HOTEL BOOKING ANALYSIS REPORT

Summary

The Hotel Booking Cancellation Analysis project aimed to explore hotel booking data to understand the primary reasons for cancellations and provide actionable insights to help hotels optimize their booking processes. Through exploratory data analysis (EDA) conducted in Jupyter Notebook, we identified key patterns and trends in booking cancellations.

PROJECT STATEMENT

Hotel bookings are subject to cancellations, which can result in revenue loss and operational challenges for hotels. Understanding the factors contributing to booking cancellations is crucial for hotels to implement strategies for reducing cancellations and improving revenue management.

HYPOTHESIS

Null hypothesis

There is no significant relationship between booking characteristics (such as deposit type , room type ) and booking cancellations.

Alternative Hypothesis

There is a significant relationship between booking characteristics and booking cancellations. Certain factors, such as longer waiting time, high price with less room service types, may be associated with higher cancellation rates.

DATA

* The dataset contains hotel booking information, including booking dates, lead times, booking channels, room types, and cancellation status.
* Data preprocessing steps were performed to clean the dataset and handle missing values.