

261K

Total Bookings

\$100.55

Average ADR

96.58M

Total Revenue

\$108

Revenue per Night

\$370.45

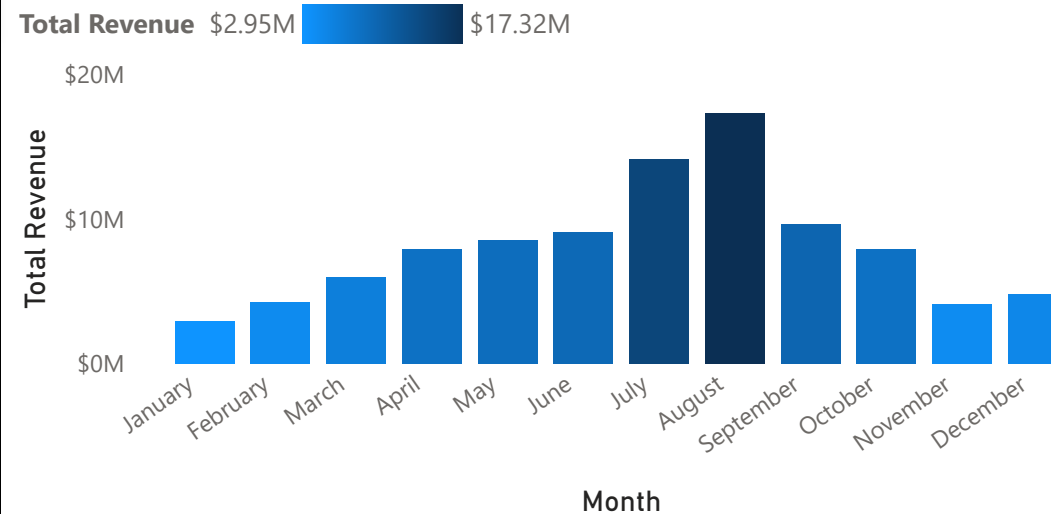
Revenue per Booking

## Hotel Revenue Intelligence Dashboard

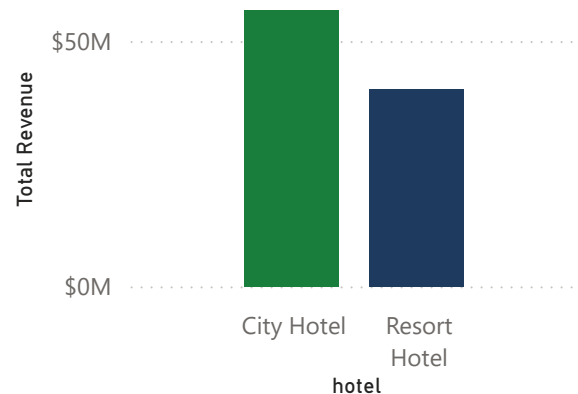
Total Revenue by Year



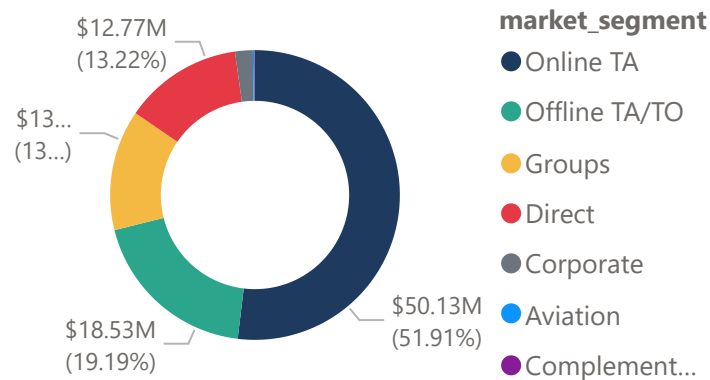
Total Revenue by Month



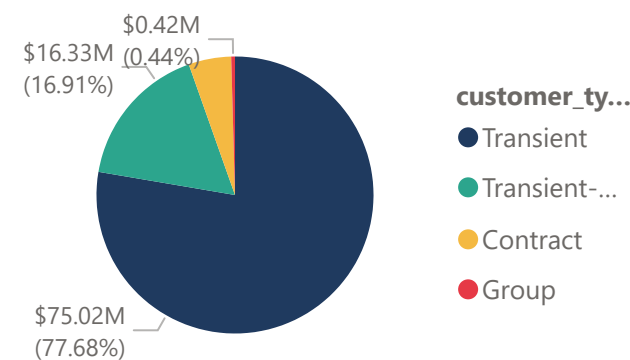
Total Revenue by hotel



Total Revenue by market\_segment



Total Revenue by customer\_type



Select Date Range

09-07-2015

31-08-2020



512K

Total Guests

103.28

Average Lead Time

1.96

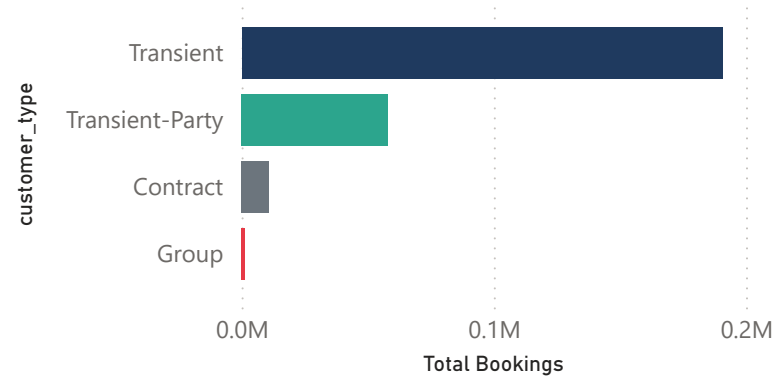
Avg Guests per Booking

3.16%

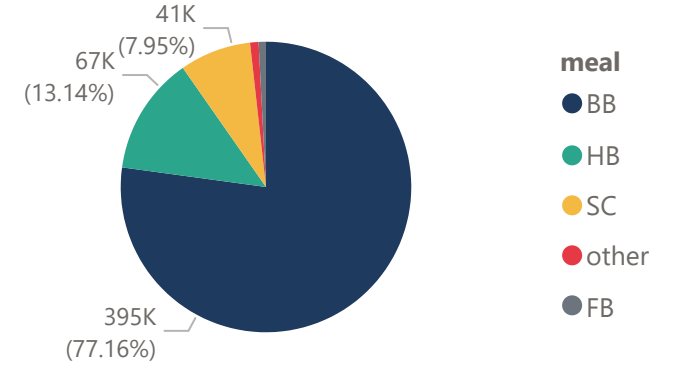
Repeat Guest Rate %

## Customer & Guest Analytics

### Total Bookings by Customer Type



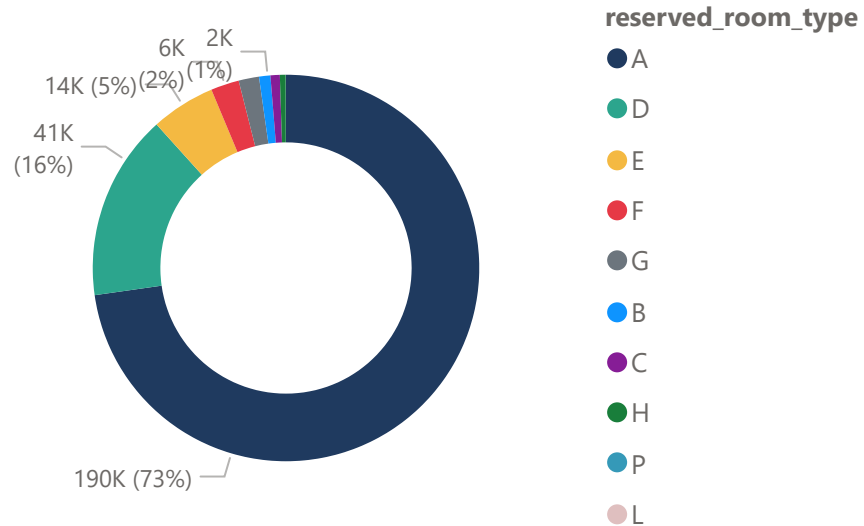
### Total Guests by Meal



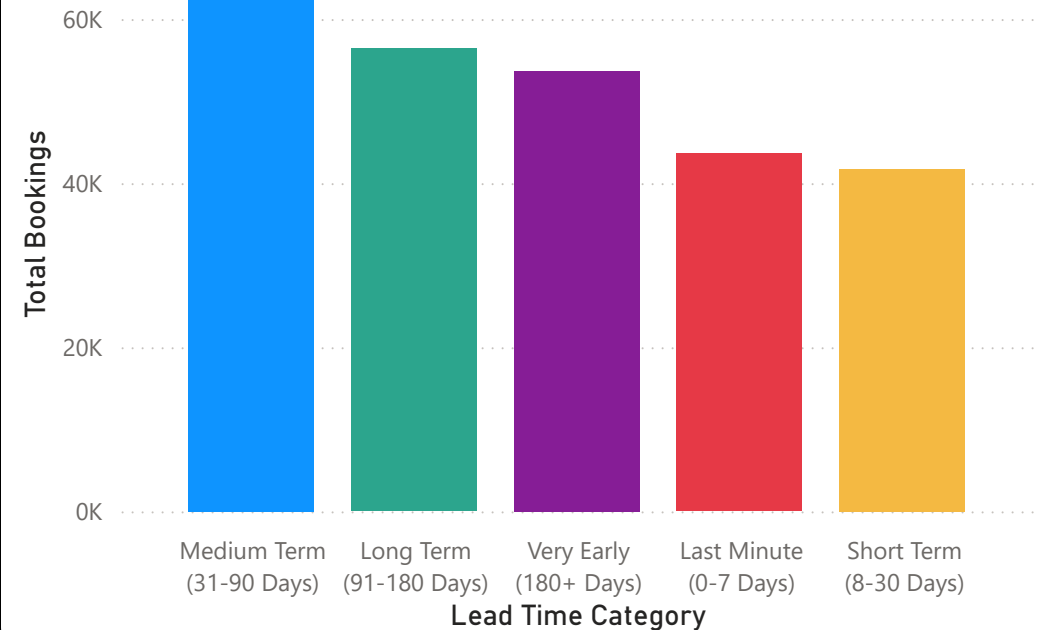
### COUNTRY

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

### Total Bookings by Reserved Room Type



### Total Bookings by Lead Time



\$96.81K

Total Cancellations

164K

Confirmed Bookings

37.13%

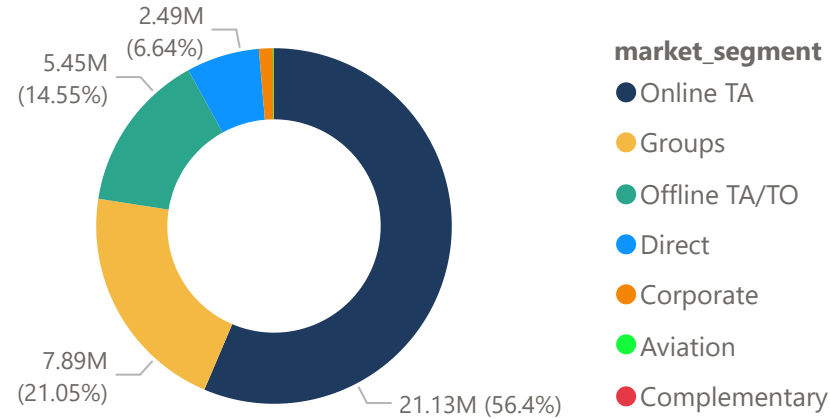
Cancellation Rate %

37.46M

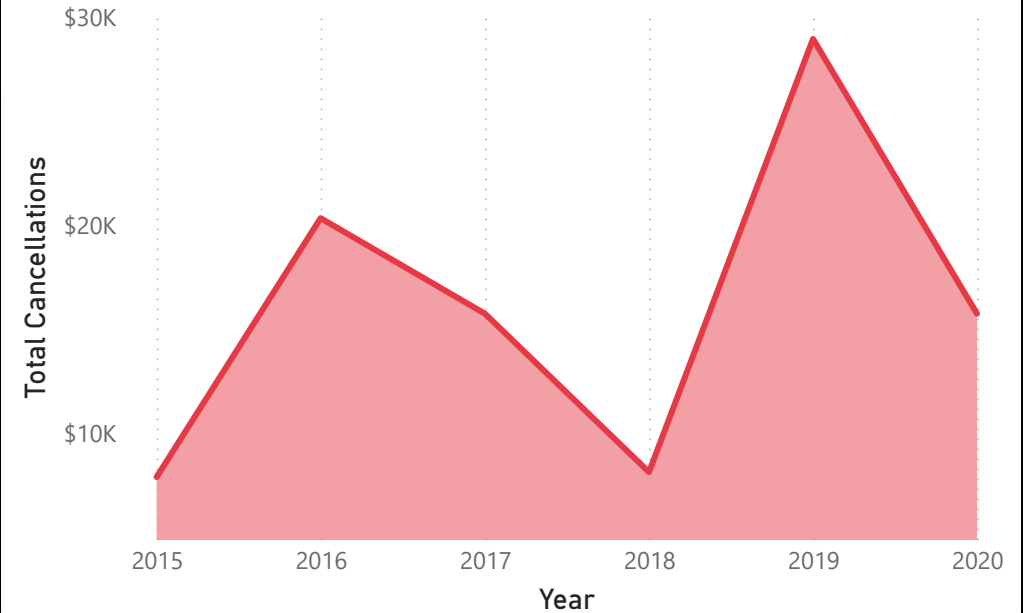
Revenue Loss

## Loss & Risk Insights

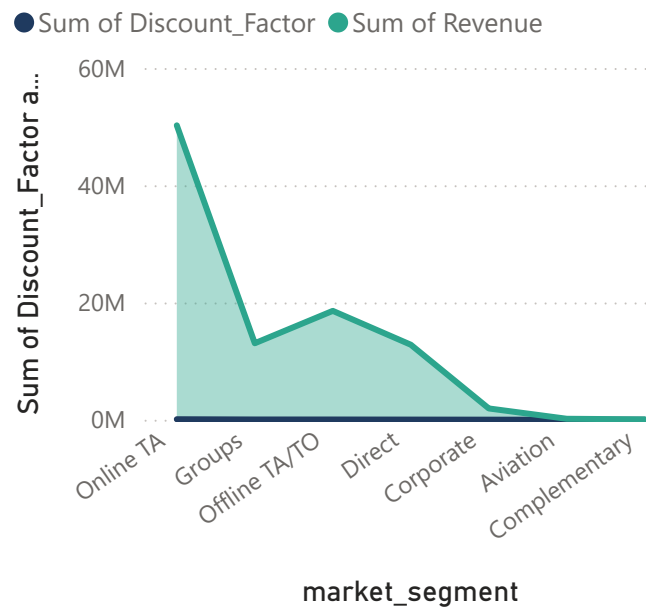
Revenue Loss by market\_segment



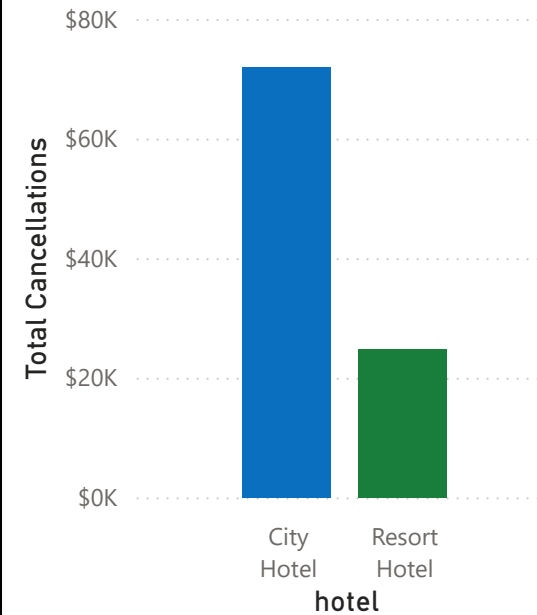
Total Cancellations by Year



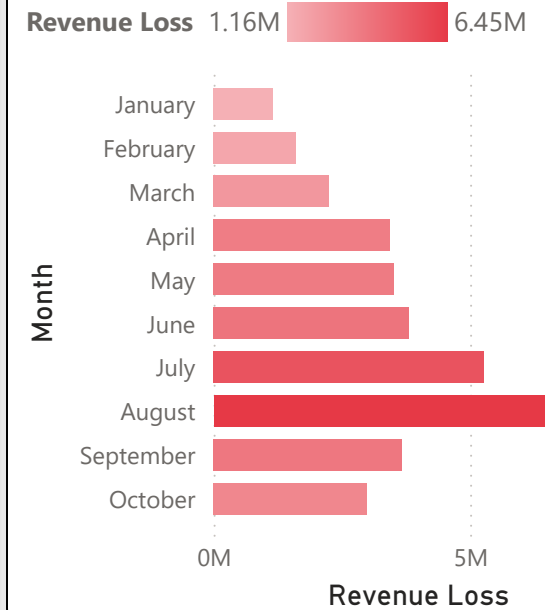
Discount VS Revenue



Total Cancellations by Hotel



Revenue Loss by Month



# AI Future Forecast & Strategic Intelligence

11.23M

Forecasted Revenue...

20.89K

Forecasted Bookings 2021

138.33

Forecasted ADR 2021

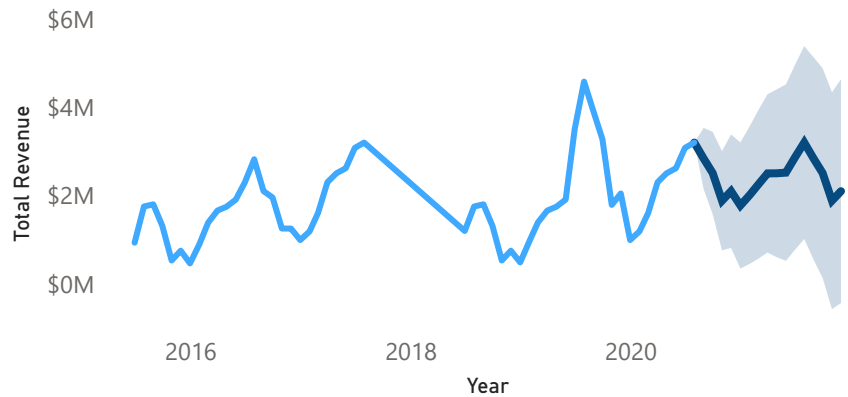
40.87%

Predicted Cancellation 2021

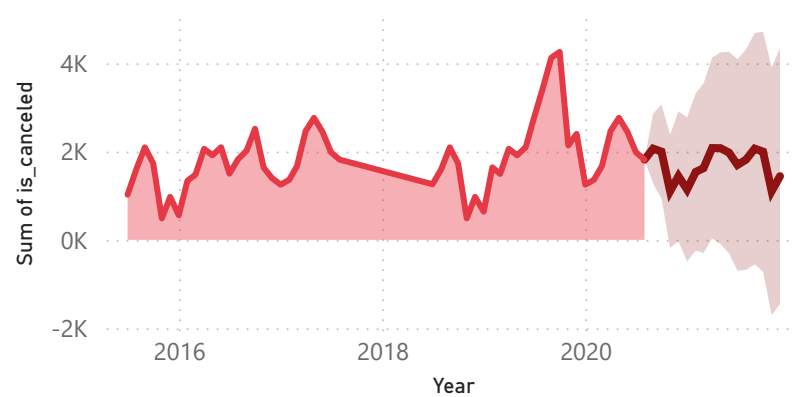
-6.27%

Demand Growth Index

## Total Revenue Forecast by Year/Month



## Cancellations Forecast by Year and Month



## Revenue Influencers

① Measures were not included in the analysis because a unique identifier could not be found for Master Table. [Learn more](#)

### Key influencers

### Top segments

What influences is\_canceled to

Increase



?

When...

...the average of is\_canceled increases by

Sum of lead\_time is more than 257

0.35

market\_segment is Groups

0.28

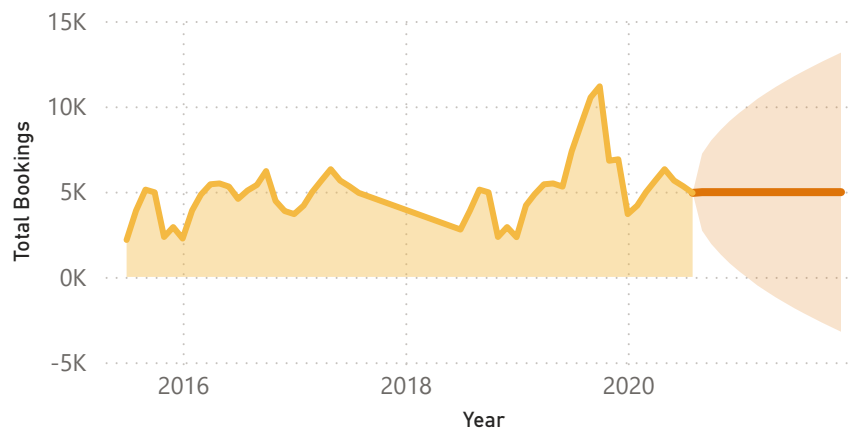
Sum of Meal\_Revenue is 43.98 - 51.96

0.16

customer\_type is Transient

0.13

## Total Bookings Forecast by Year/Month



## ADR Forecast by Year and Month

