

**261K**

Total Bookings

**\$100.55**

Average ADR

**96.58M**

Total Revenue

**\$108**

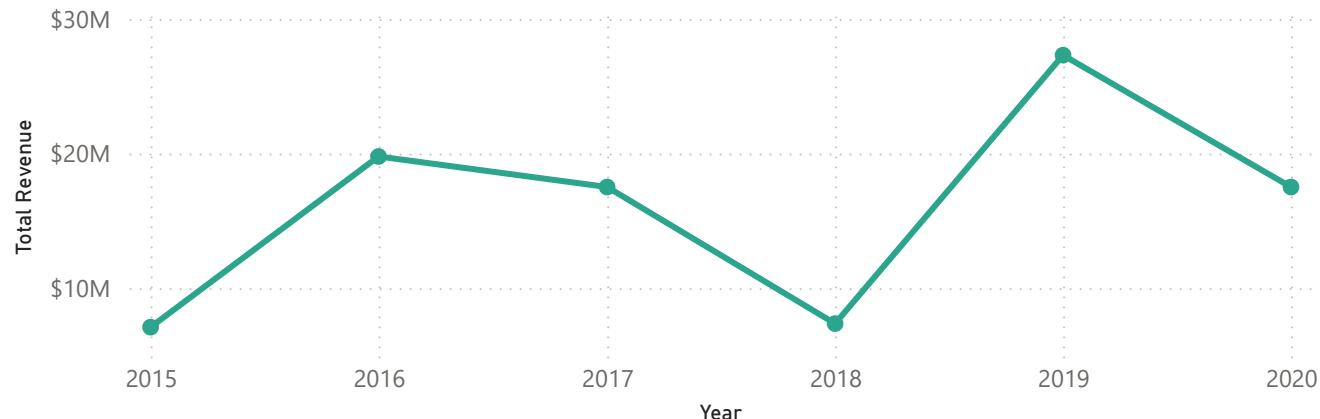
Revenue per Night

**\$370.45**

Revenue per Booking

## Hotel Revenue Intelligence Dashboard

Total Revenue by Year



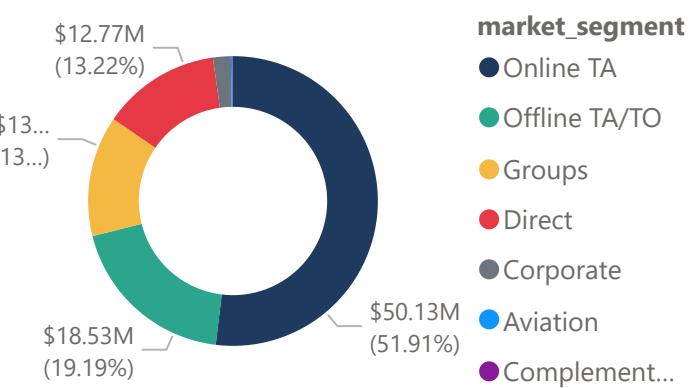
Total Revenue by Month



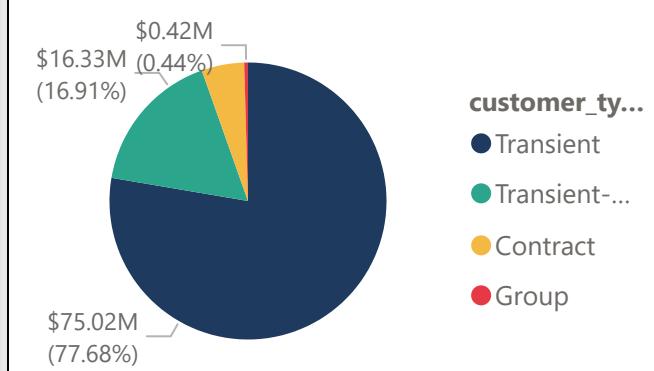
Total Revenue by hotel



Total Revenue by market\_segment



Total Revenue by customer\_type



Select Date Range

09-07-2015

31-08-2020

# Customer & Guest Analytics

**512K**

Total Guests

**103.28**

Average Lead Time

**1.96**

Avg Guests per Booking

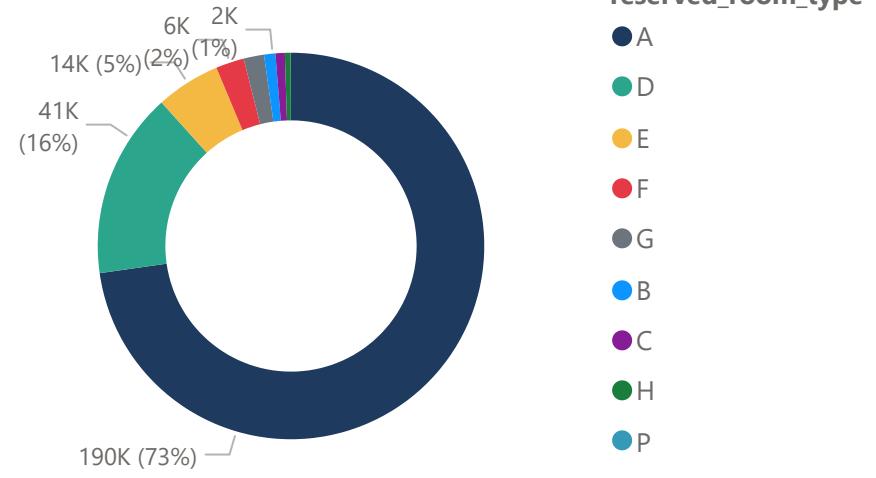
**3.16%**

Repeat Guest Rate %

## COUNTRY

- ABW
- AGO
- AIA
- ALB
- AND
- ARE
- ARG
- ARM
- ASM
- ATA
- ATF

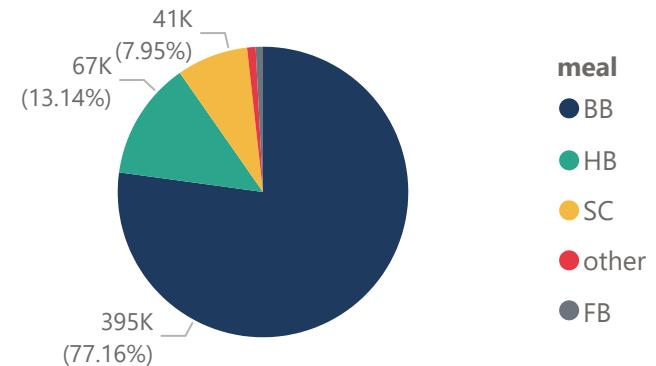
## Total Bookings by Reserved Room Type



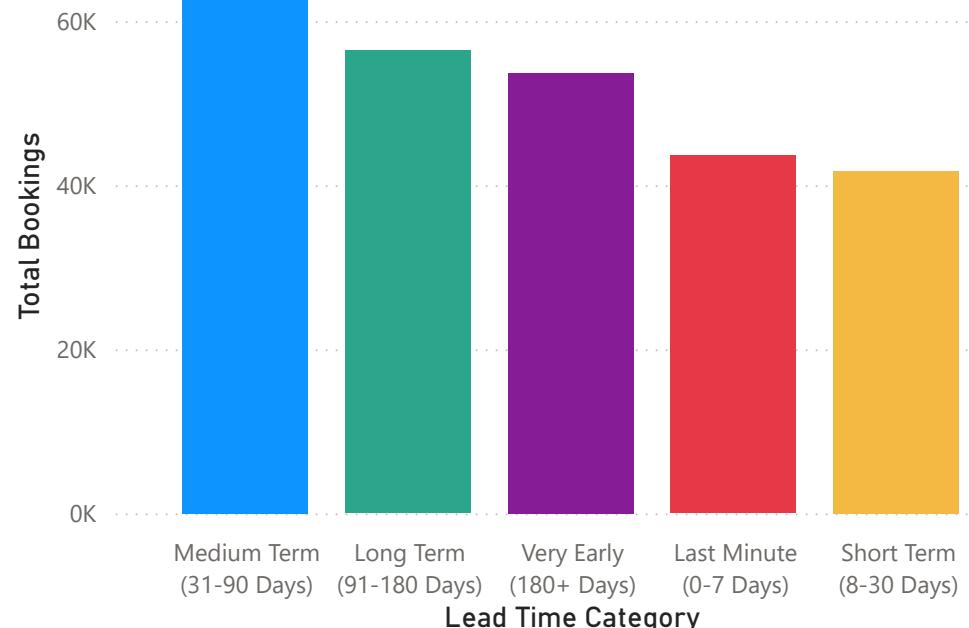
## Total Bookings by Customer Type



## Total Guests by Meal



## Total Bookings by Lead Time



**\$96.81K**

Total Cancellations

**164K**

Confirmed Bookings

**37.13%**

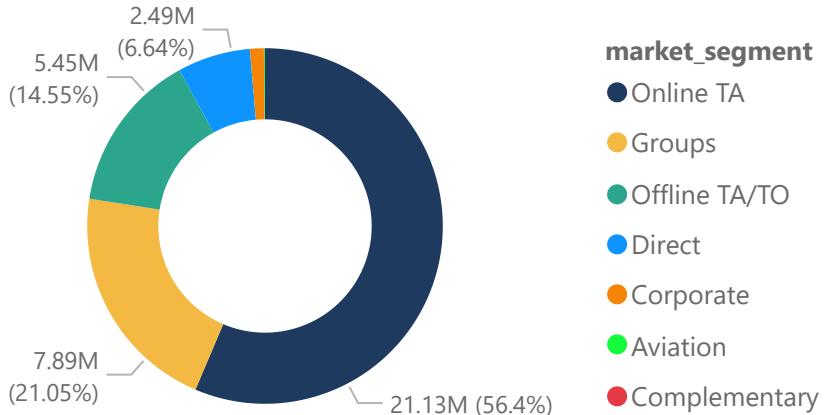
Cancellation Rate %

**37.46M**

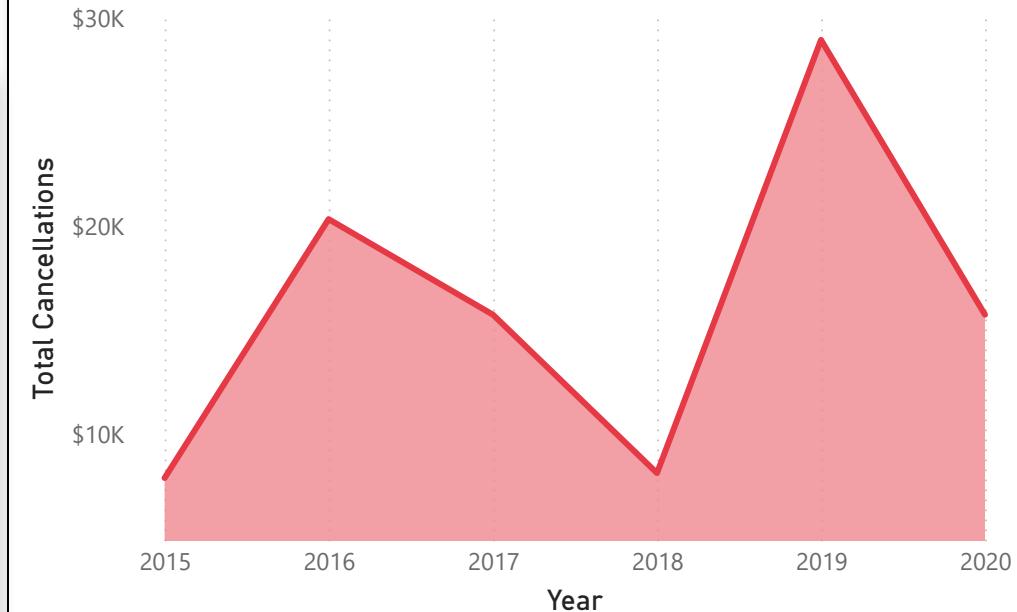
Revenue Loss

## Loss & Risk Insights

### Revenue Loss by market\_segment

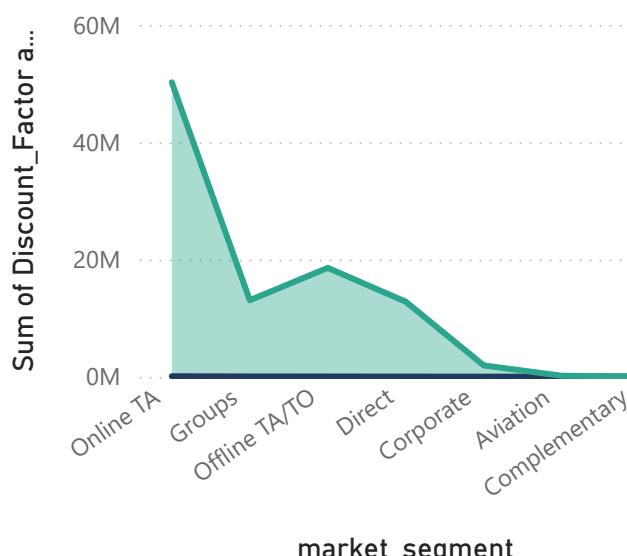


### Total Cancellations by Year

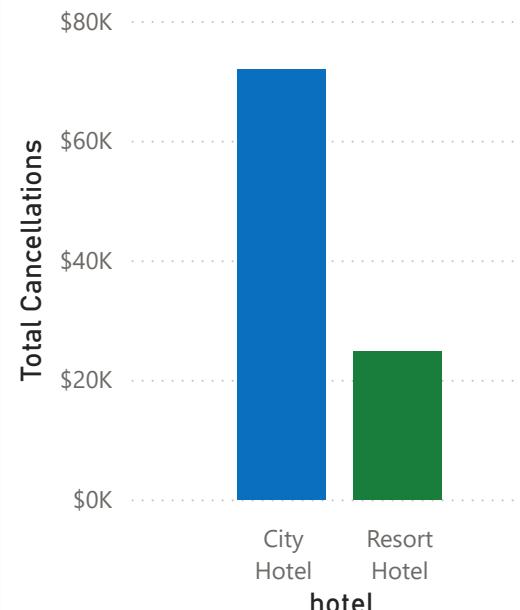


### Discount VS Revenue

● Sum of Discount\_Factor ● Sum of Revenue

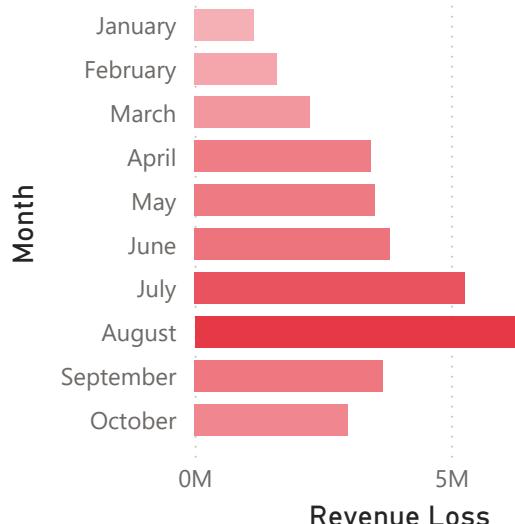


### Total Cancellations by Hotel



### Revenue Loss by Month

Revenue Loss 1.16M 6.45M



# AI Future Forecast & Strategic Intelligence

**11.23M**

Forecasted Revenue...

**20.89K**

Forecasted Bookings 2021

**138.33**

Forecasted ADR 2021

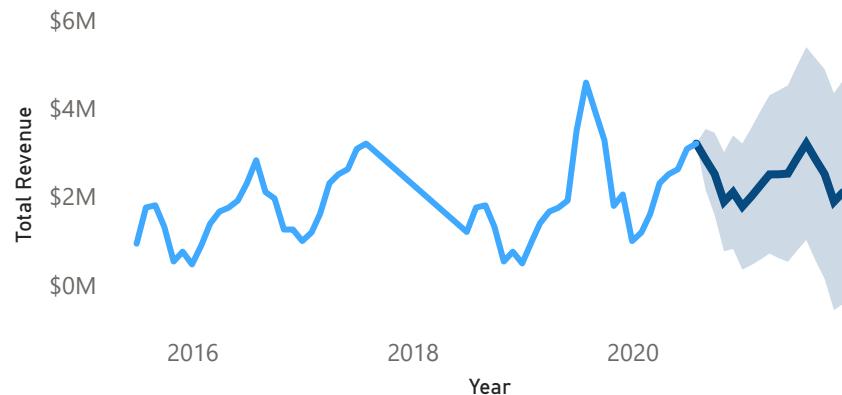
**40.87%**

Predicted Cancellation 2021

**-6.27%**

Demand Growth Index

Total Revenue Forecast by Year/Month



Cancellations Forecast by Year and Month



Revenue Influencers

ⓘ Measures were not included in the analysis because a unique identifier could not be found for Master Table. [Learn more](#) X

Key influencers

Top segments



Increase

?

What influences is\_cancelled to

When...

....the average of is\_cancelled increases by

Sum of lead\_time is more than 257

0.35

market\_segment is Groups

0.28

Sum of Meal\_Revenue is 43.98 - 51.96

0.16

customer\_type is Transient

0.13

Total Bookings Forecast by Year/Month



ADR Forecast by Year and Month

