HOTEL
DATA
ANALYSIS
PROJECT
USING
PYTHON

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PROBLEM STATEMENT

Booking.com is world's one of the famous site for booking hotels and it has been key part of hospitality industry from many years and it has experienced a significant increase in booking cancellations and less customer retention rate over the past 3 year. These trends is affecting the hotel's revenue and operational efficiency. To reverse these trends, company has decided to use "Business and Data intelligence" strategies. To do this task company management has decided to hire external service provider to give valuable insights from historical data of the company

DATA EXPLANTION

There are two type of hotel:-

- 1.) City Hotel
- 2.) Resort Hotel

Location of this two hotels are over 177 countries spreading across the continents

This hotels provide 10 types of different room.

Historical data given is of three years



OBJECTIVE

My objective is to perform thorough data analysis using python to provide booking.com some valuable insights and help them to decrease cancellation rate and increase their retention rate of customers.



.Python File



INSIGHTS

1.)Total Booking

Total 118898 bookings happened in 3 years which is 2015,2016,2017

2.) Total Cancellation

Total 44153 cancellation in 3 years

3.)Hotel

- a.) 39596 City Hotel were booked
- b.) 79302 Resort Hotel were booked

4.) Cancellation on basis of hotel

- a.) 11077 City Hotel were cancelled=28% c_rate
- b.)33076 Resort Hotel were cancelled=41% c_rate

5.) Cancellation on basis of room status

Cancellation rate of desired room is around 41%
Cancellation rate of undesired room is around 5%

6.) Cancellation on Guest type

Most cancellation has been done couples

7.) Average booking per month

On an average 9,900 bookings are done per month

8.)Booking cancellation rate as per month

a.)June -41%

b.)April -40%

c.)May -39%

On an average there are 3,679 cancellation per month

9.) Cancellation on year basis

39,632 bookings per year

14,404 cancellation per year

2015= 34%

2016= 36%

2017=39%

10.)Retention rate

Retention rate is 3.2%

11.) Retention rate on guest type

Singles 10%

Couples 1.7%

Family 1.3%

12.) Retention rate as per year

2015 2.93%

2016 3.14%

2017 3.42%

THANK YOU

