Key Insights & their Implementation Plan

Presented by
Sneha Mishra

1

Vary Average Daily Rate

2

Targeted Incentives

3

Diversify Market Segments
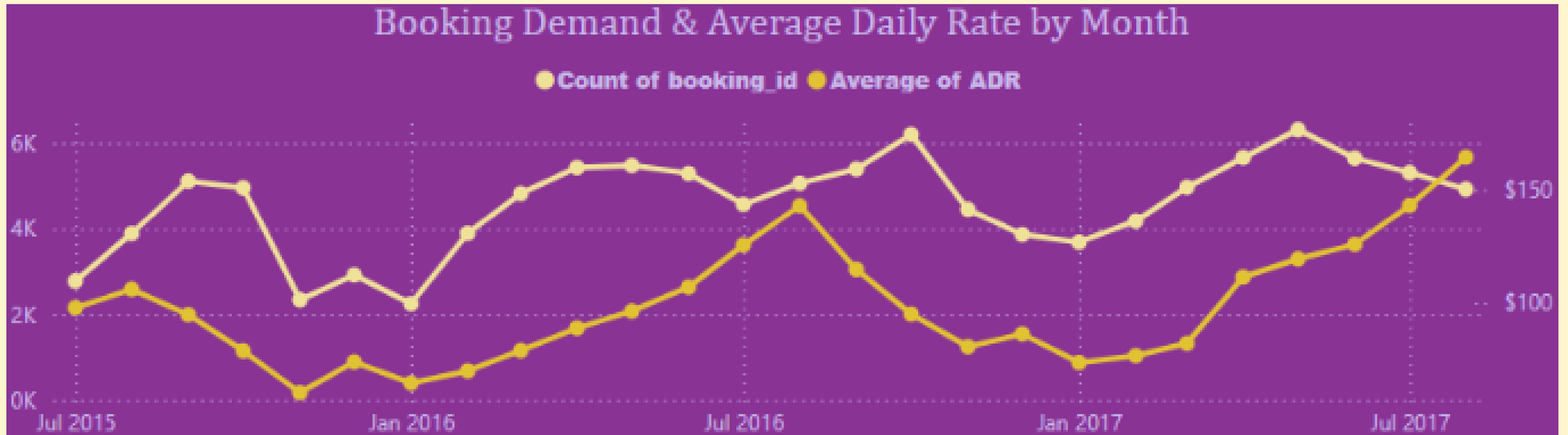
4

Reduce long wait times

5

Find & Fix issues with Room Type A

Insights Derived

2

Vary the Average Daily Rate

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

3

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Targeted Incentives

Top 5 Companies by Revenue

Company	Revenue
40	$57,441.94
223	$36,379.71
153	$17,685.18
219	$12,066.65
174	$11,875.79

Top 5 Agents by Revenue

Agent	Revenue
185	$3,034.79
9	$2,880.22
334	$1,150.39
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
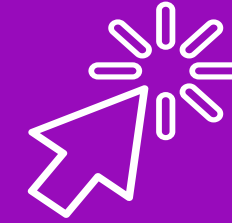
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Diversify Market Segments

Occupancy %	
62.13%	

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 underneath 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

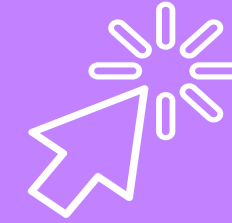**1**

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8

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 with Room Type A

Insights Derived

10

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?

11

Implementation Roadmap

| Short Term | Mid Term | Long Term |

Software Development

Dynamically vary the average daily rate

Reduce wait lines & streamline booking

Marketing and Offers

Targeted Incentives to Top revenue drivers

Diversifying the customer segments

Management

Find & Fix the issues with Room Type A

42

Thank you for Viewing