# Hotel Analysis Report

**Executive Summary** The hotel analysis report aims to provide insights into booking patterns, guest preferences, factors influencing cancellations, booking sources, and revenue trends. By analyzing the provided dataset, we aim to optimize hotel operations and enhance decision-making processes.

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## 1. Introduction

The hospitality industry faces dynamic challenges, including changing booking patterns, diverse guest preferences, and factors influencing cancellations. Understanding these trends is crucial for effective hotel management and optimization of operations.

## Data Overview

The dataset comprises information on hotel bookings, guest details, meal preferences, booking sources, room details, and reservation status. It includes several tables such as Room\_Details, Reservation\_Status, Booking\_Details, Guest\_Info, Meal\_And\_Stay\_Details, and Booking\_Source\_and\_History.

## 3. Analysis Findings

### 3.1 Booking Patterns

* Analyzed booking trends over time, revealing peak booking months.
* Explored distribution between Resort Hotel and City Hotel bookings.
* Investigated lead time for bookings to understand booking behavior.

### 3.2 Guest Preferences

* Analyzed guest composition (adults, children, babies) for each reservation.
* Identified common meal preferences among guests.
* Explored special requests made by guests to enhance guest experience.

### 3.3 Factors Influencing Cancellations

* Calculated cancellation rates and explored trends over time.
* Investigated factors such as booking source, customer type, and deposit type influencing cancellations.
* Analyzed the impact of previous booking cancellations on repeat bookings.

### 3.4 Booking Sources and Revenue

* Analyzed revenue metrics such as Average Daily Rate (ADR).
* Explored distribution of bookings across different market segments and distribution channels.
* Investigated the relationship between booking sources and revenue.

## 4. Recommendations

Based on the analysis findings, the following recommendations are suggested:

* Implement targeted marketing strategies during peak booking months.
* Customize meal options to align with common guest preferences.
* Offer incentives to reduce cancellation rates, targeting specific customer segments.
* Strengthen partnerships with high-performing booking sources to maximize revenue.

## 5. Conclusion

In conclusion, the hotel analysis provides valuable insights into booking patterns, guest preferences, factors influencing cancellations, booking sources, and revenue trends. By implementing the recommended strategies, hotels can optimize operations, enhance guest satisfaction, and improve overall performance.