**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Team Member’s Name:**  **Email ID:-** |
| Name:- Amitha Sridhar  Email ID:- Shridhar.amitha@gmail.com |
| **Please paste the GitHub Repo link.** |
| Github Link:- <https://github.com/Link/to/Repo> |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| Presenting to you is an EDA capstone project on Hotel Booking.  Hotel industry is a very competitive business. Running a successful hotel depends on many factors. So here is a compact study to understand the data and to understand some insights as to what matters and what makes the business successful.  In this study we have some raw data regarding the business. There are many values here which we won’t be able to use as the studies won’t be accurate. Thus, we will be working on clearing the data. This will be done by clearing unwanted columns, handling null values and also the outliers.  Then we will be manipulating the data for our study. This will be done by calculating total kids, guests, stays, revenue etc. We will be applying function and conditions on the column values.  We have 2 types of hotels to study on, the resort type and city hotel type. Factors relating to them such as countries, market segment, customer type, distribution channels, meals, deposit etc.  After this we will be using python to write codes to analyze the data. We will be studying factors affecting the booking and cancellations which in turn will bring in the revenue. Revenue is the most important KPI to analyze the success of the business.    After all this here are some prominent conclusions such as city type hotels are preferred for brief stays. Whereas resort hotel for longer stay. Deposit does have more promising revenue. Bed and Breakfast is the most preferred meal type whereas car parking is not that important for the profit of the business. Also, that Transient customers bring in most revenue and TA/TO are the most profitable distribution channels. Lastly Portugal is the most profitable destination with highest revenue. |