



Hotel Booking

BY AATIF PATEL

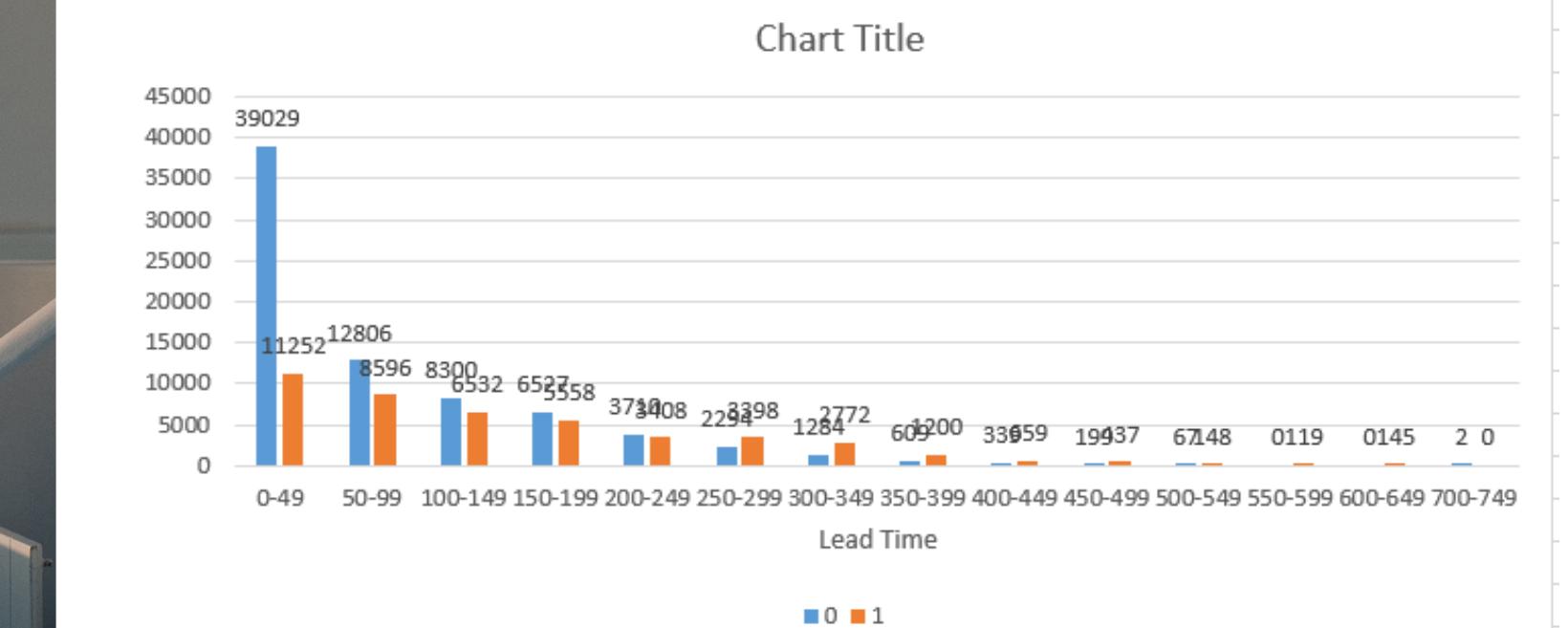
Objective

- Q1: What is the relationship between lead time and cancellation?
- Q2: What is the relationship between deposit type and cancellation?
- Q3: What is the relationship between market segment and cancellation?
- Q4: What is the relationship between previous cancellations and cancellations?
- Q5: How much does the price in hotels vary over the year?



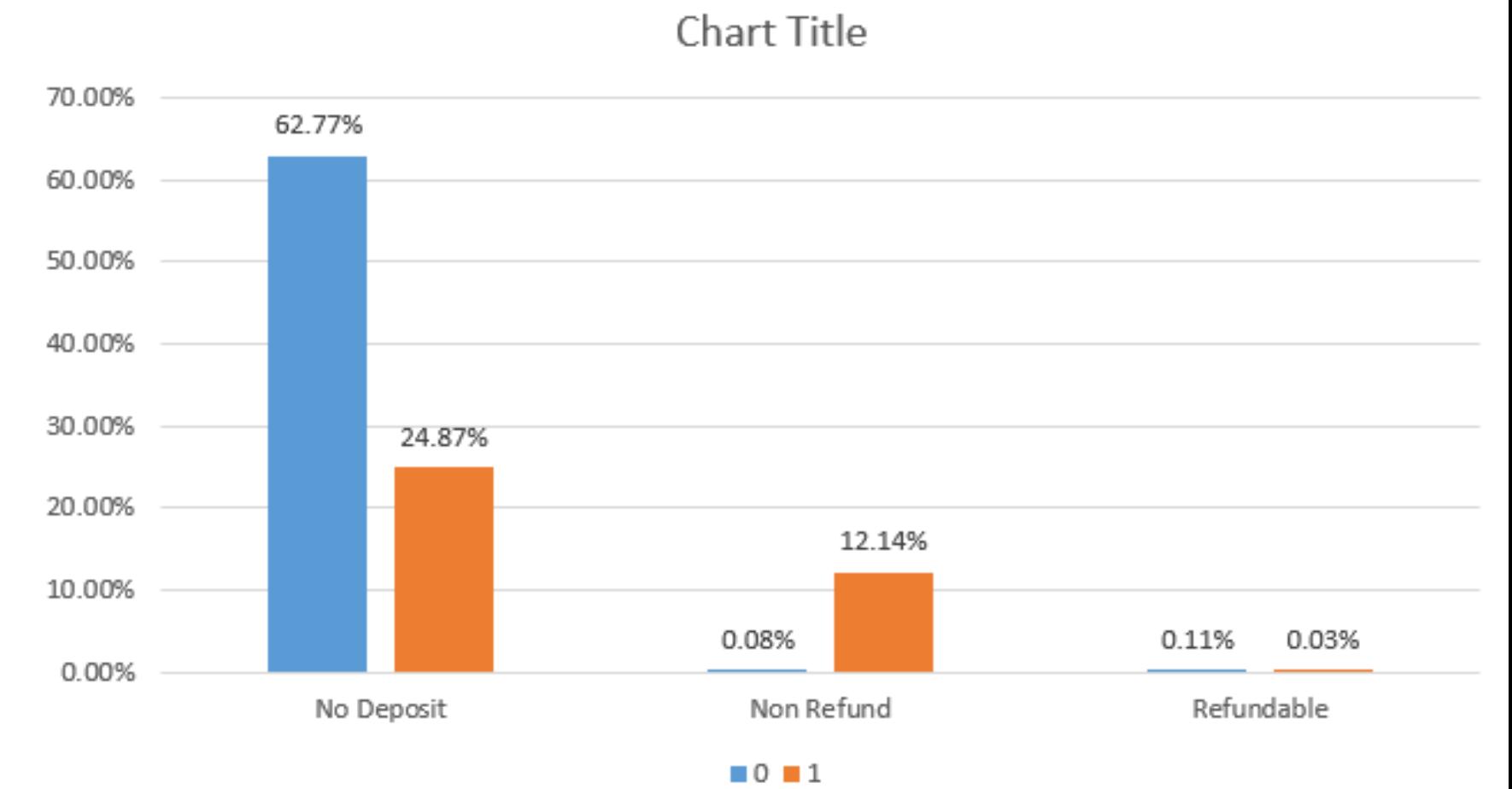
What is the relationship between lead time and cancellation?

There is a relationship between lead time and cancellation in which cancellation is currently lower for hotel reservations at 249 days, but increases as soon as it exceeds 249 days.



What is the relationship between deposit type and cancellation?

Due to the proven correlation between deposit and cancellation, in the case of No Deposit of Money, 74947 people do not cancel hotel reservations, as opposed to 29694 persons who do. Bookings that are non-refundable have been canceled by 14494 compared to 93 who have not. Refundable transactions have 126 who do not cancel and 36 who cancel hotel reservations.

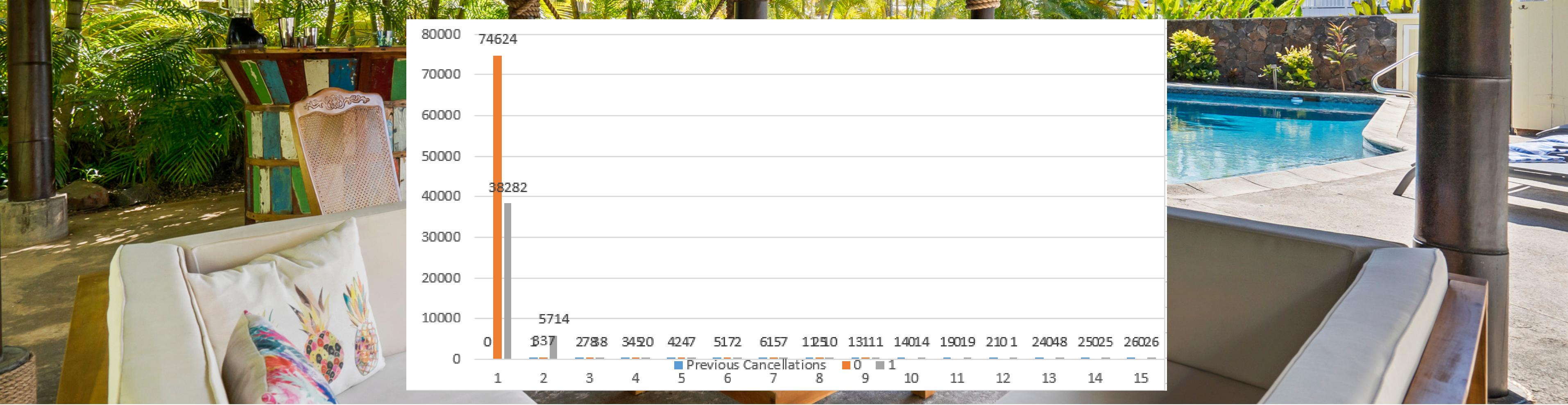


What is the relationship between market segment and cancellation?

There is a correlation between market segment and cancellation: in the case of aviation, 185 people do not cancel hotel reservations, compared to 52 people. In the case of complimentary bookings, 646 consumers have not cancelled their reservations compared to 97 persons who did. In the case of corporate reservations, 4303 people have not cancelled their reservations, while 992 have done so. In the case of direct bookings, 10672 people have not cancelled their reservations, while 1934 have done so. In the case of group reservations, 7714 guests have not cancelled while 12097 have done so. When it comes to offline TA/TO bookings, 15908 people have not cancelled their reservation Fesrvations, while 8311 have.

Relationship Between Market segment & Cancellation





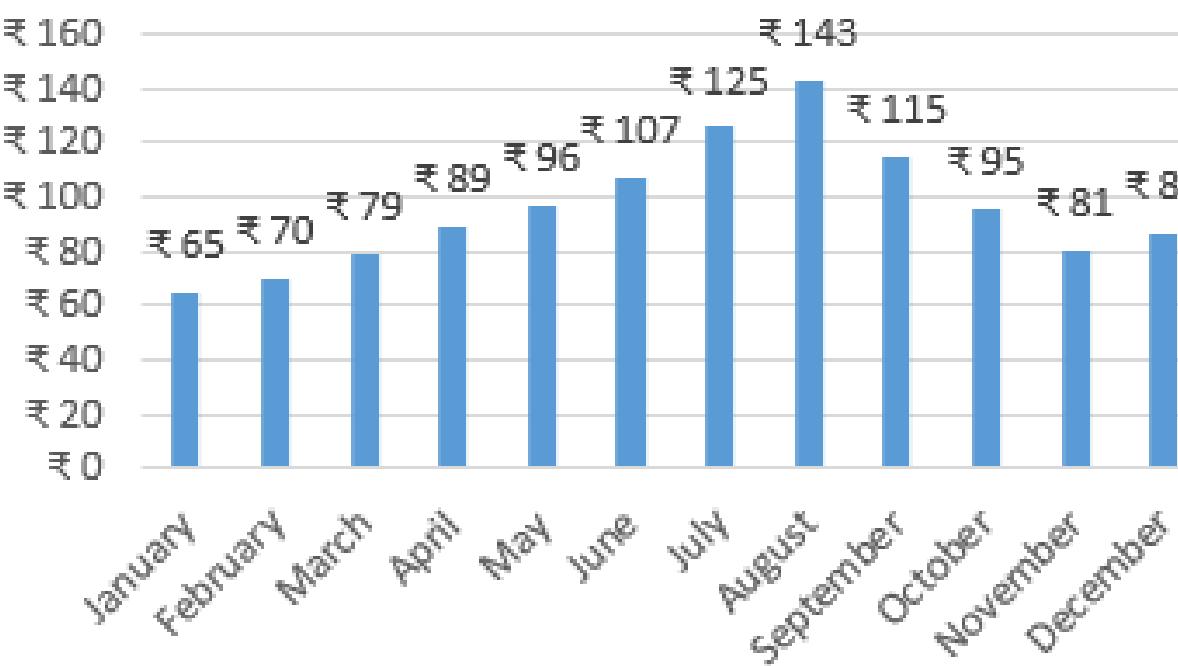
What is the relationship between previous cancellations and cancellations?

The number of cancellation days decreases as the number of previous cancellation days rises.

How much does the price in hotels vary over the year?

Average of Adr

2016



Arrival Date Month ▾

Average of Adr

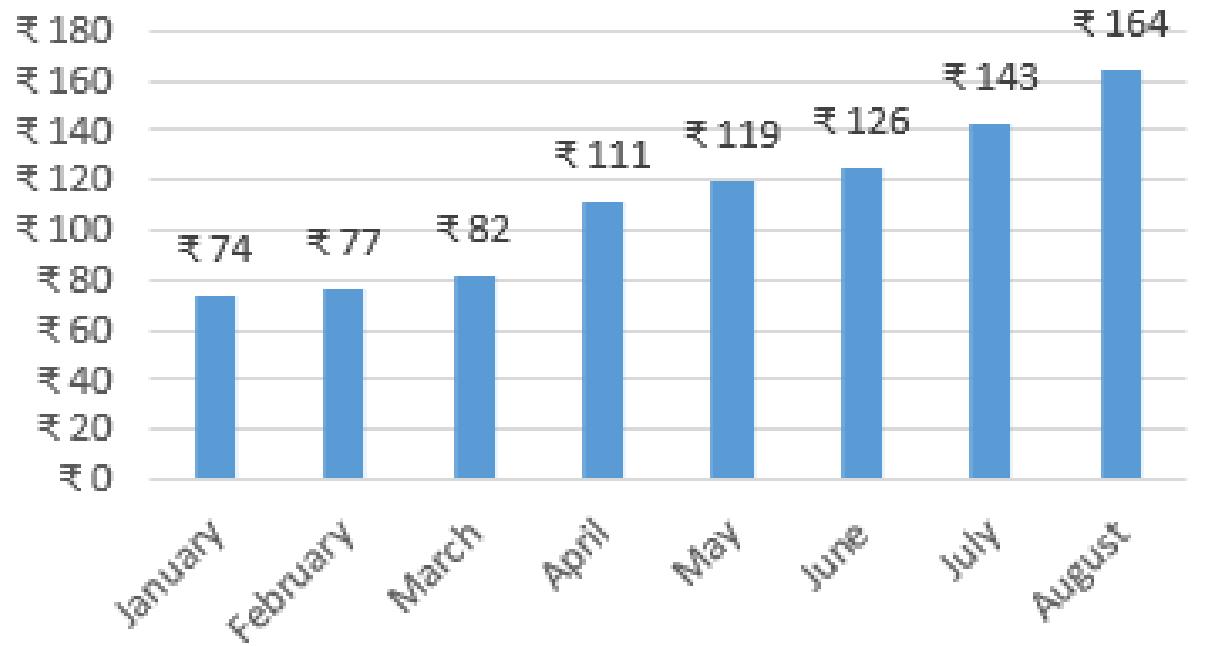
2015



Arrival Date Month ▾

Average of Adr

2017



Arrival Date Month ▾

Arrival Date Year ▾

2016

Arrival Date Year ▾

2017

Information

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