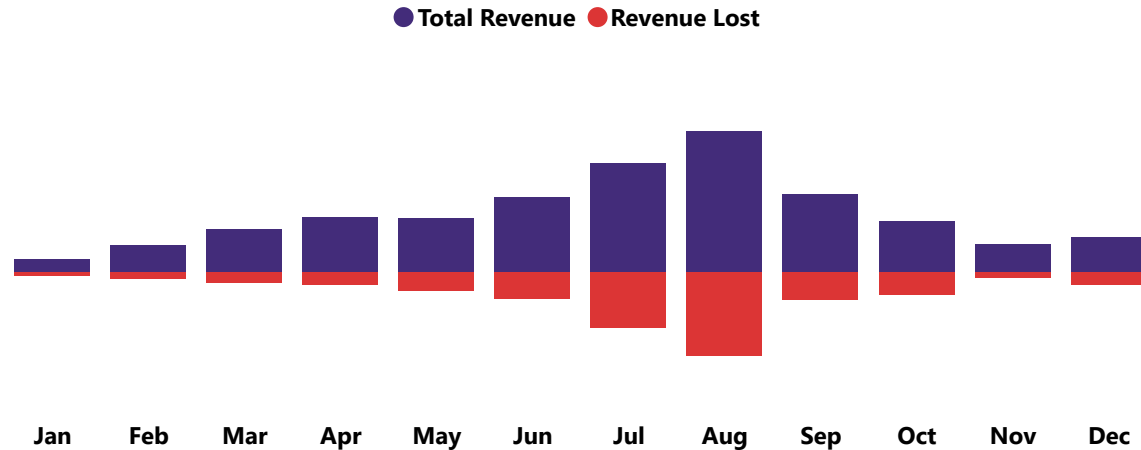
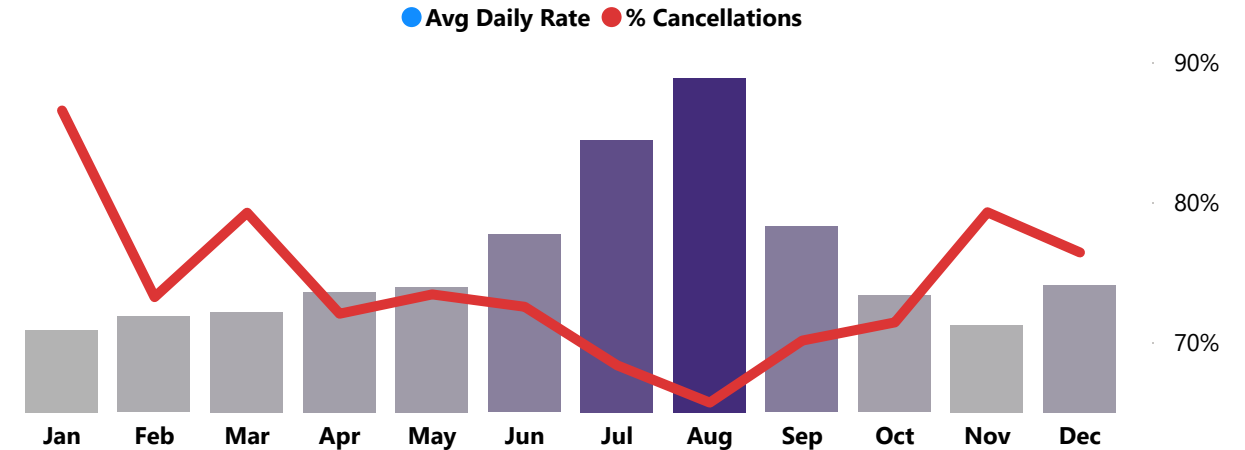


Hotel Summer Booking Dashboard (Deep insight on July and August 2016)

Total Revenue made by Revenue Lost on monthly basis



Avg Daily Rate and Cancellations by Month



There is an increase in **revenue** in July & August but also **lost to cancellations**.

(\$991K) were lost to **cancellation** in July & August.

Good news the **Average Daily Rate** is higher in July & August with low cancellation. We have **high cancellation** in Jan, Mar & Nov.

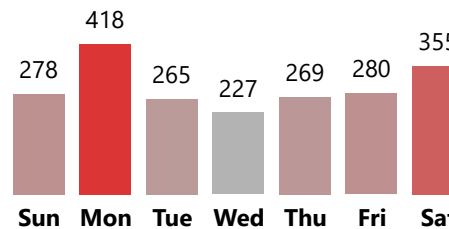


Key Recommendations

What can we do?

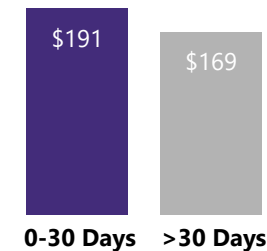
- We can over booked the summer month reservation, with that we can reduce cancellations.
- Focus more on the booking between 0-30 days during the summer period (July & August).
- Reducing the Average Daily Rate might reduce cancellations.

Cancellations by Weekdays



Higher cancellation falls between Monday & Saturday.

Avg Daily Rate



Summer bookings within 30 days have **high cancellation**, it might be affected by the high **Average Daily Rate**.

Cancellation Rate

