



Hotel Cancel Culture

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Predicting Reservation Cancellations

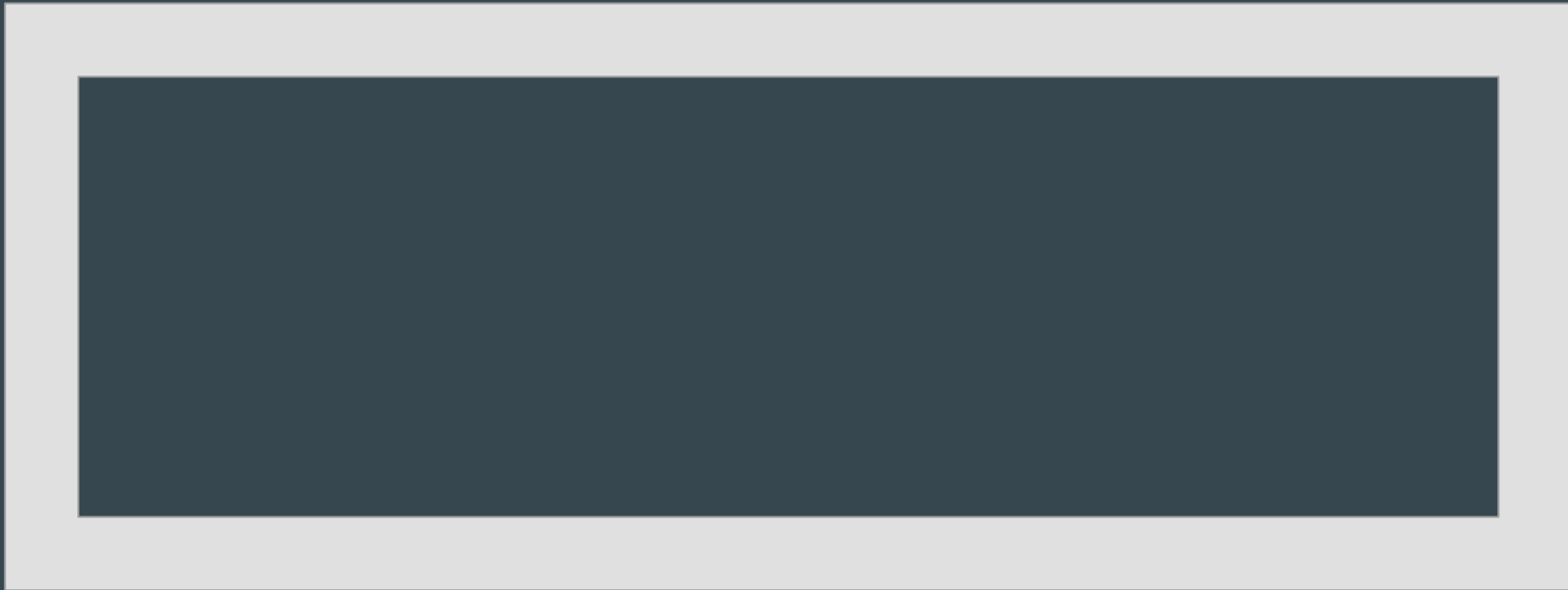
Goal:

To identify the top and bottom 3 attributes to predict whether a reservation will cancel.

Data Details

- Hotel reservation data from two European hotels
- Reservations from 2015 to 2017 including common reservation details
- Analyzed over 30 different reservation attributes

<Insert vis of target>



Recommendation Rationale:

Cancel or Check-Out?

What is the likelihood of a given reservation canceling?

Pros and Cons

- Useful for TSM (future work)
- Practical use for same-day decision-making

Guest Generalizations

Can we generalize certain attributes are more/less likely to cancel?

Pros and Cons

- Simple/easily understood
- Less accurate vs. full analysis
- May lead to biases about guests

Assumptions from Personal Experience

#1

- Observation

#2

- Observation

#3

- Observation

Getting to Know Your Guests



Cancellations are Most Likely When...

Feature #1

Details here

Feature #2

Details here

Feature #3

Details here

Cancellations are Least Likely When...

Feature #1

Details here

Feature #2

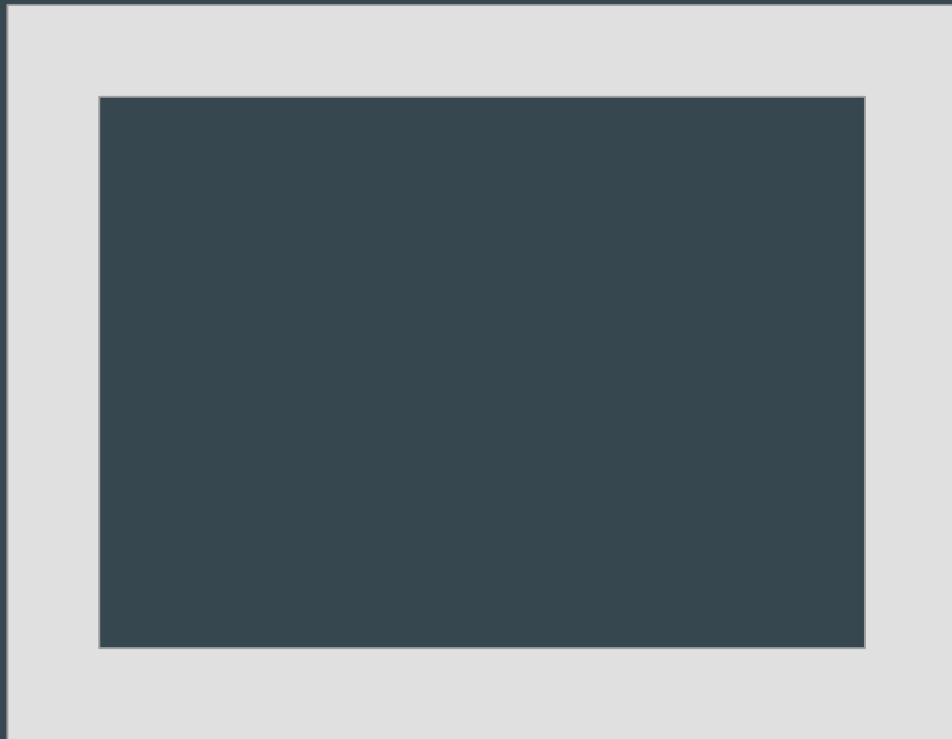
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Feature #3

Details here

Visualizing Results

RESULTS HERE



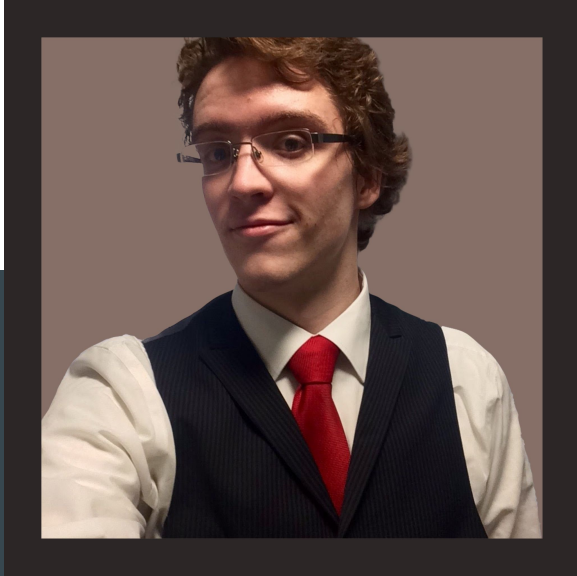
Final Recommendations

- Rec #1
- Rec #2
- Rec #3

What's Next?

- Consider additional factors
 - Holidays, recurring local events
 - Sales/promotions
 - Group sales/events
- Forecasting cancellations
- Predicting and forecasting bookings by room type

Thank You!



Benjamin McCarty

Email: bmccarty505@gmail.com

Github: github.com/BenJMcCarty

LinkedIn: linkedin.com/in/bmccarty505