Locatee

Booking Data Analysis Report

Booking vs Utilization Data

Building Name

Period:

November 25 - December 01, 2022

Key Concepts

General Information

Data sources The data sources for this report are **Your Company's** booking system and meeting room sensors.

Booking data The booking data refers to recordings of date, time and name of selected meeting room bookings over a given time period. It is provided by **Your Company** in the form of an excel file.

Sensor data The sensor data refers to recorded events that indicate a change in utilization (occupied/free) of a meeting room. The sensor event data is provided by **Your Company** and further processed in Locatee Analytics.

Data collection Data is collected every 5 minutes, detecting a connected device at the time of measurement and the space where the device is located.

Data scope A selection of meeting rooms from the building, located in **Location**. The data scope for this report is further defined in the *Additional Information* section of the present document.

Metric definitions

Average utilization The average of recorded utilization levels over a defined time period.

Daily booking hours The number of hours a set of meeting rooms has been booked for, averaged over the given time period. This data is calculated based on **Your Company's** booking data.

Daily utilization hours The number of hours a set of meeting rooms has been utilized for, averaged over the given time period. This data is provided by the meeting room sensors.

Bookings matched by utilization This metric gives the percentage a meeting room was utilized for during its booking periods. A high percentage suggests consistent utilization of booked meeting rooms, whereas a low percentage indicates a high no-show rate for bookings.

Utilization matched by bookings This metric gives the percentage a meeting room was booked for during its utilized periods. A high percentage suggests utilization mainly occurs during bookings, whereas a low percentage indicates a high utilization of unbooked meeting rooms.

Benchmark In the report, a benchmark for the *Bookings matched by utilization* has been set to 60%, which corresponds to a no-show rate of 40%. This value refers to an article published by *Ones*:

"Studies show that as many as 40 percent of room bookings result in no-shows." (Source: Wall Street Journal)

Additional Information and Report Findings

Time period

The received booking data includes recordings ranging from the 21st of November until the 1st of December of 2022.

Data scope

To conduct a comparative analysis between booking and utilization data, both data sources must be available in the defined time period, for a meeting room to be considered *in scope.*

The building has a total number of 62 meeting rooms that are included in Locatee Analytics. The booking data includes recordings of 41, the sensor data recordings of 38 distinct meeting rooms that are within the defined time period. The meeting rooms that are present in both datasets, and therefore considered *in scope,* are 21 meeting rooms.

Potential reasons for an incomplete set of meeting rooms present in sensor data include:

- No events due to low building utilization
- No events due to sensor not connected
- Sensor not added*

Report findings

The main takeaways from the following report are listed here. These insights can be used as starting points when interpreting the displayed graphs and data.

- **Building level**
  Both the *Daily booking hours* and *Daily utilization hours* follow the overall utilization trend of the building, given by the *Average utilization* metric. We can observe a *Bookings matched by utilization* of 37% for the whole building. This indicates a high no-show rate of around 60%, which is above the benchmark. Wednesdays and Thursdays stand out as the days with both the most bookings and highest meeting room utilization.

- **Floor level**
  There was no sensor data provided for Floor 0, therefore the floor is out of scope in this report. Floor 2 is the floor with both the most bookings and highest meeting room utilization, while it also indicates the highest no-show rate.

- **Room level**
  MR1 displays the highest *Bookings matched by utilization* and therefore the lowest no-show from all meeting rooms. However, it has also a rather small sample size with around one daily booking hour. *Rowan* on the other hand, has the largest no-show rate of 75%.

*As communicated on November 17th 2022, Locatee excludes from the monitoring 9 meeting rooms due to the presence of more than one sensor in each room.

Bookings and Utilization Overview

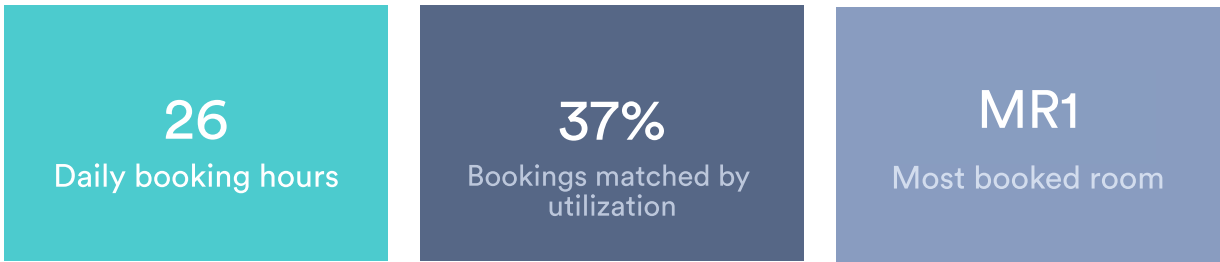**Period:** November 25, December 01, 2022

This section displays an overview of the meeting room bookings and how the building has been utilized in the given period.

Scope of Meeting Rooms


21
(33.87%)

● in scope
● not in scope

41 (66.13%)
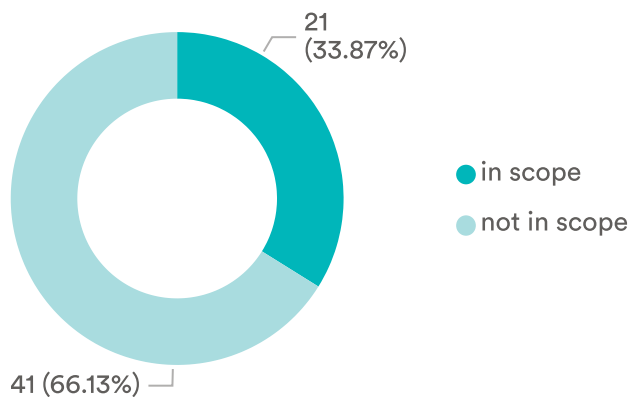
The meeting rooms in scope present both booking and sensor data, and thus allow for a proper comparison. Please see the *Additional information* section for a detailed explanation.

Bookings Data Overview

26 Daily booking hours	**37%** Bookings matched by utilization	**MR1** Most booked room

Insights on bookings for all in scope meeting rooms over the given period.

Utilization Data Overview

|		
13 Daily utilization hours	**66%** Utilization matched by bookings	**MR2** Most utilized room
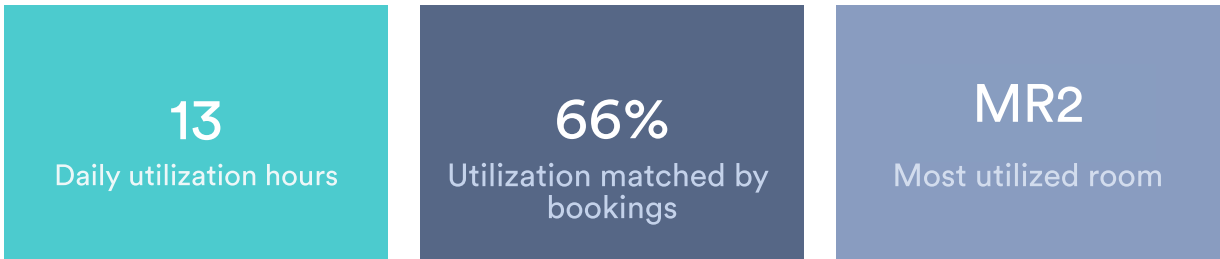
Insights on utilization for in scope meeting rooms over the given period.

Building Overview

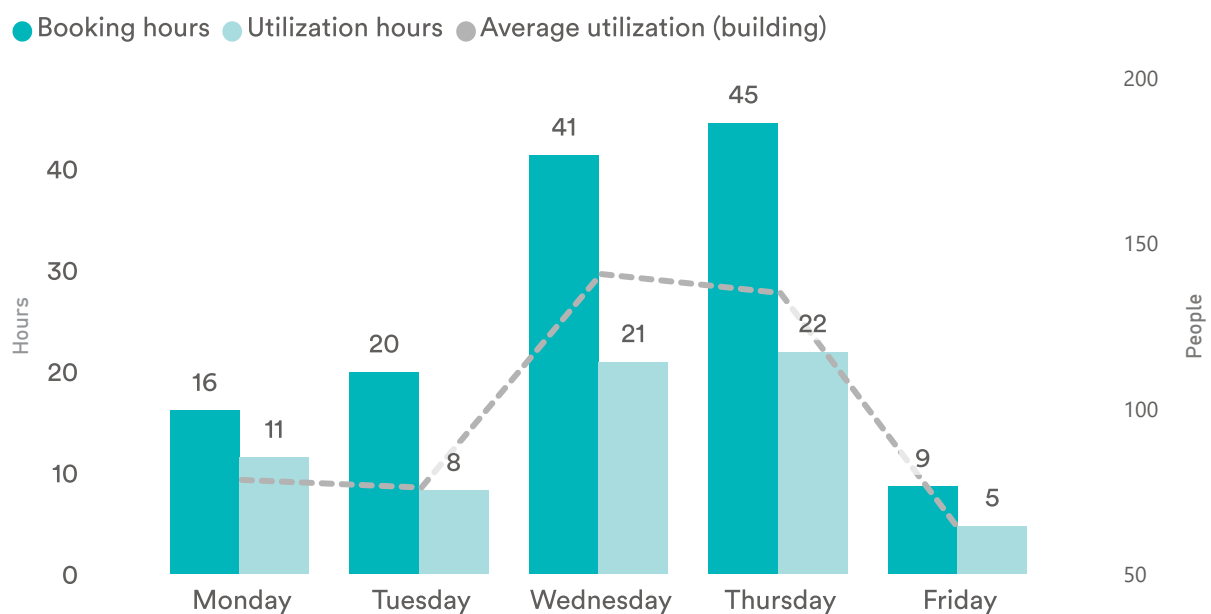**Period:** November 25, December 01, 2022

This section takes a closer look into the comparison of the booking vs. sensor utilization data for the meeting rooms that are in scope. As a reference, the average utilization of the full building is added to the graphs.

Bookings vs. Utilization Hours
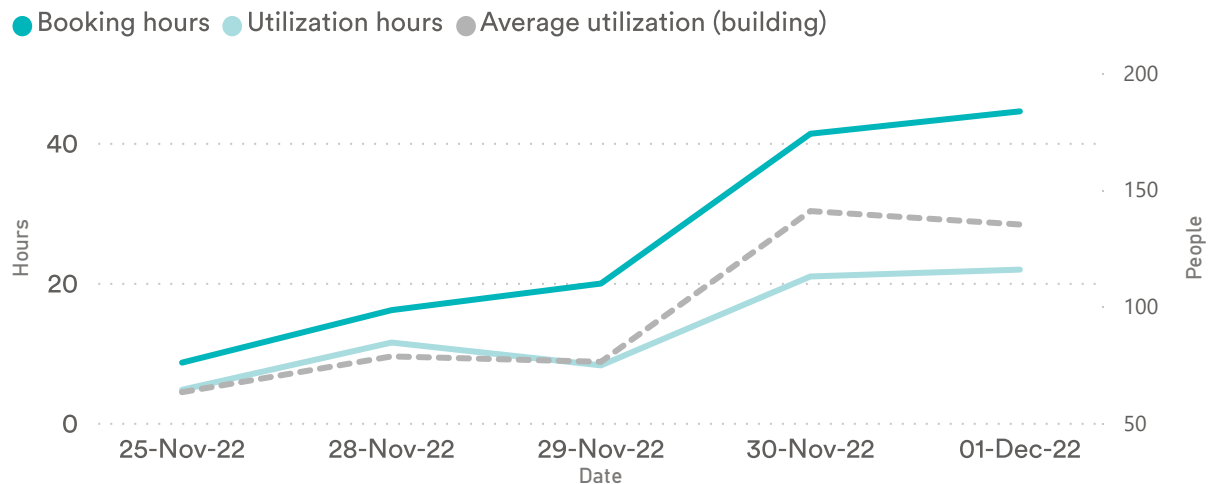
This graph details the daily booking and utilization hours of the given period on a building level, relative to the buildings average utilization. It allows to identify time trends and patterns for the given metrics. The average utilization is referring to the people y-axis (right).

## Bookings vs. Utilization Hours per Day of the Week

This graph displays the total booking and utilization hours by the day of week, relative to the buildings average utilization. The average utilization is referring to the people y-axis (right).
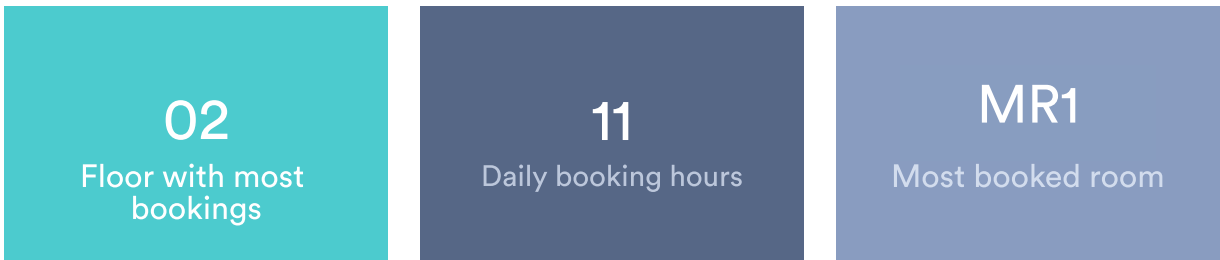
Floors Overview

This section takes a closer look into the different floors and how they compare to each other. This can be useful to identify outliers and possible sources of discrepancies.
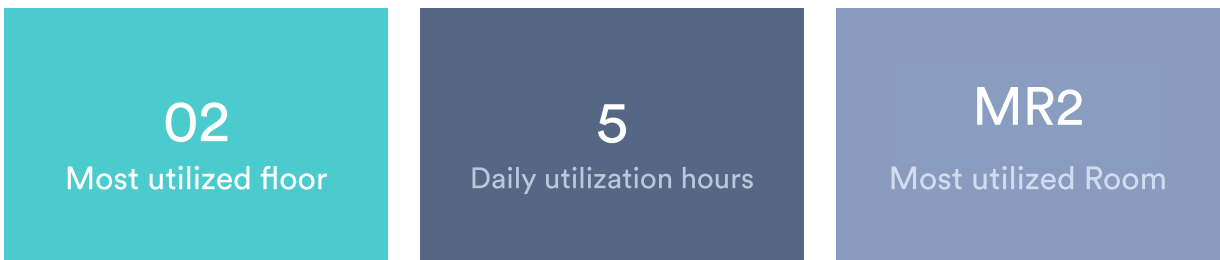
In scope Meeting Rooms by Floor
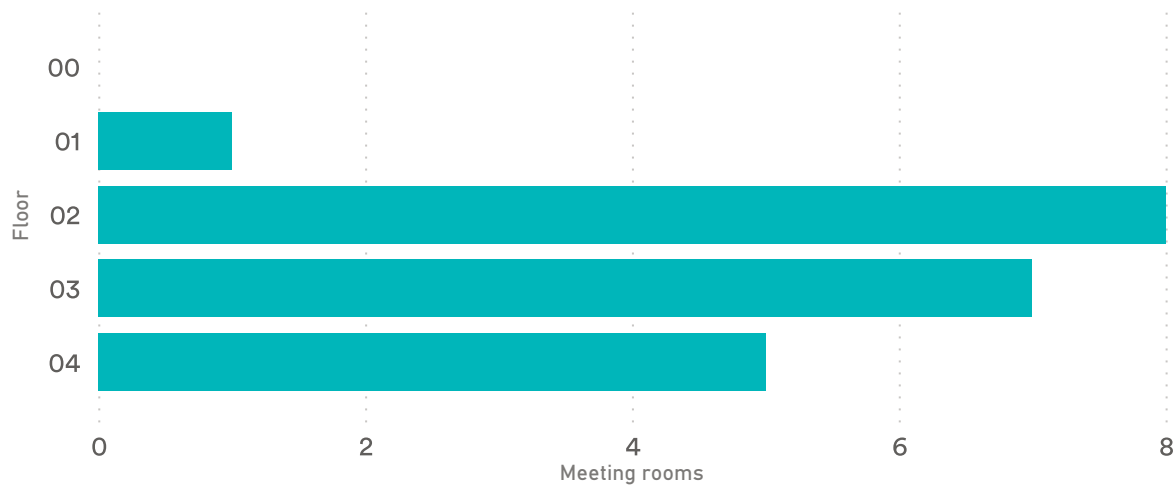
This graph details the number of meeting rooms that are in scope for each floor.

Floor with most Bookings Overview

02 Floor with most bookings	11 Daily booking hours	MR1 Most booked room

Insights on bookings for in scope meeting rooms located on the floor with most bookings.

Most utilized Floor Overview

| 02 Most utilized floor	5 Daily utilization hours	MR2 Most utilized Room

Insights on utilization for in scope meeting rooms located on the most utilized floor.

Floors Overview

**Period:** November 25, December 01, 2022

This section takes a closer look into the different floors and how they compare to each other. This can be useful to identify outliers and possible sources of discrepancies.

Bookings vs. Utilization Hours

● Daily booking hours ● Daily utilization hours ● Average utilization (floor)
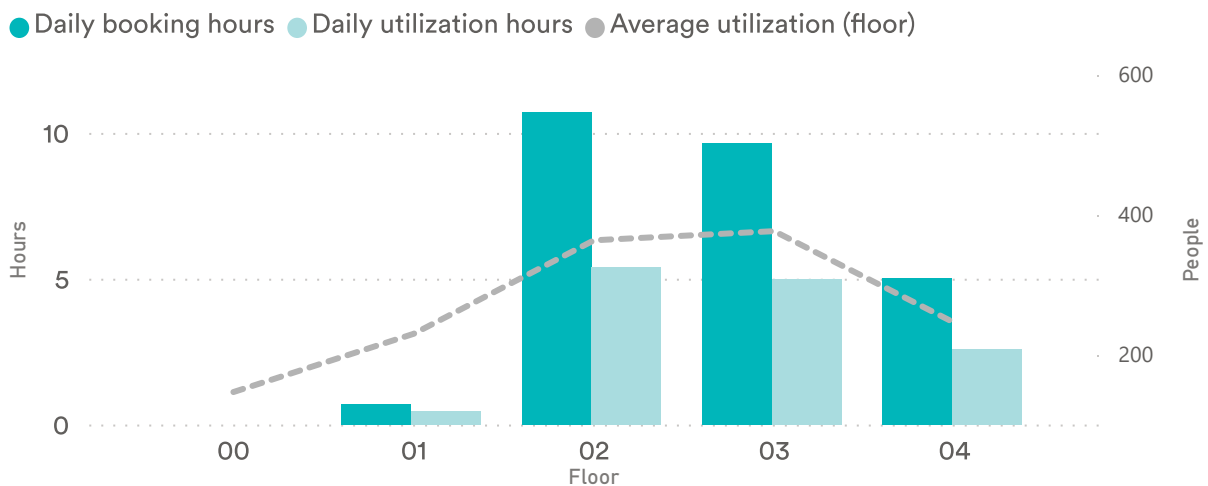
This graph displays the daily booking and utilization hours over the given period on a floor level. Use this graph to identify from which floors the largest discrepancy originates from. The average utilization is referring to the people y-axis (right).

Booking vs Utilization Matches per Floor
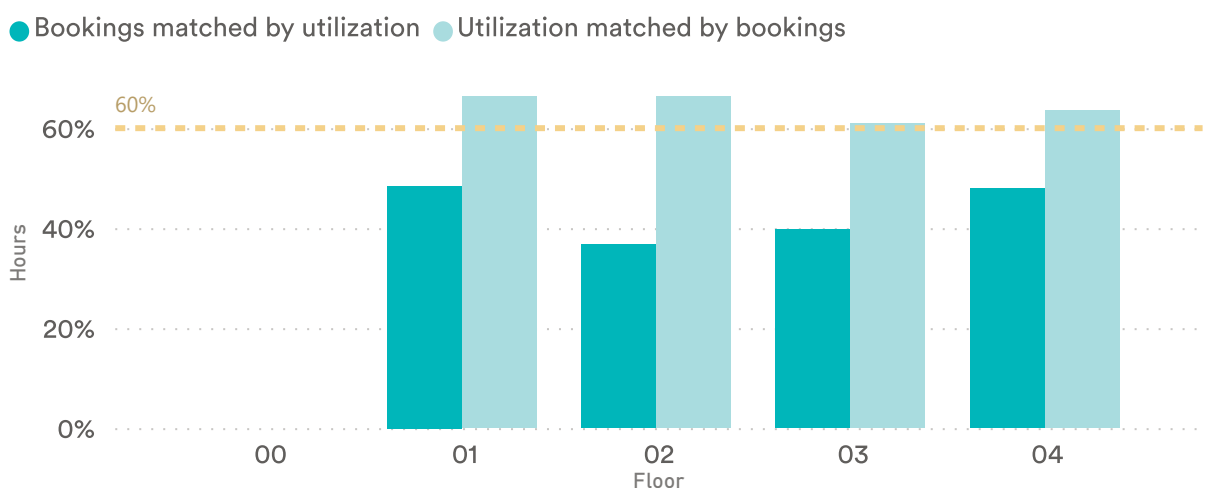
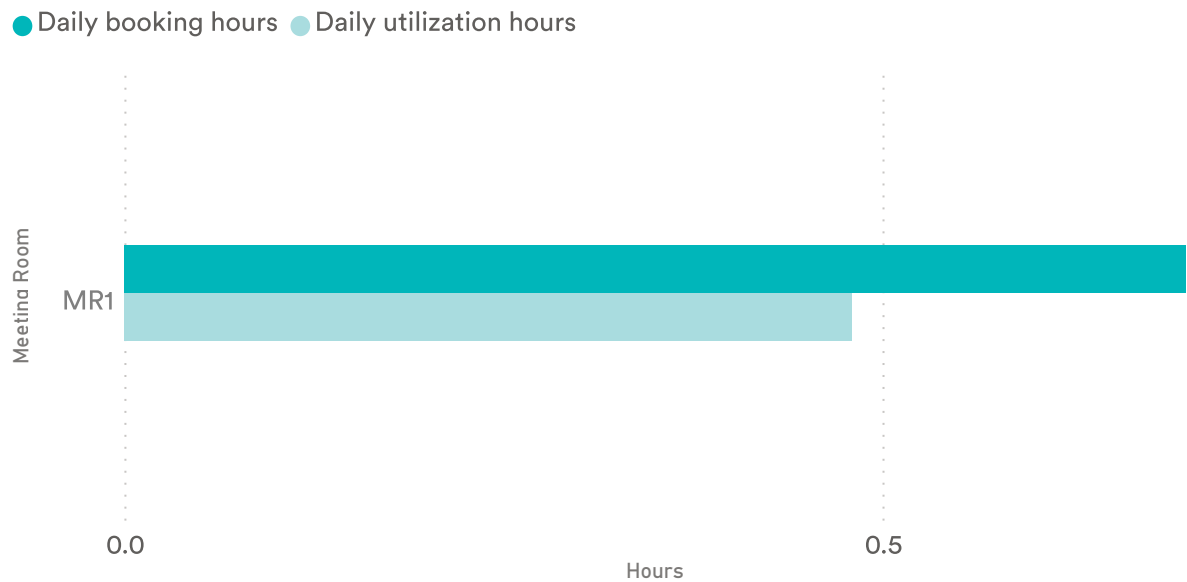● Bookings matched by utilization ● Utilization matched by bookings

This graph details the percentage of *Bookings matched by utilization* and *Utilization matched by bookings.* Use this graph to identify floors with large no-show rates or high utilization of unbooked meeting rooms. The yellow line indicates the benchmark referred to in the *Key Concepts* section.

Floor 1 - Meeting Rooms
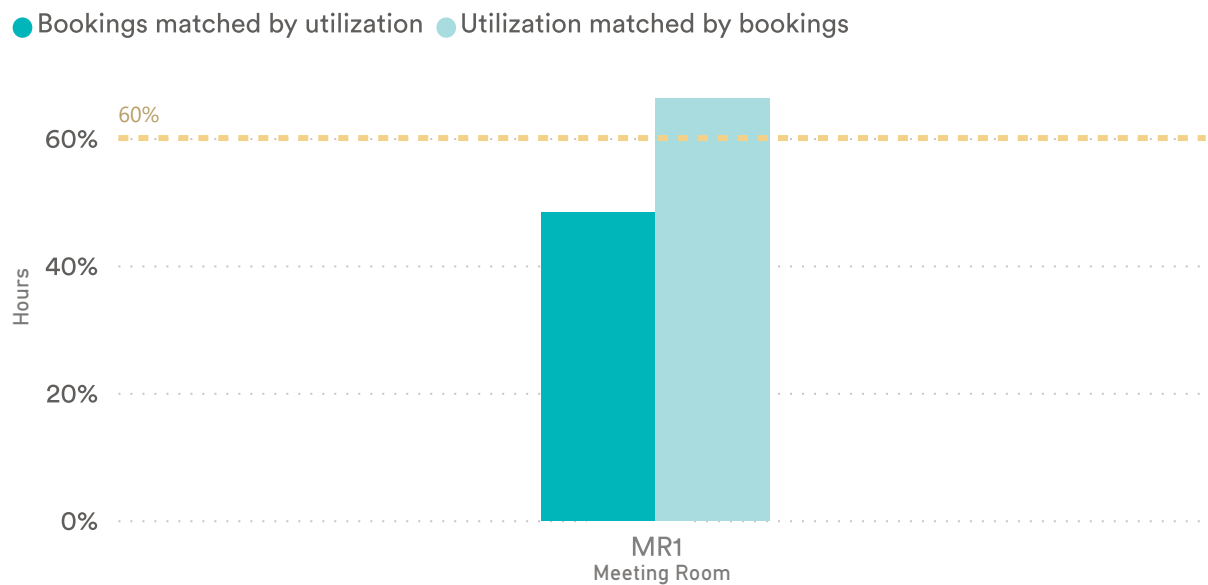
Period: November 25 - December 01, 2022

This section takes a closer look into the given floor and analyzes the meeting rooms in scope for this floor. Use these insights to precisely identify meeting rooms that stand out.

Booking vs. Utilization Hours per Meeting Room

● Daily booking hours ● Daily utilization hours

This graph details the daily booking and utilization hours recorded for the meeting rooms located on the given floor.

Booking and Utilization matches per Meeting Room

● Bookings matched by utilization ● Utilization matched by bookings
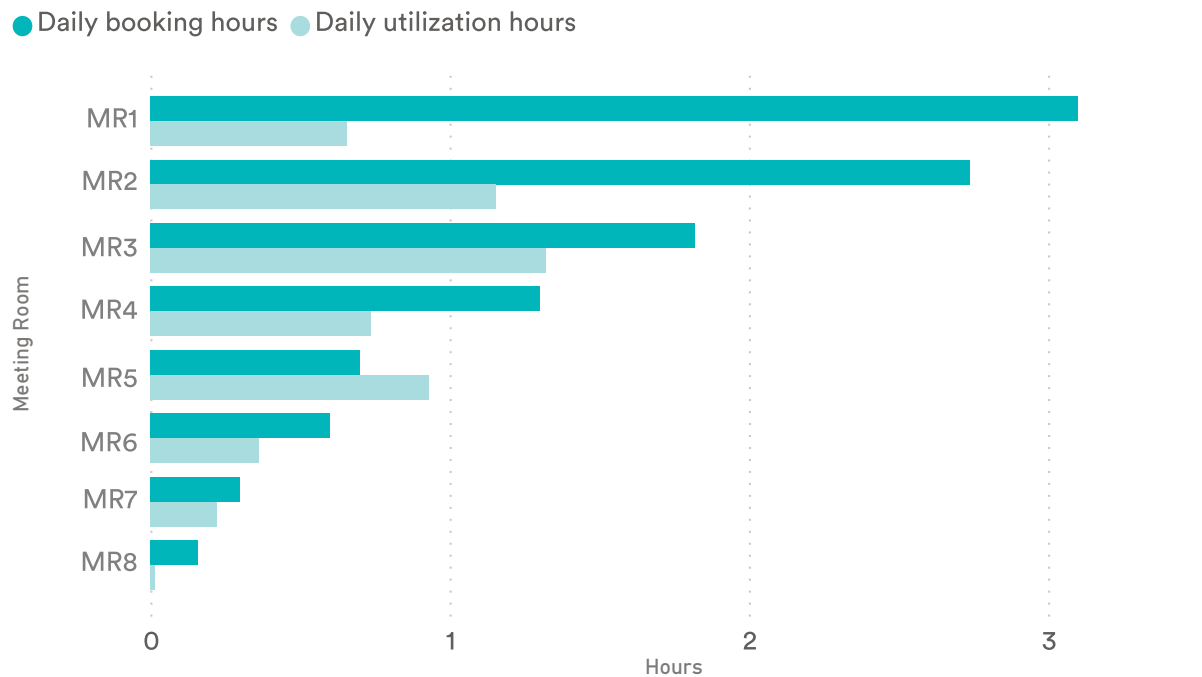

This graph details the percentage of *Bookings matched by utilization* and *Utilization matched by bookings* for each meeting room located on this floor.

Floor 2 - Meeting Rooms

Period: November 25, December 01, 2022

Daily Booking vs. Utilization Hours per Meeting Room

● Daily booking hours ● Daily utilization hours

This graph details the daily booking and utilization hours recorded for the meeting rooms located on the given floor.

Booking and Utilization matches per Meeting Room

● Bookings matched by utilization ● Utilization matched by bookings

This graph details the percentage of *Bookings matched by utilization* and *Utilization matched by bookings* for each meeting room located on this floor.
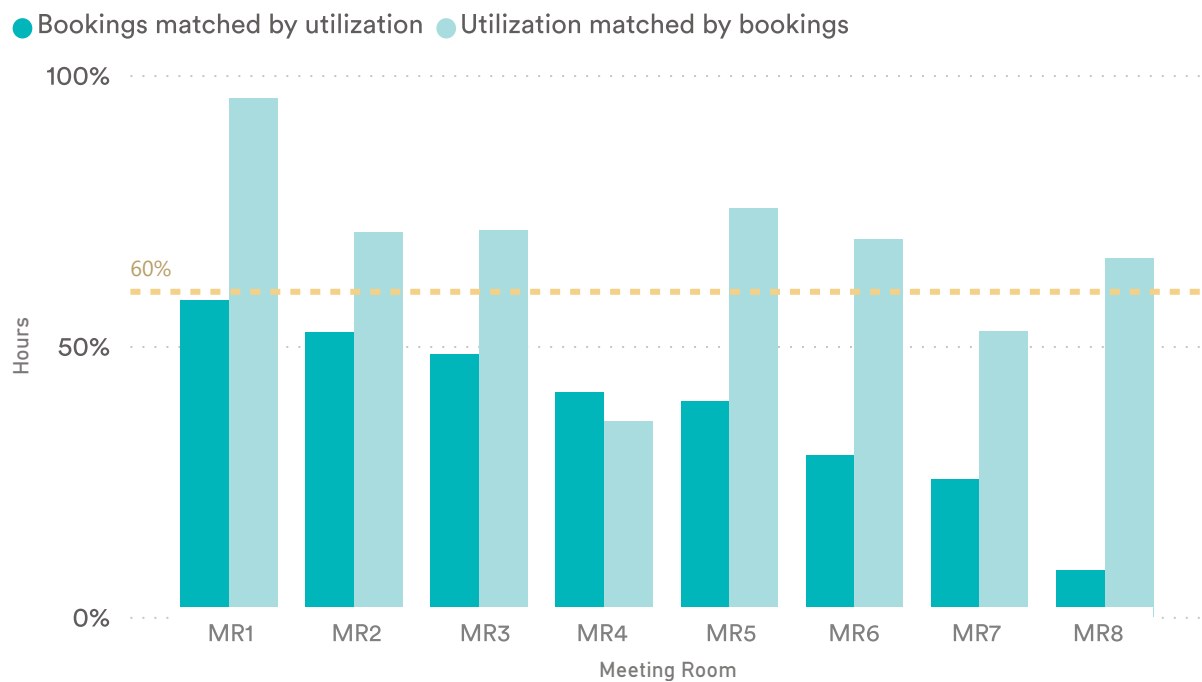
Floor 3 - Meeting Rooms

Period: November 25, December 01, 2022

Daily Booking vs. Utilization Hours per Meeting Room

● Daily booking hours   ● Daily utilization hours

This graph details the daily booking and utilization hours recorded for the meeting rooms located on the given floor.

Booking and Utilization matches per Meeting Room

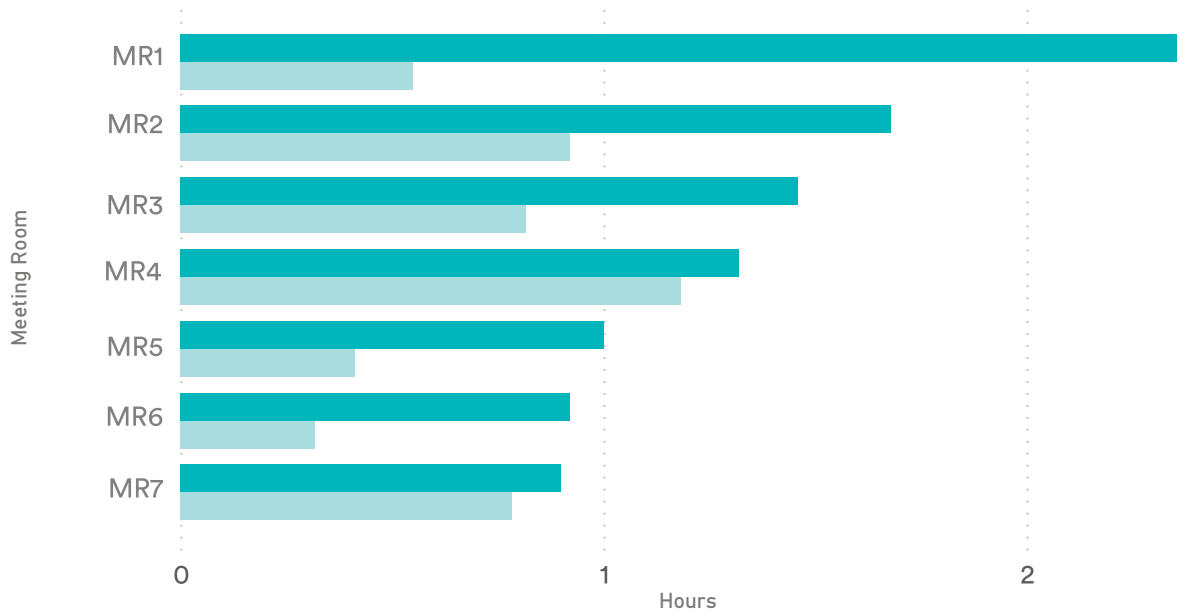● Bookings matched by utilization   ● Utilization matched by bookings

This graph details the percentage of *Bookings matched by utilization* and *Utilization matched by bookings* for each meeting room located on this floor.

Floor 4 - Meeting Rooms

Period: November 25 - December 01, 2022

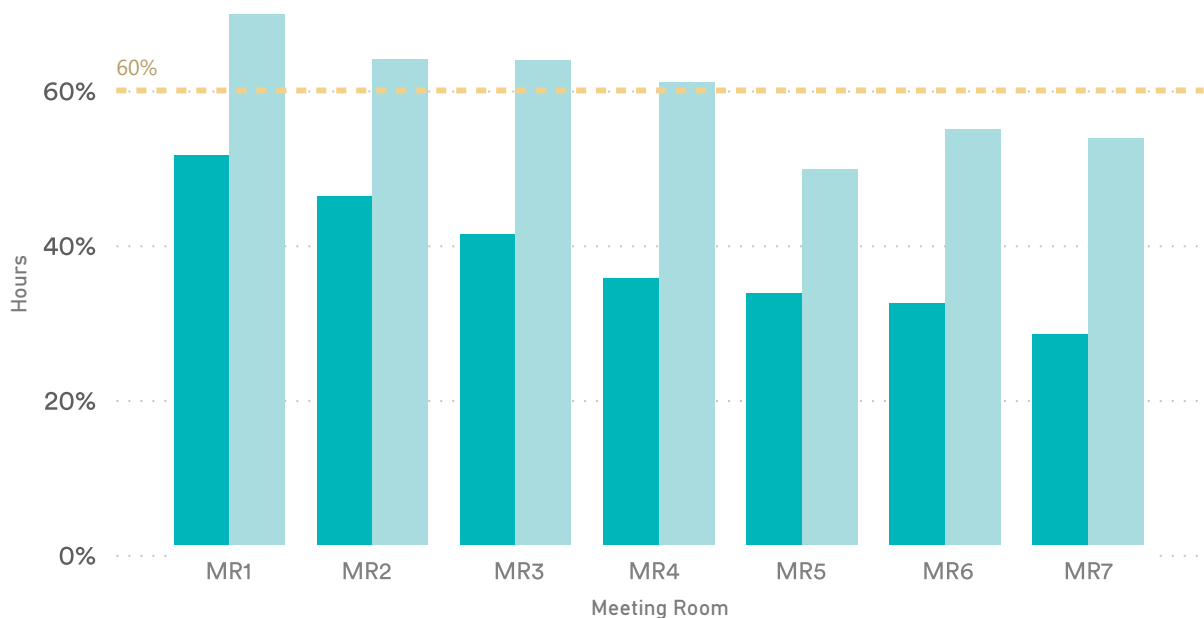## Daily Booking vs. Utilization Hours per Meeting Room

● Daily booking hours ● Daily utilization hours

This graph details the daily booking and utilization hours recorded for the meeting rooms located on the given floor.

Booking and Utilization matches per Meeting Room

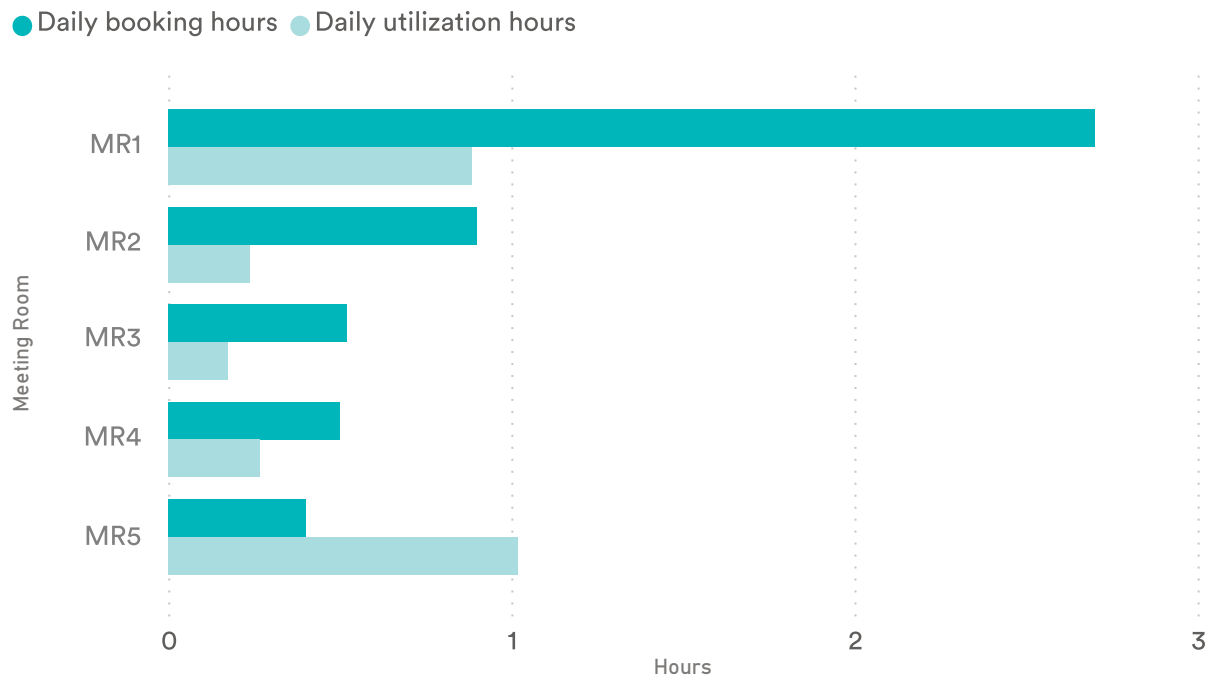● Bookings matched by utilization ● Utilization matched by bookings

This graph details the percentage of *Bookings matched by utilization* and *Utilization matched by bookings* for each meeting room located on this floor.

Meeting Rooms Comparison - Bookings
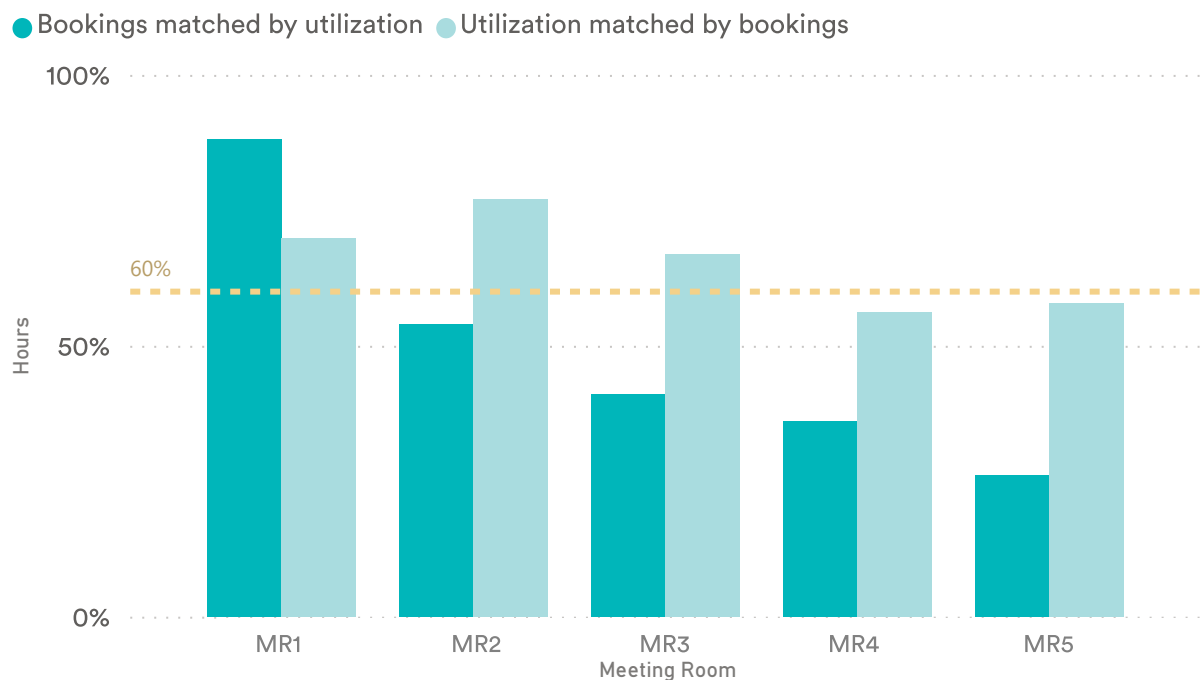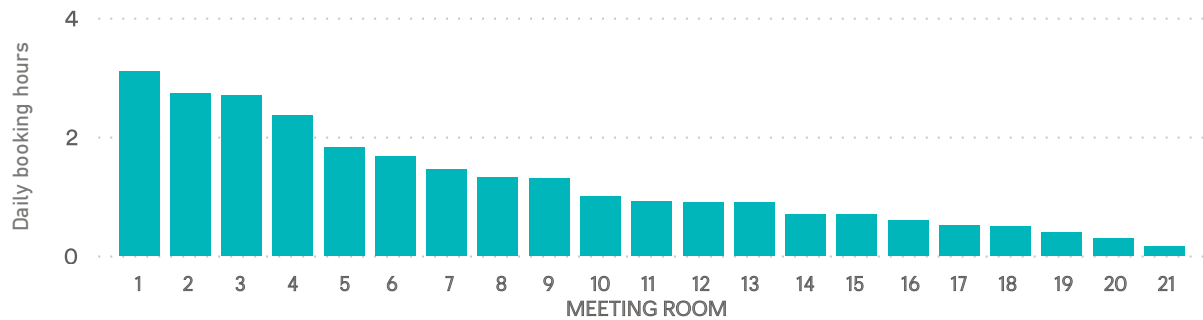
Period: November 25, December 01, 2022

This section dives into the data source comparison from the point of view of the booking data on a meeting room level. The main question that is addressed here is:
What percentage of its booking time was a meeting room actually utilized for?

Daily Bookings Hours Overview

This graph displays the daily booking hours of the given meeting rooms. This metric allows to put the *Bookings matched by Utilization per Meeting Room* graph into context.

Bookings matched by Utilization per Meeting Room

Meeting Room	25-Nov-22	28-Nov-22	29-Nov-22	30-Nov-22	01-Dec-22	Overall
MR1		83%		93%		88%
MR10			58%			58%
MR11			50%	58%		54%
MR12					53%	53%
MR13	75%	69%	36%	16%	62%	52%
MR14	67%	40%		0%	87%	48%
MR15				34%	63%	48%
MR16			72%		21%	46%
MR17				10%	73%	41%
MR18	15%	59%	22%	84%	27%	41%
MR19				17%	65%	41%
MR2	50%	29%	41%	45%	34%	40%
MR20		64%		31%	14%	36%
MR21	23%		44%	42%	34%	36%
MR3		29%	64%	8%		34%
MR4			10%		55%	32%
MR5	17%	35%	36%	34%	28%	30%
MR6	17%			28%	41%	29%
MR7		32%	21%			26%
MR8	63%		18%	10%	10%	25%
MR9					9%	9%

This graph displays the percentage of the booking time a meeting room was actually utilized. The daily values are derived by comparing utilization and booking data on a hourly basis.
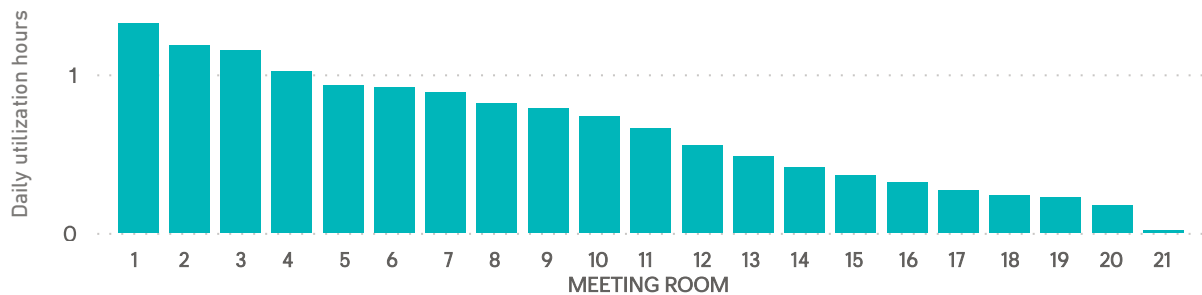
Meeting Room Comparison - Utilization

Period: November 25, December 01, 2022

This section dives into the data source comparison from the point of view of the booking data on a meeting room level. The main question that is addressed here is:
What percentage of its utilization time was a meeting room actually booked for?

Daily Utilization Hours Overview

This graph displays the daily utilization hours of the given meeting rooms. This metric allows to put the *Utilization matched by Bookings per Meeting Room* graph into context.

Utilization vs. Booking match per Meeting Room

Meeting Room	25-Nov-22	28-Nov-22	29-Nov-22	30-Nov-22	01-Dec-22	Overall
MR9			96%			**96%**
MR8				77%		**77%**
MR7	92%	85%	57%	78%	65%	**75%**
MR6	65%	64%		86%	70%	**71%**
MR5					71%	**71%**
MR4		71%		68%		**70%**
MR3	83%	76%	82%	41%	67%	**70%**
MR21	92%	58%	85%	60%	54%	**70%**
MR20				55%	79%	**67%**
MR2				61%	72%	**66%**
MR19					66%	**66%**
MR18			79%		49%	**64%**
MR17	46%	61%	72%	81%	59%	**64%**
MR16	57%		58%	58%	72%	**61%**
MR15		68%	47%			**58%**
MR14		83%		60%	26%	**56%**
MR13			47%		63%	**55%**
MR12	41%			56%	64%	**54%**
MR11	69%		73%	35%	34%	**53%**
MR10		42%	92%	16%		**50%**
MR1				24%	48%	**36%**

This graph displays the percentage of the utilization time a meeting room was actually booked. The daily values are derived by comparing utilization and booking data on a hourly basis.