



# Hotel Bookings Analysis

---

Data Set Timeline :

**July-2015 to August-2017**

BY KUMAR SHIVAM

# Introduction

---

In this, I am going to present my analysis done on a Hotel data set.

I will also give answers to the questions that are most probably a Business Organizer Team wants to know by finding insights from the data and I will present my suggestions also.



# Detailed Analysis of Hotel Data

## 01. Bookings and Cancellations Analysis

- How many Bookings got cancelled and also a detailed report for all the different dependent areas?
- Confirmed Bookings detailed report.
- Which month have the highest number of cancelations?

## 02. Guests and Stay Analysis

- How long do people stay at the hotels?
- How much do guests pay for a room per night?
- Which are the most busy month?

## 03. Customer Type and Market Segment Analysis



- How many type of customer are there and there Booking vs Cancellations report.
- Market Segment wise Bookings Report.

## 04. Price Analysis

- How does the price per night vary over the year?

## 05. Revenue Analysis

- Detailed Revenue Report comprising all sections.
- Overall Loss due to Bookings cancellations (over months)

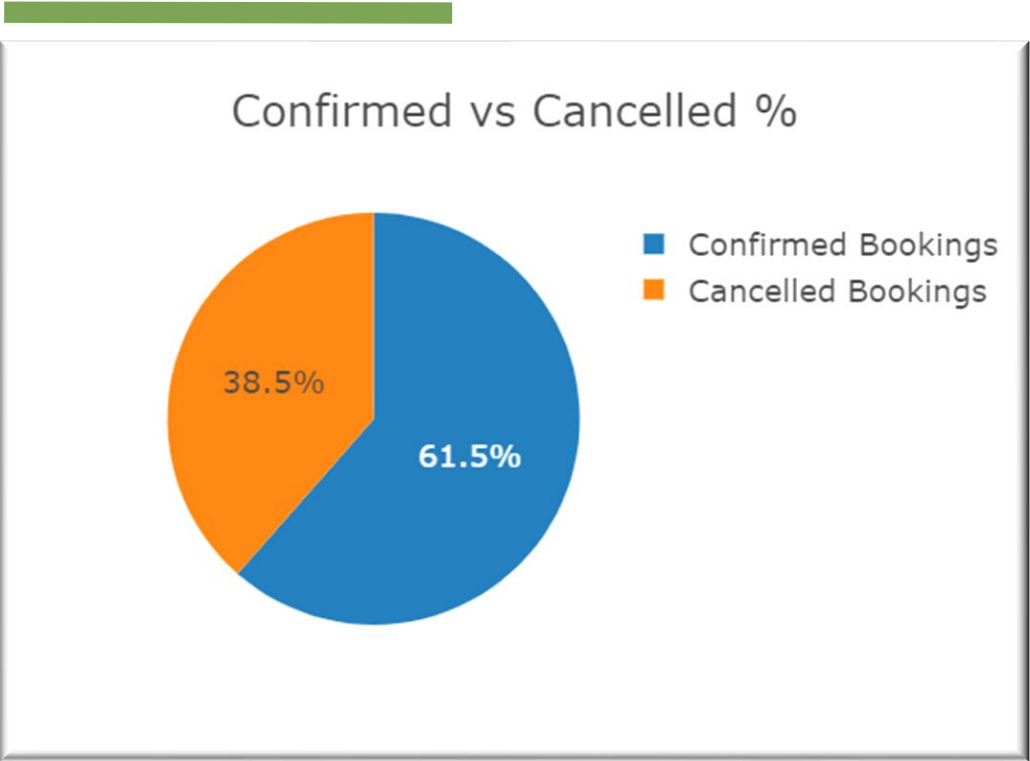


**July/2015-Aug/2017**

---

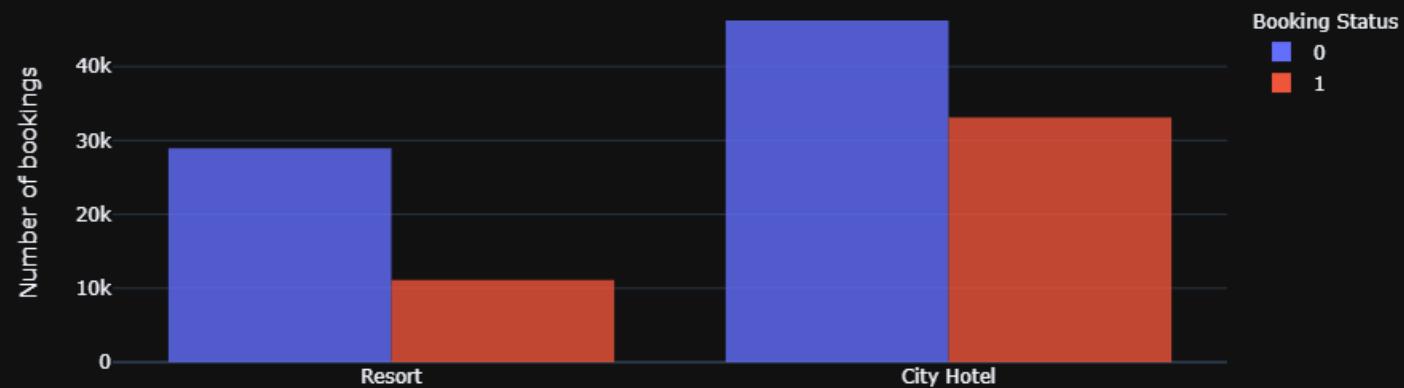
# Bookings and Cancellations Analysis: Booked-0 and Cancelled-1

Overall

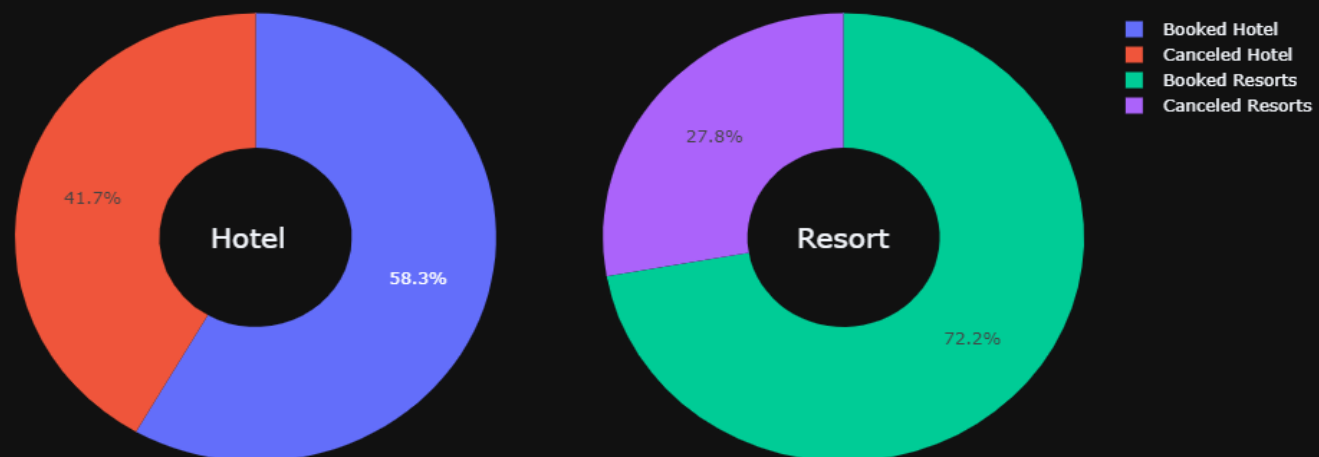


## City Hotel Vs Resorts

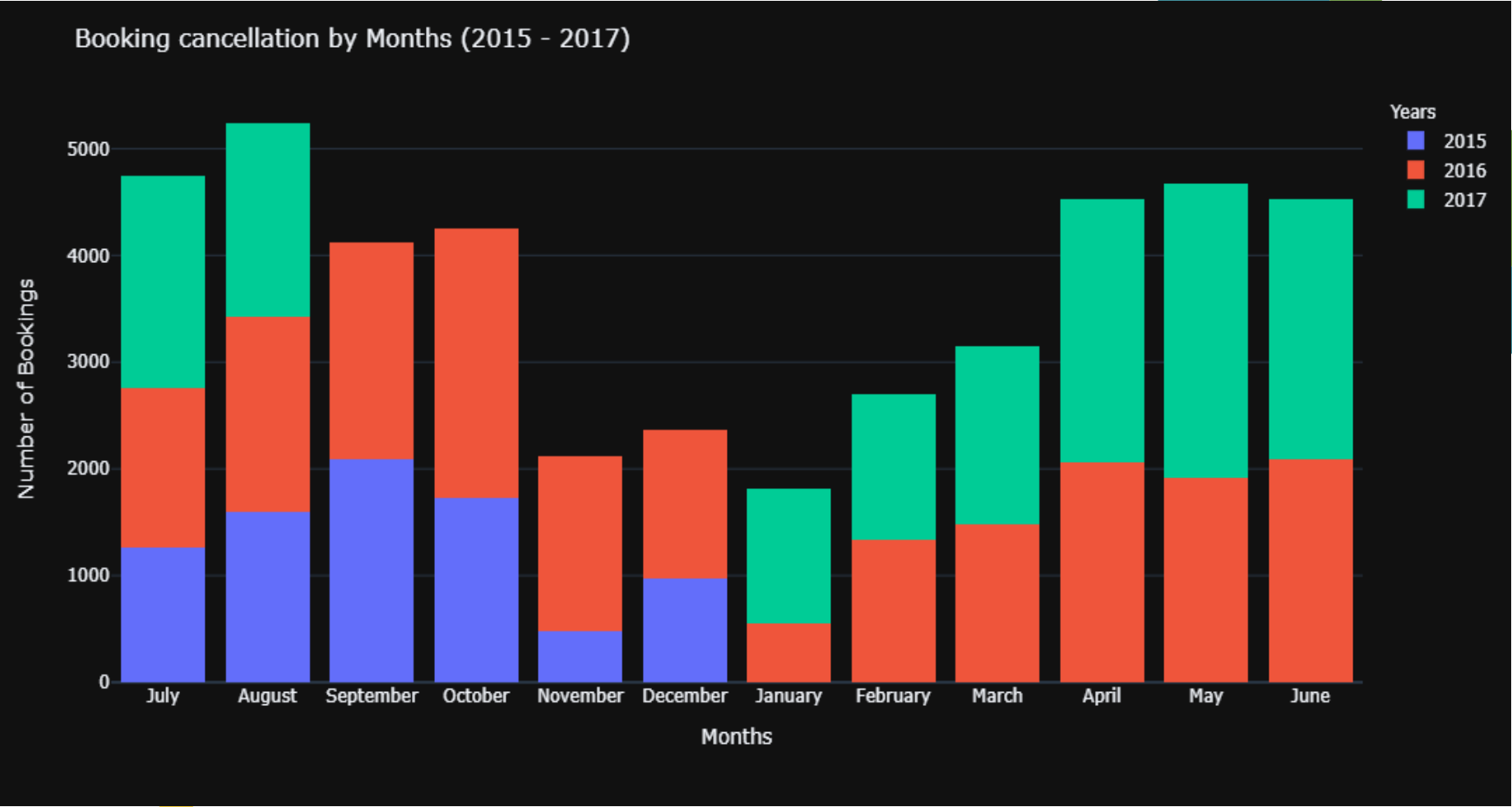
### Resort VS City Hotel



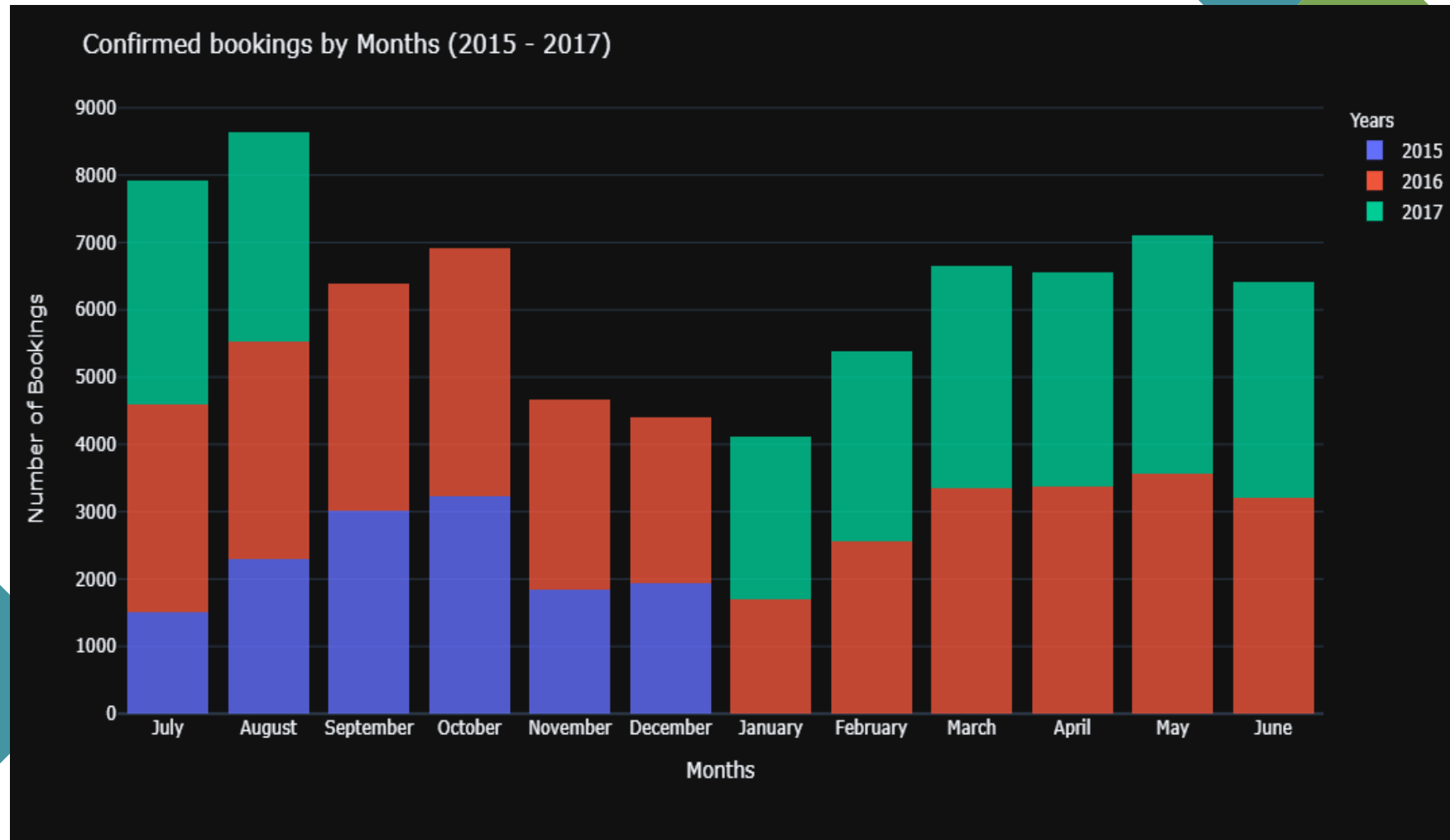
### Bookings, Cancellation % in Hotels and Resorts



cancellations over months and years:



## Bookings over months and years:





# Timeline

## Q1. Jul – Sep

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

## Q3. Jan – Mar

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

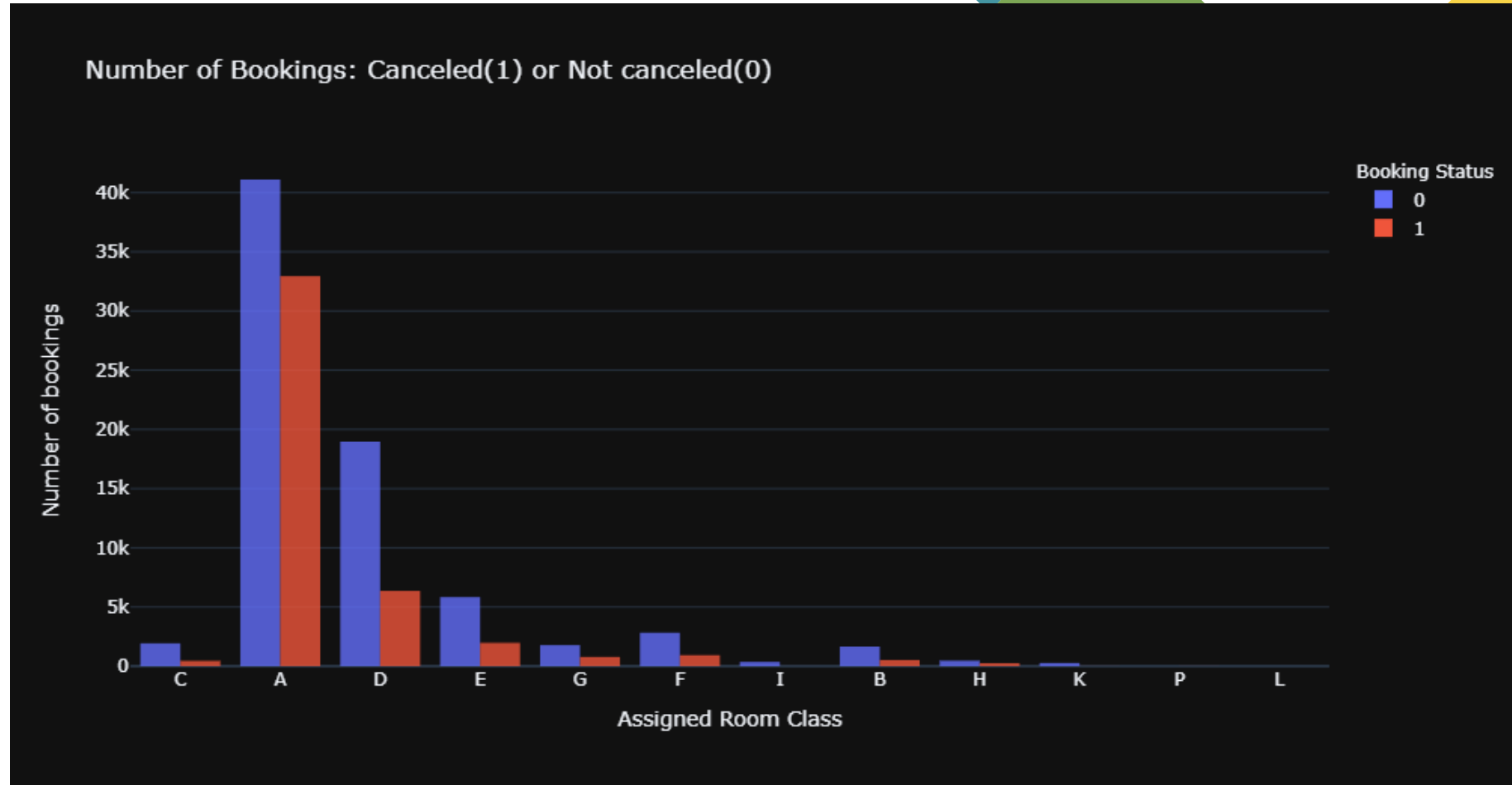
## Q2. Oct – Dec

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

## Q4. Apr – Jun

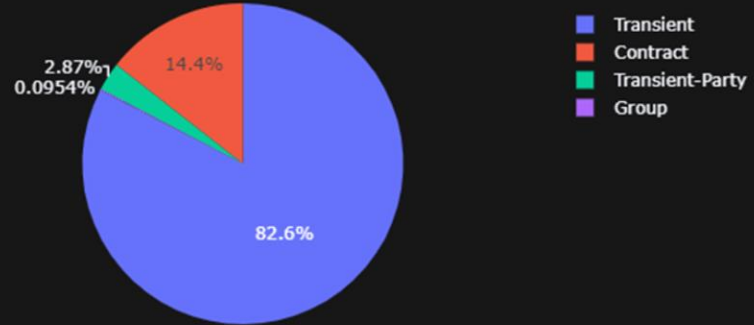
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

“

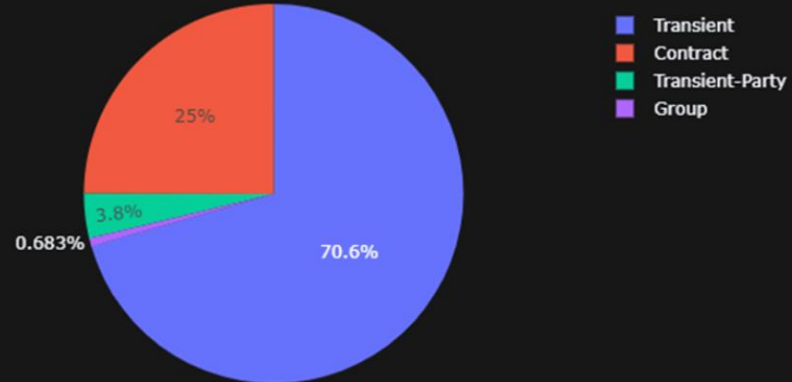


## Customer Type: Bookings and Cancellations

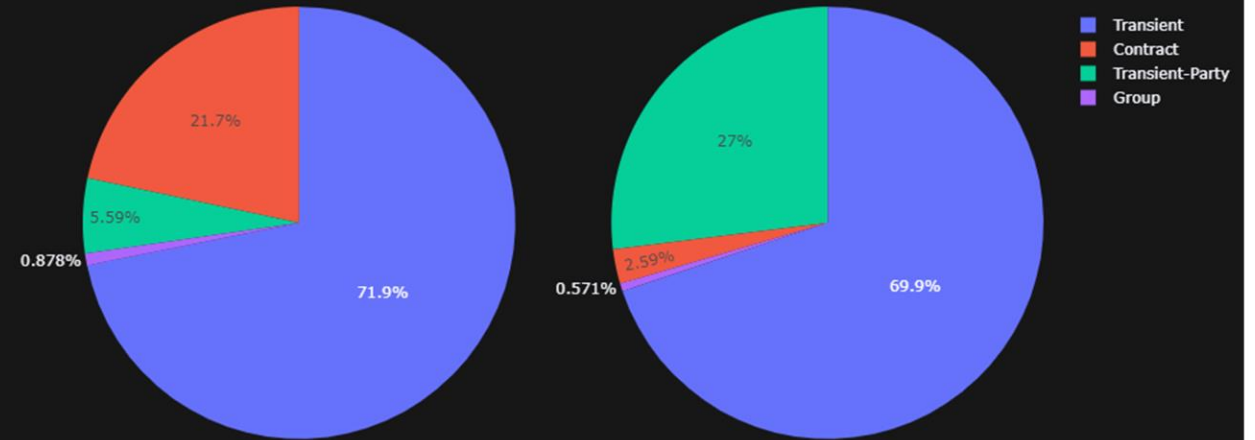
Cancelled Bookings: by Customer Types



Confirmed Bookings:by Customer Types



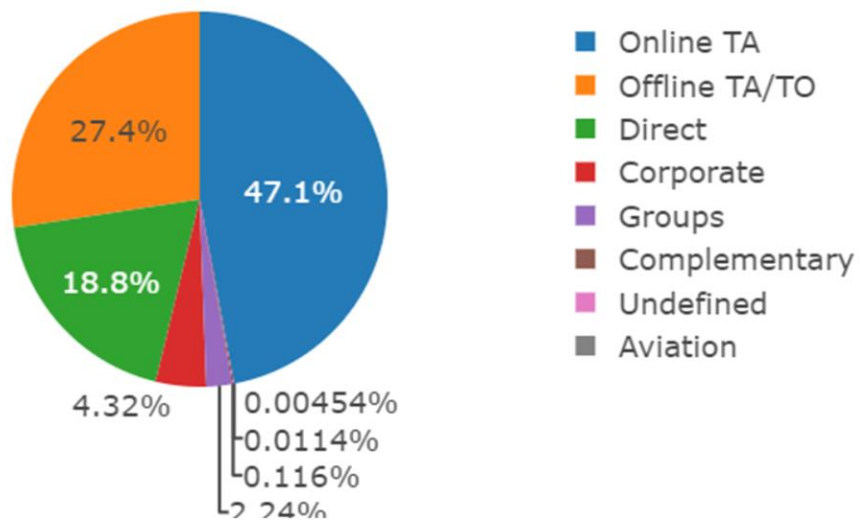
Confirmed Bookings: Customer Types for Resorts and City Hotel



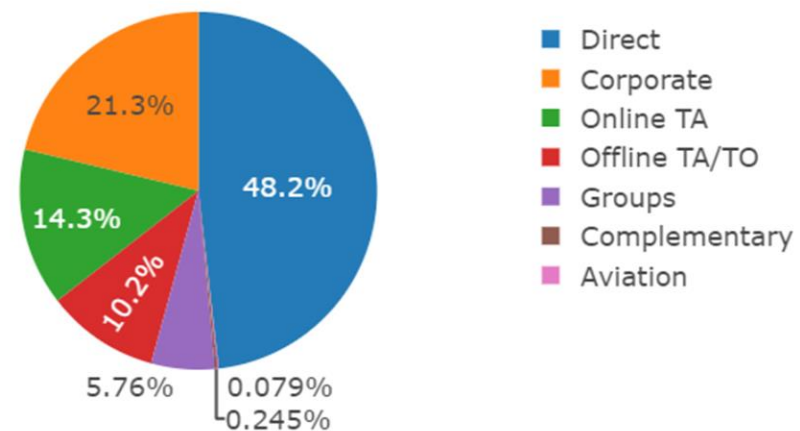
- **RESORTS:** 71.9% BOOKED BY Transient types customer.
- **C.HOTELS:** 69.9% Booked by Transient types customer.
- 82.6 Bookings cancelled by Transient type.
- 70.6 Bookings cancelled by Transient type.

## MARKET SEGMENT

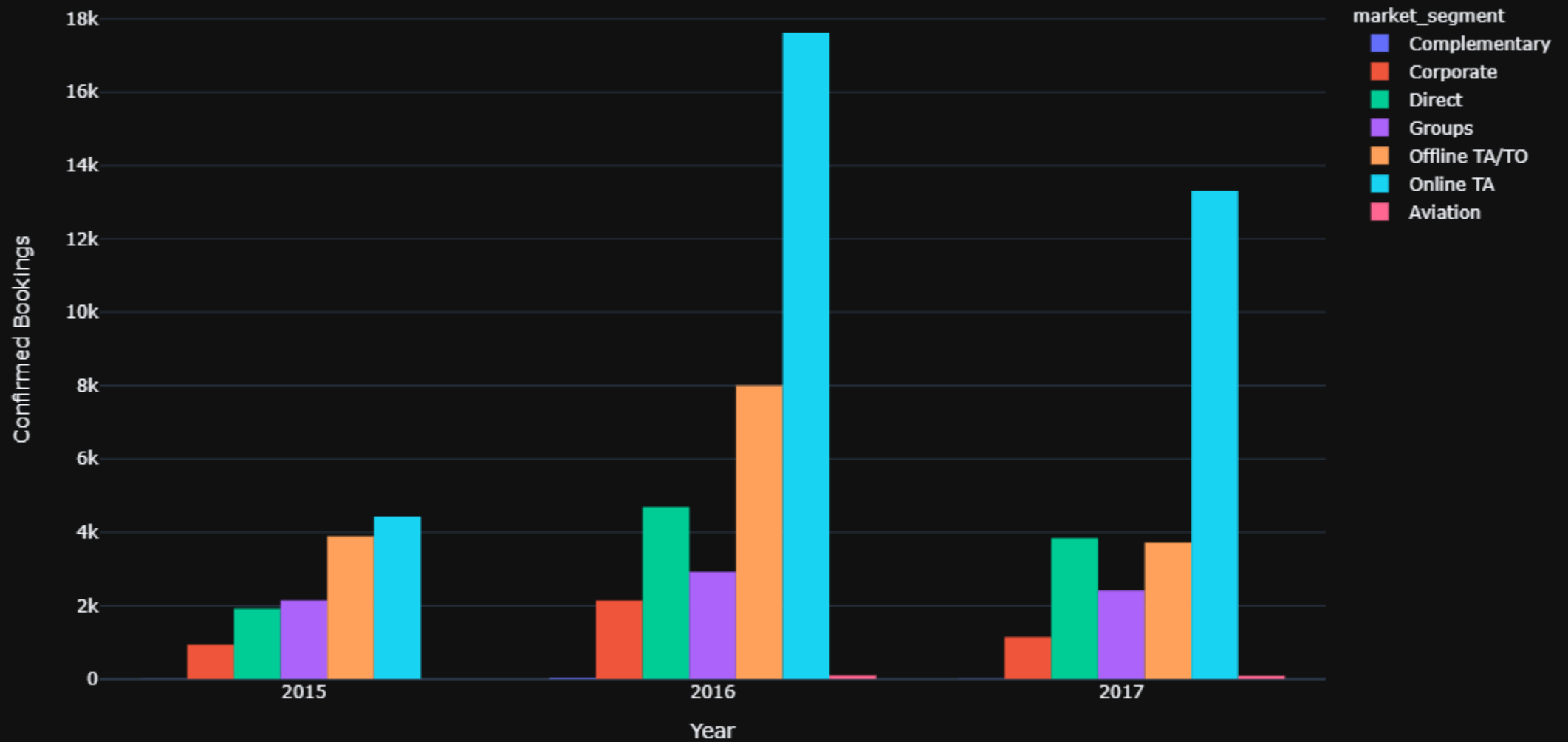
Cancelled Booking: by Market Segment



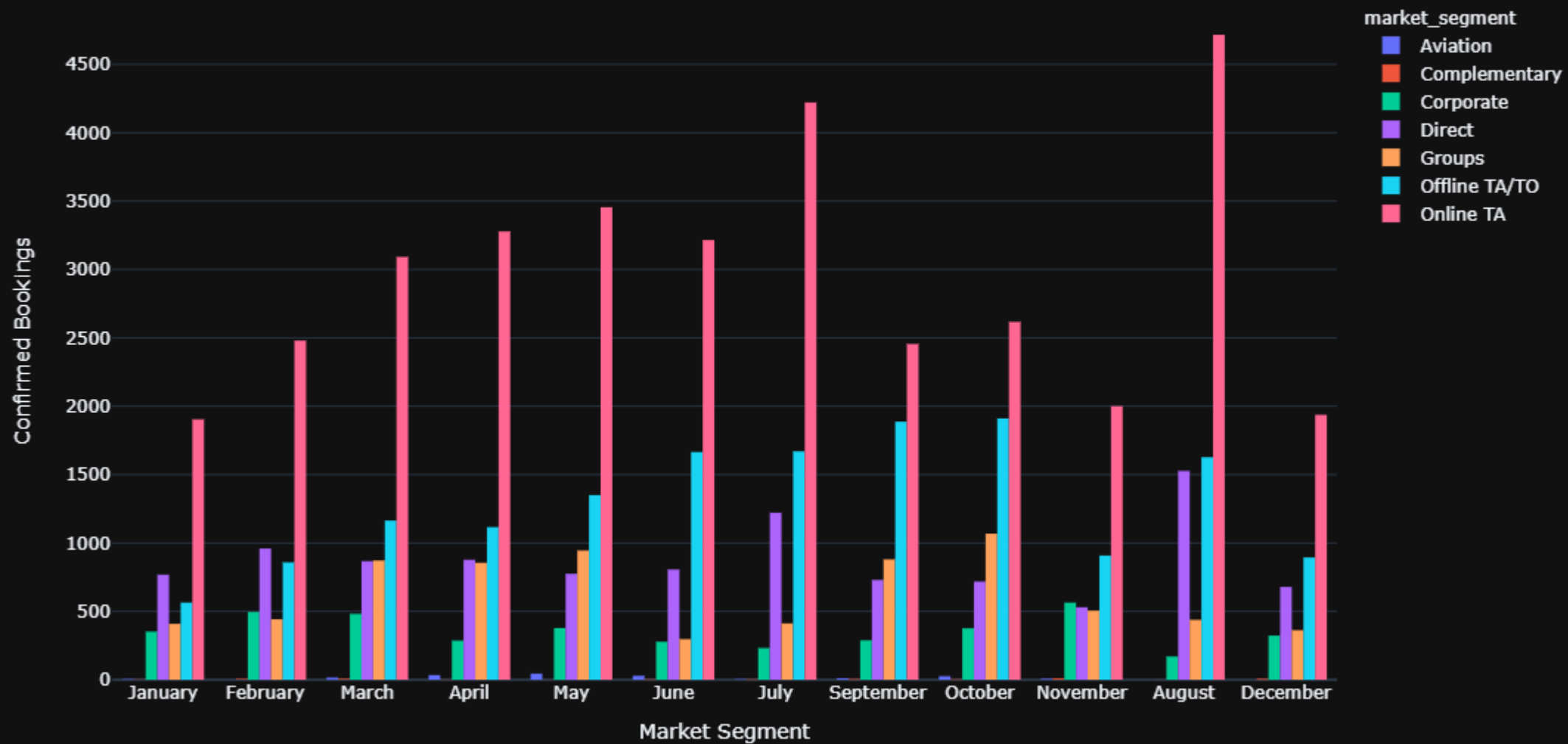
Confirmed Booking: by Market Segment



Total Bookings via Market Segments( by: Years)

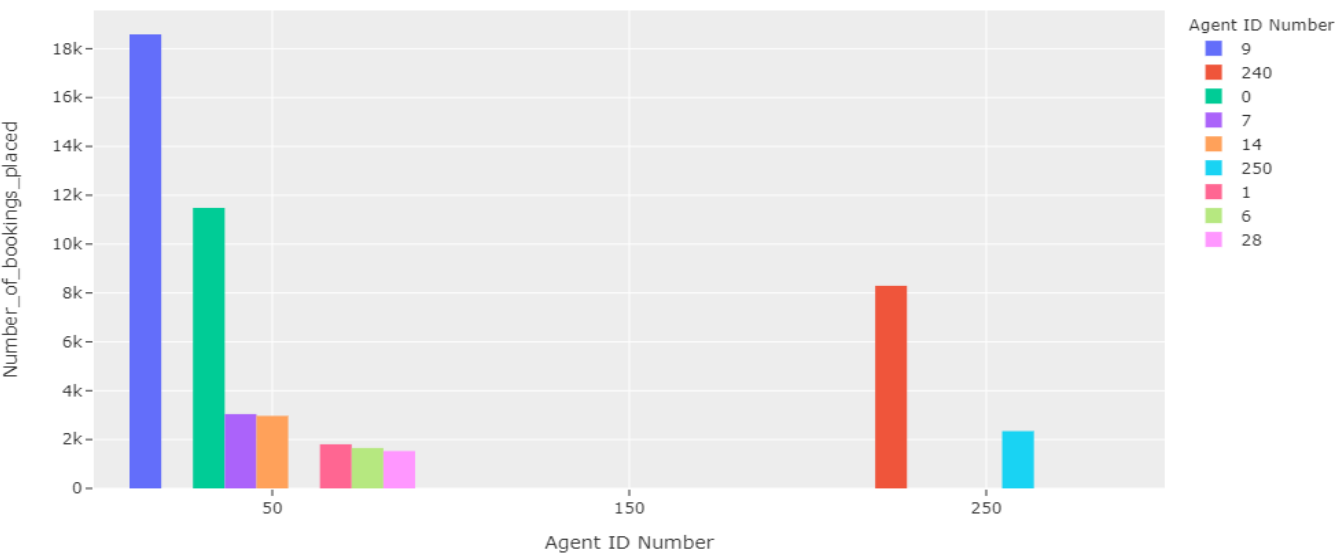


Total Bookings via Market Segments (by:Months)

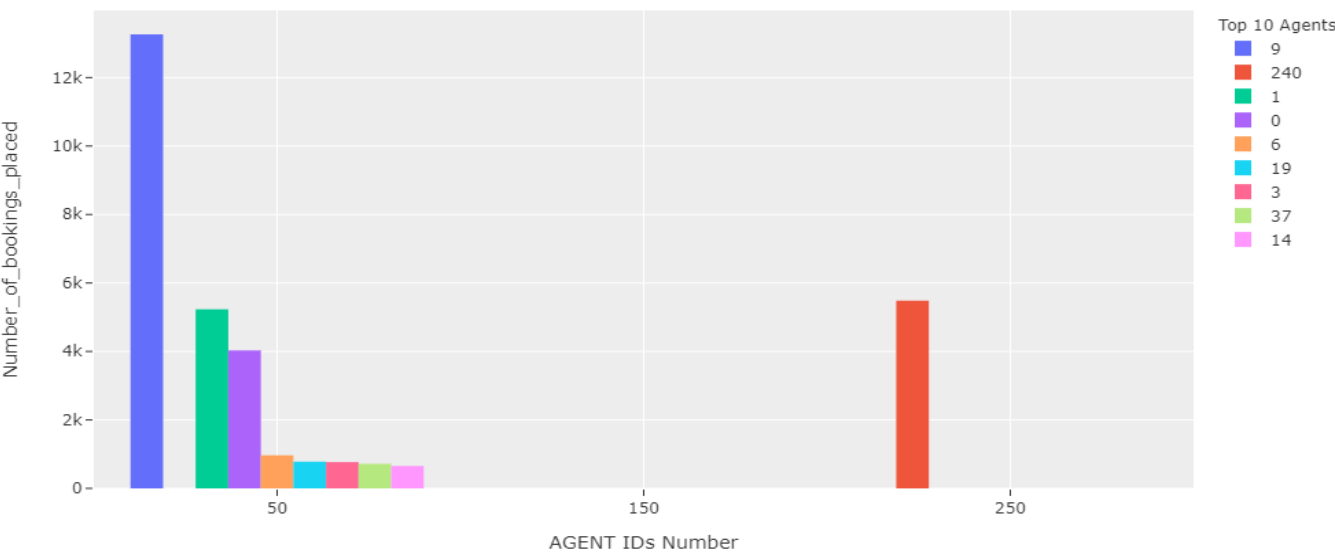


AGENTS

Top 10 Agents (Agents whose Bookings got Confirmed)



Top 10 Agents (Agents whose Bookings got Cancelled)



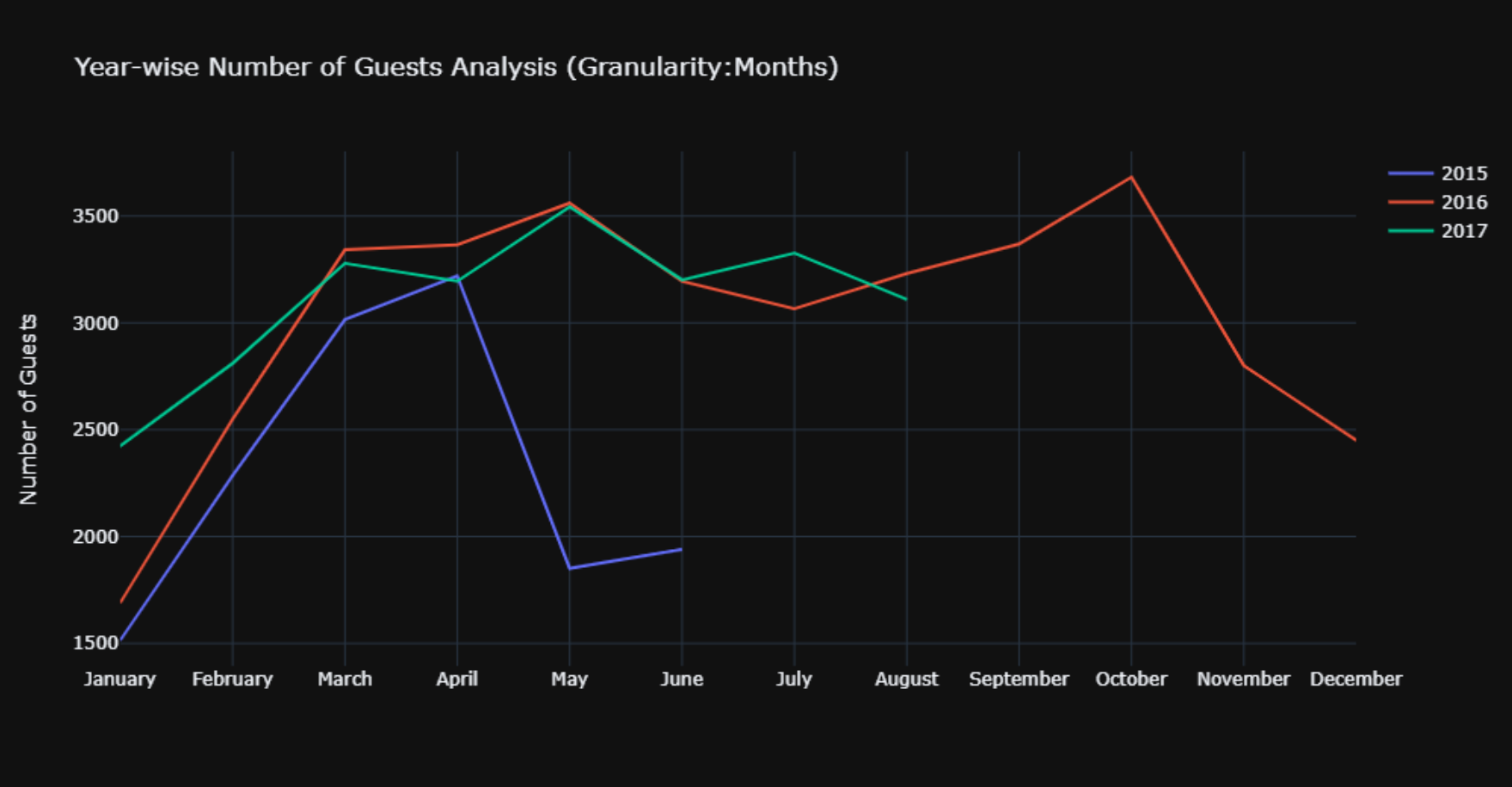
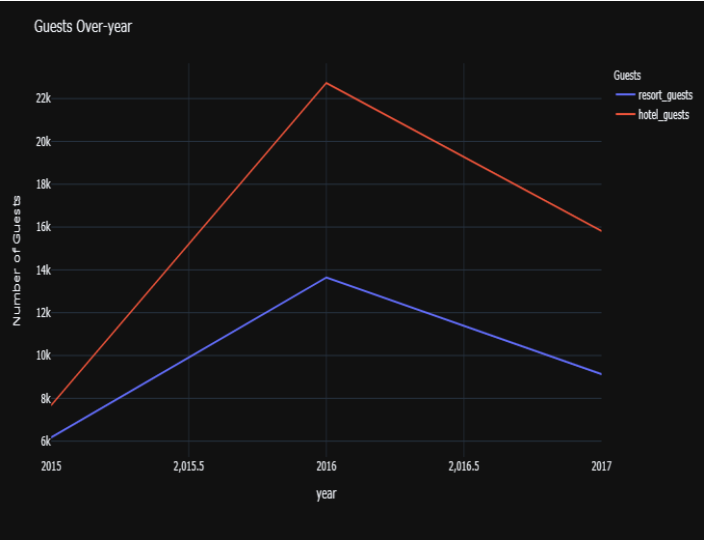
# **Stay and guest ANALYSIS**

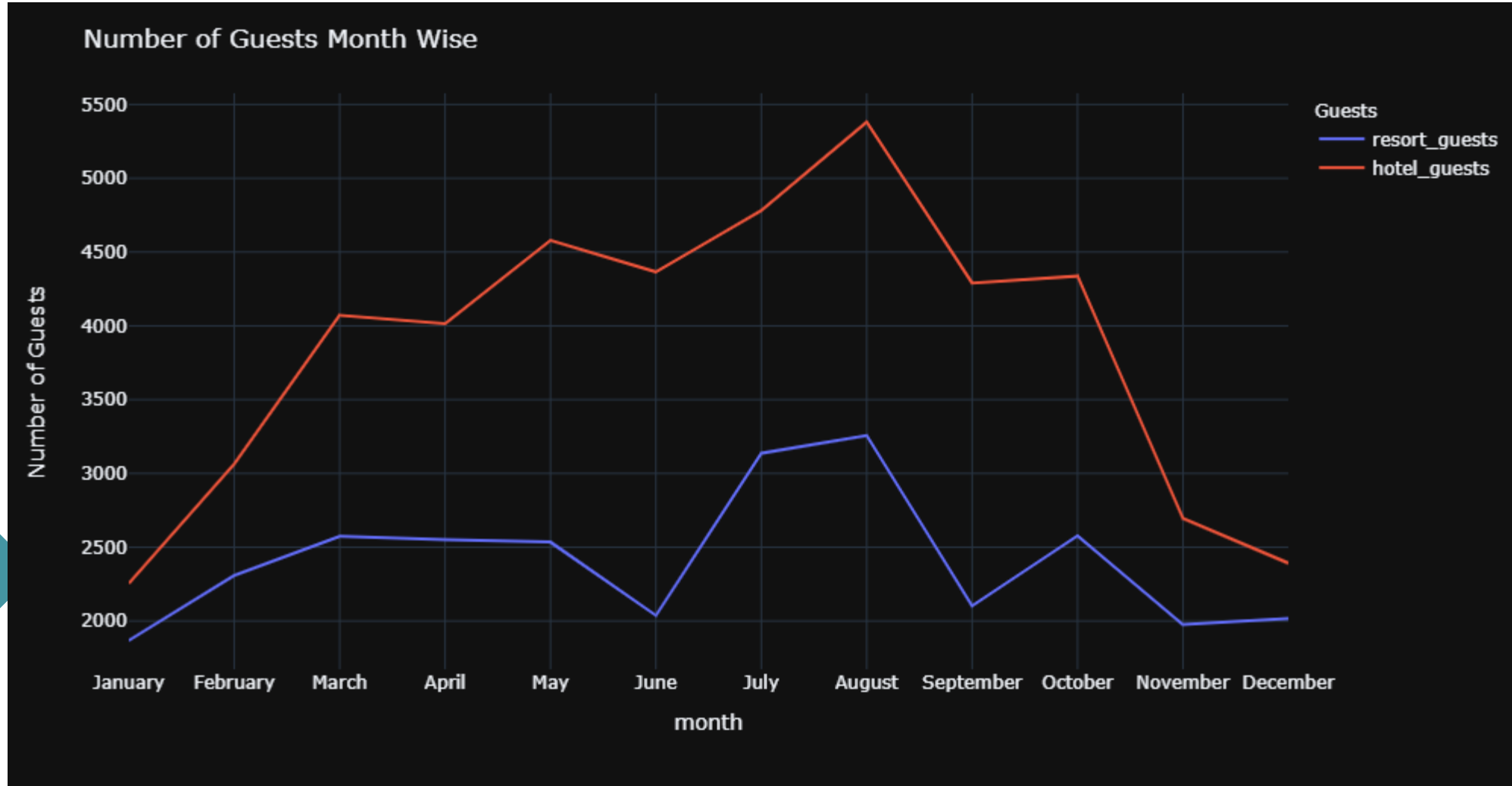




For how many days, Properties are booked





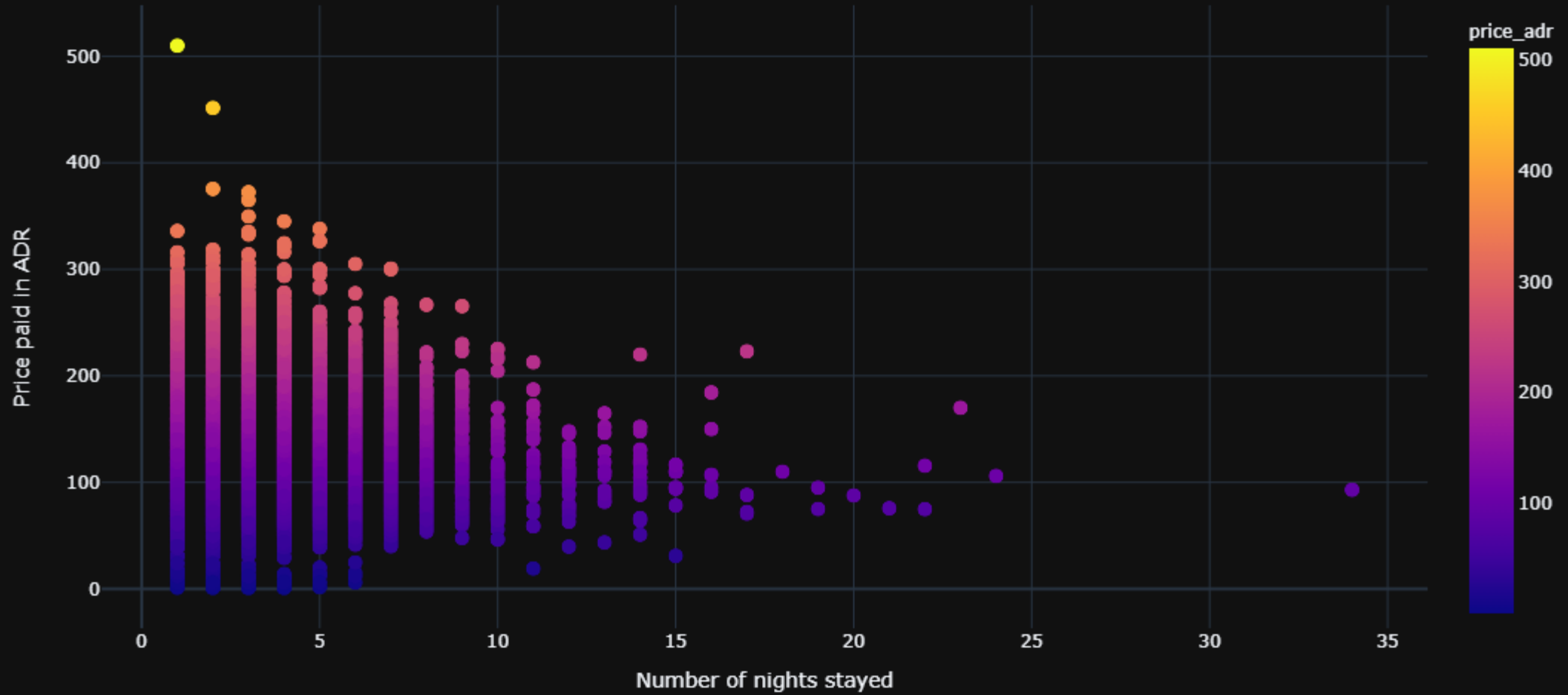


# PRICE ANALYSIS

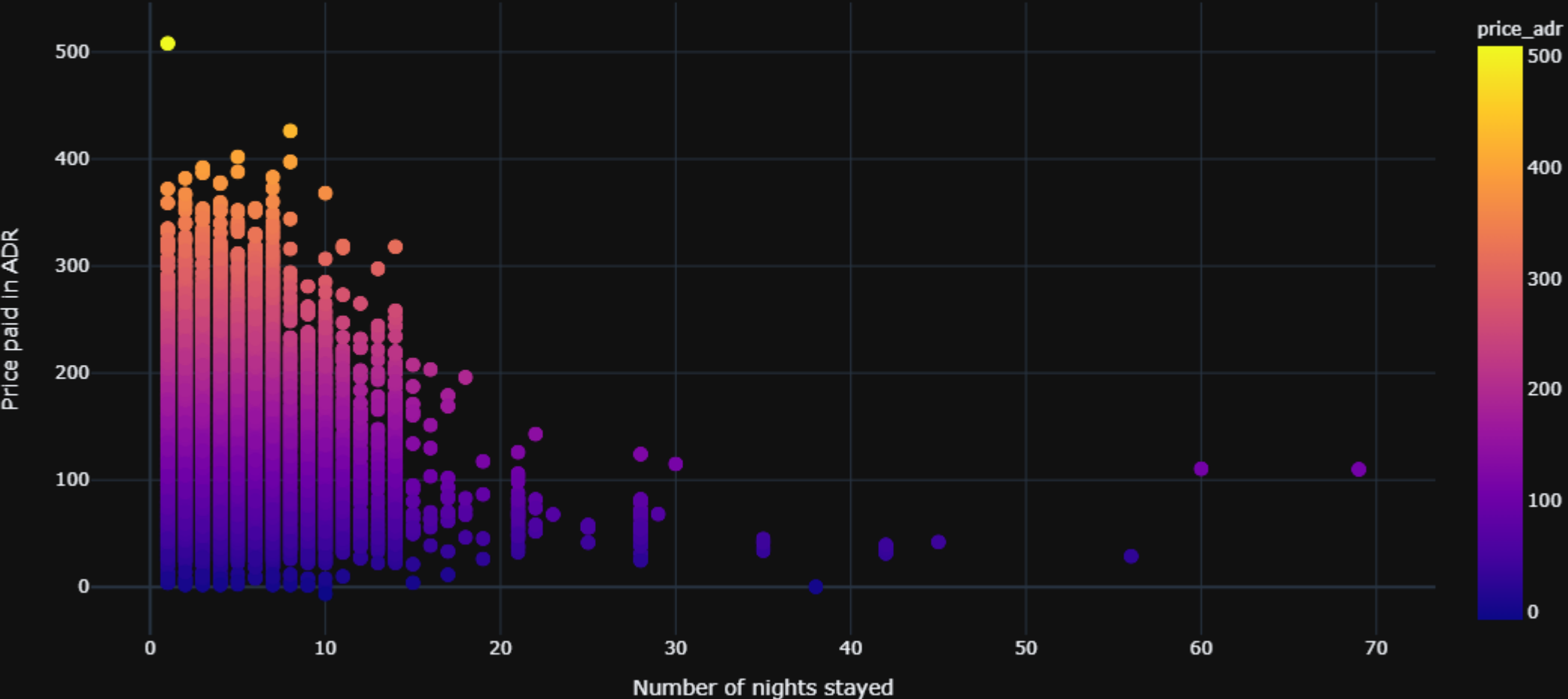
---



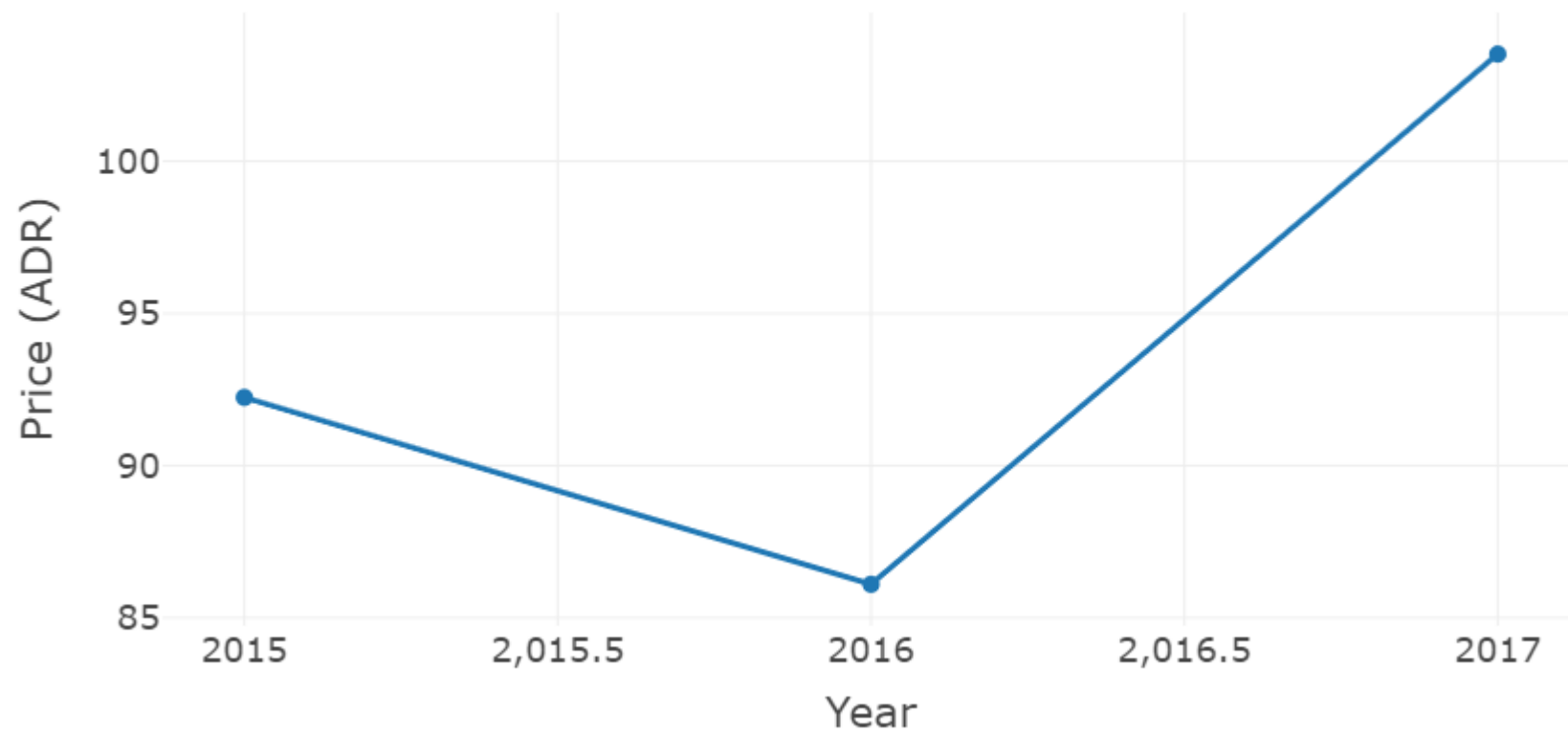
## Payments made in City Hotel



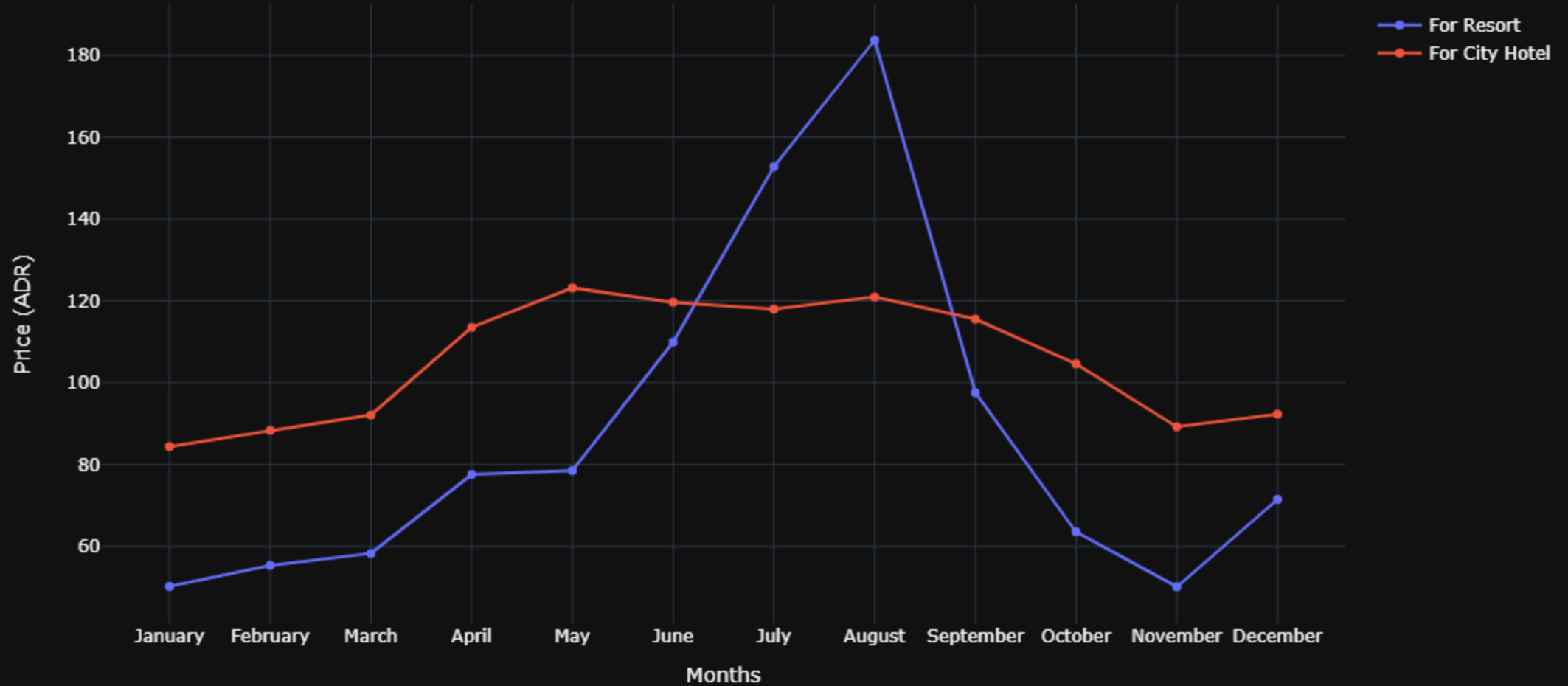
Payments in Resort



Price varying overyears (2015 - 2017)



Price varying overtime (by: months)





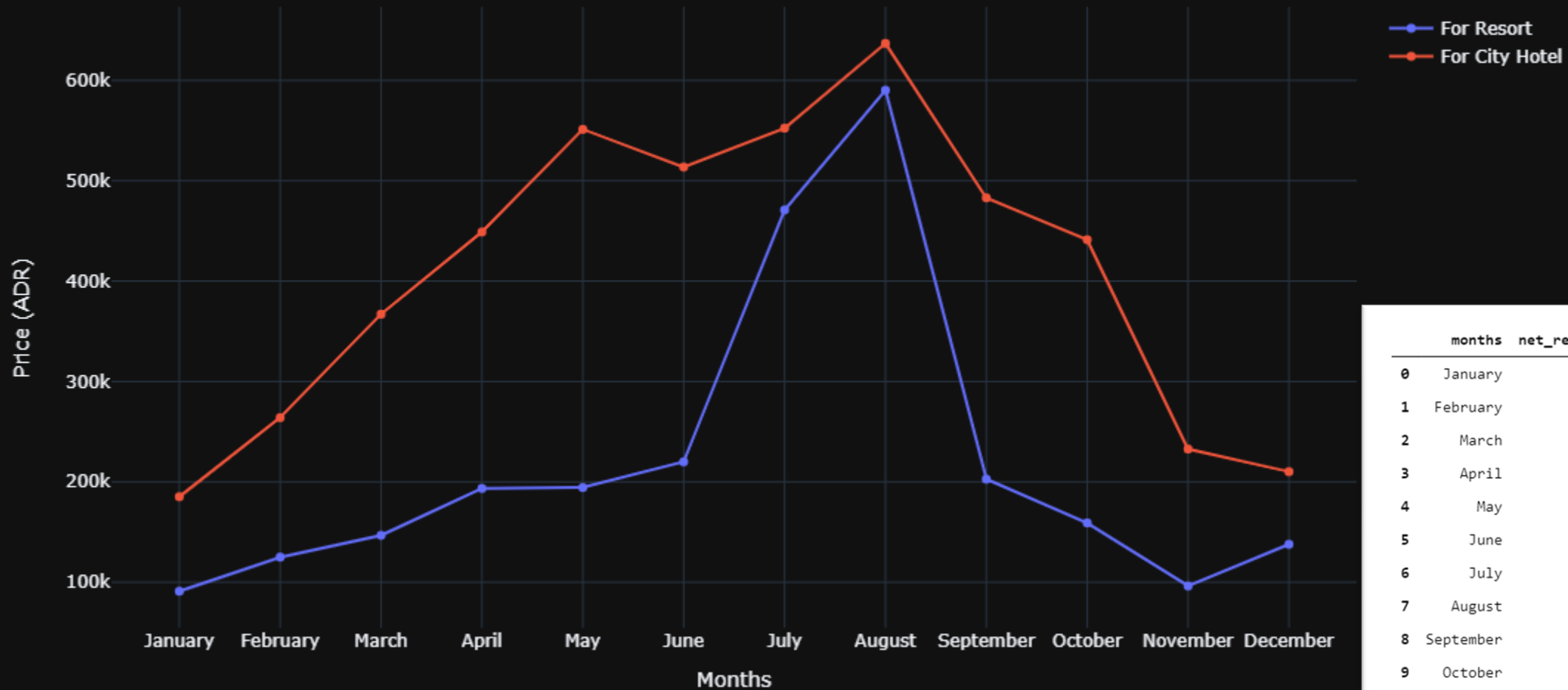
# **revenue**

---

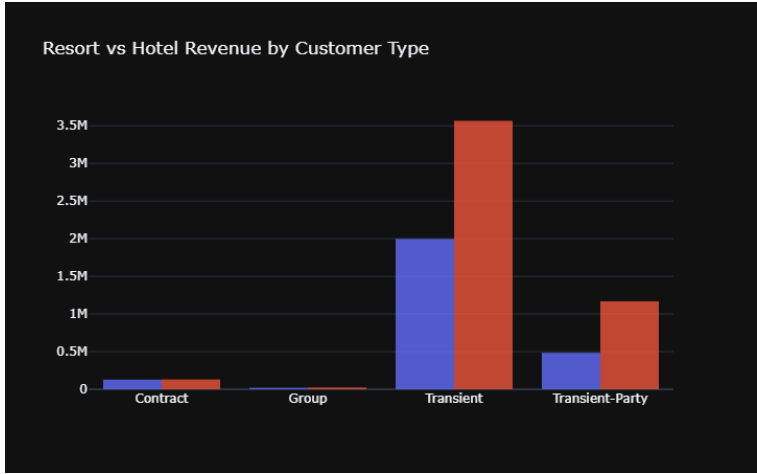
# **ANALYSIS**



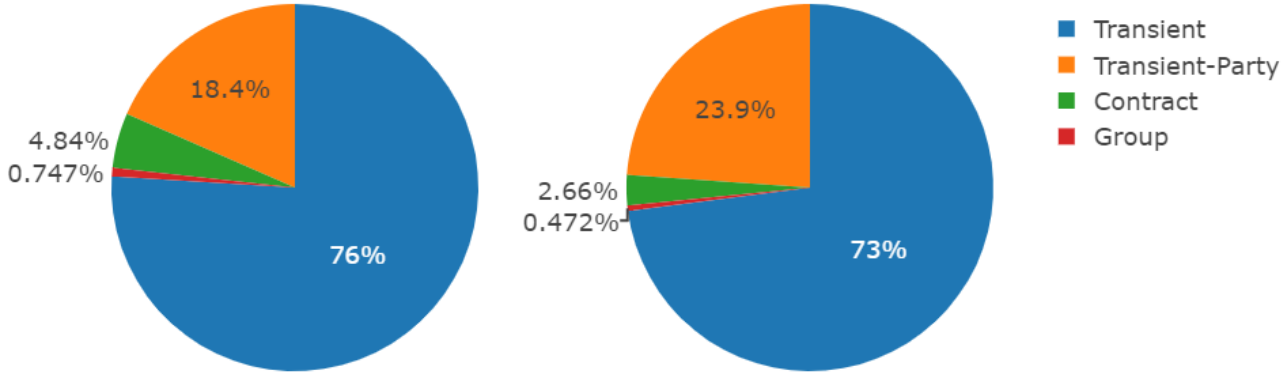
## Revenue Overmonths



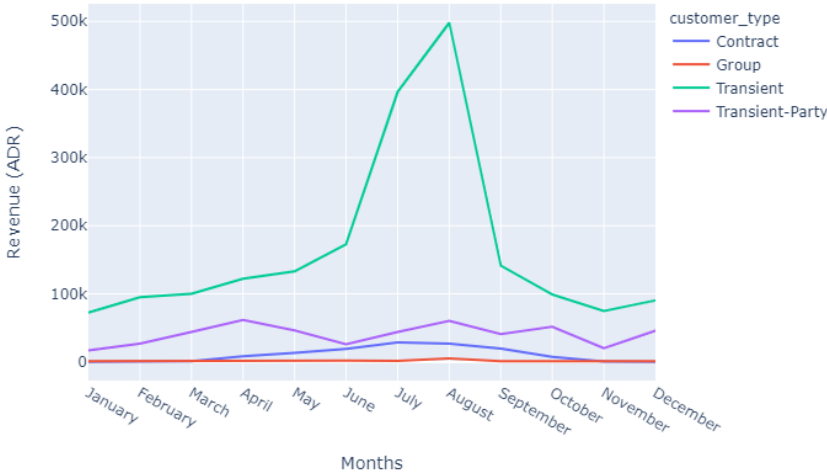
	months	net_revenue_res	net_revenue_hotel
0	January	90988.26	185162.38
1	February	124972.38	263972.71
2	March	146693.13	367076.40
3	April	193462.93	448968.69
4	May	194326.91	551219.77
5	June	219944.77	513696.46
6	July	470934.37	552451.95
7	August	590187.59	636926.57
8	September	202668.24	483022.10
9	October	159071.78	441272.21
10	November	96194.92	232669.08
11	December	137777.95	210131.21



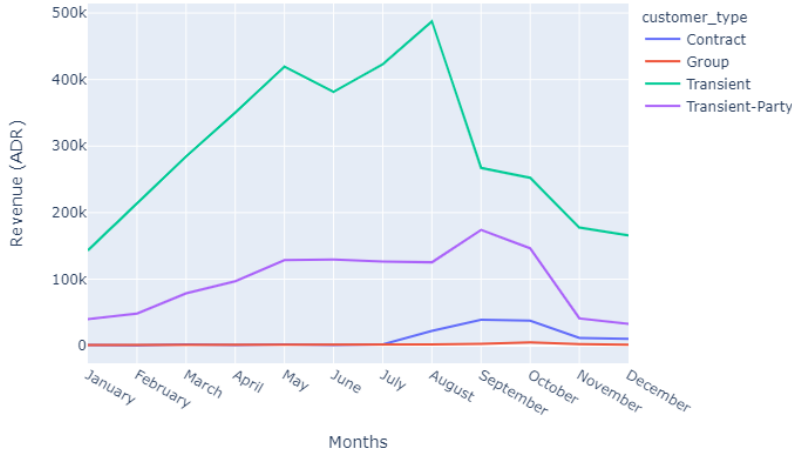
Revenue from Resorts and City Hotel: by Customer Types

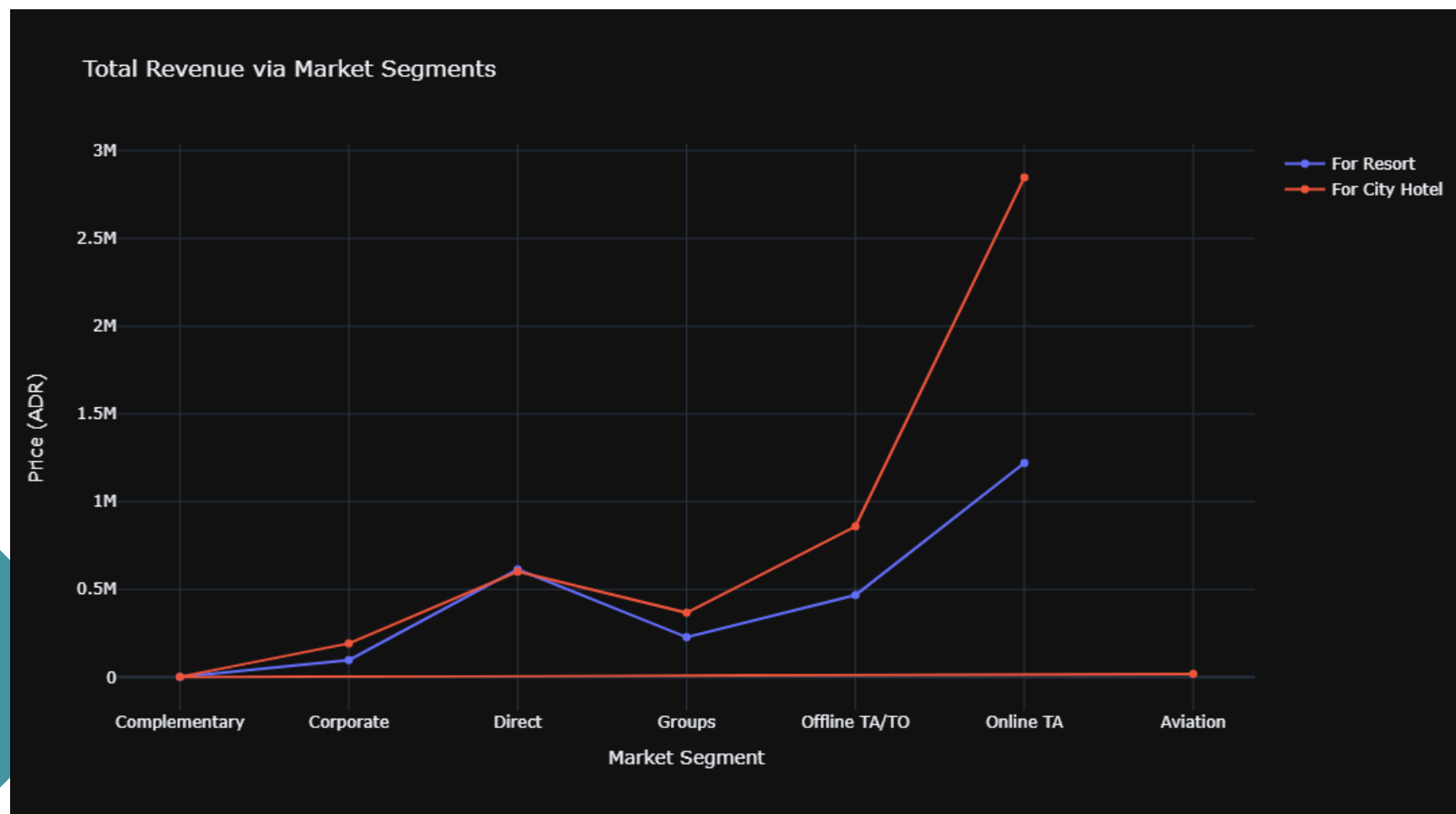


Restro Overtime Revenue by Customer Types



City Hotel Overtime Revenue by Customer Types

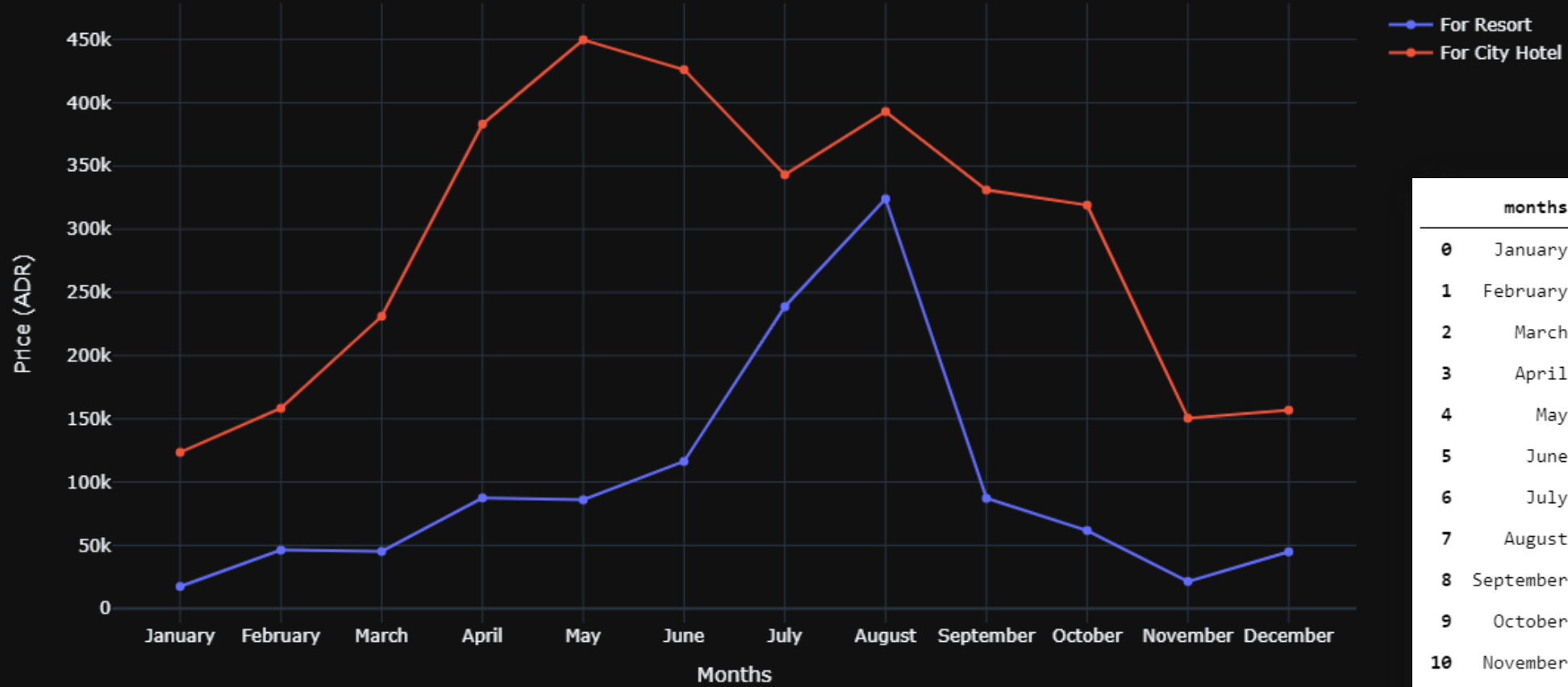




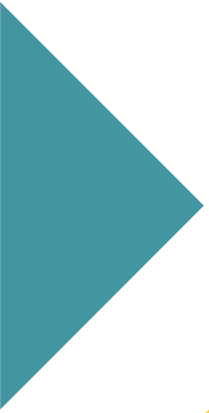
	market_segment	net_revenue_resort
0	Complementary	697.64
1	Corporate	96946.58
2	Direct	613822.46
3	Groups	227874.55
4	Offline TA/TO	467750.17
5	Online TA	1220131.83

	market_segment	net_revenue_hotel
0	Aviation	18404.18
1	Complementary	1291.10
2	Corporate	191800.95
3	Direct	601066.27
4	Groups	367060.78
5	Offline TA/TO	859102.15
6	Online TA	2847844.10

Loss overtime due to cancellations (by: months)



	months	revenue_resort	revenue_hotel
0	January	17481.65	123511.82
1	February	46226.12	158398.51
2	March	45194.08	231114.06
3	April	87495.90	383058.60
4	May	85973.29	449807.12
5	June	116359.49	426085.59
6	July	238709.71	342992.81
7	August	323965.48	392999.11
8	September	87159.07	330987.13
9	October	61685.25	319033.85
10	November	21448.80	150514.02
11	December	44864.29	156876.92





# Thank you

---

Thanks to your commitment and strong work ethic, we know next year will be even better than the last.

We look forward to working together.

**Kumar Shivam**

[kumarshivamiitbhu@gmail.com](mailto:kumarshivamiitbhu@gmail.com)