**HOTEL**

**Booking Analysis**

**Project Summary -**

This Project was given to us by the Alma better team with an intention to understand the Business done by Hotel Group. This Dataset had two hotels City Hotel and Resort Hotel. The data provided was for 3 years 2015, 2016 and 2017.we also have the revenue and booking details with number of days of stay and booking cancellation, total number of guests including children. It also specifies guests wait period for booking, repetation of guests, their food choices among others. the data also gives us an analysation of countries from which bookings have been done. We also a agent and other channels who also help in business by booking rooms for guests on the resort and city hotel behalf.

The data is divided between city hotel and resort hotel. Hence we can make a fair comparision between both.

Before visualize any data from the data set We will do the data cleaning as to fill any null values and delete any duplicated values and after that we have to do data wrangling.

Also we will do our analysis for both city and resort as individual businesses and in comparision to one another. We will also take help of charts for better analysis.

**Problem Statement -**

This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, the number of adults, children, and/or babies, and the number of available parking spaces, which agent made the booking, among other things.

**Objective -**

The objective of this project is Explore and analyze the data to discover important factors that govern the bookings.

Define Your Business Objective?

Analyse and visualize the data on bookings of City Hotel and Resort Hotel to gain insights on the different factors that affect the booking and ADR.

**Total Dashboard:**

1. Executive Dashboard
2. Geust & Booking Analysis
3. Room, Meal & Channel Analysis
4. Cancellation & Revenue Analysis

**Executive Dashboard:**

**KPI’s:**

* Total Booking
* Total Guest
* Total Revenue
* Average ADR
* Cancellation Rate % &
* Repeat Guest Rate %

**Visuals:**

* Total Booking by Hotel Type
* Monthly Booking Trend
* Reservation Status Distribution &
* ADR vs Lead Time

**Slicers:**

* Customer Type
* Hotel Type &
* Market Segment

**Geust & Booking Analysis:**

**KPI’s:**

* Total Guest
* Repeated Guest %
* AVG Lead Time &
* AVG Guest per Booking

**Visuals:**

* AVG Lead Days by Month
* Total Repeated Guest
* Total Customer by their Type
* Cancellation Trend by Customer Type &
* Country of Customers

**Slicers:**

* Customer Type &
* Year

**Room, Meal & Channel Analysis:**

**KPI’s:**

* Top Performing Room Type
* Room Changes %
* Meal Plan Popularity %
* Top Preferred Meal Plan
* Channel Revenue Contribution %

**Visuals:**

* Distribution Channel with Cancellation %
* Meal by Popularity %
* ADR by Market Segment
* Total Revenue by Room Type
* Total Booking by distribution Channel & is Cancel
* Total Booking by Meal

**Slicers:**

* Distribution Channel
* Market Segment

**Cancellation & Revenue Analysis:**

**KPI’s:**

* Revenue Lost Due to Cancellation
* Revenue Retention Rate %
* No-Show Rate %

**Visuals:**

* Monthly Revenue Lost Due to Cancellation
* Deposit Type VS Cancellation
* Monthly Cancellation Trend
* Cancellation by Distribution Channel

**Slicers:**

* Customer Type
* Hote
* Year