**Dataset Overview**

**Introduction**

This document provides an overview of the dataset used in the Hotel Enterprise Revenue and Booking Analysis project. It outlines the tables, columns, and key information contained within the dataset.

**Tables**

The dataset consists of the following tables:

fact\_bookings:

Contains information about individual bookings, including booking ID, property ID, booking dates, check-in/check-out dates, number of guests, room category, booking platform, ratings given, booking status, revenue generated, and revenue realized.

fact\_aggregated\_bookings:

Provides aggregated information about bookings at the property level, including property ID, check-in date, room category, number of successful bookings, and total capacity.

dim\_rooms:

Stores details about room types, including room ID and room class.

dim\_hotels:

Includes information about hotel properties, such as property ID, property name, category (luxury or business), and city.

dim\_date:

Contains details about dates, including the date, month-year format, week number, and day type (weekend or weekday).

**Columns**

Here are the key columns present in each table:

Columns

1. fact\_bookings

- booking\_id: Unique identifier for bookings.

- property\_id: Property identifier from the dim\_hotels table.

- booking\_date: Date when the booking was made.

- check\_in\_date: Date of check-in.

- checkout\_date: Date of check-out.

- no\_guests: Number of guests.

- room\_category: Category of rooms (RT1, RT2, RT3, RT4).

- booking\_platform: Platform used for booking.

- ratings\_given: Ratings provided by guests.

- booking\_status: Status of the booking (Checked Out, Cancelled, No Show).

- revenue\_generated: Amount paid by the customer.

- revenue\_realized: Actual revenue received by the hotel.

2. fact\_aggregated\_bookings

- property\_id: Property identifier.

- check\_in\_date: Date of check-in.

- room\_category: Category of rooms.

- successful\_bookings: Number of successful bookings.

- capacity: Total guest capacity.

3. dim\_rooms

- room\_id: Room type identifier.

- room\_class: Room type description.

4. dim\_hotels

- property\_id: Property identifier.

- property\_name: Name of the hotel property.

- category: Category of the hotel (Luxury, Business).

- city: Location city of the property.

5. dim\_date

- date: Date column.

- mmm yy: Month and year column.

- week no: Week number of the year.

- day\_type: Day type (Weekend, Weekday).

**Insights**

The dataset was analyzed to derive insights into revenue generation, property performance, occupancy rates, booking behavior, and guest satisfaction. Key insights include revenue trends, top-performing properties, occupancy rates by location, and the correlation between guest ratings and revenue.

**Suggestions**

Based on the analysis, several recommendations were made to optimize revenue, improve guest satisfaction, and reduce cancellations. These include increasing the number of guest ratings, investigating sudden drops in bookings, decreasing cancellation rates, and exploring unrecognized revenue sources.

**Conclusion**

The dataset provides valuable insights into the hotel enterprise's performance and customer behavior. By leveraging this data effectively, stakeholders can make informed decisions to drive growth and enhance the guest experience.