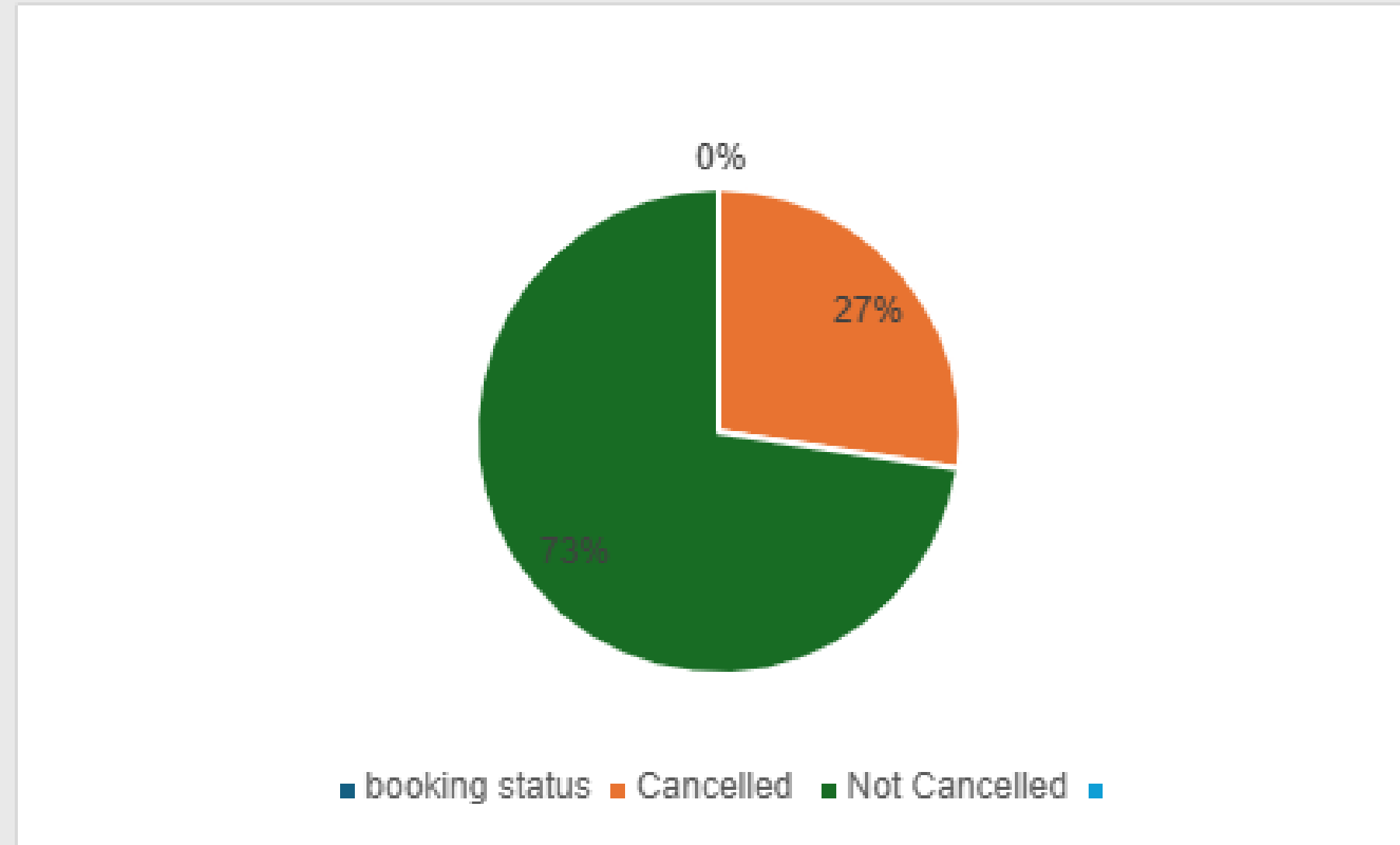




# **PRESENTATION**

Hotel Booking Analysis

# Booking Cancellation Rate



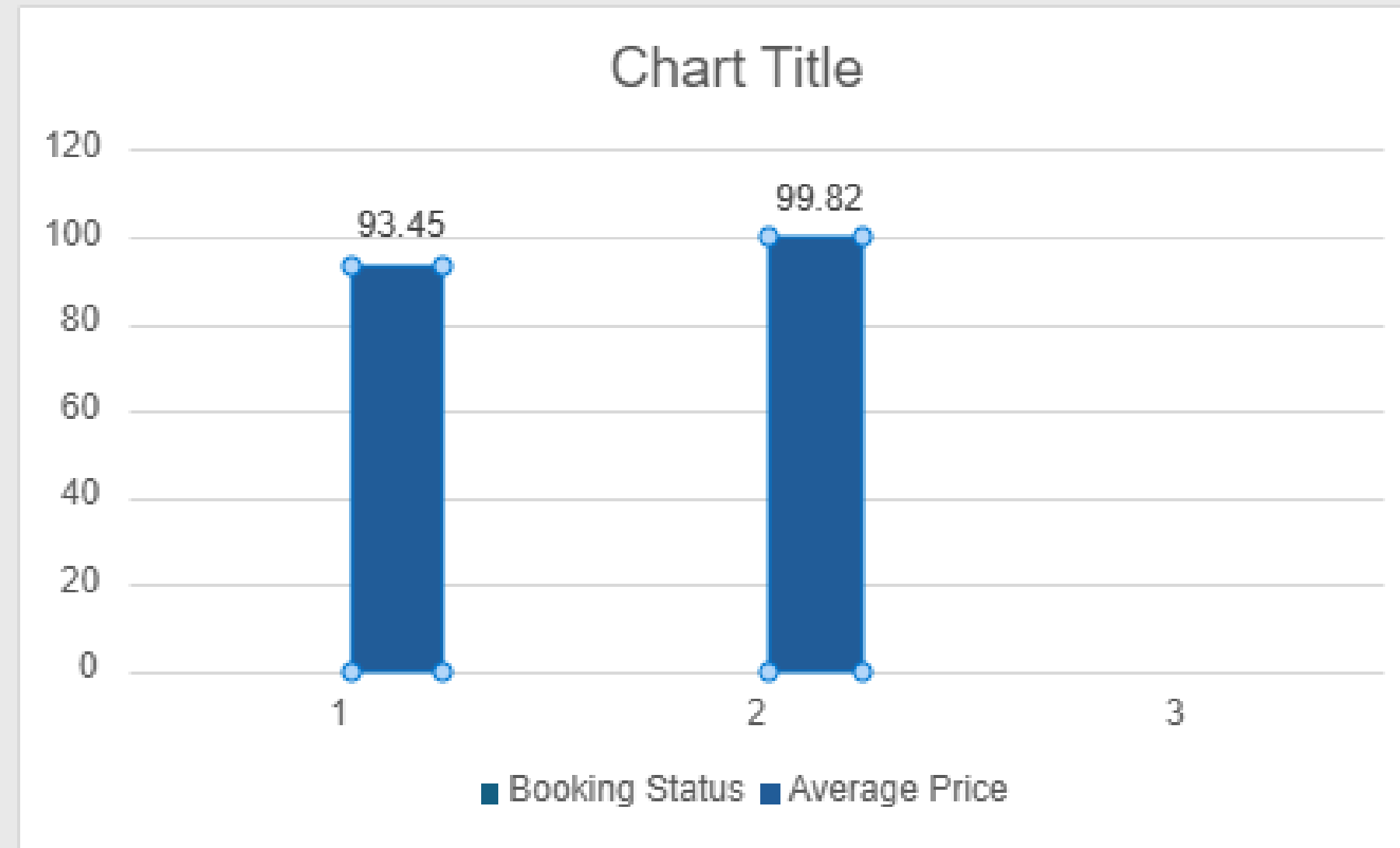
Canceled: 238  
bookings

**Not Canceled: 629**  
**bookings**

About 27% of bookings were canceled, which could indicate customer dissatisfaction, pricing issues, or .changes in travel plans

# Average Room Price by Booking Status

Booking Status	Average Price
Canceled	93.45
Not Canceled	99.82



Canceled  
bookings had  
an average  
price of 93.45

Not canceled  
bookings had an  
average price of 99.82

**Guests who paid higher prices were less likely to cancel, suggesting that premium rooms may be more valued or booked by more committed guests**



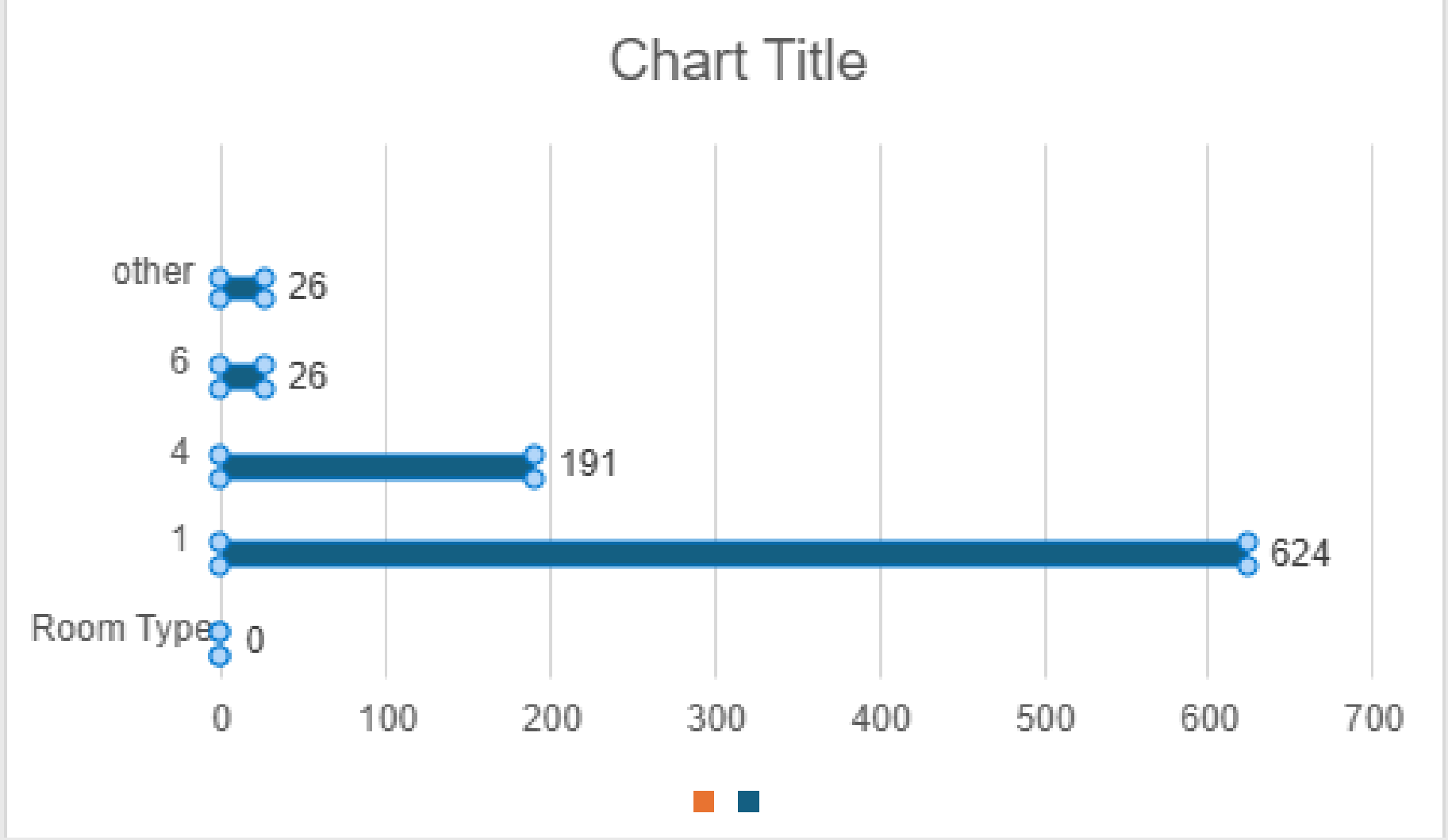
Room  
Type 1:  
624  
bookings

Room Type 4: 191  
bookings

# Room Type Popularity

Room Type 6:  
26 bookings

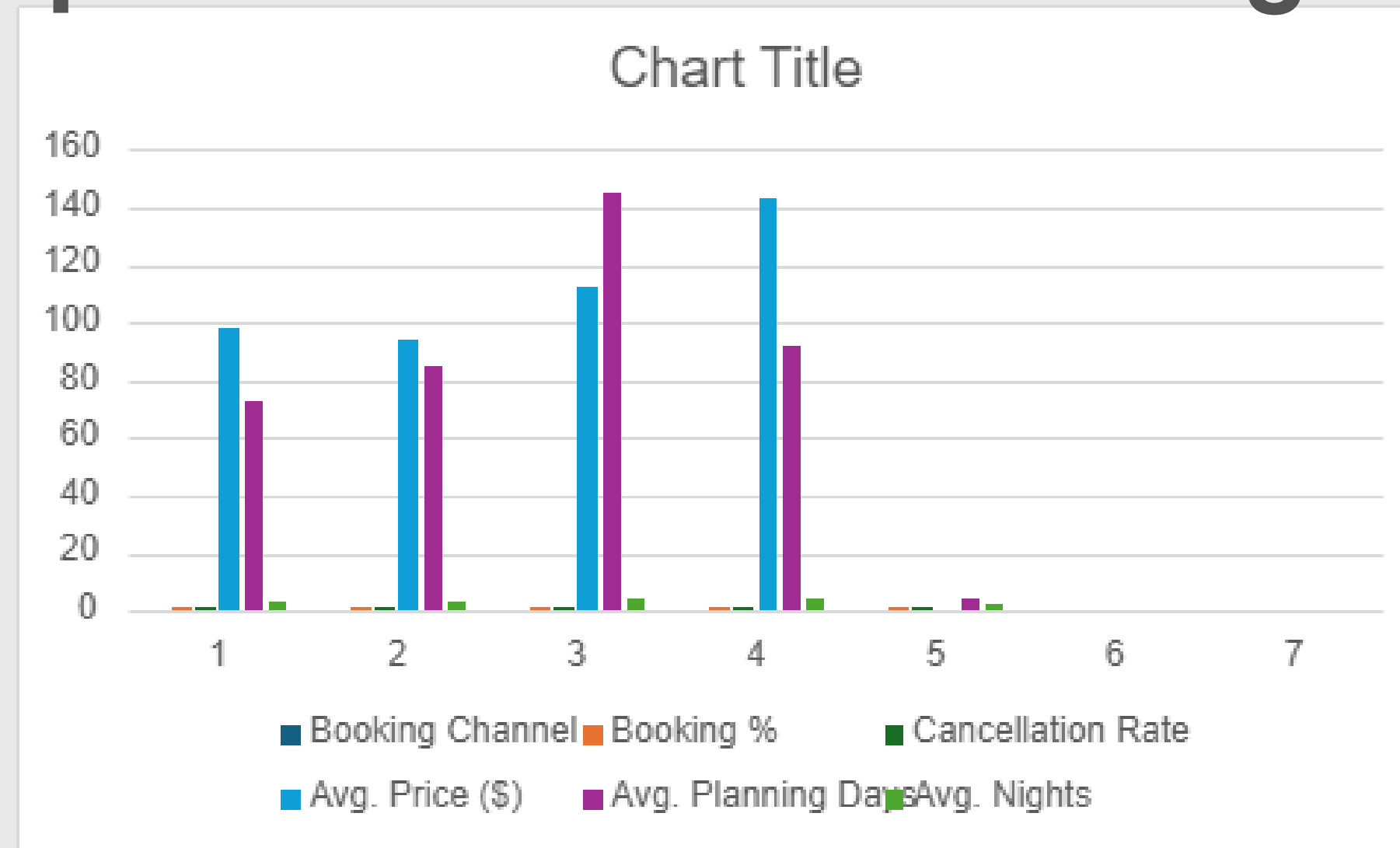
Other  
types: 26  
bookings



**Room Type 1 is by far the most popular, indicating it may offer the best combination of price, comfort, or availability.**



# Comparison of Hotel Booking Channels



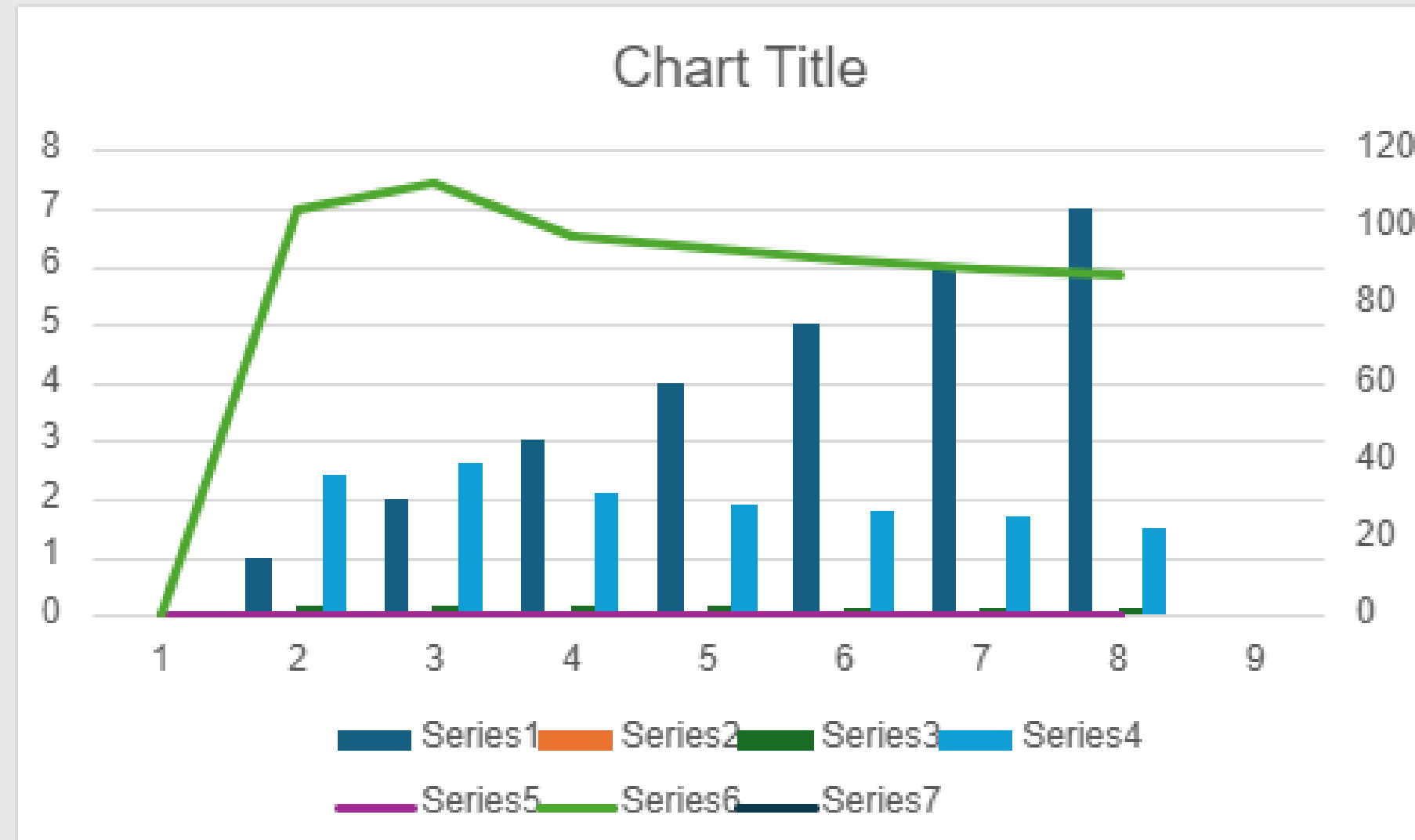
Online bookings dominate with 72.3% of total reservations but also have the highest cancellation rate (37.2%

Offline bookings show more balanced performance with lower cancellation and moderate pricing.

Corporate bookings are the most stable, with long planning periods and relatively high prices.

Aviation bookings are the most expensive and tend to include longer stays

# Hotel Bookings by Day of the Week



Friday has the highest bookings (18.7%) but also the highest cancellations (32.1%

Saturday shows the longest stays (2.6 nights).

Sunday & Thursday have moderate performance.

Monday & Tuesday have the lowest bookings but lowest cancellations too