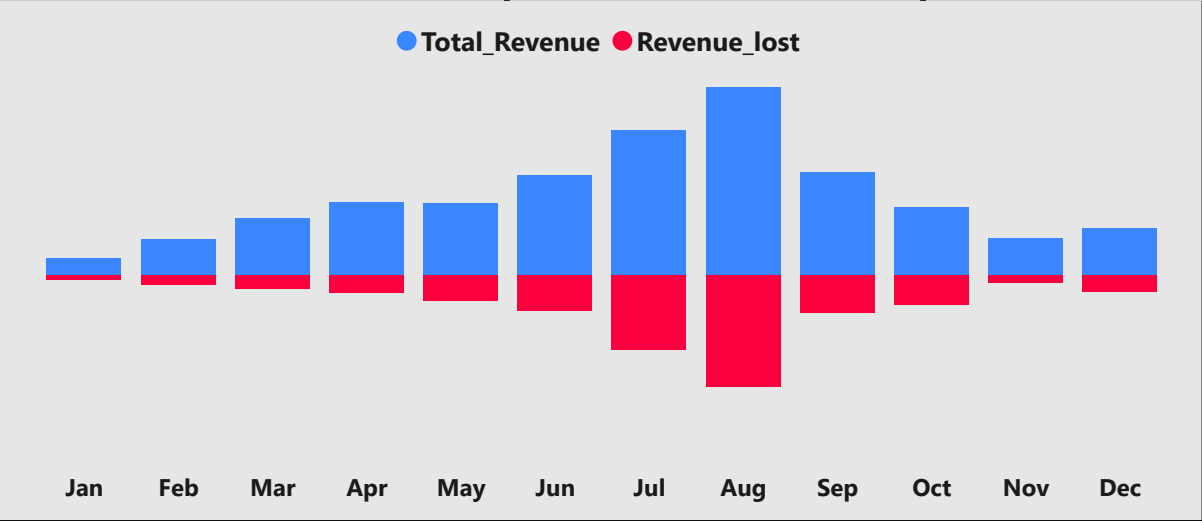
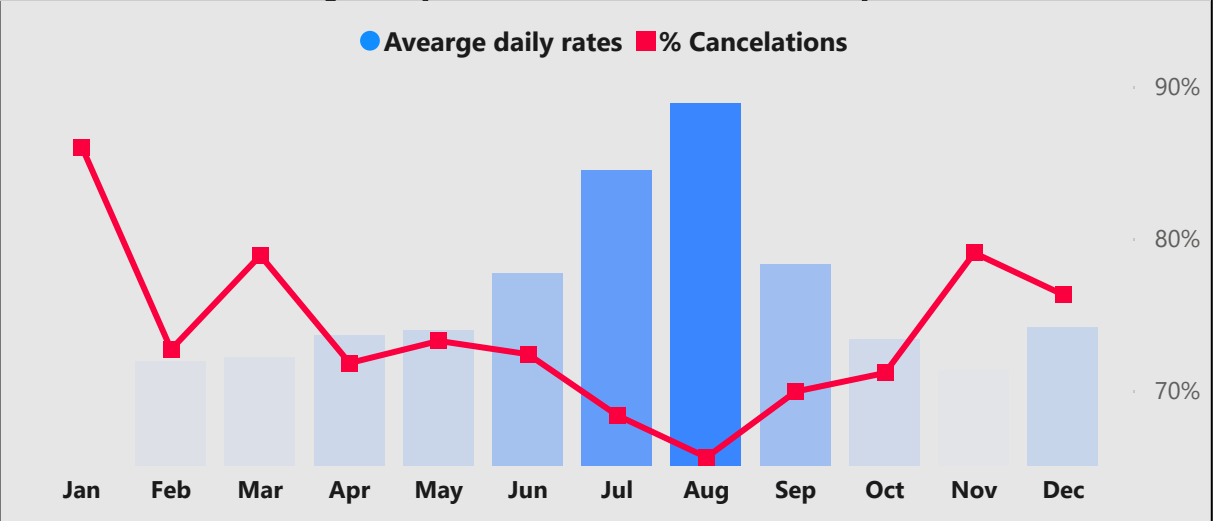


Total Revenue Made by Revenue Lost on a monthly basis.



There is increase in **revenue** in July and August but also **lost to cancellations. (\$978k)** We lost to **cancellations** in July and august.

Average daily rates and % Cancellations by Month



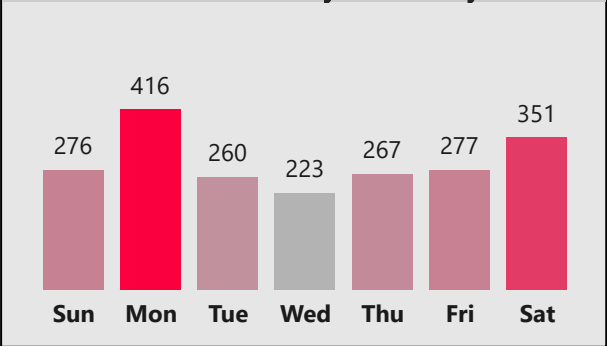
Good news the **Average Daily rate** is higher in July and August with low **cancellations**. We have **high cancellations** in Jan, March and Nov.

## Key Recommendations

what we can do?

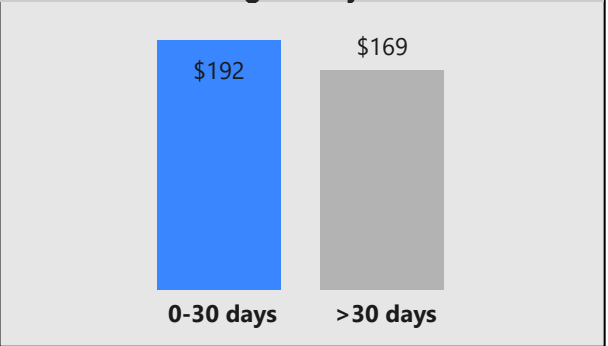
- We can overbooked the summer month reservations
- Reducing the Average Daily Rates might reduce cancellations.
- Focus more on booking between 0-30 days during summer season.

Cancellation by Weekdays



**High cancellations** falls between Monday & Saturday.

Average Daily rates



Summer bookings within 30 days have **high cancellations**, it might be affected the **Average Daily Rates**.

Cancellation Rate

