**Hotel Booking Analysis Report**

**Key Observations**

1. **Reservation Cancellations**
   * Approximately **27% of reservations** were canceled.
   * **Higher prices** and **longer waiting lists** are major factors leading to cancellations.
   * Guests with **special requests** or **shorter lead times** tend to cancel less often.
2. **Booking Sources**
   * The majority of bookings come through **online travel agents (OTA)** and **tour operators (TO)**.
   * Offline travel agents and direct bookings contribute less to reservations.
3. **Room Preferences**
   * Many guests are **assigned a different room type** than the one they originally reserved.
   * This mismatch may lead to dissatisfaction or cancellations.
4. **Customer Demographics**
   * Most guests are from **Portugal (PRT)**, followed by other European countries.
   * Families with children or babies make up a smaller proportion of bookings compared to adults-only groups.
5. **Seasonality**
   * **August** sees the highest number of bookings, while **January** experiences the lowest.
   * Weekends are preferred for short stays, with longer stays during weekdays.
6. **Special Requests**
   * Guests who make **special requests** are more likely to follow through with their bookings.
7. **Parking and Extras**
   * Only a small percentage of guests (1%) require **car parking spaces**, indicating this is not a critical feature for most customers.
   * Many customers opt for the **"Bed and Breakfast" (BB)** meal plan, suggesting it is the most popular option.

**Suggestions for Improvement**

1. **Reduce Cancellations**
   * Offer **flexible pricing plans** and discounts during periods of high cancellations.
   * Implement a **waiting list communication system** to keep guests informed and reduce frustration.
2. **Improve Room Assignment**
   * Ensure guests receive the **room type they booked** to enhance satisfaction.
   * Provide an option for guests to **upgrade or change rooms** with incentives.
3. **Leverage Online Platforms**
   * Strengthen partnerships with **online travel agents** and improve the visibility of your hotel on these platforms.
   * Create attractive **promotions and packages** tailored for OTA users.
4. **Enhance Guest Experience**
   * Encourage guests to make **special requests** by showcasing this option during booking.
   * Personalize the stay experience for families and repeat guests to foster loyalty.
5. **Optimize for Seasonality**
   * Introduce **off-season discounts** to attract more guests during low-demand months like January.
   * Offer **special weekend packages** to attract short-stay guests.
6. **Promote Direct Bookings**
   * Provide incentives such as **discounts, complimentary services, or loyalty points** for guests who book directly through the hotel's website.
7. **Monitor Market Trends**
   * Keep an eye on the performance of competitors and adjust pricing and services accordingly.
   * Expand marketing efforts to countries with fewer bookings to diversify the customer base.

**Conclusion**

By addressing the factors affecting cancellations, improving room assignment practices, and leveraging online platforms effectively, the hotel can boost guest satisfaction and revenue. Introducing tailored promotions and focusing on the guest experience will help create a loyal customer base and enhance overall business performance.