The two questions proposed were:

1. *How many Chinese booked between Nov 16th and Nov 28th 2015 for travelling between Dec 25 and Dec 31?*
2. *What useful finding would you stress in an executive summary?*

For the first one, **the number of Chinese Net Bookings (Total bookings – Cancelled bookings) for the given dates is 264**, with a cancellation ratio of 46% out of the total number of bookings. When looking at the same dates for the previous year, we find that *the number of net bookings decreased in 2015, along with a small increase in the cancellation ratio of 6 percentage points*.

However, if we look at the whole dataset, we find that net bookings dropped dramatically in 2015, with 1600 less bookings compared to 2014. When looking at the variation of the cancelling ratio we find that it raises in 13 percentage points. 57% of travellers booked their tickets and cancelled them around those dates. Regarding the potential increase of tourism heading Europe (specially Paris, one of the most visited cities in the world), it is clear that something happened during those dates.

A quick search in google shows us a **remarkable event that shocked the world on 13th Nov 2015: the terrorist attacks in Paris. Three days later, on Nov 16th, Françoise Hollande declared France was at war** after the acts of war performed against the country by islamic terrorists. It clearly pushed people to cancel their bookings to Paris.

**So why China was less influenced by the regrettable event happened in Paris? As an hypothesis we can think that the influence of an event is provoked by media (newspapers, blogs, etc) and social media (facebook, instagram, tweeter, etc). Given that China´s access to information is partially controlled by the government, we can have our answer of why chinese people didn´t cancelled their bookings.**

The dataset contains much more valuable information we could explore. Following the analysis with the rest of countries, what kind of people cancelled their bookings?

- When comparing countries, Japan and South Korea appear to be the ones with the higher cancellation ratio variation compared to the previous year (27% and 21% increase respectively). As two of the richest economies in Asia, it makes sense they could be more aware of threatening news.

- Data shows that ***those travelling for holidays (leisure and group profiles) were more prone to cancel than those heading Paris for bussiness (they have to do it) or visiting friends/family*** (fear makes people to come closer to loved ones, no matter the risk). This, relates with the fact that bookings including more people were cancelled in a higher ratio than those bookings made for single travellers. 86% of Bussiness and 80% of Visit labeled bookings were made for single travellers, whereas just 11% of leisure travellers were booking to fly alone.

- Regarding the different channels the bookings were made through, **the cancellation ratio was much higher for those bookings not labeled as Retail, Corporate or Online travel agencies**. We could suppose those bookings were made directly by the users with the airline or flight search engine, so that they were able to cancel it easier than those made through any kind of travel agency.