Executive Summary

This project examines and analyzes a dataset of hotel bookings. The goal is to gain data-driven insight into the elements of hotel bookings that lead guests to return. Increasing the number of repeat guests will improve business performance. This topic is essential to any hotel business and is one of the most important metrics hospitality executives are interested in when it comes to hotel operations.

Objective/Business Goal

The loyal, engaged guest drives large amounts of revenue, making it imperative for hotel businesses to develop effective marketing strategies aimed at attracting repeat customers. Many hotels are exploring different retention strategies involving different elements of the hotel experience such as amenities, deeper customer engagement, making affordable rates. The objective of this project is to examine real-world data on hotel bookings, identify factors of hotel bookings that bring guests back after their first experience, and provide data-driven insights on marketing strategies that will make the hotel chain competitive in attracting loyal customers. Such insights are critical to a hospitality business as they directly translate into changes in business performance.

Dataset Description

This is a dataset of hotel bookings with 31 variables describing about 120,000 observations. Each observation represents a hotel booking. The dataset covers bookings made between July 1, 2015 and August 31, 2017. Not only does this dataset contain data with a large amount of detail and a wide time span, but it also contains data for two types of hotels - a resort hotel and a city hotel. It is possible to compare the data for two different types of hotels and see how the analysis differs based on the environment of the hotels. Another feature that attracted me to this dataset was its authenticity. It is data based on actual hotel bookings with all elements related to customer identification removed.

Audience Personas

Elizabeth, 53, Female

- Vice President of Marketing at Buffer Hotels
- Hospitality Management major
- Goal: Interested in customer retention strategies that work. Facing loss of loyal customers to nearby hotels
- Will watch the presentation on a large screen in a meeting room
- Notes: Prefers simple and straightforward points of meaningful insight

  Emmett, 45, Male	• Director of Sales at Buffer Hotels • Business Administration major • Goal: Needs better strategies for customer retention, ADR adjustments, and discount giveaways • Will watch the presentation on a large screen in a meeting room • Notes: Highly prioritizes accuracy in numbers

Project Approach

This project will unfold in a series of story presentations. Each presentation will have a story point about whether and how a factor influences whether a guest will return. As the stories unfold, it will provide a clearer view of the elements of hotel bookings that are critical to winning repeat guests.

Foreseeable Challenges

My challenge would come from my attempts to generate meaningful insights from a dataset of huge volume and many details. It will not be easy to distinguish meaningful points from large, complicated dataset and determine their validity to the goal of this project.