**ECE FOR HOTEL BOOKING ANALYSIS**

MECE stands for "Mutually Exclusive Collectively Exhaustive," and its main principle is used for problem-solving and analysis. In my capstone project hotel booking analysis I am starting with MECE framework so that I can keep my analysis well structured, avoid overlapping or miss out important information.

Here is my approach for my hotel booking analysis-

Booking Channels:

* Online Travel Agencies (Booking.com, Make my trip, Agoda, other online booking platforms)
* Direct Booking (Hotel bookings, Phone Reservations)
* Third Party Resellers (Travel Agencies, Package Providers)
* Emerging channels (All social media platforms)

Guest Segments:

* Travel Purpose (Group travelers, Vacation travelers, Business travelers)
* Demographic Segmentation ( Age groups, Geographic Location, Income levels)
* Customer Loyalty ( Reward membership holders, non-members)

Booking Types:

* Room Type (Single occupancy, Double occupancy, Deluxe occupancy)
* Group Bookings (Events and conferences, Family gatherings)

Geographic Regions:

* Global Overview (Global presence, brand recognition, Financial performance, competitive landscape and many factors)
* Regional Analysis (Competitive Landscape, cultural and demographic factors, Economic factors, local events and conferences, customer preferences)

Performance Metrics:

* Occupancy rate (It is a metric indicating hotel’s capacity utilization)
* Average Daily Rate (ADR) (The average price paid per occupied room per day)
* Revenue per available room (Overall revenue generated per available room)
* Return on investment (Evaluates the profitability of specific investments)
* Online reputation (online review platforms like social media, google reviews etc)