



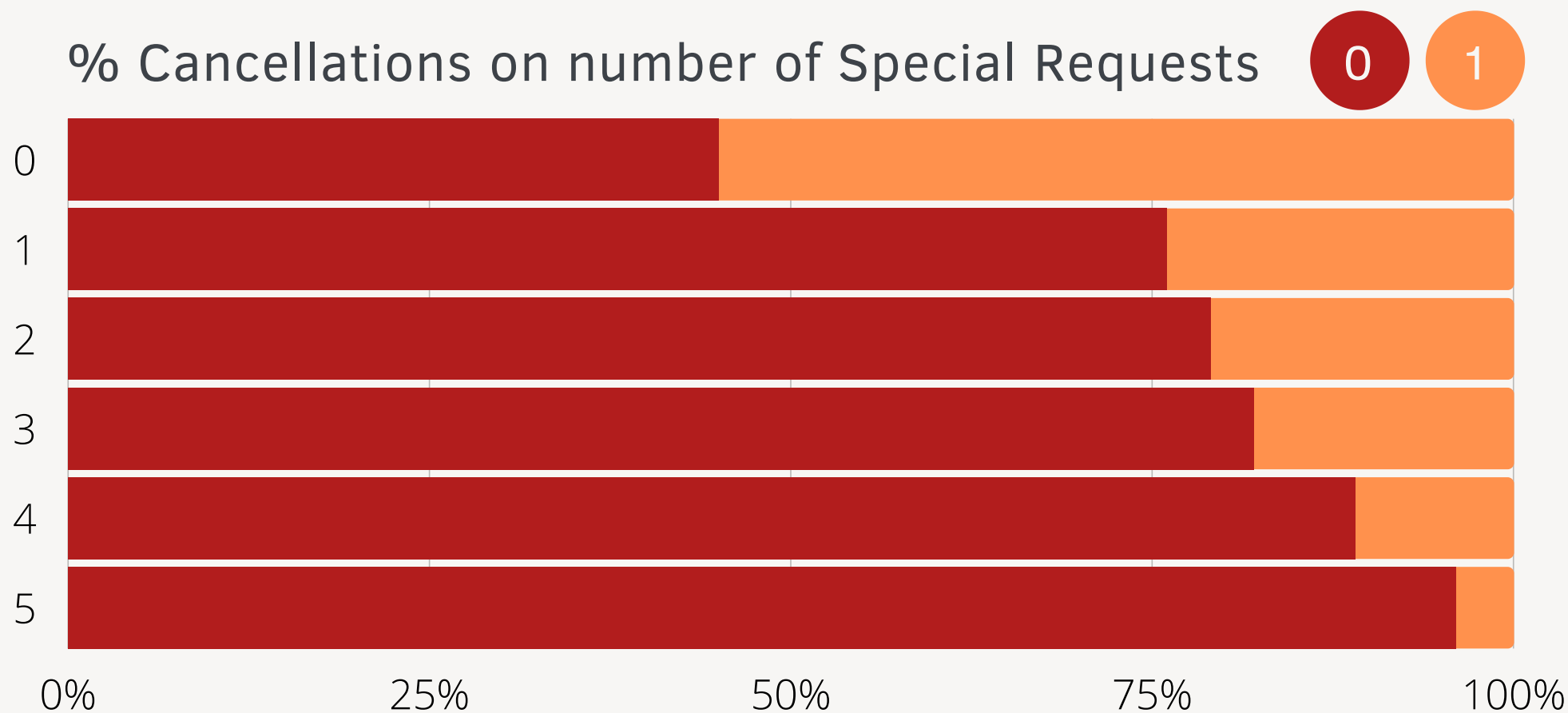
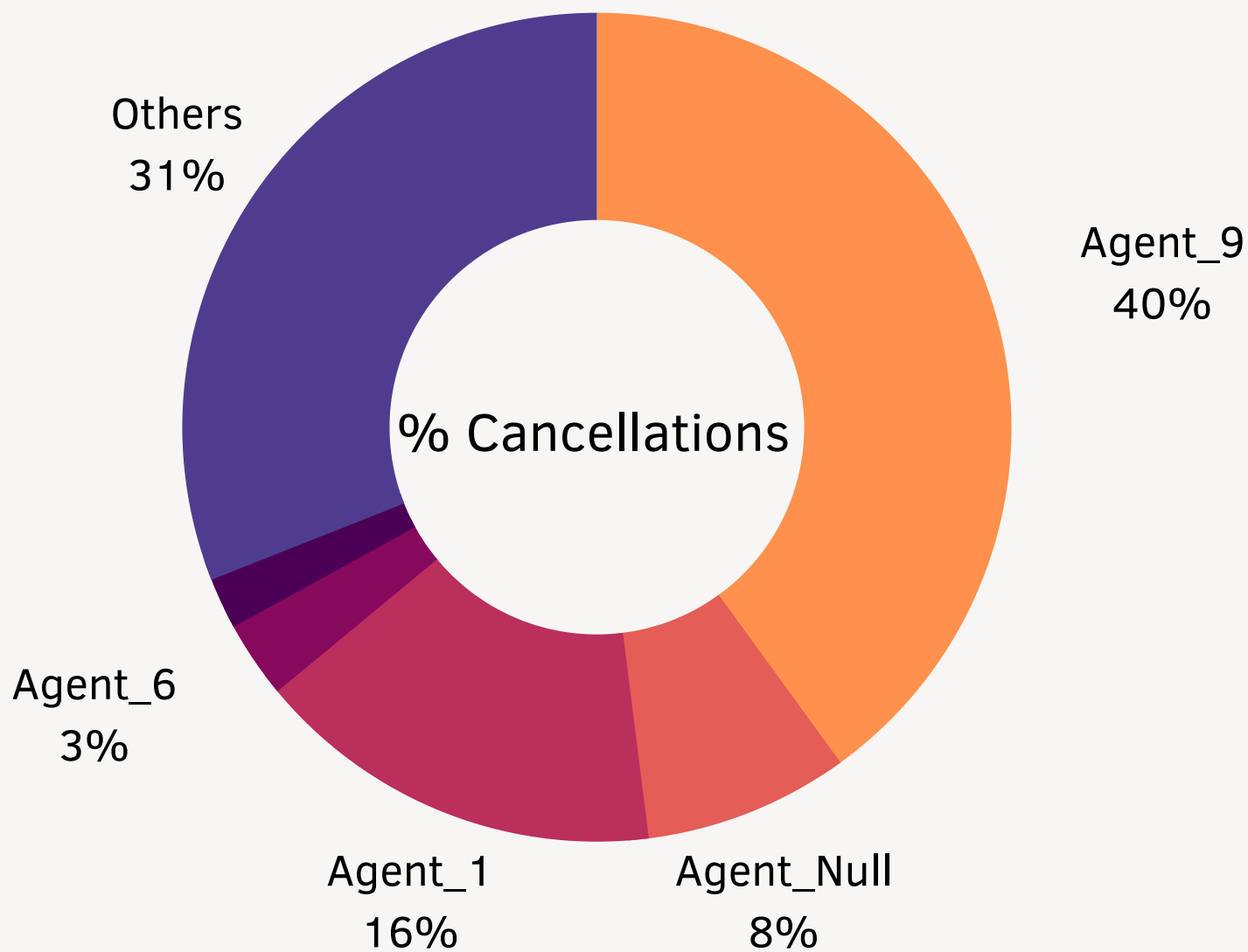
# Predicting Booking Cancellations

Presenting The Predictive Model

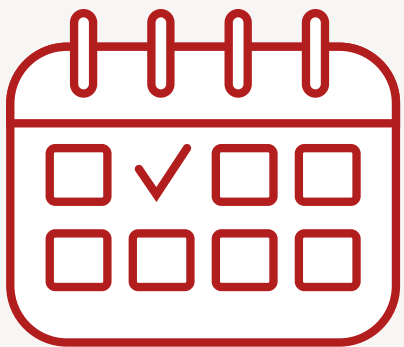


Can we know if a customer is  
going to cancel their  
reservation?

# Key Insights



03.

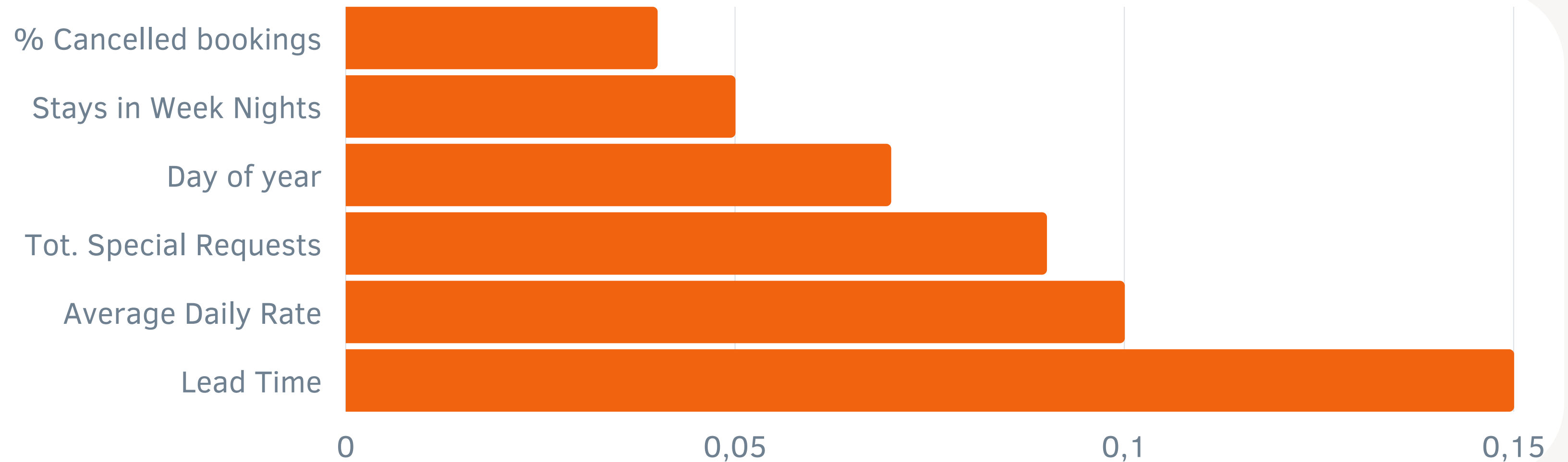


**April:** highest cancellation rate  
**May-June:** highest demand  
**July:** highest lead time

# Main variables that influence the cancellations?

## ● Feature Importance

On this plot we have the most important features of our predictive model.





# Key Results

## The performance

Using our algorithm, we can predict cancellations at a high rate.

ACCURACY



87%

CORRECT CANCELLED  
PREDICTION



88%

CORRECT NON-CANCELLED  
PREDICTION



86%



# How can this help Hotel Chain C business?

Our algorithm can predict, for any given set of bookings, what is the probability of having a certain percentage of cancellations.



● As an example

We use the dataset from Hotel Chain B as an example to show how we can add value

Probability of leaving someone without a room



Rooms you can overbook





● As an example

We use the dataset from Hotel Chain B as an example to show how we can add value

Probability of leaving someone without a room



Rooms you can overbook







# Understand the client

You can understand deeply who is likely to cancel and who is likely not to cancel with real time analysis.

# Overbook safely

Using this strategy, you can overbook controlling the risks of not having enough rooms, therefore increasing revenue.





# Questions? Clarifications?

We'd love to help!

**GROUP 0**

HOTEL CHAIN C