

HOTEL BOOKING ANALYSIS PRESENTATION

Customer Behaviour Booking Pattern

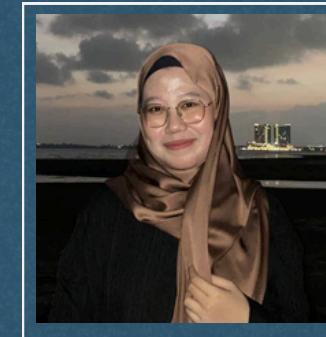


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INTRODUCTION

In the highly competitive hospitality industry, understanding customer behavior and booking patterns is crucial for hotels to enhance their service offerings, improve customer satisfaction, and optimize revenue.



DESCRIPTION OF OUR PROJECT

Repeated Guests vs. New Guests

Understand guest loyalty and identify strategies to increase repeat bookings.

Cancellation vs. Non-Cancellation Booking

Provide insights into the factors contributing to cancellations and develop strategies to reduce them.

Hotel Booking by Month:

Use this information for better resource allocation and to create targeted marketing campaigns.

Average Daily Rate (ADR) Over Months

Understand pricing strategies and their impact on occupancy and revenue.

Weekdays vs. Weekend Booking

Understand demand fluctuations and tailor promotional offers accordingly.

PROBLEM TO BE SOLVED

Issues such as booking cancellations, guest loyalty, and pricing strategies to enhance operational efficiency and profitability.



PROBLEM

BOOKING CANCELLATIONS

High rates of booking cancellations can lead to significant revenue loss and operational inefficiencies.

GUEST LOYALTY

Low guest loyalty means hotels have to spend more money to attract new customers, leading to higher costs. This also results in less predictable revenue. To keep bringing in new guests, hotels have to spend more on marketing, which can get expensive.

PRICING STRATEGIES

Ineffective pricing strategies can significantly reduce profitability. Dynamic pricing, which adjusts prices based on real-time demand and supply

OBJECTIVE



To understand factors influencing customer behaviour and booking patterns



To enhance hotel customer services offering to retain existing guests and encourage repeat visits.



To improve customer satisfaction by providing suitable pricing and better decision making

CONCLUSION



SERVICE

Enhancing guest experience through personalized services and loyalty programs can significantly increase repeat bookings and reduce cancellations.



STRATEGY

Develop targeted marketing campaigns to address seasonal booking trends and demand fluctuations between weekdays and weekends.



MANAGEMENT

Invest in staff training and technology integration to streamline operations and improve service quality.



ANANTARA

THANK YOU

THAT'S ALL FROM US

Do you have any questions ?

