HOTEL BOOKINGS

Total Booking Per Hotel Type

Deposit Type

deposit_type
● No Deposit
● Non Refund
● Refundable

14.59K (12.22%)
104.64K (87.65%)
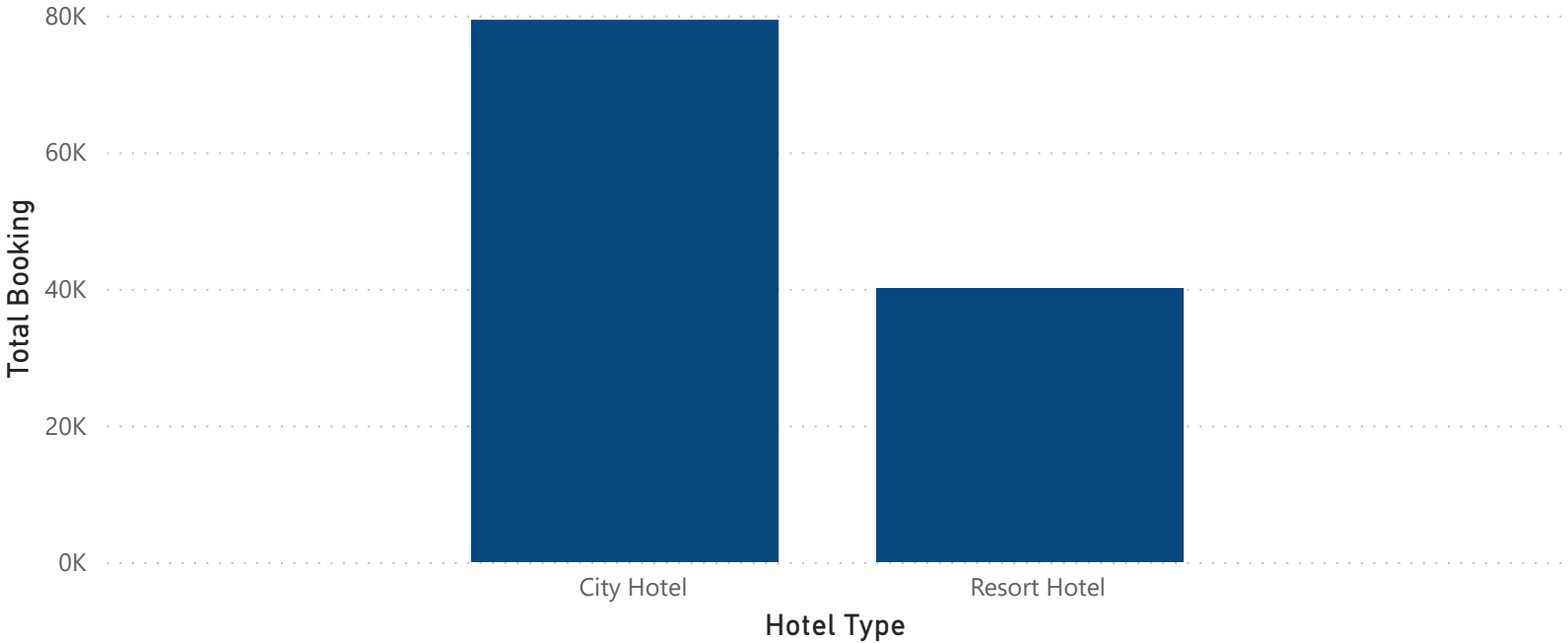
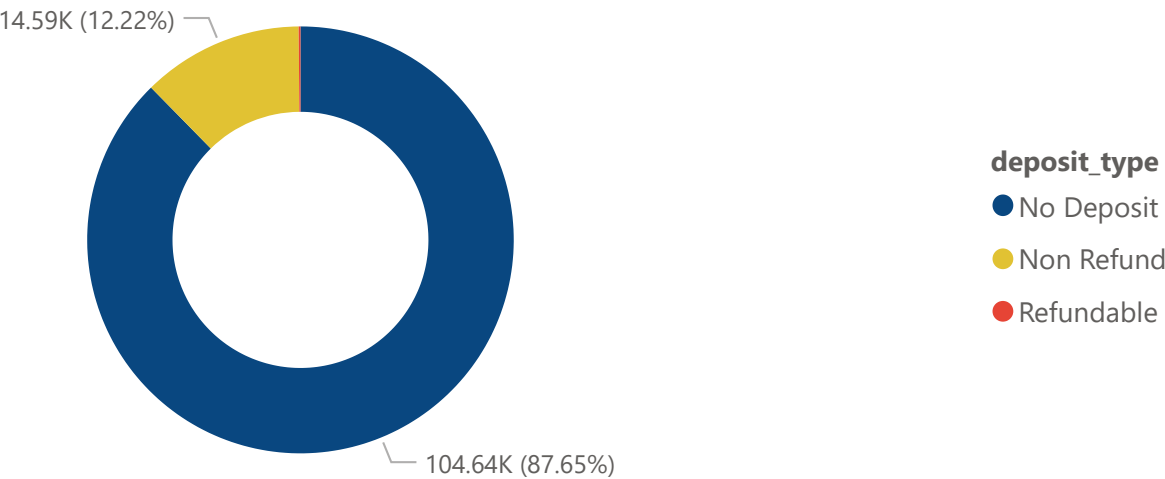### Filter by Hotel Type

- ☐ Select all
- ☐ City Hotel
- ☐ Resort Hotel

Key Takeaways:

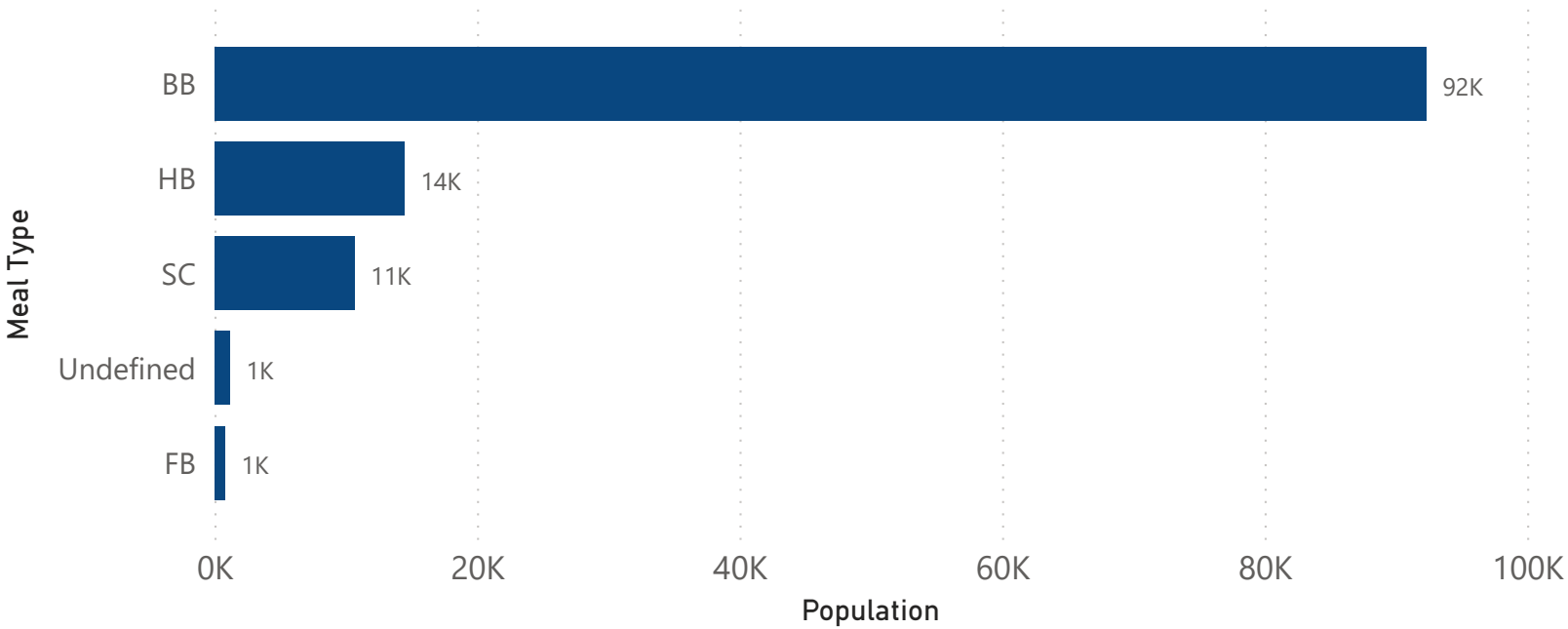From the analysis, Most of the clients **(65%)** booked a
City Hotel

85 % of the clients did not deposit for
reservations

HOTEL BOOKINGS

Ordered Meal

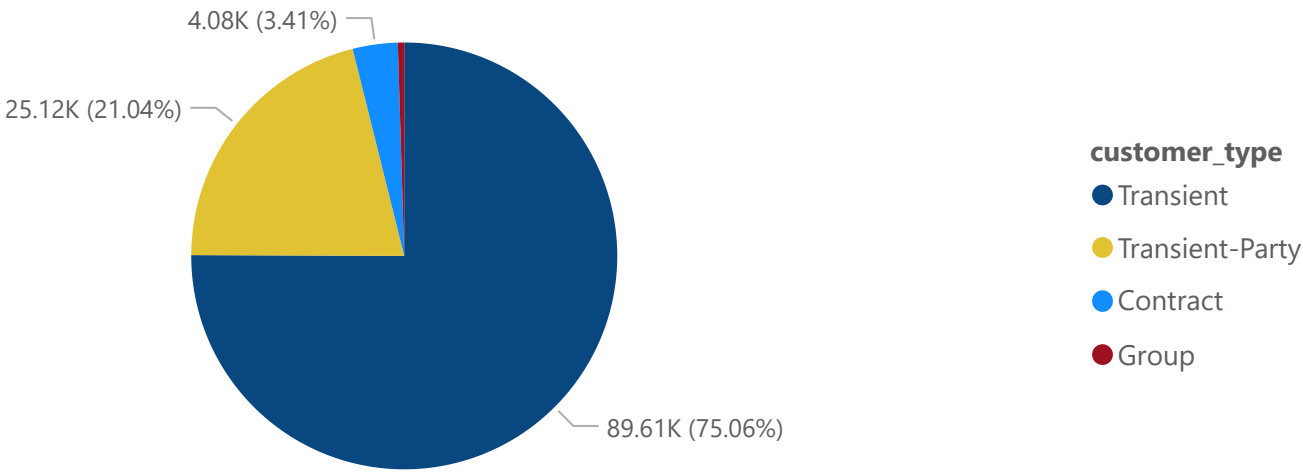Meal Type (y-axis), Population (x-axis):
- BB — 92K
- HB — 14K
- SC — 11K
- Undefined — 1K
- FB — 1K

BB meal is the most ordered of all meals, More than **70%** of various customer type prefer the BB meal.

Customer Type

- 4.08K (3.41%)
- 25.12K (21.04%)
- 89.61K (75.06%)

customer_type
- ● Transient
- ● Transient-Party
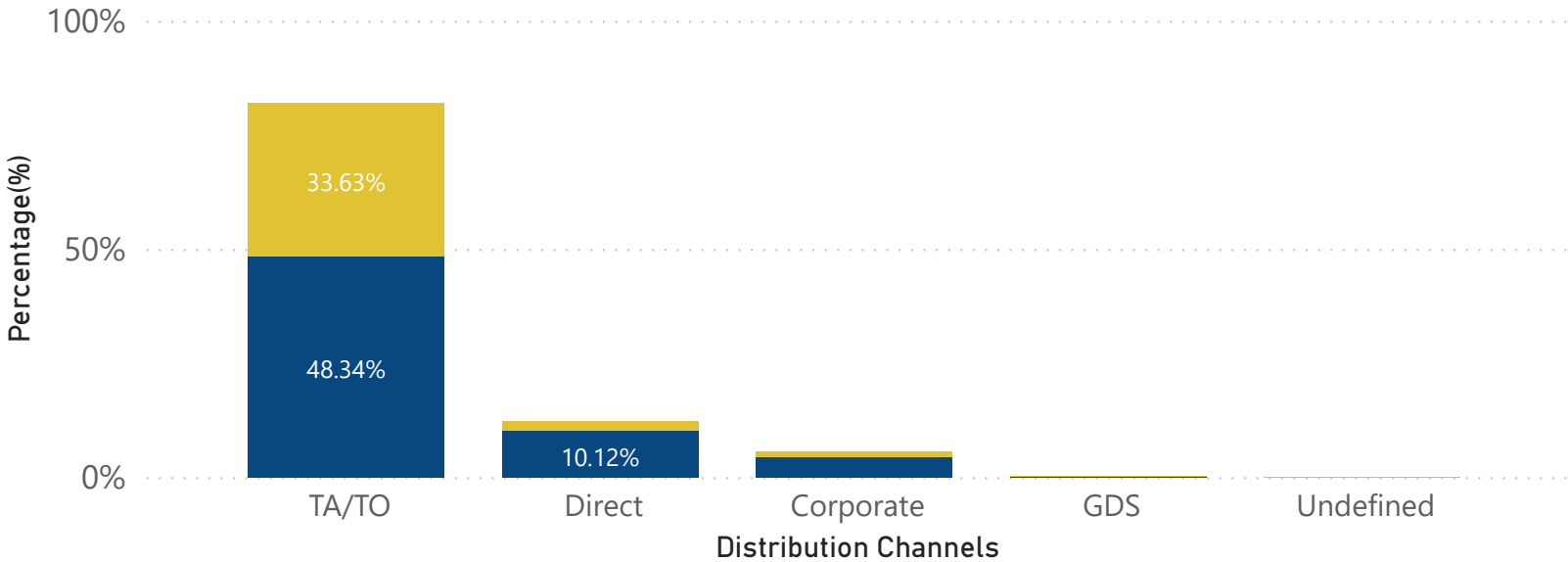- ● Contract
- ● Group

75% of the clients are transient or booking for a short time.

HOTEL BOOKINGS

Cancellation Rate

status ● Active ● Canceled

Percentage(%) vs Distribution Channels

- TA/TO: 48.34% (Active), 33.63% (Canceled)
- Direct: 10.12%
- Corporate
- GDS
- Undefined

TA/TO has the biggest cancellation rate of **34%** compared to other distribution channels.

16K
Bookings by Non-Agent
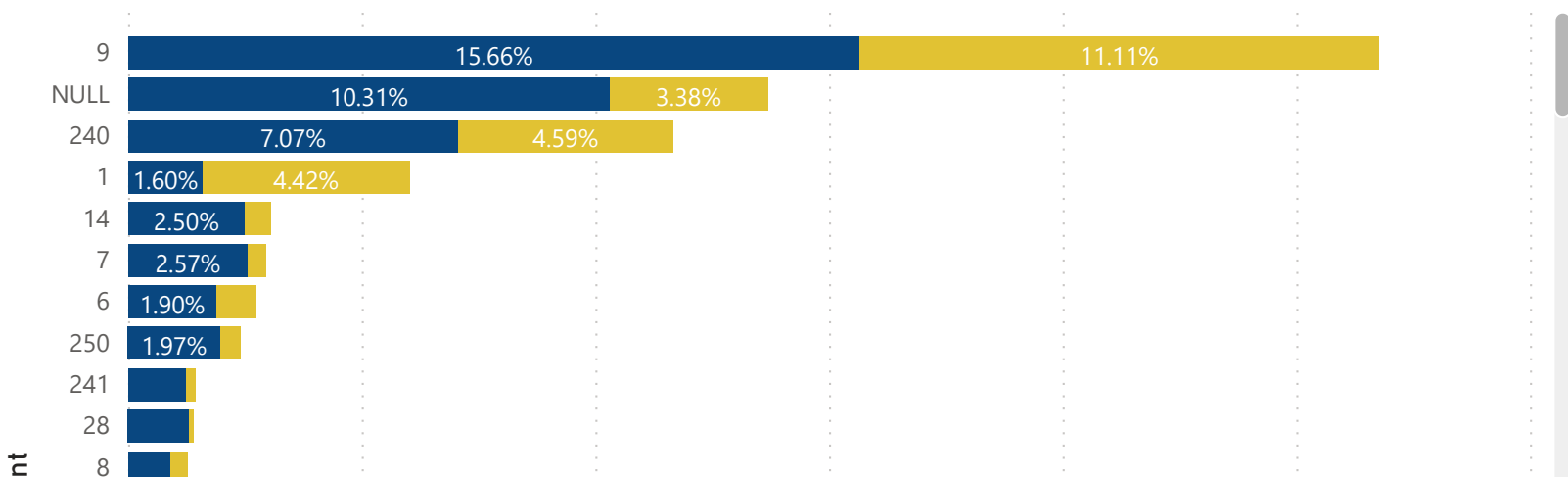
103K
Bookings by Agent

Key takeaways:
Customers who make a booking through a travel agency are **40%** likely to cancel. Higher than bookings by non-travel agents.

Top 5 Agents By **ID:**
- **1**
- **7**
- **9**
- **14**
- **240**

Status Per Agent

Status ● Active ● Canceled

- 9: 15.66% (Active), 11.11% (Canceled)
- NULL: 10.31%, 3.38%
- 240: 7.07%, 4.59%
- 1: 1.60%, 4.42%
- 14: 2.50%
- 7: 2.57%
- 6: 1.90%
- 250: 1.97%
- 241
- 28
- 8