Hotel Booking

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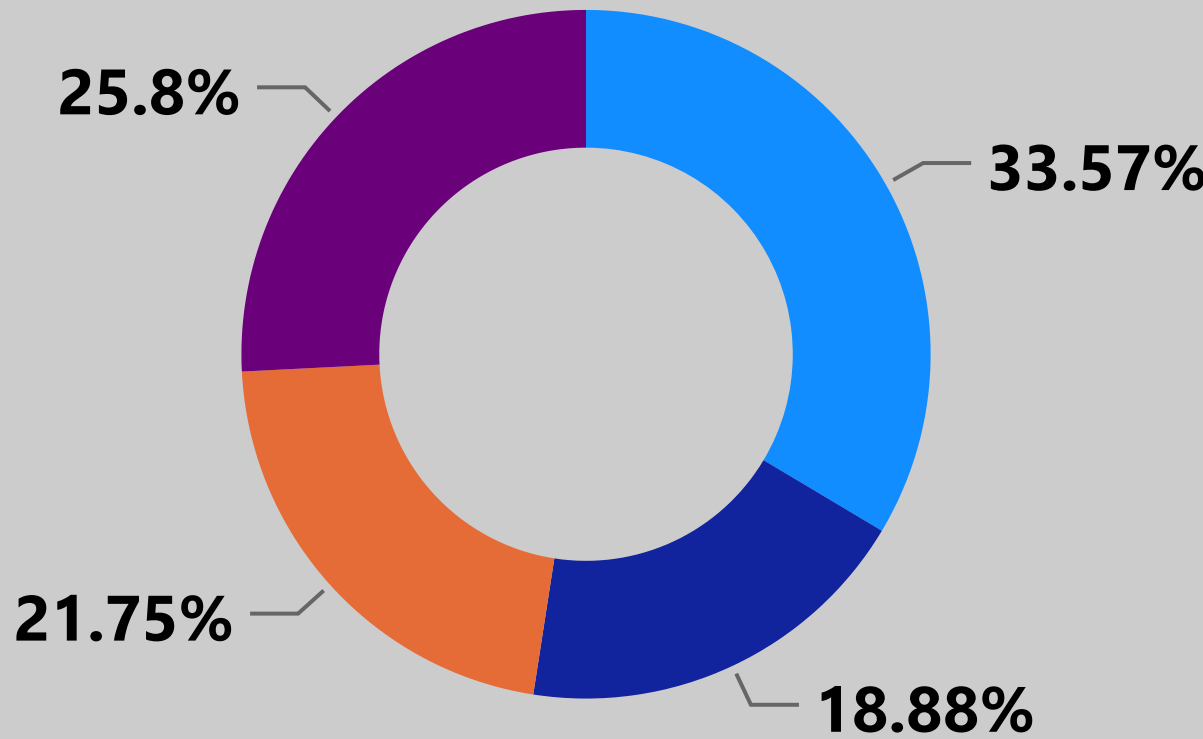
LinkedIn: https://www.linkedin.com/in/mohamed-taha-293154276/
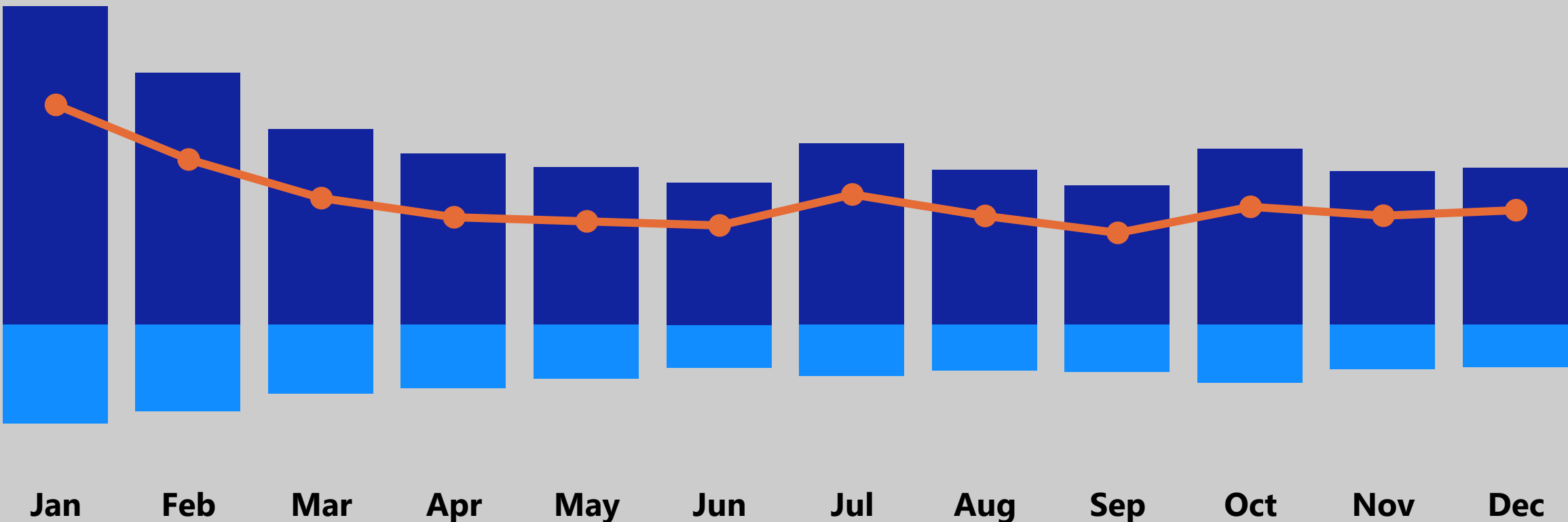
GitHub Repositories: https://github.com/taha1048?tab=repositories

Time

Revenue
30M

Revenue Loss
-9M

Total Reservations
119K

Cancelled
44K

Cancelled %
37%

Total Reservations by Quarter

Quarter ● Q1 ● Q2 ● Q3 ● Q4

- 25.8%
- 33.57%
- 21.75%
- 18.88%

Revenue and Revenue Loss by Month

● Revenue Loss ● Revenue ● Net

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

The Hotel has a cancelation rate of 37% which is very high but it's also related to the Total Reservations, the higher total reservations are, the higher cancelation, revenue, revenue loss, and net profit.

Cancellation % By Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
36%	36%	32%	35%	32%	35%	44%	30%	32%	42%	42%	43%

Status & Deposit

Revenue Segment ✕

%GT Total Reser...
100.00%

Profit
73.64%

Loss
24.72%

Non Profit
1.64%

Status ✕

Check-Out
61.50%

Canceled
12.11%

No-Show
0.03%

Deposite Type ✕

No Deposit
61.32%

Refundable
0.11%
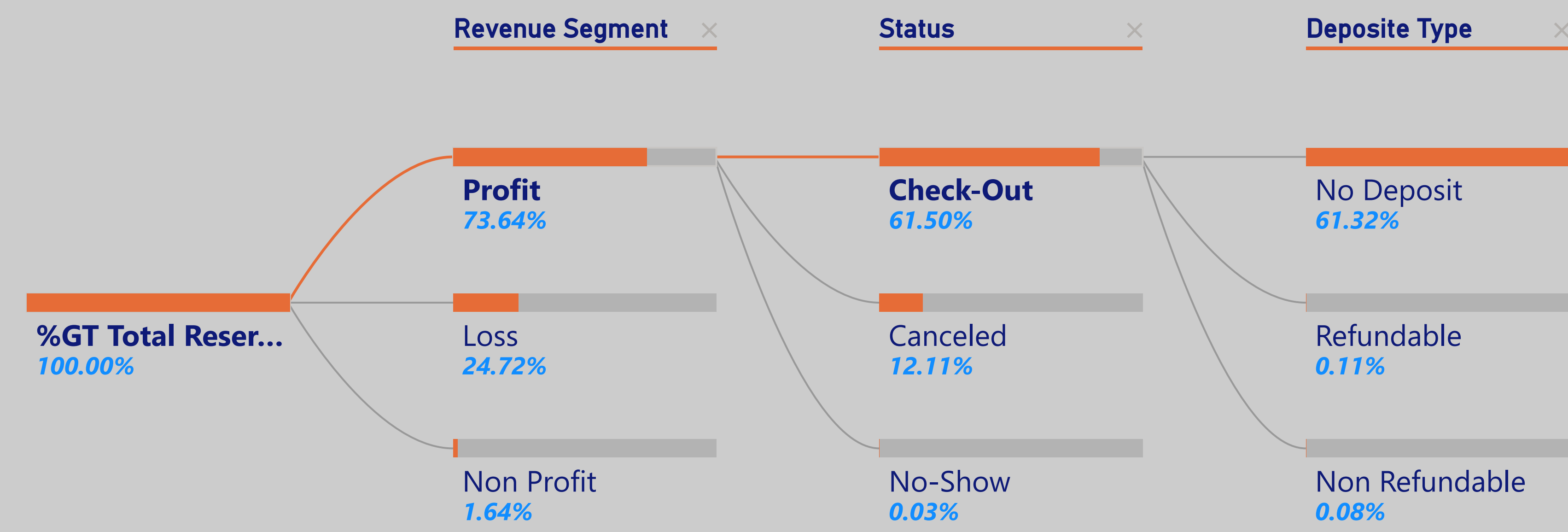
Non Refundable
0.08%

Deposite Type	Cancelled %	Revenue	Revenue Loss
No Deposit	28%	25,949,727	-9,469,949
Non Refundable	99%	3,621,447	0
Refundable	22%	28,987	-9,527

Status	Loss	Non Profit	Profit
Canceled	65.95%	0.43%	33.62%
Check-Out		2.32%	97.68%
No-Show	95.02%	2.16%	2.82%

Status	after lead	before lead	on lead
Canceled		97.95%	2.05%
Check-Out	99.06%		0.94%
No-Show			100.00%

1- All Non-Refundable reservations were cancelled! why? so it's reasonable that they cost us no losses. **table 1**

2- 65% of cancelled reservations costs us losses, we should direct our efforts to make them at least Non-Profit. **table 2**

3- while 99% of check-out ones were after the lead time ended, all reservations categorized as No-Show were on the lead day! there's something wrong here. maybe if we messaged them or gave them more time they would check out too. **table 3**
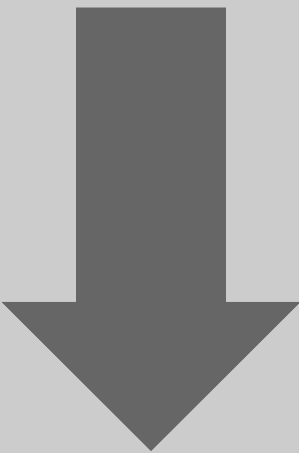
Lead Time

we can see that the cancelation rate is getting higher along with longer lead periods -as shown in table1- . since most of them were no-deposit type -table2- that led to increase our losses too -table3- except for these two periods (9:12 months, more than year) where most of reservations were non-refundable.

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so we can make sure that all reservations with lead time more than **9 months** (as they have a high cancelation rate of 67%) are non- refundable in addition to making more than 6 months lead time reservations partly-refundable to avoid these losses and it also would be nice if we could increase refundable reservations with less than 6 months lead time (as they have low cancelation rate 22% as shown in the previous page)

All Reservation

Lead Time	Canceled	Check-Out	No-Show
< 3 months	25.56%	73.16%	1.28%
3:6 months	43.76%	55.29%	0.95%
6:9 months	47.81%	51.74%	0.46%
9:12 months	67.05%	32.77%	0.18%
more than 1 year	67.65%	32.32%	0.03%

Canceled Reservations

Lead Time	No Deposit	Non Refundable	Refundable
< 3 months	83.68%	16.27%	0.05%
3:6 months	65.65%	34.19%	0.16%
6:9 months	64.30%	35.65%	0.05%
9:12 months	39.73%	60.19%	0.07%
more than 1 year	12.39%	87.56%	0.05%

All Reservations

Lead Time	Loss	Non Profit	Profit
< 3 months	22.24%	2.48%	75.28%
3:6 months	29.35%	0.48%	70.16%
6:9 months	30.97%	0.51%	68.52%
9:12 months	26.54%	0.62%	72.83%
more than 1 year	8.33%	0.57%	91.10%

Categories

Hotel	%GT Total Reservations	%GT Cancelled
City	66.45%	74.85%
Resort	33.55%	25.15%

Distribution Channel	Customer_Type	%GT Total Reservations	%GT Cancelled
Online Travel Agent	Transient	49.49%	61.98%
Offline Travel Agent	Transient	11.75%	13.53%
Online Travel Agent	Transient-Party	10.51%	7.87%
Direct	Transient	10.34%	4.99%
Offline Travel Agent	Transient-Party	6.65%	4.59%
Corporate	Transient	3.48%	2.08%
Corporate	Transient-Party	2.06%	1.23%
Online Travel Agent	Contract	1.85%	2.45%
Direct	Transient-Party	1.82%	0.75%
Offline Travel Agent	Contract	1.52%	0.38%
Online Travel Agent	Group	0.19%	0.02%
Offline Travel Agent	Group	0.18%	0.06%
Direct	Group	0.10%	0.04%
Corporate	Group	0.03%	0.01%
Corporate	Contract	0.02%	0.02%
Direct	Contract	0.02%	0.00%