Hotel Booking Demand & Cancellation Overview

arrival_date_year
All

hotel
All

Season
All

43M	119K	44K	37%	102	62.96	3.43
Total_revenue	Total_bookings	Cancelled_Bookings	Cancellation_rate(...	Avg_daily_revenue	Occupany_rate (%)	Avg_lenght_of_stay

Total Bookings by Hotel

- City Hotel: 79326
- Resort Hotel: 40059

Booking trends over time

- 2015: 22K
- 2016: 57K
- 2017: 41K

Booking status distribution

- 44220 (37.04%)
- 75165 (62.96%)

Cancellation flag
- Not cancelled
- Cancelled

Cancellation rate by Hotels

- City Hotel: 42%
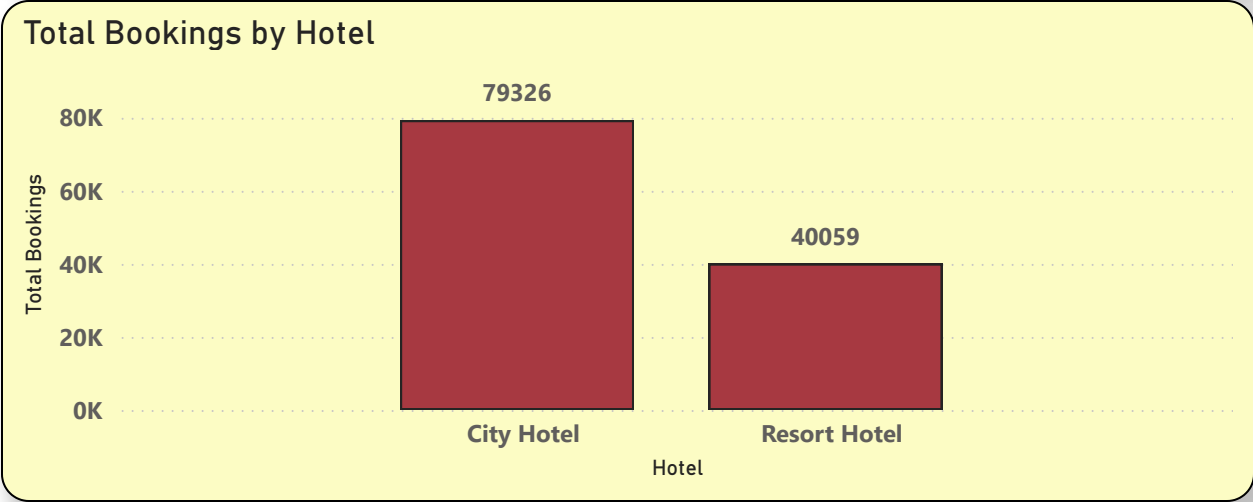- Resort Hotel: 28%
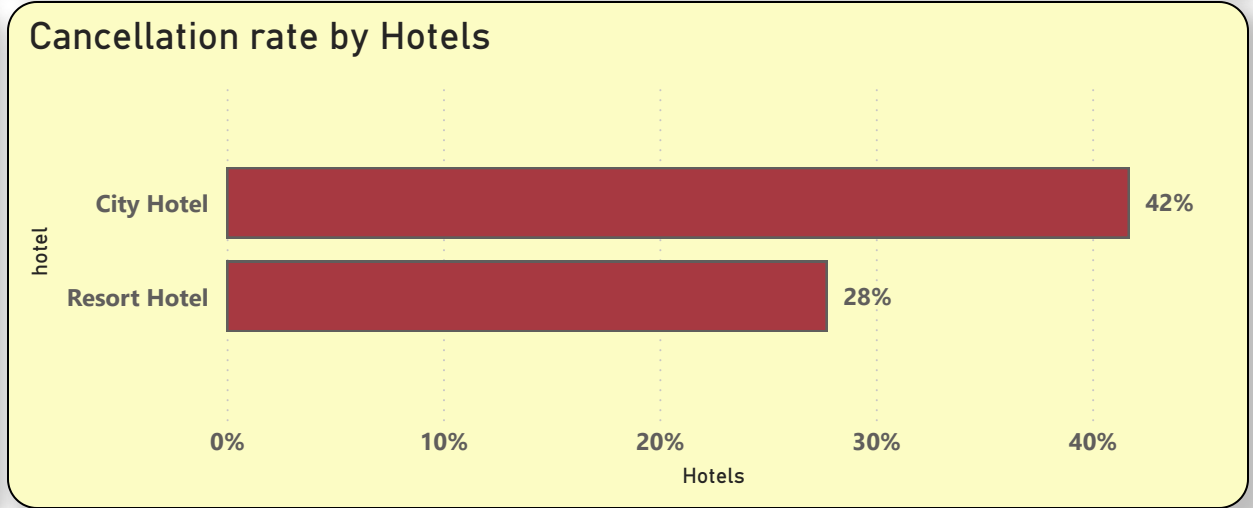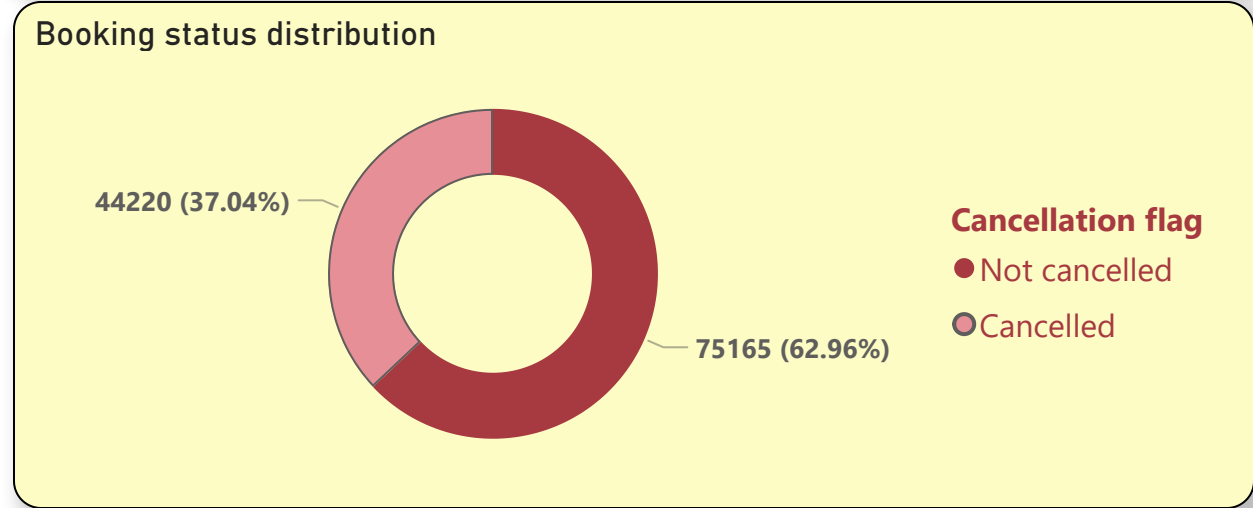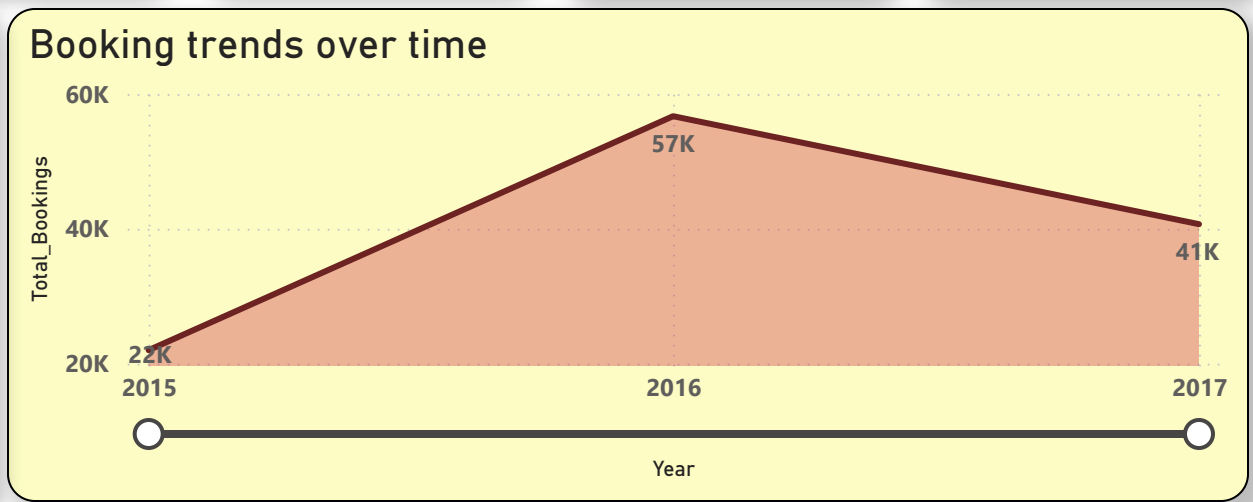
Customer & Booking behaviour Analysis

Distribution channel
All

Market segment
All

Hotels
All

Arrival year
All

Bookings by market segment

Total_bookings

- Online Travel Agency: 56K
- Offline Travel Agency /...: 24K
- Group booking: 20K
- Direct booking by custo...: 13K
- Corporat... booking: 5K
- Comple... (free stay): 1K
- Airline-a... booking: 0K
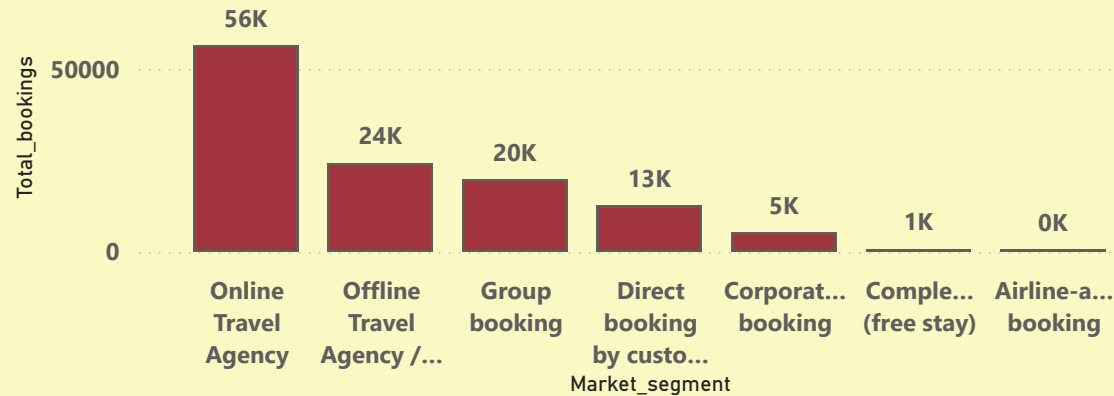
Market_segment

Revenue contribution by market segment

Total_revenue

- Online Travel Agency: 24M
- Offline Travel Agency ...: 8M
- Direct booking by custo...: 5M
- Group booking: 5M
- Corpora... booking: 1M
- Airline-a... booking: 0M
- Comple... (free stay): 0M
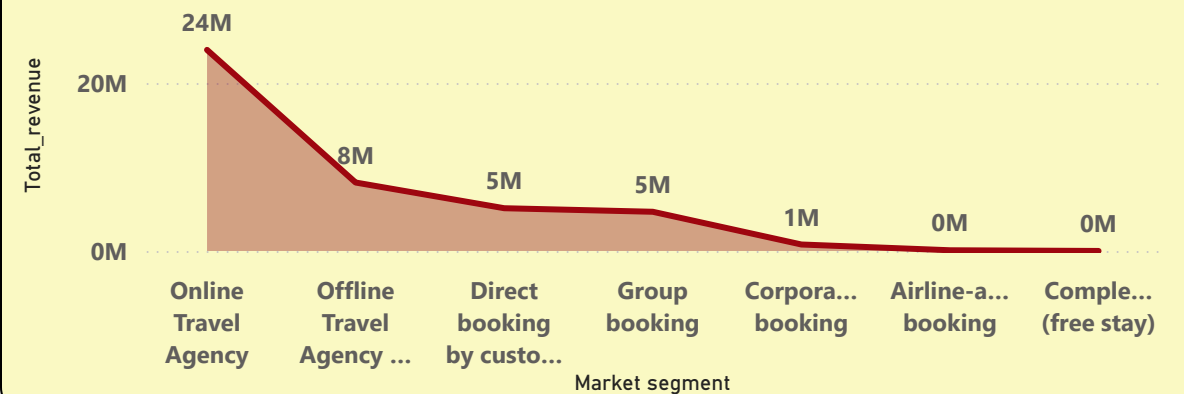
Market segment

Average length of stay by Hotel

hotel ●Resort Hotel ●City Hotel

Resort Hotel	City Hotel
4.32	2.98

Average ADR by distribution channel

Distribution channel

- Global Distribution S...: 121
- Direct booking with h...: 107
- Travel Agent / Tour O...: 103
- Corporate channel: 69

Average daily revenue
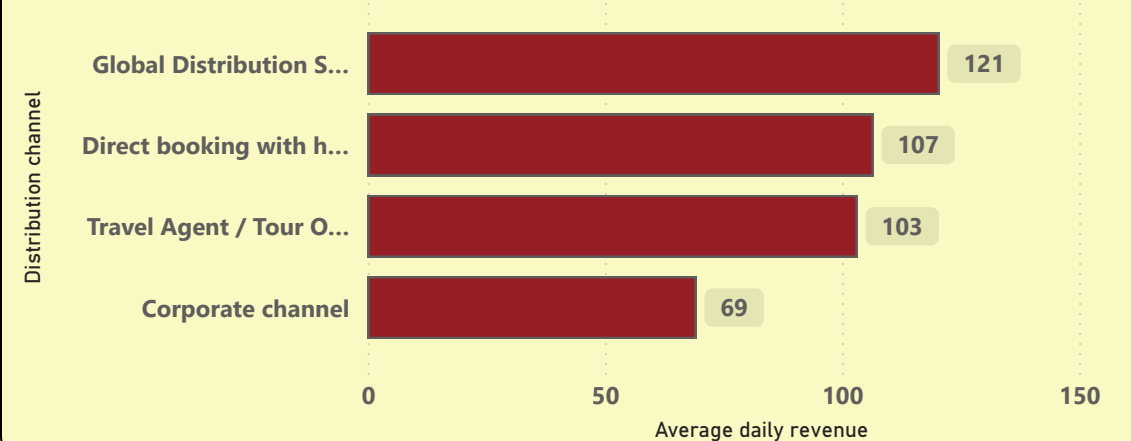
Cancellation Drivers

Cancelled Bookings

0K — 44K — 119K

Cancellation rate(%)

0% — 37% — 100%
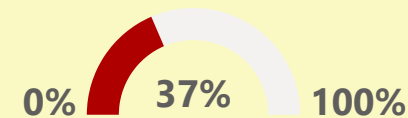
Cancellation_rate(%) by Market_segment

Group booking	Online Travel Agency		Airline-associa...	Corporate/...
61%	37%		22%	19%
	Offline Travel Agency / Tour O...		Direct bookin...	Complemen...
	34%		15%	13%
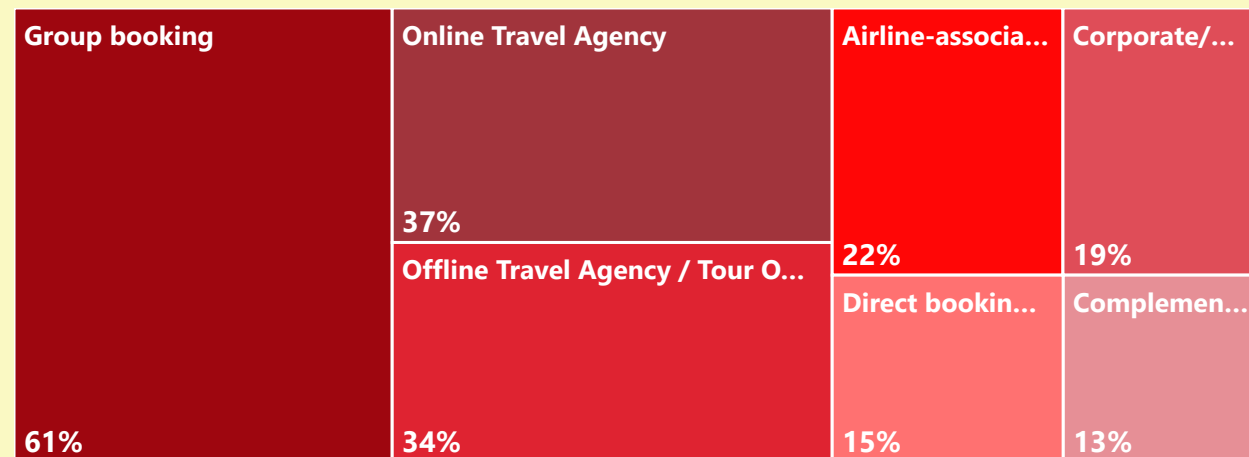
Cancellation rate(%) by lead time

Cancellation rate %

100%

50%

0%

0   200   400   600

Lead time in Bins

17%   44%   46%   71%   54%   78%   69%   100% 100%
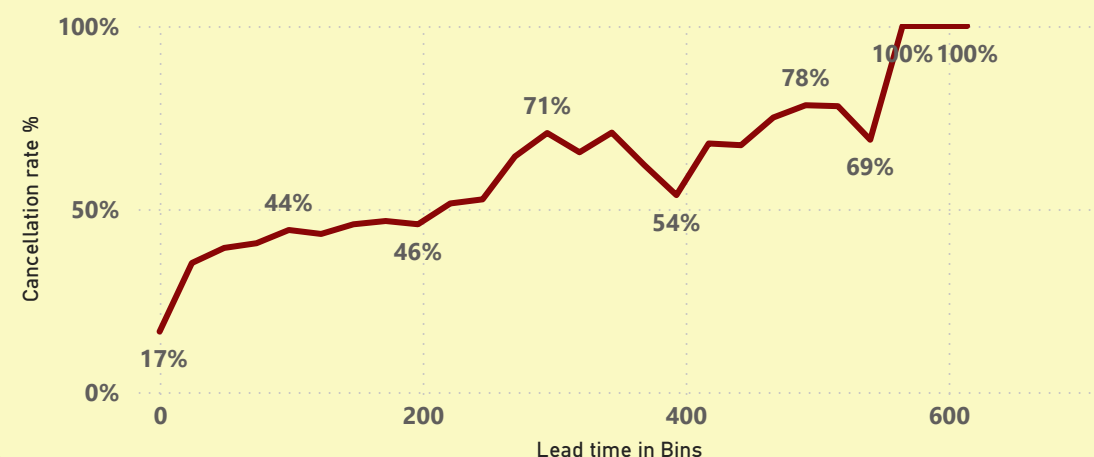
Cancellation rate(%) by Distribution channel

Cancellation rate (%)

40%

20%

0%

Travel Agent / Tour Operator	Corporate channel	Global Distribution System	Direct booking with hotel
41%	22%	19%	17%

Distribution channel
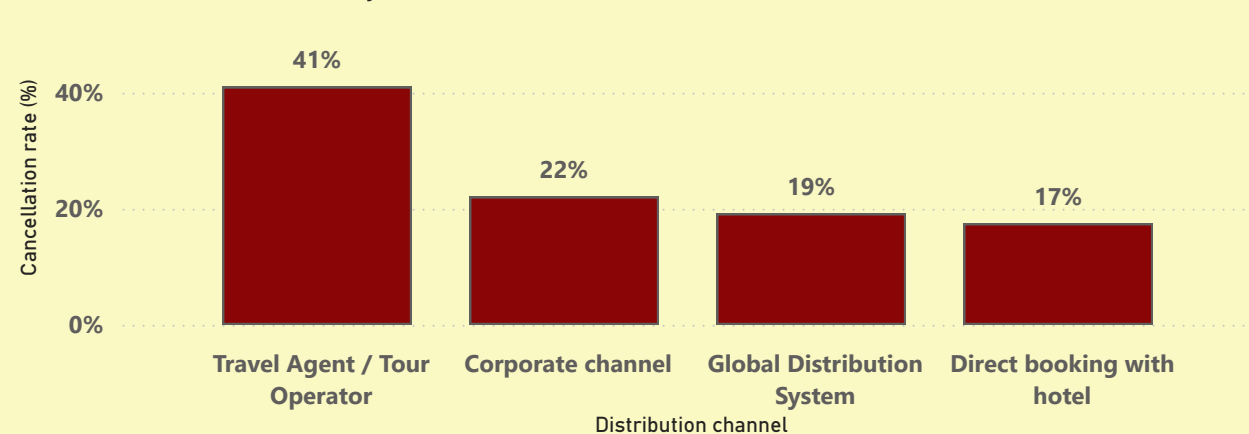
Cancelled_Bookings by deposit_type

0K (0.08%)
14K (32.78%)
30K (67.14%)

● No Deposit
● Non Refund
● Refundable
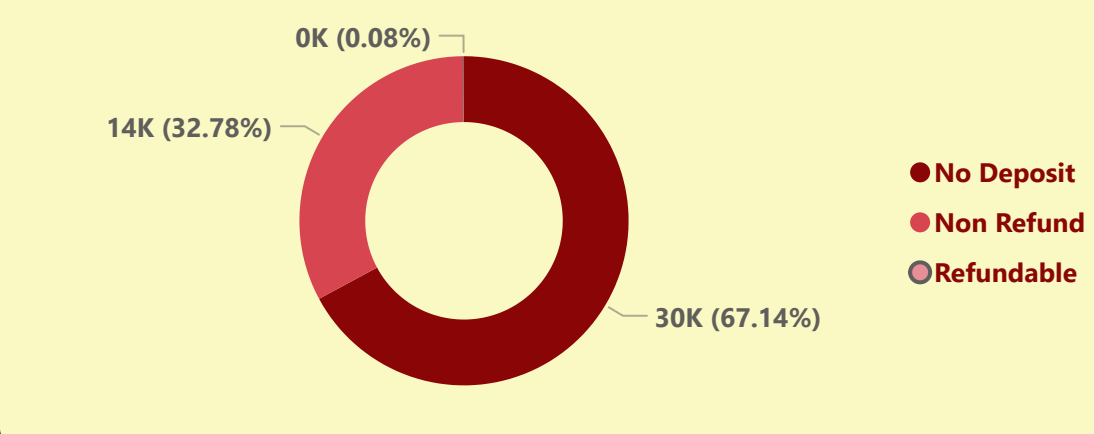
Seasonality & Performance Trends

Total revenue by month

Total revenue by month (bar chart):
- August: 7.9M
- July: 6.6M
- June: 4.5M
- May: 4.1M
- September: 3.7M
- April: 3.7M
- October: 3.0M
- March: 2.6M
- February: 1.8M
- December: 1.8M
- November: 1.6M
- January: 1.3M
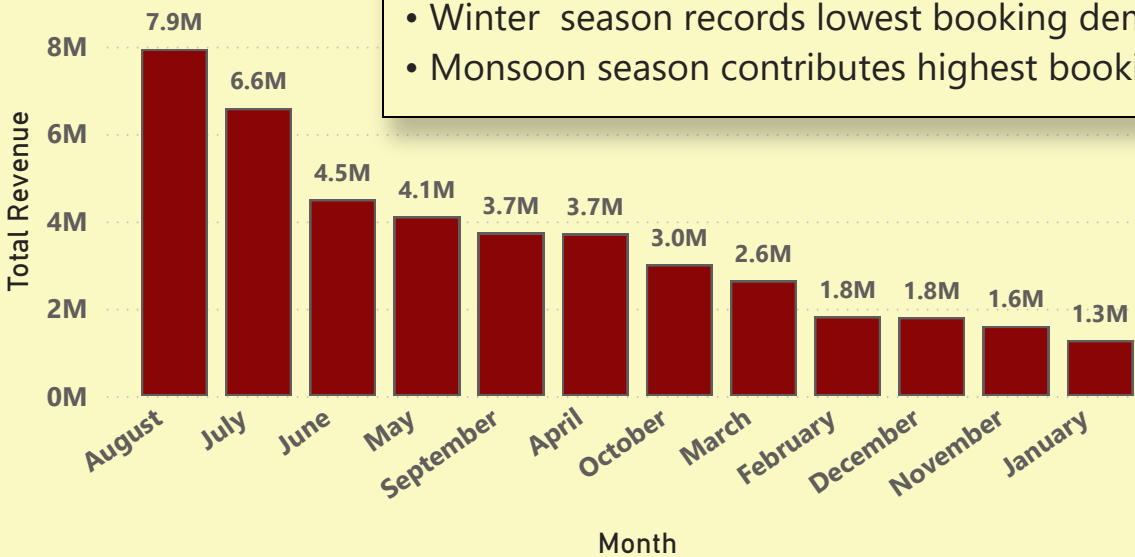
Total bookings by month

Total bookings by month (area chart):
- August: 13.9K
- July: 12.7K
- May: 11.8K
- October: 11.2K
- April: 11.1K
- June: 10.9K
- September: 10.5K
- March: 9.8K
- February: 8.1K
- November: 6.8K
- December: 6.8K
- January: 5.9K
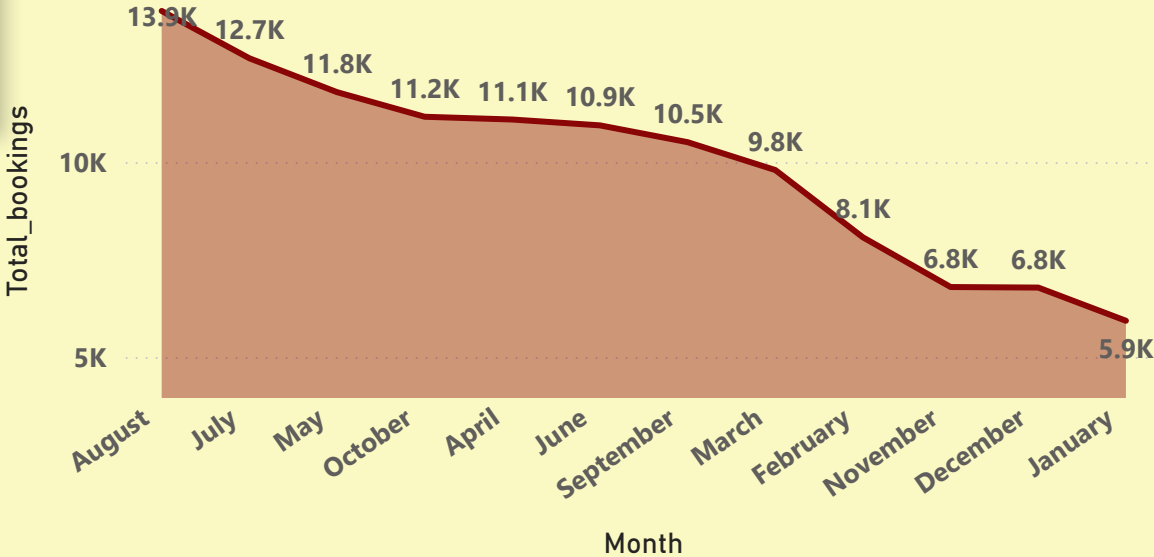
Total bookings by Season

- Monsoon: 37472
- Summer: 32674
- autumn: 28462
- Winter: 20777
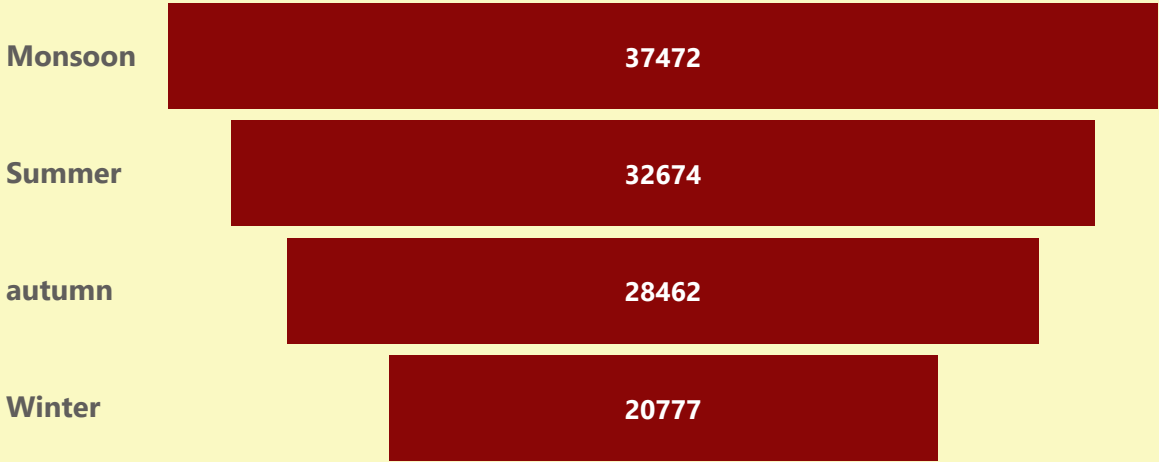
Season Analysis for the year 2015–2017

Season	Total_revenue	Total_bookings	Cancelled_Bookings	Cancellatio
autumn	83,41,623.22	28462	10484	
Monsoon	1,90,30,647.35	37472	14512	
Summer	1,04,57,813.13	32674	12350	
Winter	48,92,242.83	20777	6874	
Total	**4,27,22,326.53**	**119385**	**44220**	