# Data analysis report: Hotel Booking

# Research Questions

* What are the variables that affect hotel reservation cancellations?
* How can we make hotel reservation cancellation better?
* How will hotels be assisted in making pricing and promotional decisions?

# Hypothesis

* More cancellations occur when price are higher
* When there is longer waiting list , customer tend to cancel more frequently
* The majority of clients are coming from offline travel agents to make their reservations

# Suggestions

* Cancellations rates rise as price does. In order to prevent cancellations of reservations, hotel could work on their pricing strategies and try to lower the rates for specific hotels based on locations.
* They can also provide some discount to customer.
* As the ratio of the cancellations and not cancellations of the resort hotel is higher in the resort hotel than the city hotels. So the jhotels should provide a reasonable discount on the room prices on weekends or in holidays
* In the month of January , hotels can start campaigns or marketing with a reasonable amount to increase their revenue as the cancellation is the highest in this month
* They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellations rate.