

# Comparison of Market Segment By Hotel

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```
#Hotel Market Segment Comparison
```

```
##Environment Setup
```

Notes: Prepared my environment by loading the `tidyverse`, `ggplot2`, and uploading the Hotel Bookings csv file.

```
hotel_bookings <- read.csv("C:/Users/RayRays Surface/desktop/hotel_bookings.csv")
```

```
#Reviewed the data in the csv file.
```

Notes: Reviewed the first 10 rows of data and the column names to determine the relevant data necessary for the analysis.

```
head(hotel_bookings)
View(hotel_bookings)
colnames(hotel_bookings)
```

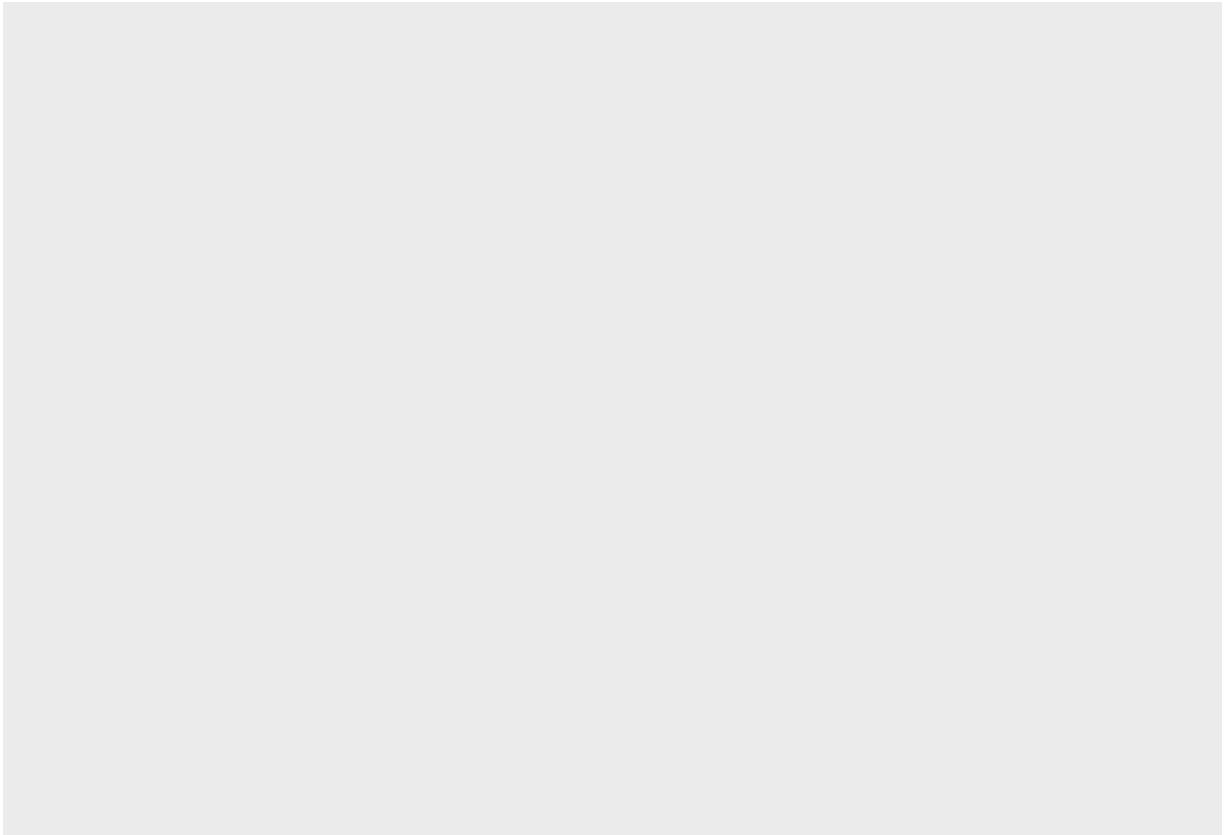
```
#Created the visualization
```

Notes: Formatted the chart with a title, labels and a caption to note the period of the data provided.

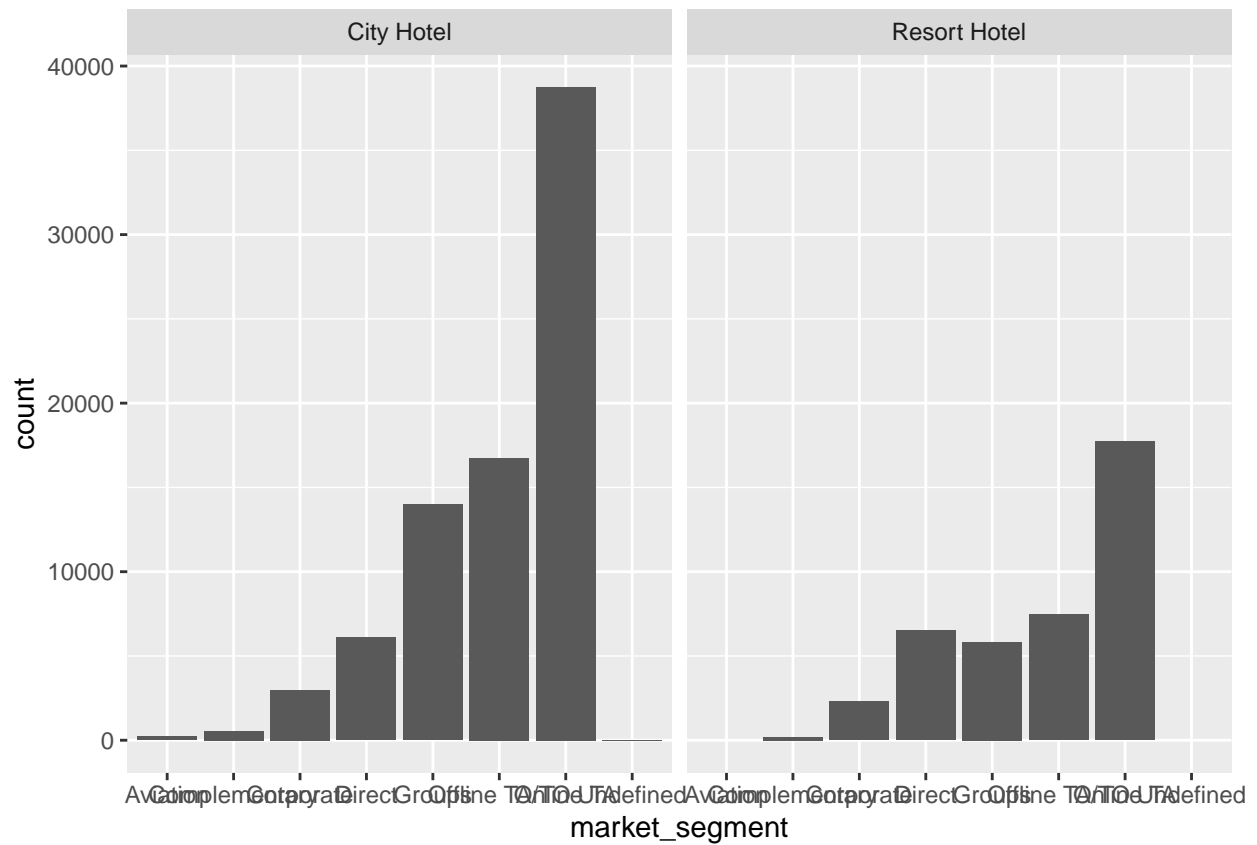
```
library("tidyverse")
```

```
## -- Attaching packages ----- tidyverse 1.3.2 --
## v ggplot2 3.3.6      v purrr   0.3.5
## v tibble  3.1.8      v dplyr  1.0.10
## v tidyr   1.2.1      v stringr 1.4.1
## v readr   2.1.3      v forcats 0.5.2
## -- Conflicts ----- tidyverse_conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()    masks stats::lag()
```

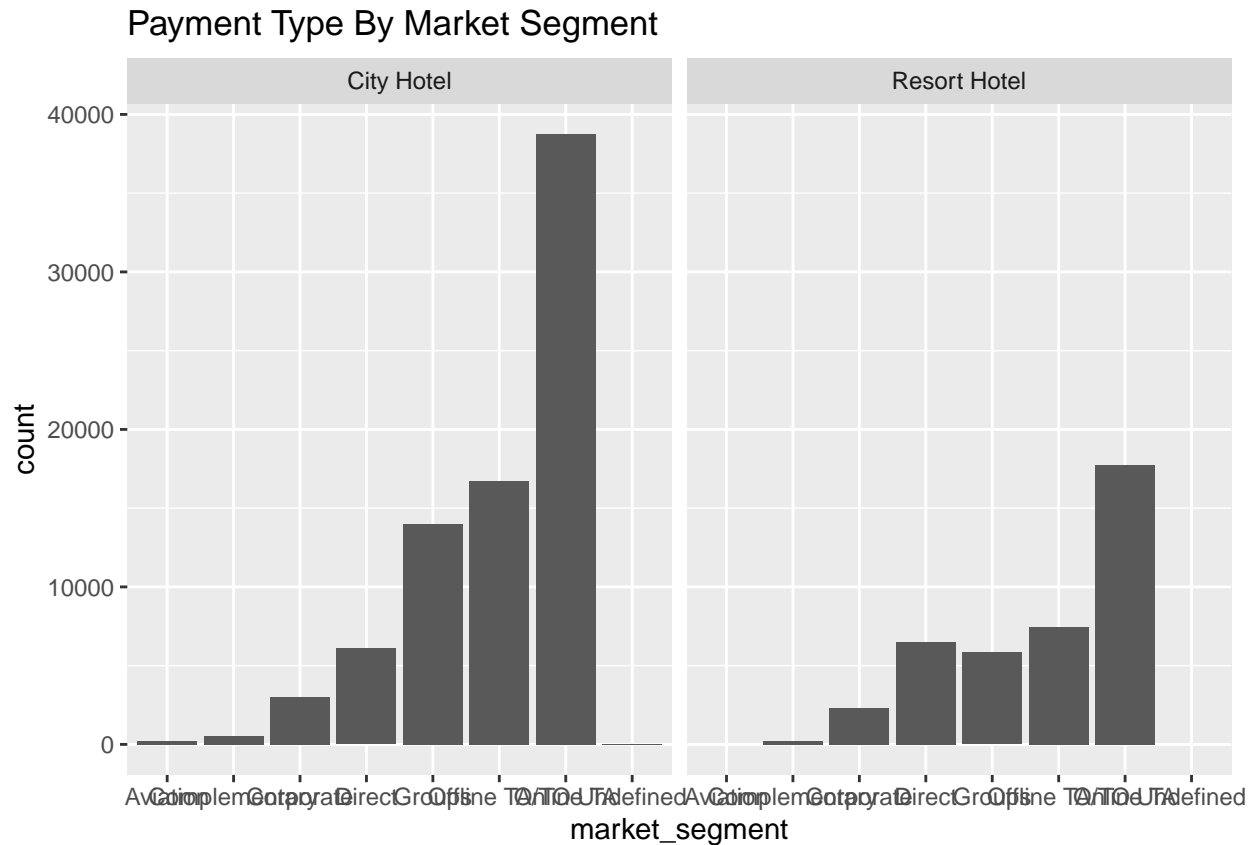
```
library("ggplot2")
ggplot(data= hotel_bookings) +
View(hotel_bookings)
```



```
ggplot(data=hotel_bookings) +  
  geom_bar(mapping= aes(x = market_segment))+  
  facet_wrap(~hotel)
```



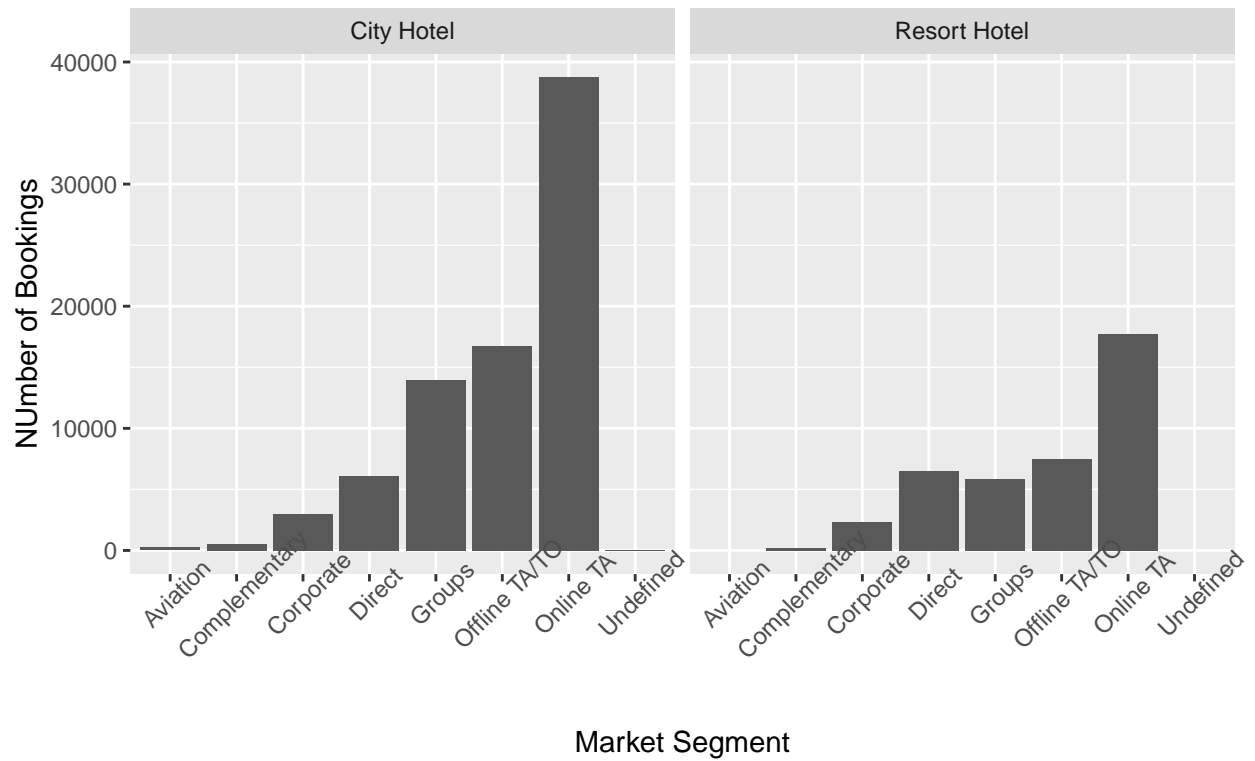
```
ggplot(data=hotel_bookings) +
  geom_bar(mapping= aes(x = market_segment))+
  facet_wrap(~hotel) +
  labs(title = "Payment Type By Market Segment")
```



```
mindate <- min(hotel_bookings$arrival_date_year)
maxdate <- max(hotel_bookings$arrival_date_year)

ggplot(data=hotel_bookings) +
  geom_bar(mapping= aes(x = market_segment))+
  facet_wrap(~hotel) +
  theme(axis.text.x = element_text(angle = 45)) +
  labs(title = "Comparison of Market Segment by Hotel Type for Hotel Bookings",
       caption=paste0("Data from: ", mindate, " to ", maxdate),
       x="Market Segment", y="NUmber of Bookings")
```

Comparison of Market Segment by Hotel Type for Hotel Bookings



Data from: 2015 to 2017

```
ggsave('hotel_booking_chart.png',  
       width = 16, height = 8)
```