HOTEL BOOKING ANALYSIS-EXCEL

OBJECTIVE

- This project analyzes hotel booking cancellations to uncover trends and provide actionable recommendations. Using Excel, a dashboard was created to visualize key metrics such as cancellation rates, customer types, and seasonal patterns. The insights are aimed at helping hotels reduce cancellations and optimize revenue.

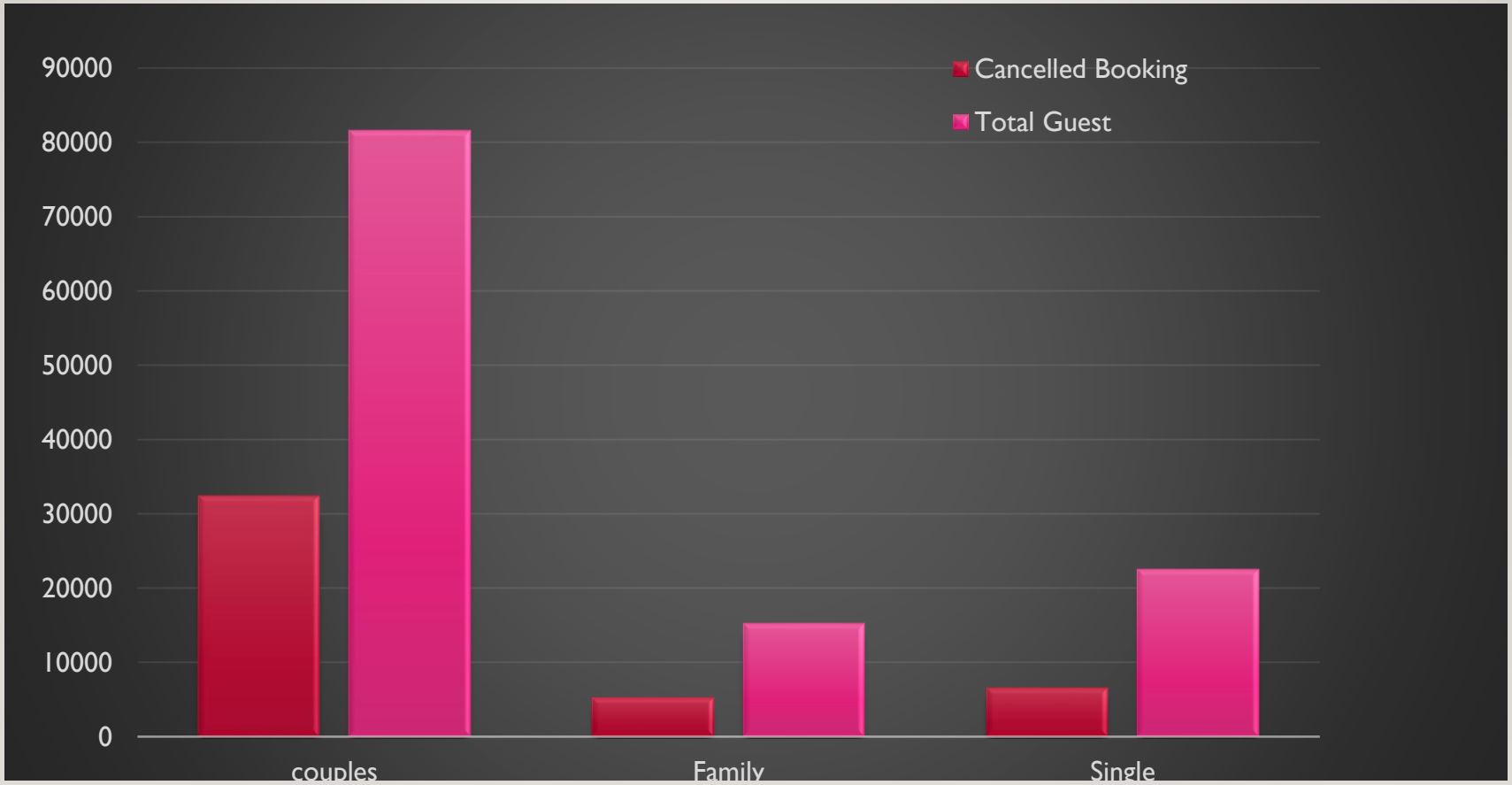
SKILLS USED

- Microsoft Excel
- Pivot Table
- Visualisation Tools

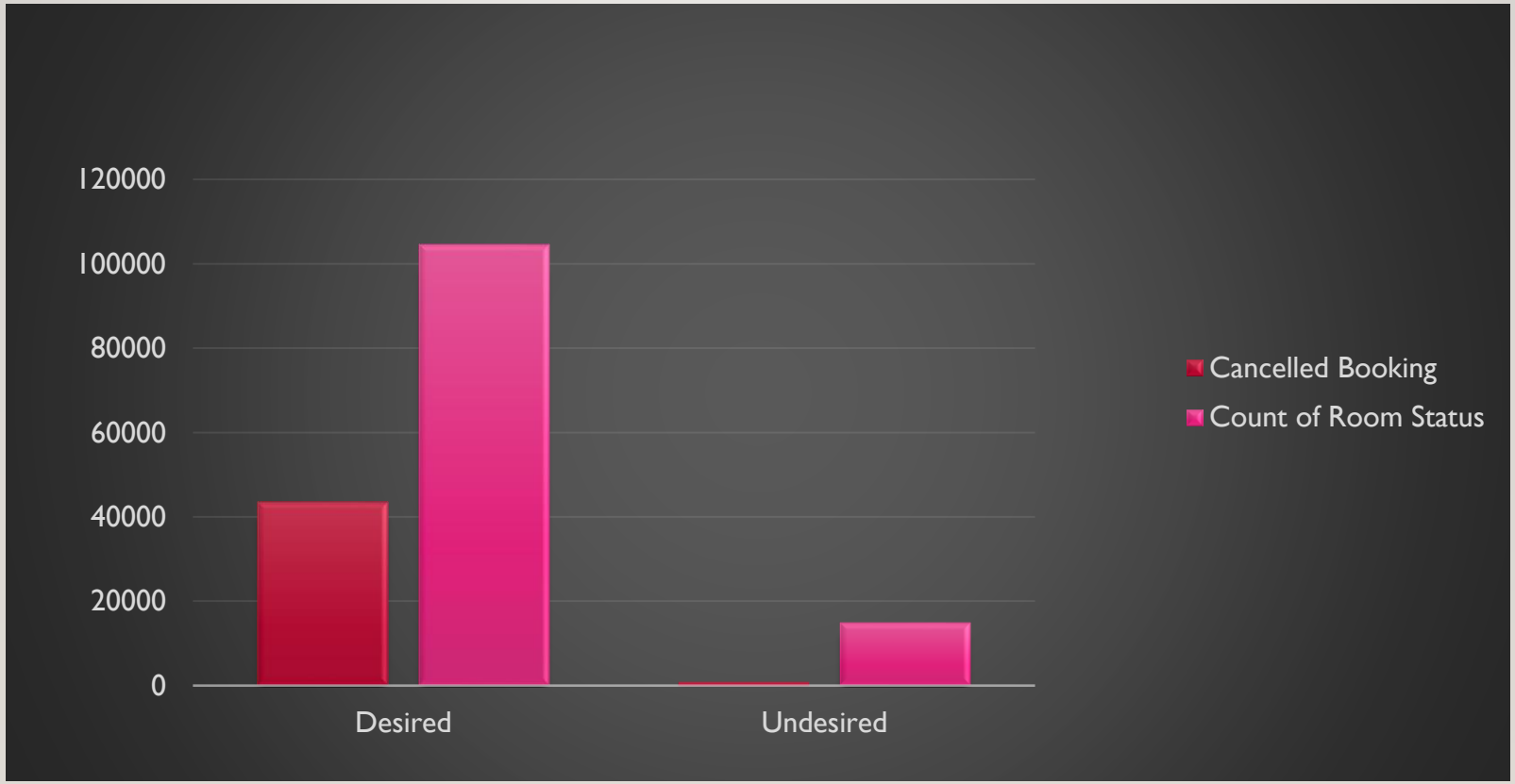
STEPS

- Data Collection
- Data Cleaning
- Data Exploration
- Visualization Creation
- Dashboard Development
- Insight Generation

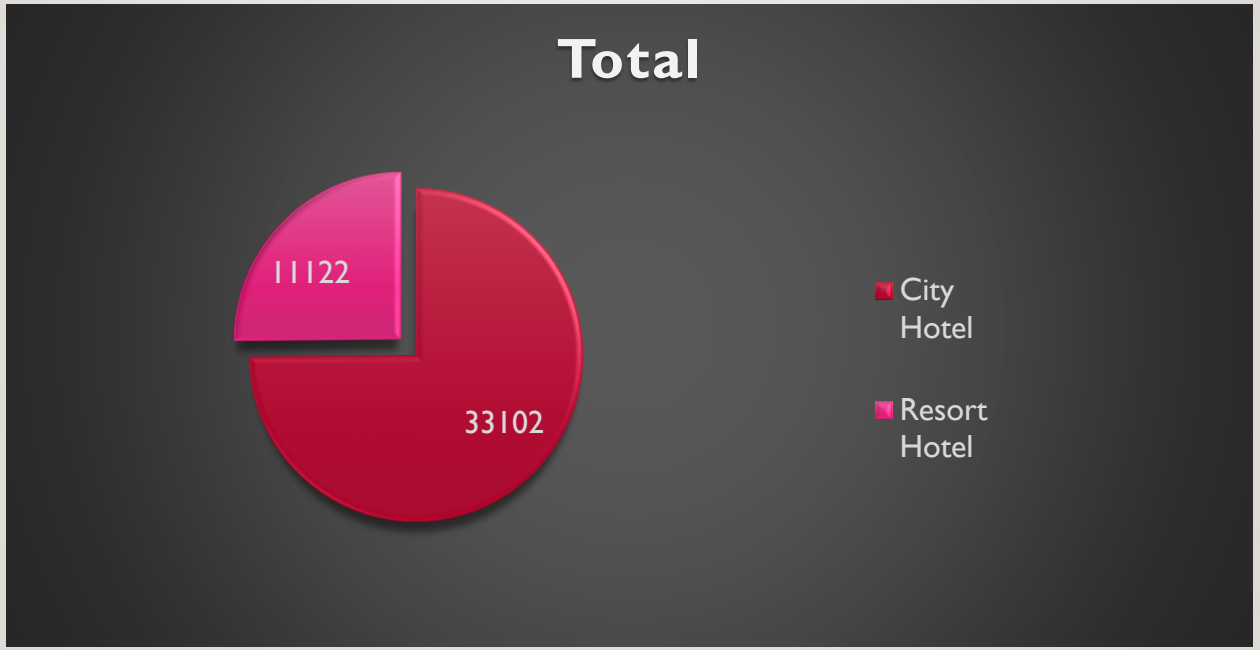
CANCELLED BOOKING BASED ON GUEST TYPE



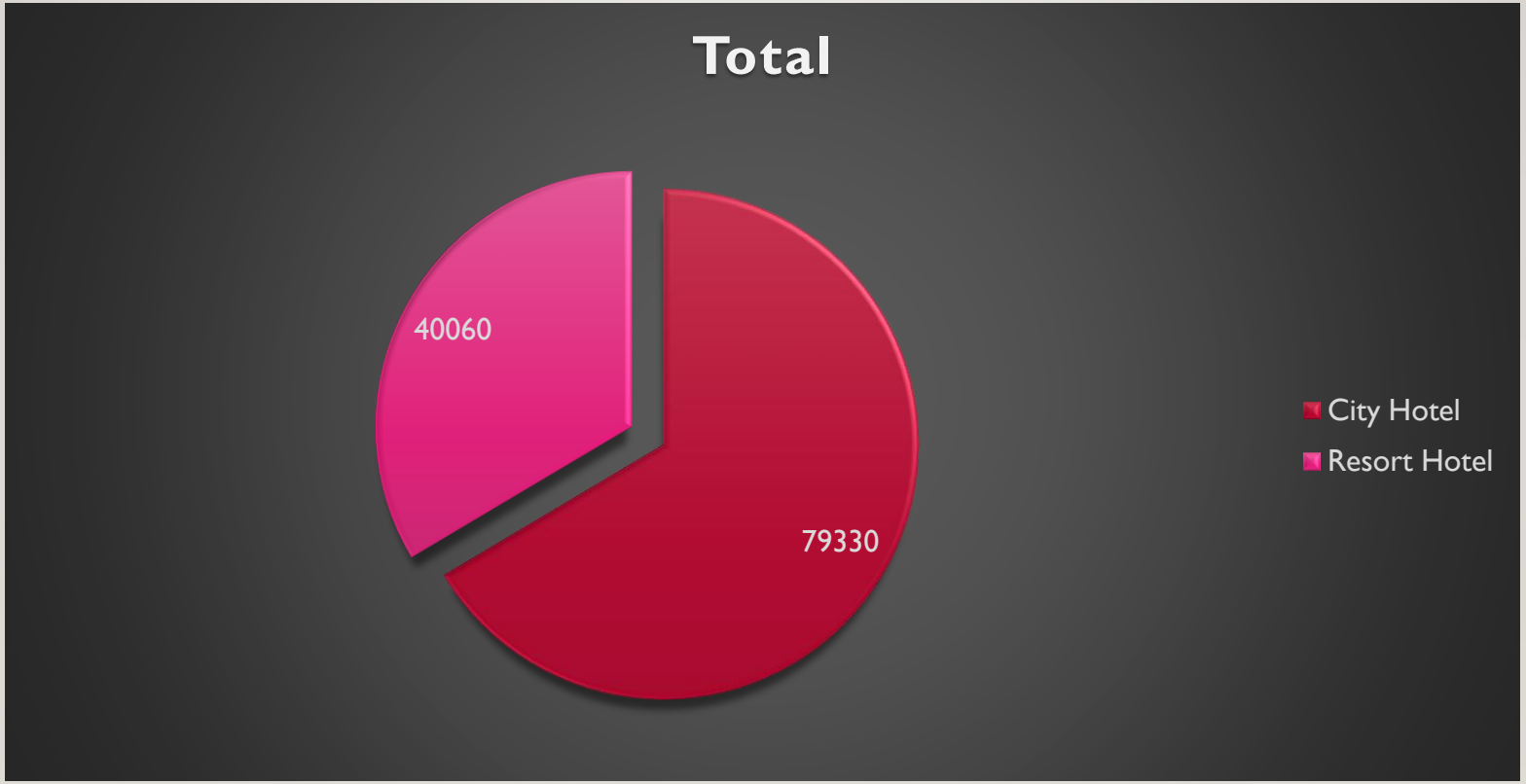
CANCELLED BOOKING BY ROOM STATUS



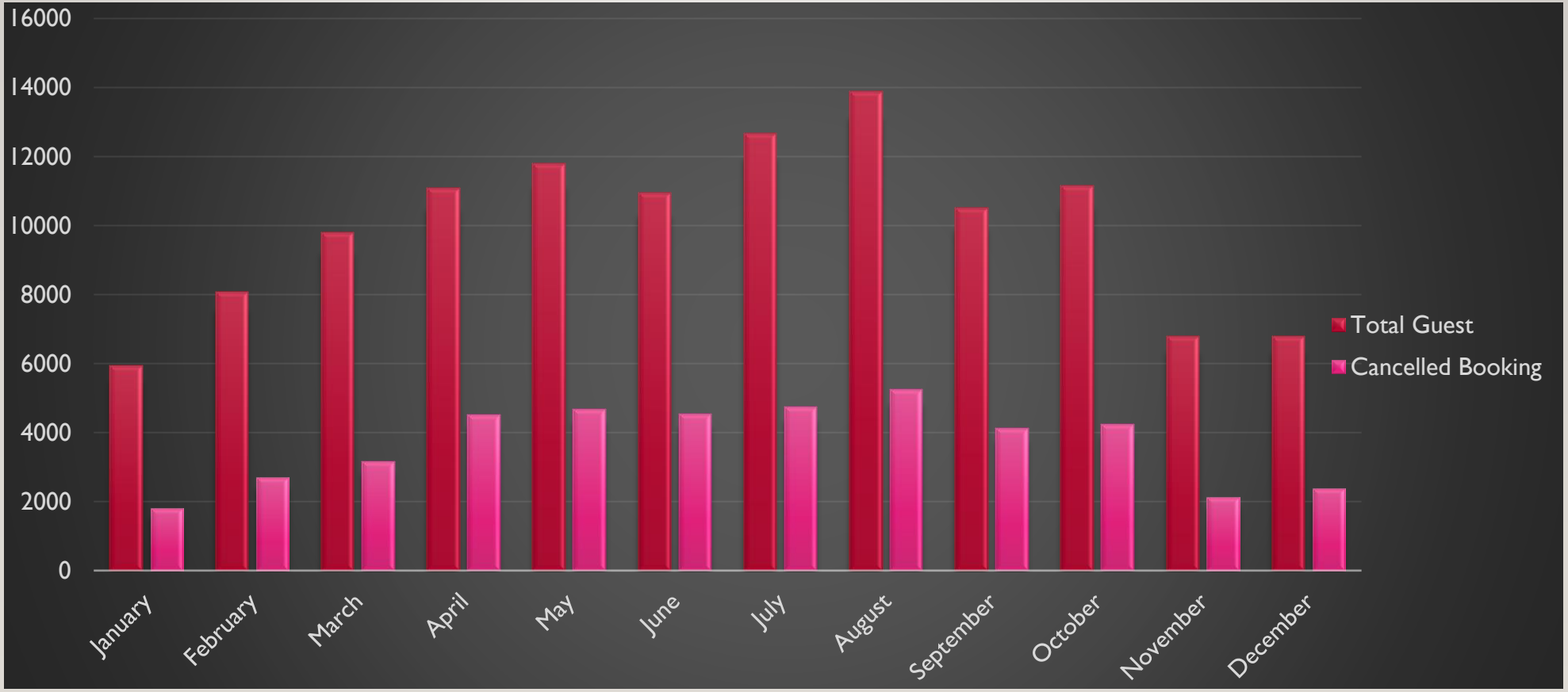
CANCELLATION RATIO BASED ON HOTEL TYPE



BOOKING RATIO BASED ON HOTEL TYPE



BOOKING ACCORDING TO MONTH



DASHBOARD

HOTEL BOOKING CANCELLATIONS
arrival_date_year
2015
2016
2017
Total Bookings
119390
Total Cancellations
44224
Total
11122
33102
Total
40060
79330

KEY INSIGHTS

- Total Bookings : 119,391

  Cancellations : 44,225 (37%)

  Booking Types : City hotels account for 66% of bookings, with a 42% cancellation rate, while resort hotels contribute 34%, with a 28% cancellation rate.

- Customer Types : Couples dominate bookings and cancellations, followed by families and singles.

  Room Types : Desired room types see the highest cancellations (29%).

  Monthly Trends : Cancellations peak in summer, particularly in July and August.

  The dashboard emphasizes the importance of understanding customer behavior and booking patterns to optimize hotel operations and reduce cancellations.