



Key Insights & their Implementation Plan

**Presented by
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1

Vary Average
Daily Rate



2

Targeted
Incentives



3

Diversify
Market
Segments



4

Reduce long
wait times

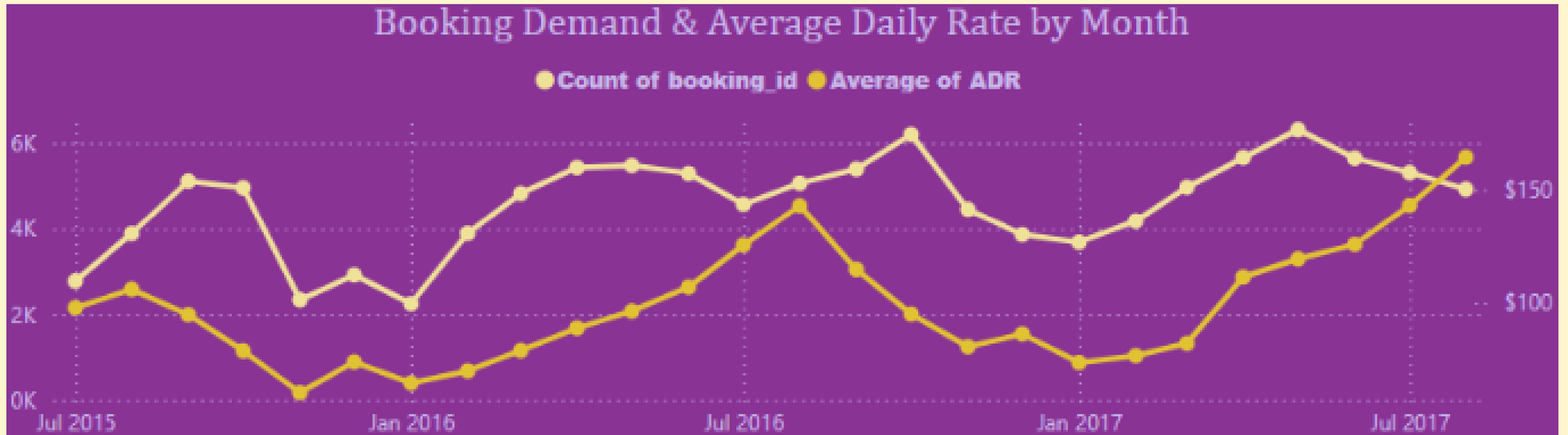


5

Find & Fix
issues with
Room Type A

Insights Derived

Vary the Average Daily Rate



The revenue can be optimized by aligning the curves for booking demand & average daily rate, more accurately.



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Targeted Incentives

Top Companies by Revenue	
Company	Revenue
40	\$61,065.00
223	\$42,443.00
153	\$21,482.00
67	\$21,014.00
174	\$13,717.00

Top Agents by Revenue	
Agent	Revenue
185	\$3,334.00
9	\$2,991.00
334	\$1,193.00
250	\$1,047.00
290	\$805.00

Rewarding our top companies & agents with coupons/offers on dine in & other in house services, could stimulate further bookings & could help in establishing mutually beneficial partnerships



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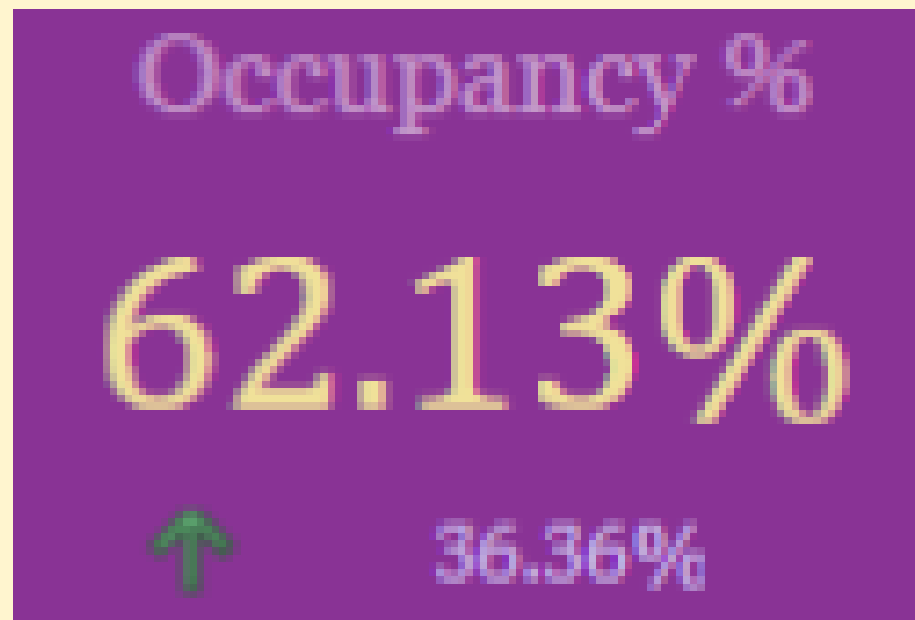


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Diversify Market Segments



market_segment	Revenue
Online TA	6620021
Offline TA/TO	2116553
Groups	1574869
Direct	1455734
Corporate	367298
Aviation	23735
Complementary	2148

- With agents driving 72 % of the booking, it is imperative that we start diversifying our customer base into different segments
- The Occupancy rate of 62%, is fairly below the industry standard of 75–85%.
- Having special discounts or perks for customers booking directly w us, would both, boost bookings & lead to an increase in occupancy rates.
- We could create packages tailored specifically for corporates & groups



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Reduce the Long Wait Times

reservation_status	COUNT(*)	AVG(days_in_waiting_list)
Check-Out	75166	1.5899
Canceled	43013	3.6644

- When it comes to reservations, cancelled ones tend to linger on waiting lists longer than non-cancelled reservations. On average, cancelled reservations spend approximately 2.3 times more time waiting.
- We need to streamline booking processes, to avoid such long waits & subsequent loss of revenue
- Incorporating technology to better anticipate demand & occupancy, leading to lower wait times



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Find & Fix issues w/ Room Type A

assigned_room_type	reservation_status	COUNT(*)
A	Canceled	32234
A	Check-Out	41105
A	No-Show	714

- Among the various room types, Room Type A stands out with a cancellation rate of 44%. Out of the 74K bookings made approximately 32K were cancelled.
- A thorough examination must be done to understand what about room type A makes it the most cancelled – is it overpriced, underwhelming or are there better alternatives that customers are switching to?

Implementation Roadmap





Thank you
for Viewing