Reservation DESK

BI ANALYSIS

Reservation DESK

Make tomorrow memorable.

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THE COMPETITION

Reservation DESK

USE THE COMPETITION

10+

Expedia®

priceline.com·

Sabre®

getaroom

Reservation
DESK

USE THE COMPETITION

1

if we don't have availability ...

no one will

2

If there is a lower price ...

we have it

BI MATURITY ANALYSIS

LEVEL 2

Data warehouse is present

Focusing on Lag data generation

Medium amounts of data from our sources

Good analytical competencies

Reporting systems are established

BI MATURITY ANALYSIS

LEVEL 3

Need more sound business insight

Generate Lead information

On-demand distribution of Lag information

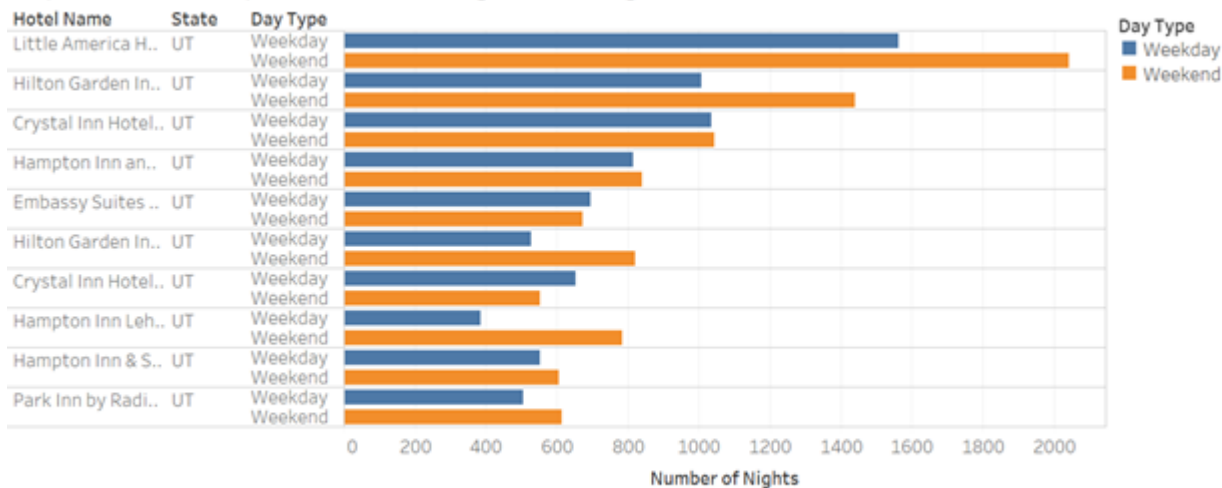Operational processes supported by Lag information

FINDINGS (ADITYA)

Top 25 hotels on map based on GBV

GBV
- 851,292
- 10,000,000
- 20,000,000
- 30,000,000
- 40,000,000
- 47,332,520

Hotel Zip
- 84058
- 84084
- 84098
- 84101
- 84107
- 84108
- 84401
- 84532
- 84741
- 84764
- 84767
- 84770
- 84790

Labels on map: Hilton Garden Inn Ogden UT, Hampton Inn & Suites Orem, Best Western Plus Bryce Canyon Grand Hotel, Comfort Suites, Utah

Map based on Longitude (generated) and Latitude (generated). Color shows details about Hotel Zip. Size shows sum of GBV. The marks are labeled by Hotel Name. The data is filtered on In / Out of Top10 hotels by GBV, which keeps In.

FINDINGS (ADITYA)

Top 10 hotels as per number of night booking

Hotel Name	State	Day Type	
Little America H..	UT	Weekday / Weekend	
Hilton Garden In..	UT	Weekday / Weekend	
Crystal Inn Hotel..	UT	Weekday / Weekend	
Hampton Inn an..	UT	Weekday / Weekend	
Embassy Suites ..	UT	Weekday / Weekend	
Hilton Garden In..	UT	Weekday / Weekend	
Crystal Inn Hotel..	UT	Weekday / Weekend	
Hampton Inn Leh..	UT	Weekday / Weekend	
Hampton Inn & S..	UT	Weekday / Weekend	
Park Inn by Radi..	UT	Weekday / Weekend	

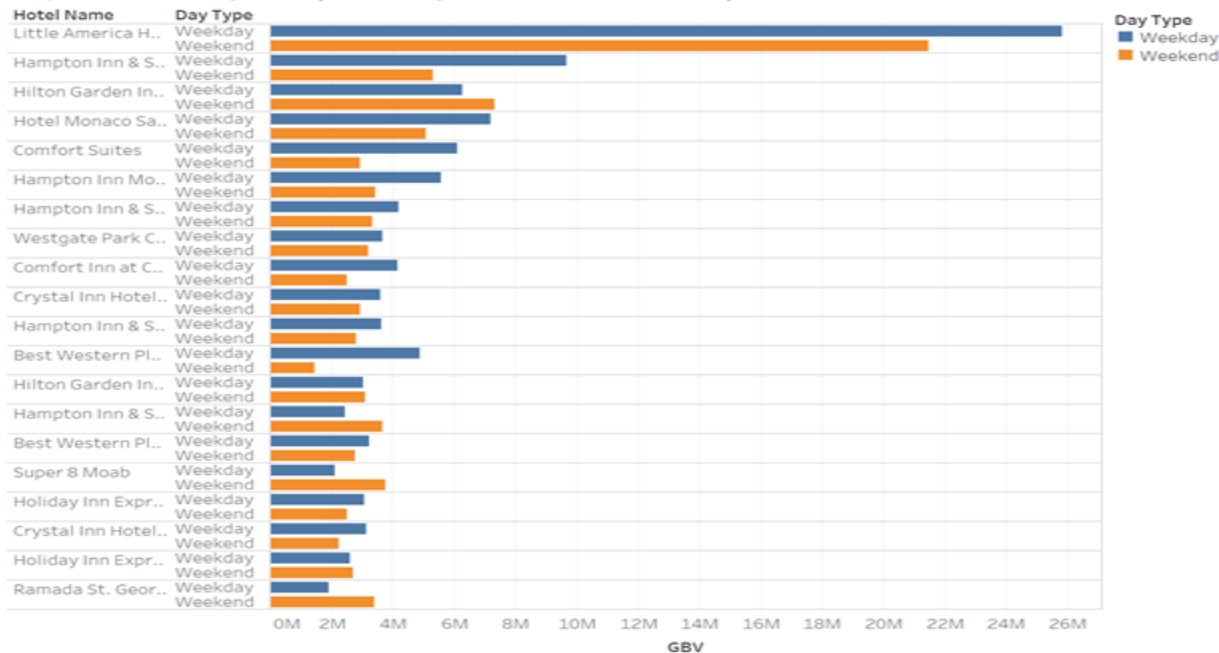Day Type
■ Weekday
■ Weekend

Number of Nights

Sum of Number of Nights for each Day Type broken down by Hotel Name and State. Color shows details about Day Type. The data is filtered on Top 10 hotels as per no of booking, which keeps 10 members.

- How can we increase the revenues on weekdays?

- What are the reasons for the numbers obtained in the analysis?

FINDINGS (SAKET)

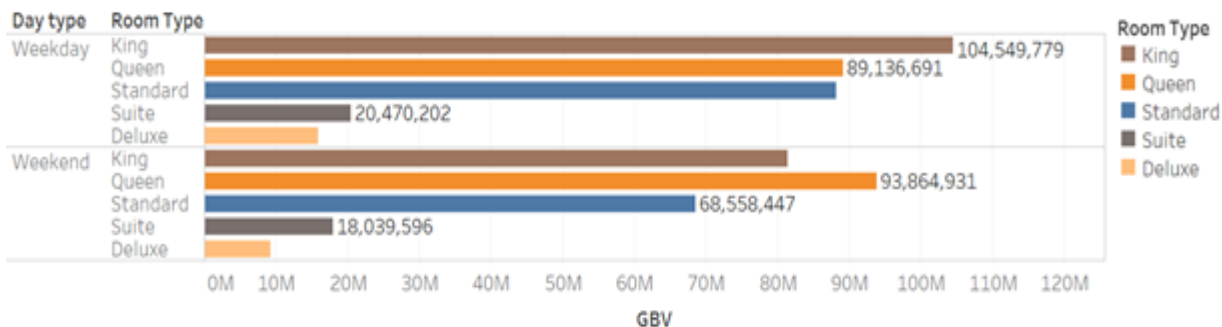Top 20 hotels by GBV(weekday and weekend sales)

Sum of GBV for each Day Type broken down by Hotel Name. Color shows details about Day Type. The data is filtered on Top10 hotels by GBV, which keeps 20 members.

- Provides list of top 20 hotels based on gross booking value.

- Helps analysing the market trend on weekdays and weekends.

- Helps targeting the advertisement campaigns and building strategies.

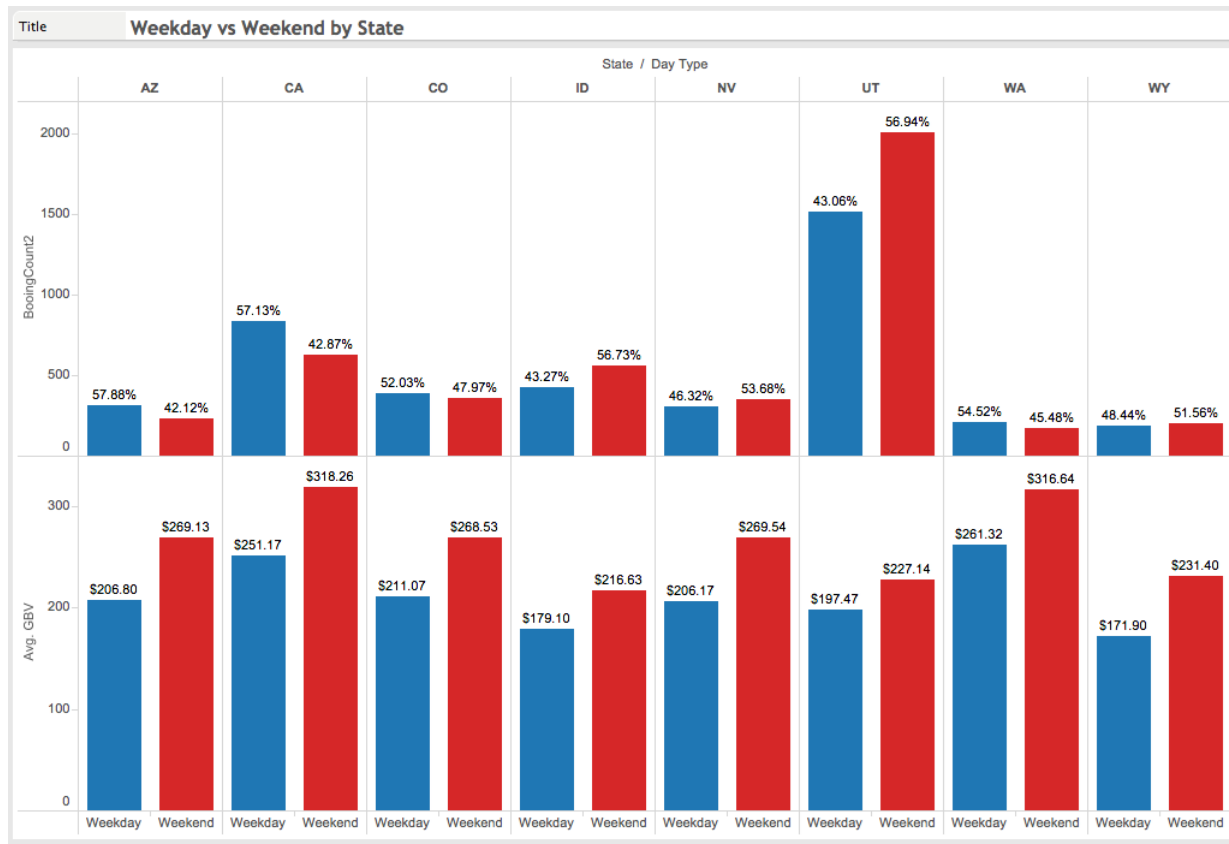# FINDINGS (SAKET)

Most Profitable Room Type as per Day Type

Day type	Room Type	GBV
Weekday	King	104,549,779
	Queen	89,136,691
	Standard	
	Suite	20,470,202
	Deluxe	
Weekend	King	
	Queen	93,864,931
	Standard	68,558,447
	Suite	18,039,596
	Deluxe	

Room Type
- King
- Queen
- Standard
- Suite
- Deluxe

Sum of GBV for each Room Type broken down by Day type. Color shows details about Room Type. The marks are labeled by sum of GBV. The view is filtered on Room Type, which has multiple members selected.
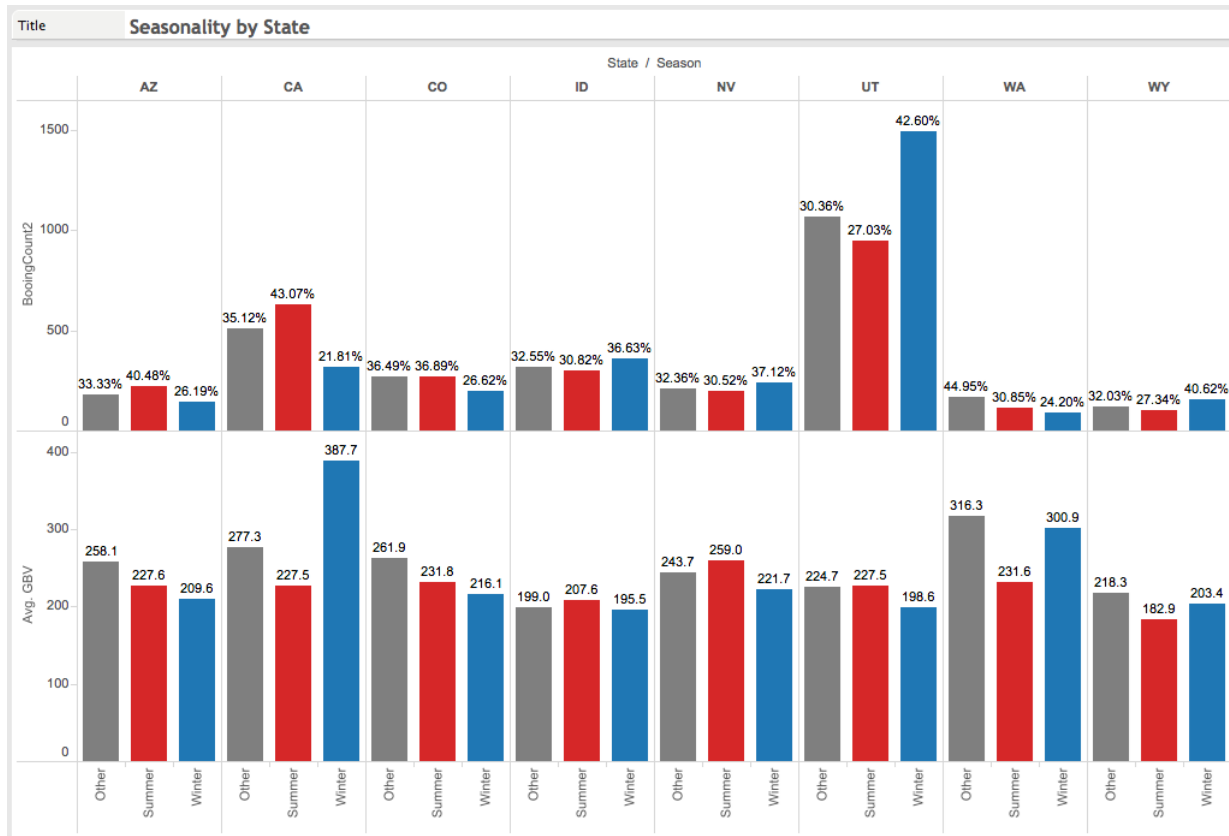
- Popularity across various days and room type.
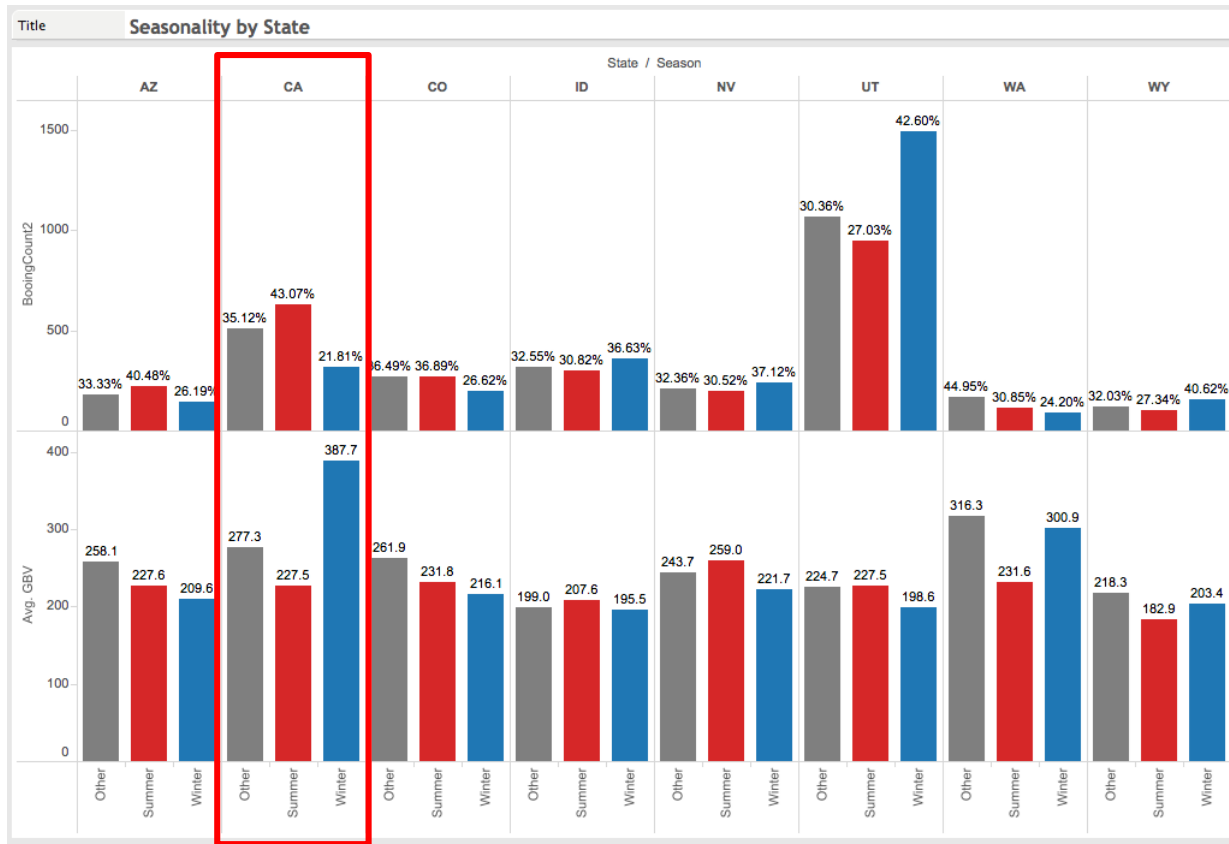
- Measures to improve.

FINDINGS (ROB)

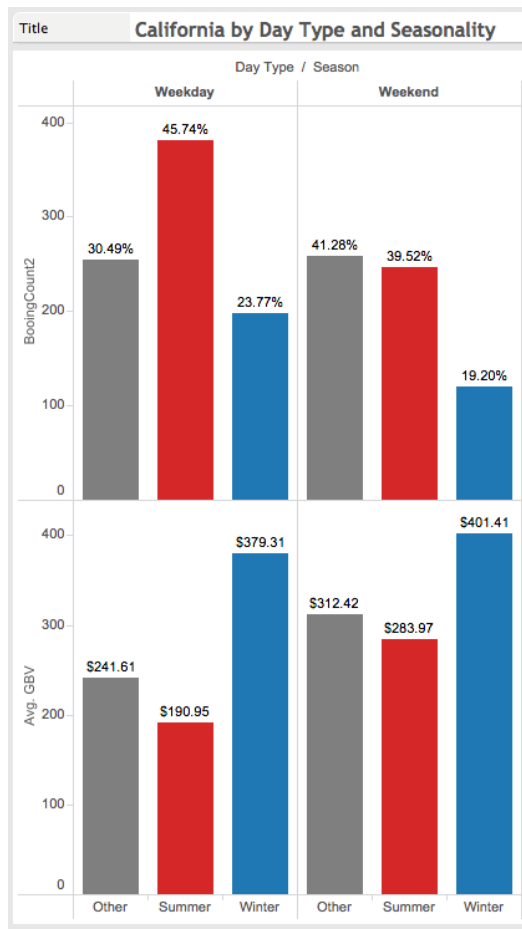Weekday vs Weekend by State

FINDINGS (ROB)

Seasonality by State

FINDINGS (ROB)

Seasonality by State

FINDINGS (ROB)

California by Day Type and Seasonality

HTTP://SECRETHOTEL.DEALS