

HOTEL

Hotel Booking Analysis

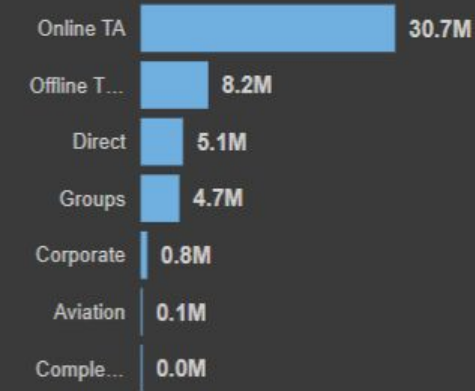
NEW YORK

Presentation By: Michael Boateng Mensah

Overview

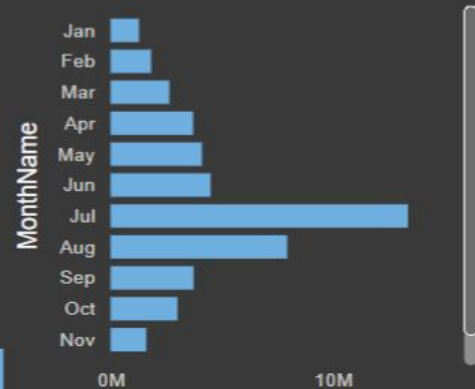
- The dashboard provides insights into occupancy trends, cancellation rates, booking patterns and revenue generation
- Each is segregated by market segment, customer type, room type or country.
- Highlighted Key Metrics
 - Total revenue generated
 - Monthly booking trends
 - Booking cancellation rates
 - Total bookings recorded
 - Repeat vs. New Customer Ratio

Revenue Generated by Each Market Segment

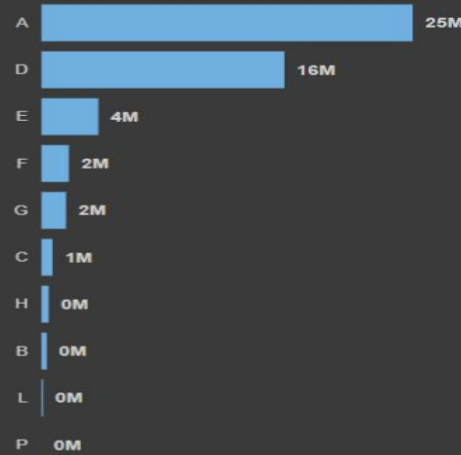


Booking Revenue

Total Revenue Generated Each Month

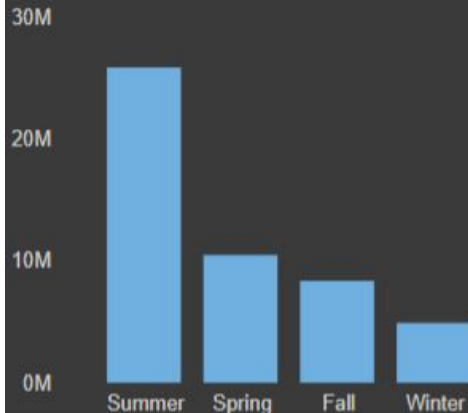


Booking Revenue by Room Type



Booking Revenue

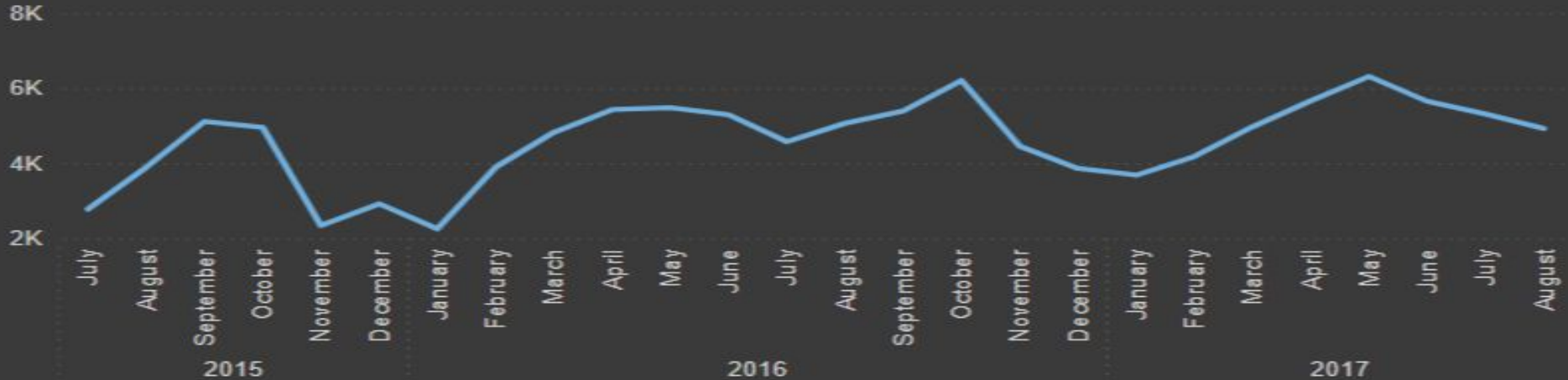
Revenue Made Per Season



Revenue Generation

- Over 60% of the revenue generated was from customers who booked through online travel agents.
- Room type A was the room type that generated the most revenue even though being one of the least priced.
- Summer was the season which generated the most revenue, with a peak revenue of about \$15 million in July

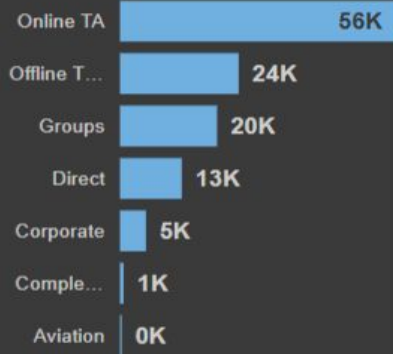
Total Bookings by Year and Month



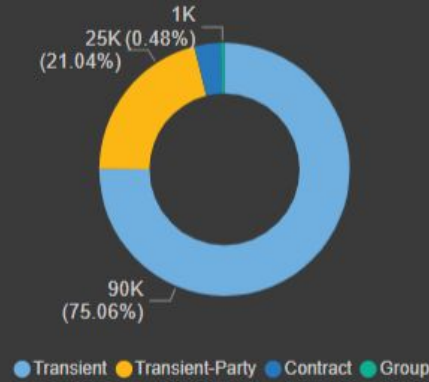
Monthly Booking Trends

- In 2015, booking peaked in the month of September
- In 2016, booking peaked in the month of October
- In 2017, booking peaked in the month of May
- Bookings seem to typically be maximum during the fall season
- They are the lowest in the winter season

Number of Bookings for Each Market Segment



Number of Bookings Per Customer Type



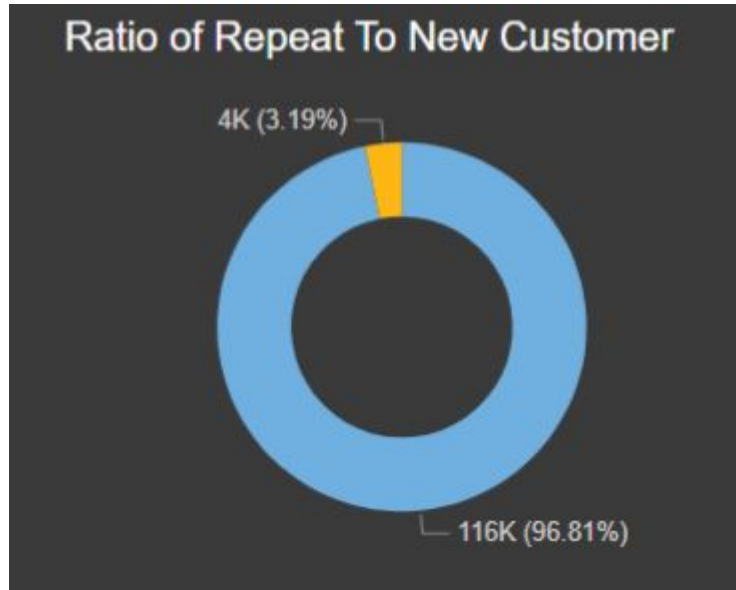
Total Bookings by Country



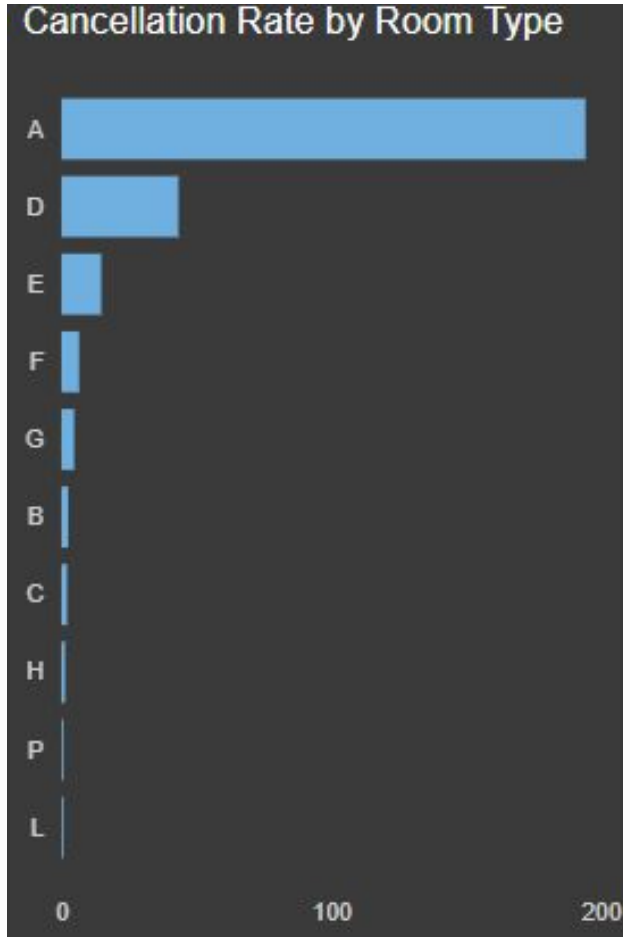
Bookings Recorded

- Online travel agents booked the most customers about 30% of the entire bookings
- Transient customers forms the largest of the hotels customer base, representing 75% of all bookings
- Europe and especially Portugal dominated the bookings

Repeat Vs. New Customers



- New customers formed a large proportion of the customer base
- The ratio of repeat customers to new customers is calculated to be 3.3%

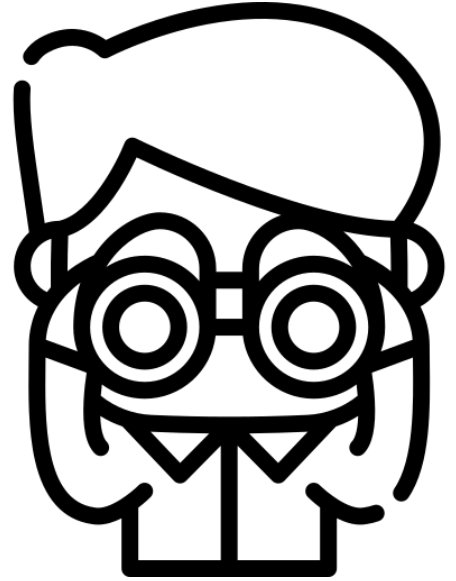


Cancellation Rates

- Room Type A had the most cancellations.
- It accounted for over 75% of the entire booking cancellations.
- Room D and Room E came in 2nd and 3rd at 13.8% and 4.3% respectively.

Observations

- Seasonal trends show high revenue during summer and lower during winter, suggesting fluctuating demand.
- Room Type A generates the highest revenue but also shows an extremely high cancellation rate (76.04%).
- Seasonal trends and varying lead times present an opportunity for improved forecasting.



Recommendations



- Implement dynamic pricing models that adjust rates based on seasonal demand and occupancy levels.
- Offer bundled packages or promotions during low-demand periods (winter) to stimulate bookings.
- Enhance your online booking platform with personalized offers and a seamless user experience.
- Align resource allocation (e.g., staffing levels, marketing spend) with forecasted demand to maximize operational efficiency.
- Implement stricter cancellation policies (e.g., requiring deposits or non-refundable options).
-

HOTEL

QUESTION?

NEW YORK

ENTRE

HOTEL

THANK YOU!

NEW YORK

ENTRE

HOTEL

NEW YORK

