Hotel Customer Behavior Case

In a market where energy and labor costs continue to rise, hotels face the challenge of managing expenses while maintaining a stable customer base. Losing existing guests adds to this pressure, as attracting new customers is often more expensive than retaining current ones. For sustainable growth, hotels need data-driven insights to predict customer churn and optimize room pricing.

An i4talent client, **Hotel4You**, has recognized this issue and aims to keep its room rates competitive in a rapidly changing market. By leveraging a Machine Learning Model based on datasets such as host, location, price, property, and review data, Hotel4You can forecast room prices that are both profitable and appealing to customers.

Additionally, a **Customer Churn and Behavior Model** provides valuable insights into guest behavior. By analyzing patterns such as booking frequency and preferences, the model can identify customers at risk of leaving. This enables Hotel4You to take targeted actions, such as personalized offers or unique experiences, to promote customer retention and enhance satisfaction.

With this combined approach, Hotel4You can strengthen its position in a competitive

market and ensure stable revenue streams. By strategically focusing on both customer retention and price optimization, Hotel4You is building a resilient and profitable future while giving customers the feeling of being valued and understood.