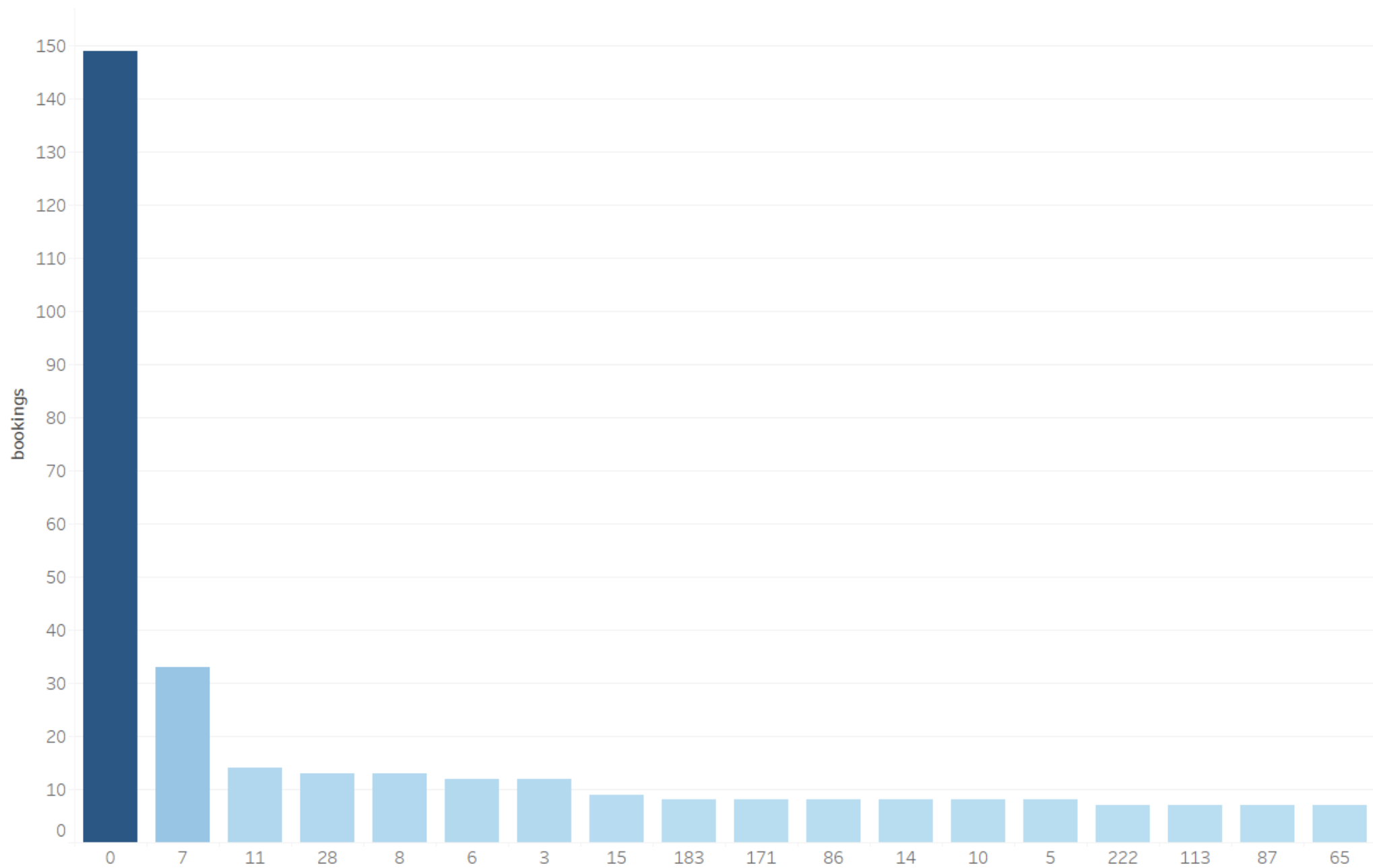


Bookings by number of persons (2013-2023)



# GUEST BOOKING HABITS

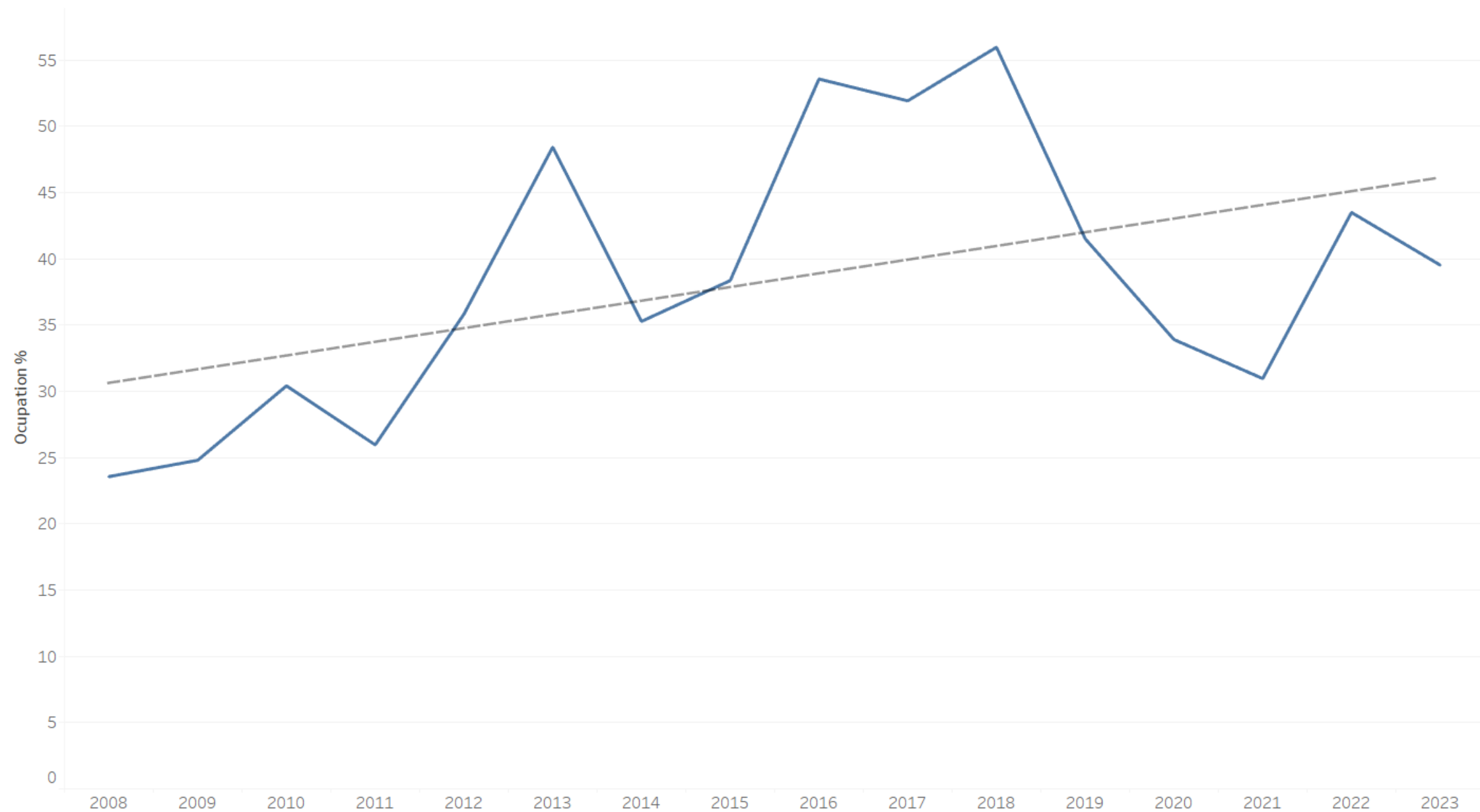
How far in advance do clients book? (days)





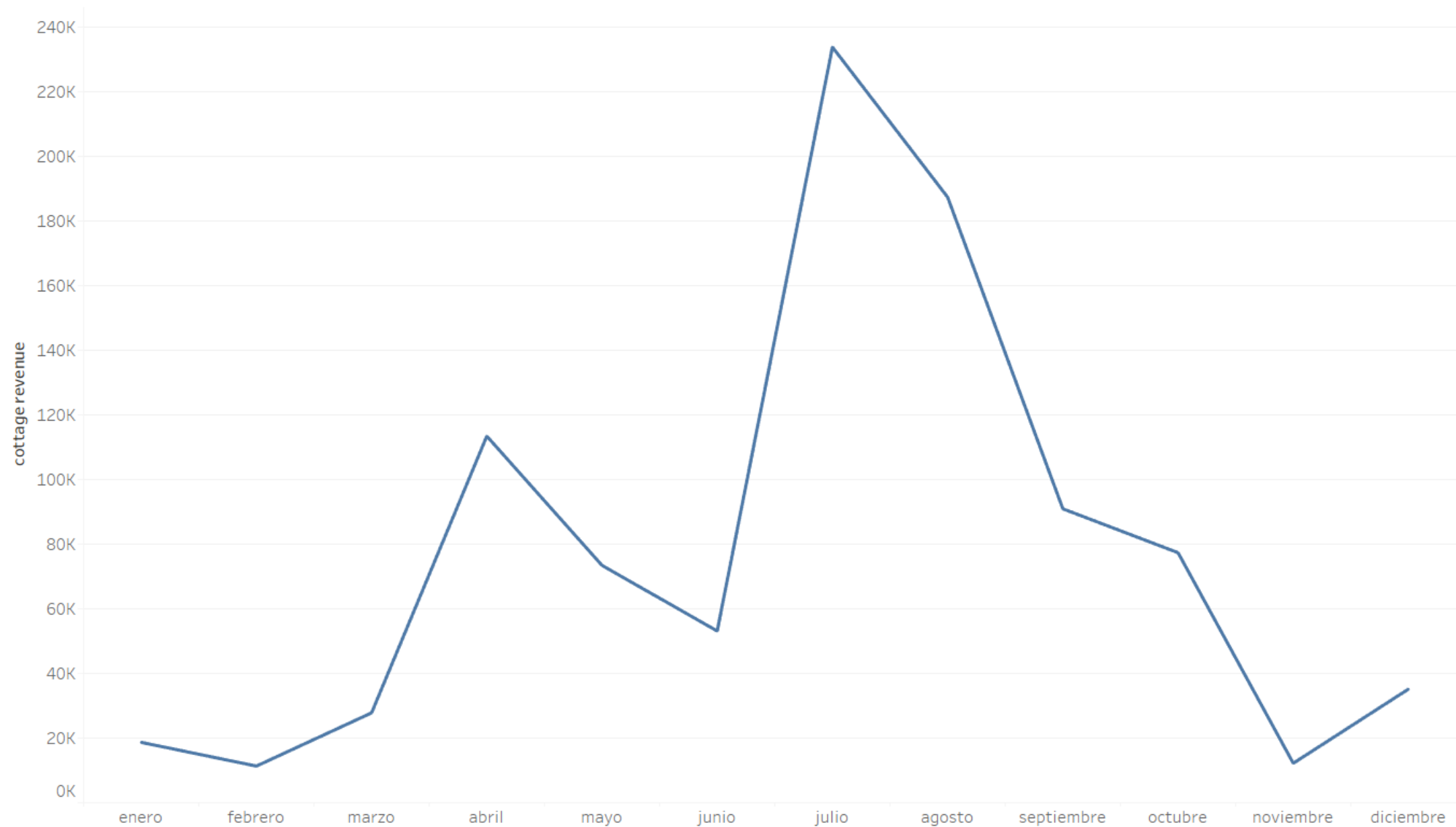
OCCUPATION

Evolution of occupation %

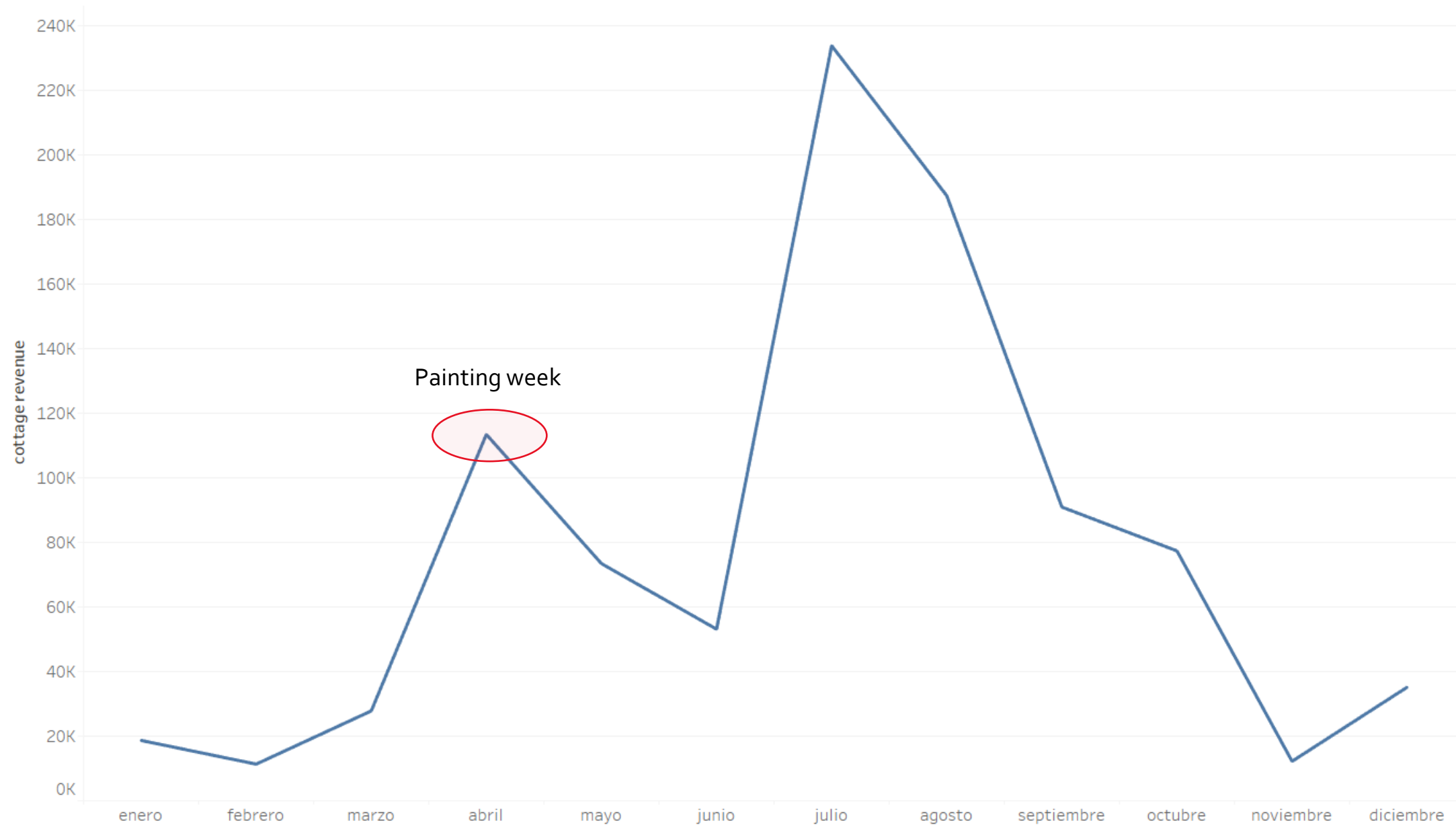


REVENUE

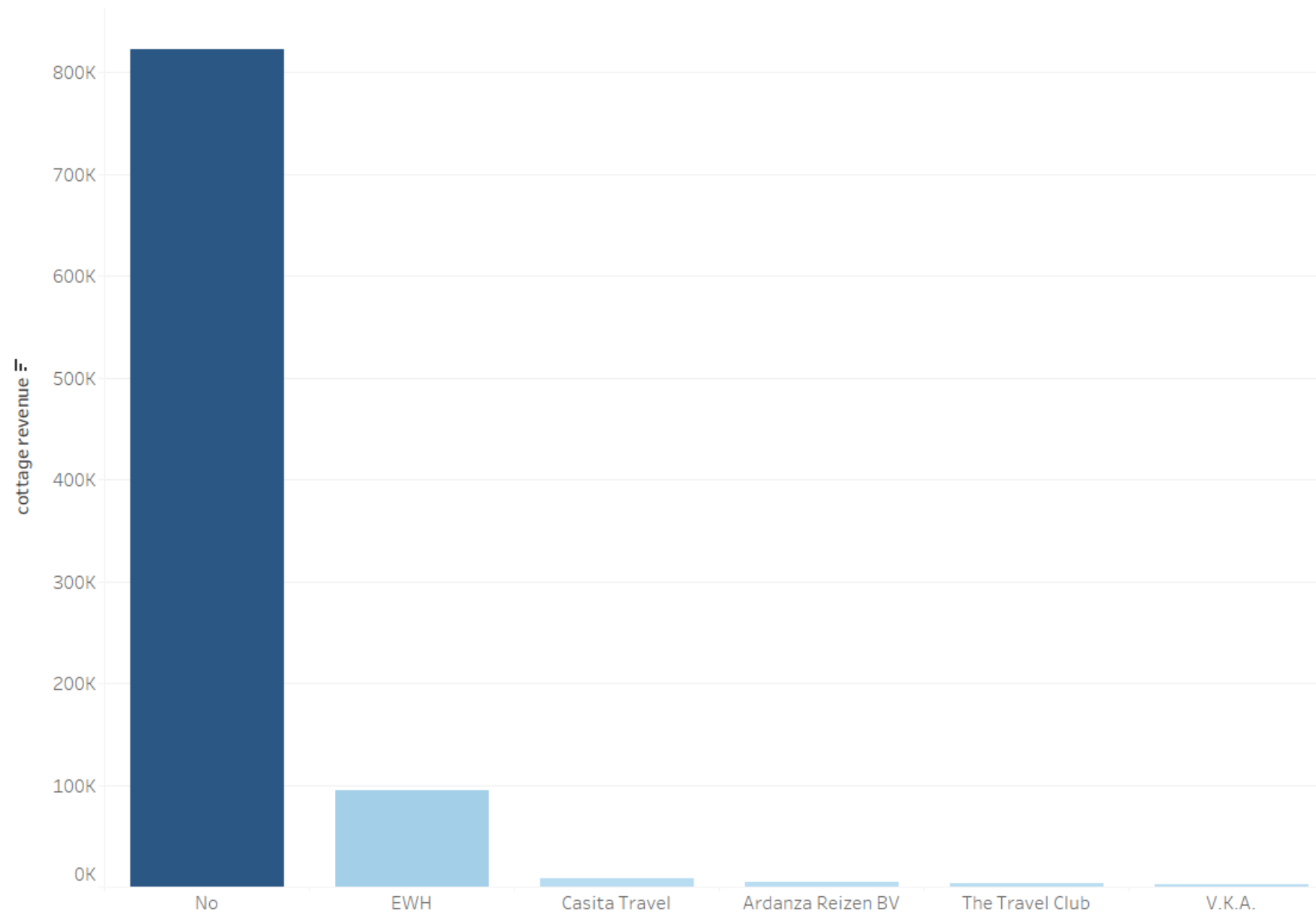
Cottage revenue by month (euros)



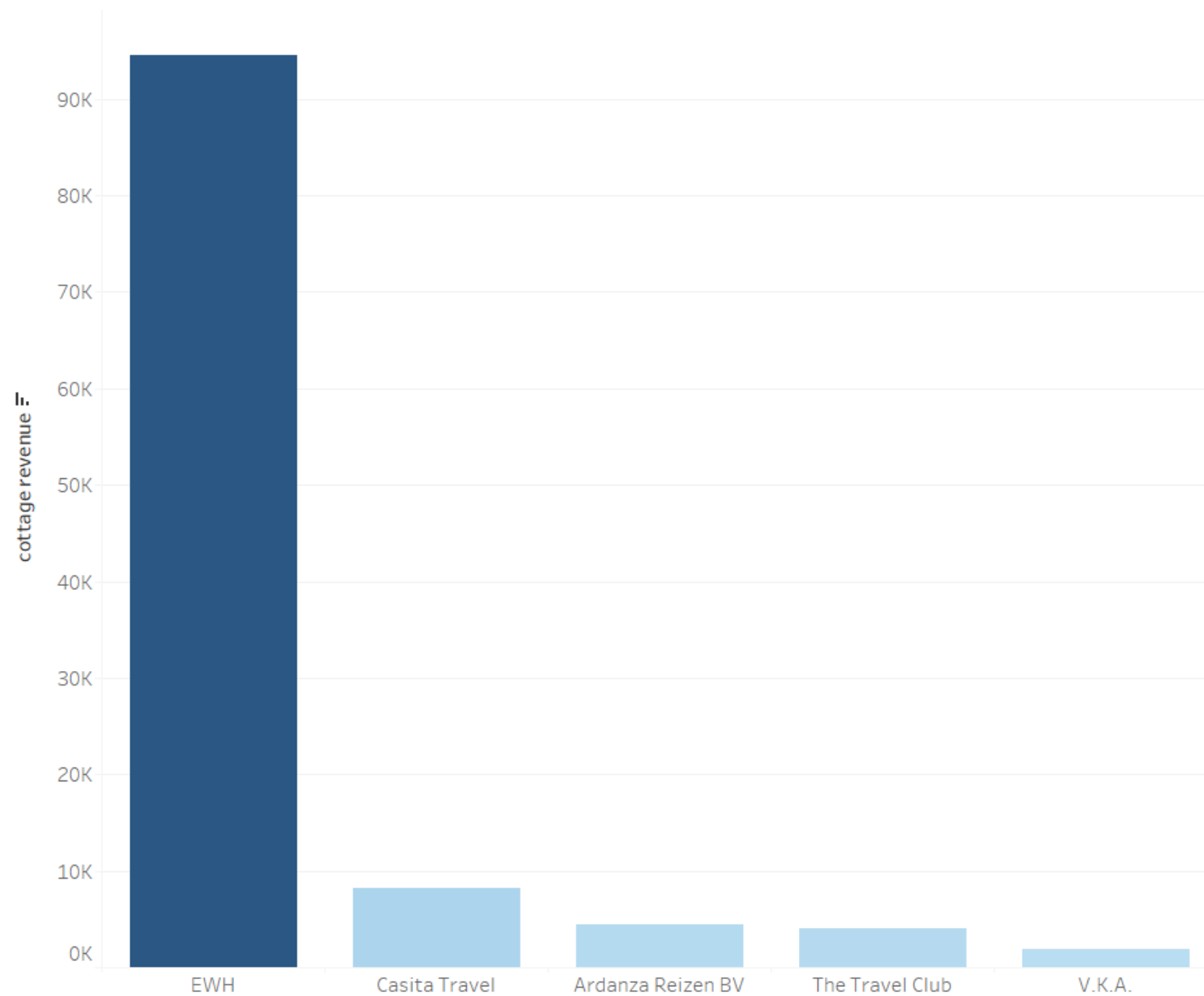
Cottage revenue by month (euros)



Cottage revenue by travel agency (euros)



Cottage revenue by travel agency (euros)



# CONCLUSIONS

- Casa Boa is the **most demanded cottage**
- **Guest profile:** couples or families from Netherlands
- Guests usually **don't book far in advance**
- **Occupation %** trend line is positive
- Revenue comes mostly from **April** and the **Summer Season**
- The travel agency that brings the most revenue is **EWB**



THANKYOU

ANY QUESTIONS?