**Good Afternoon everyone**

Myself syeda,l et me introduce my team here, Amrit Maria and Devi.

Today we are here to present our project - Analysis on Resort vs city hotel

Let me ask u a question : What is the main purpose of starting any new business.

Ans : Profit

Leading investors from Eu region was in confusion whether to invest in city or resort hotel?

Making a profit is one of the main reasons for starting a hotel business.

A hotel has a decent chance of becoming prosperous and successful if it is situated in a desirable area and provides top-notch services.

So the topic we are discussing today is comparison between Resort and Hotel.

First we will understand what is a hotel and what is a Resort.

Both offer lodging options and dining options.

however Resorts, commonly offer more activities on a larger scale than hotels.

If you're only looking for a place to stay, a hotel may provide everything you need.

The dataset we are using for this project “Hotel booking demand” is downloaded from Kaggle.

Fileds : 32 columns.

Row count: 11930

Here is the Data we have collected in excel. Most of the fields are self explanatory. However, we would like to highlight few which are the number of days for stay, Number people, Meal options & Parking space.

[Transient](https://www.xotels.com/en/glossary/transient) Travellers: these are guests who are predominantly on-the-move and seek short (and often urgent!) hotel-stays.

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| --- | --- | --- |
| ***CustomerType*** | Categorical | Type of booking, assuming one of four categories: |
|  | Ex - Airlines, local organizations/companies, | Contract - when the booking has an allotment or other type of contract associated to it; |
|  | Teams or Friends/Families travelling | Group – when the booking is associated to a group; |
|  | Individuals, short term rentals | Transient – when the booking is not part of a group or contract, and is not associated to other transient booking; |
|  |  | Transient-party – when the booking is transient, but is associated to at least other transient booking |

|  |  |  |
| --- | --- | --- |
| ***DistributionChannel*** | Categorical | Booking distribution channel. The term “TA” means “Travel Agents” and “TO” means “Tour Operators” |
| ***Meal*** | Categorical | Type of meal booked. Categories are presented in standard hospitality meal packages: |
|  |  | Undefined/SC – no meal package; |
|  |  | BB – Bed & Breakfast; |
|  |  | HB – Half board (breakfast and one other meal – usually dinner); |
|  |  | FB – Full board (breakfast, lunch and dinner) |

Tableau prep part:

The data we initially obtained had to be clean up as there were few fields that has null data. As shown in prep step, company filed has almost 93% of null values, we skipped the filed.

Also we introduced few calculated fileds to the existing data such as total stay duration (weekday nights+weekend nights),

Revenue (adr\*total stay duration) and count of guest count (adults+children+babies) to present relevant visualization.

One more dataset we joined/merged with existing to give full name for the country which was missing in earlier dataset.

We saved the output file and used in tableau desktop to create visualization.

Now I will request team member to continue further.