**🧭 1️⃣ Overview & Key Insights Dashboard**

**🎯 Purpose:**

**Business summary, revenue & occupancy trends — high-level insights for management.**

**📊 Key Metrics / KPIs:**

* **Total Bookings**
* **Total Guests (sum of total\_guest)**
* **Total Revenue (adr \* total\_nights)**
* **Average ADR (Average Daily Rate)**
* **Occupancy Rate (%)**
* **Cancellation Rate (%)**
* **No-Show Rate (%)**

**📈 Visuals:**

|  |  |  |
| --- | --- | --- |
| **Visual Type** | **Description** | **Columns Used** |
| **Card Visuals (KPIs)** | **Total Bookings, Revenue, ADR, Occupancy** | **adr, reservation\_status, is\_canceled** |
| **Line Chart** | **Monthly Booking Trend** | **arrival\_date, is\_canceled** |
| **Clustered Column Chart** | **ADR vs Lead Time** | **adr, lead\_time** |
| **Donut Chart** | **Hotel Type (City vs Resort) share** | **hotel** |
| **Stacked Bar Chart** | **Reservation Status Distribution** | **reservation\_status** |

**🎛️ Filters / Slicers:**

* **Year / Month (arrival\_date)**
* **Hotel Type (hotel)**
* **Market Segment (market\_segment)**
* **Customer Type (customer\_type)**

**🧍‍♂️ 2️⃣ Guest & Booking Analysis Dashboard**

**🎯 Purpose:**

**Understand guest demographics, behavior, and booking trends.**

**📊 Key Metrics / KPIs:**

* **Total Guests (Adults + Children + Babies)**
* **% of Repeat Guests**
* **Avg. Lead Time per Customer Type**
* **Top 5 Countries by Bookings**

**📈 Visuals:**

|  |  |  |
| --- | --- | --- |
| **Visual Type** | **Description** | **Columns Used** |
| **Pie Chart** | **Guest Type (Transient, Group, Contract)** | **customer\_type** |
| **Bar Chart** | **Country-wise Bookings** | **country** |
| **Stacked Column Chart** | **Repeat vs New Guests** | **is\_repeated\_guest** |
| **Line Chart** | **Lead Time Trend Over Time** | **lead\_time, arrival\_date** |
| **Scatter Chart** | **Lead Time vs ADR (behavior insight)** | **lead\_time, adr** |

**🎛️ Filters / Slicers:**

* **Country (country)**
* **Customer Type (customer\_type)**
* **Is Repeated Guest (is\_repeated\_guest)**
* **Arrival Month / Year (arrival\_date)**

**🏨 3️⃣ Room, Meal & Channel Performance Dashboard**

**🎯 Purpose:**

**Analyze operational performance, room type efficiency, meal plan demand, and channel contribution.**

**📊 Key Metrics / KPIs:**

* **Most Booked Room Type**
* **Room Change % (reserved\_room\_type ≠ assigned\_room\_type)**
* **Meal Plan Popularity %**
* **Channel Revenue Contribution %**
* **Direct vs Agent Bookings**

**📈 Visuals:**

|  |  |  |
| --- | --- | --- |
| **Visual Type** | **Description** | **Columns Used** |
| **Clustered Bar Chart** | **Reserved vs Assigned Room Type** | **reserved\_room\_type, assigned\_room\_type** |
| **Donut Chart** | **Meal Plan Share (BB, HB, FB, SC)** | **meal** |
| **Bar Chart** | **Distribution Channel Performance** | **distribution\_channel, adr** |
| **Tree Map** | **Agent-wise Booking Count** | **agent** |
| **Column Chart** | **ADR by Market Segment** | **market\_segment, adr** |

**🎛️ Filters / Slicers:**

* **Hotel (hotel)**
* **Meal Plan (meal)**
* **Market Segment (market\_segment)**
* **Distribution Channel (distribution\_channel)**

**💸 4️⃣ Cancellation & Revenue Dashboard**

**🎯 Purpose:**

**Advanced financial and cancellation pattern insights to reduce loss & improve forecasting.**

**📊 Key Metrics / KPIs:**

* **Cancellation Rate %**
* **No-Show %**
* **Revenue Lost Due to Cancellation**
* **ADR of Canceled vs Completed Bookings**
* **Avg. Lead Time for Canceled Bookings**

**📈 Visuals:**

|  |  |  |
| --- | --- | --- |
| **Visual Type** | **Description** | **Columns Used** |
| **KPI Cards** | **Cancellation %, No-Show %, Revenue Loss** | **is\_canceled, adr, reservation\_status** |
| **Line Chart** | **Monthly Cancellations Trend** | **arrival\_date, is\_canceled** |
| **Stacked Bar Chart** | **Deposit Type vs Cancellation** | **deposit\_type, is\_canceled** |
| **Scatter Chart** | **ADR vs Lead Time (Canceled vs Non-Canceled)** | **adr, lead\_time, is\_canceled** |
| **Bar Chart** | **Customer Type vs Cancellation %** | **customer\_type, is\_canceled** |

**🎛️ Filters / Slicers:**

* **Deposit Type (deposit\_type)**
* **Customer Type (customer\_type)**
* **Hotel Type (hotel)**
* **Year/Month (arrival\_date)**

**🧩 BONUS: Common Design Tips**

* **Keep a navigation bar at the top for smooth movement between dashboards**
* **Use consistent color themes (e.g., Blue for revenue, Red for cancellations, Green for occupancy)**
* **Add info icons or tooltips for metrics explanation**
* **Maintain date hierarchy slicer (Year > Month > Day)**