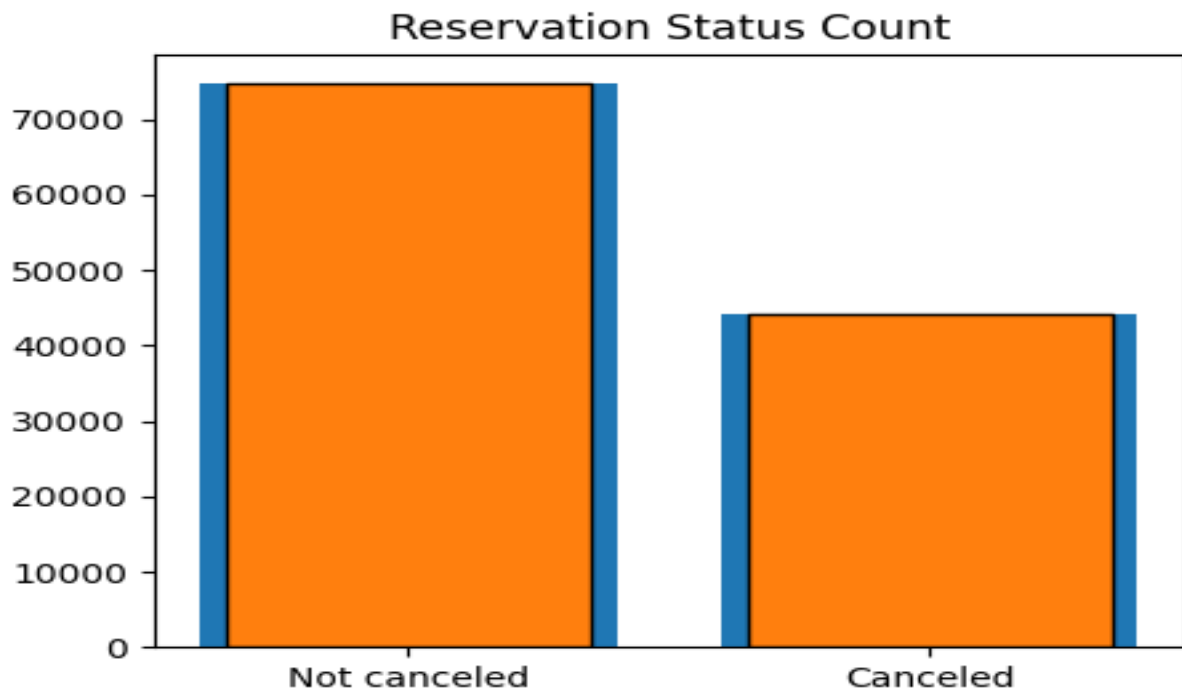


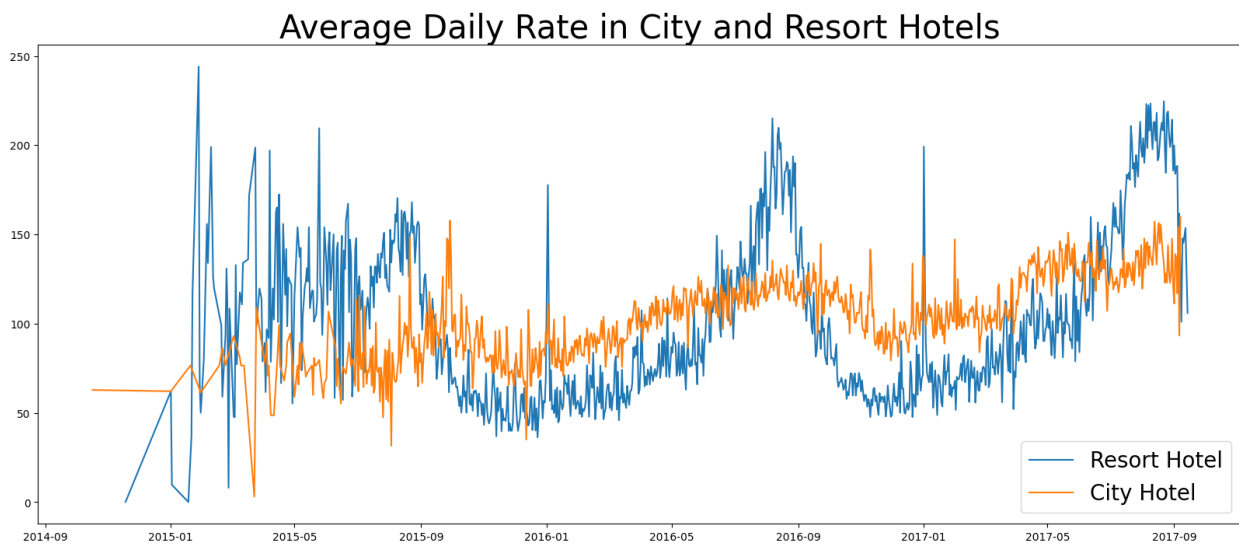
ANALYSIS AND FINDINGS:



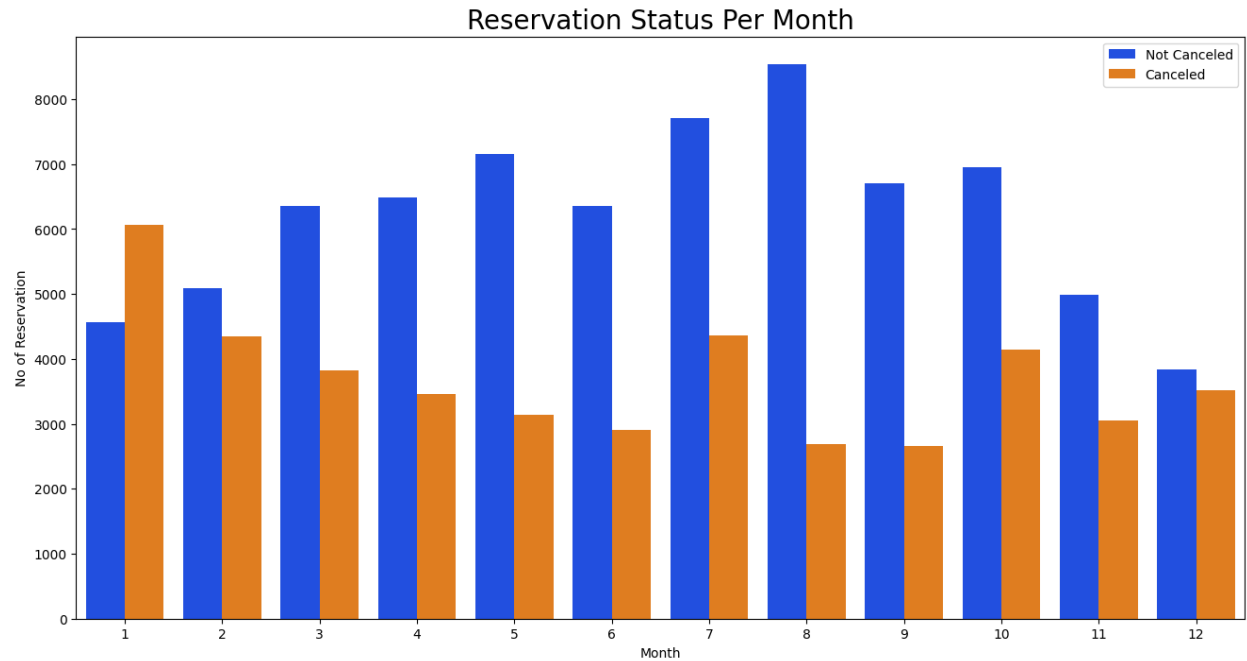
The accompanying bar graph shows the percentage of reservations that are canceled and those that are not. It is obvious that there is still a significant number of reservations that have not been canceled. There are still 37% of clients who canceled their reservations, which has a significant impact on the hotel's earnings.



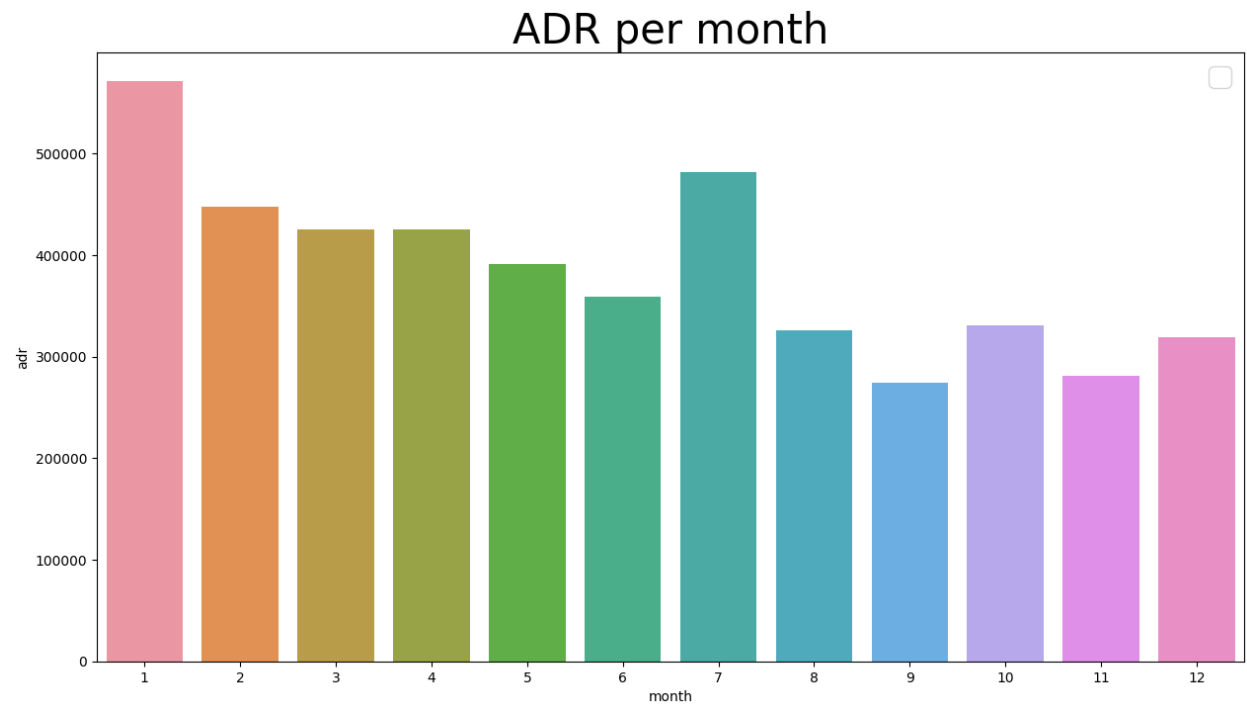
In comparison to the resort hotels, city hotels have more booking. It's possible that resort hotels are more expensive than those in cities.



The line graph above shows that, on certain days, the average daily rate of a city hotel is less than that of a resort hotel, and on other days, it is even less. It goes without saying that weekends and holidays may see a rise in resort hotel rates.



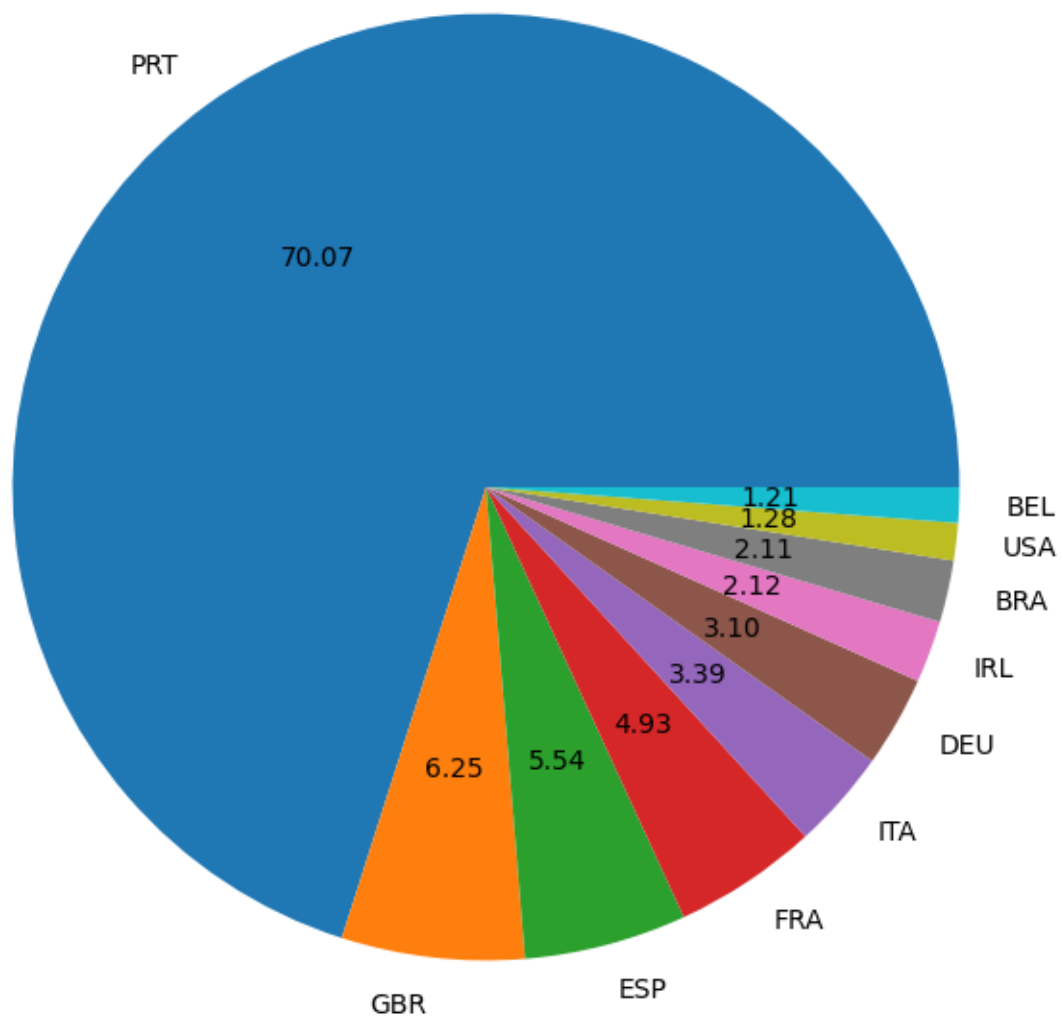
We have developed the grouped bar graph to analyze the months with the highest and lowest reservations levels according to reservations status. As can be seen, both the number of confirmed reservations and the number of canceled reservations are largest in the month of August, where as January is the month with the most canceled reservations.



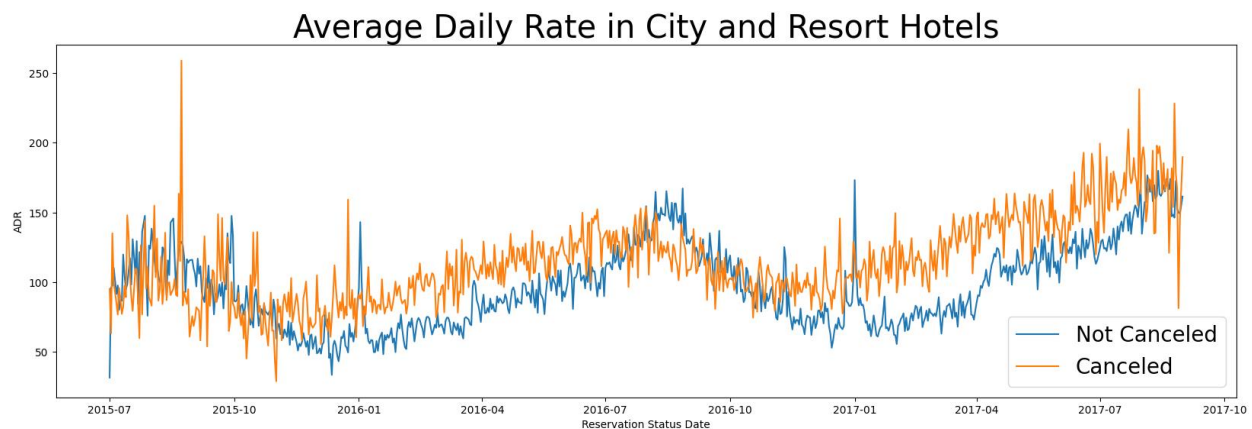
This bar graph demonstrates that cancellations are most common when prices are greatest and are least common when they are lowest. Therefore, the cost of the accommodation is solely responsible for the cancellation.

Now lets see which country has the highest reservation cancelled. The top country is Portugal with the highest number of cancellations.

Top 10 Countries with Reservation Canceled



Lets check the area from where guests are visiting the hotels and making reservations. Is it coming from Direct or Groups , Online or Offline Travel Agents? Around 46% of the clients come from online travel agencies, wheras 27% come from groups . Only 4% of clients book hotels directly by visiting them and making reservations.



As seen in the graph , reservations are cancelled when the average daily rate is higher than when it is not canceled. It clearly proves all the above analysis, that the higher prices leads to higher cancellation.

SUGGESTIONS:

- 1- Cancellation rates rise as the price does. In order to rpevent cancellations of reservations, hotels could work on their pricing strategies and try to lower the rates for specific hotels based on locatoin.s They cn also provide som discounts to the consumers.
- 2- As the ratio of the cancellatoin and not cancellatoin of the resort hoel is higher in the resort hotel than the city hotels. So the hotels shold provide a reasnable discount on the room prices on weekends or on holidays.
- 3- In the month of january, hotels can start campaigns or marketing with a reasonable amount ot increaase their revenue as the cancellation is the highest in this month.
- 4- They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.