

Capstone Project -1

Hotel Booking Analysis

Faraz Ahmad
(Individual)

Objective

- What is the most preferred hotel type ?
- When is the best time to book a hotel ?
- What is the optimal length of stay in order to get the best daily rate ?
- Meal type and market segment
- Bookings cancellation analysis
- From which country do most visitors come ?
- Conclusion

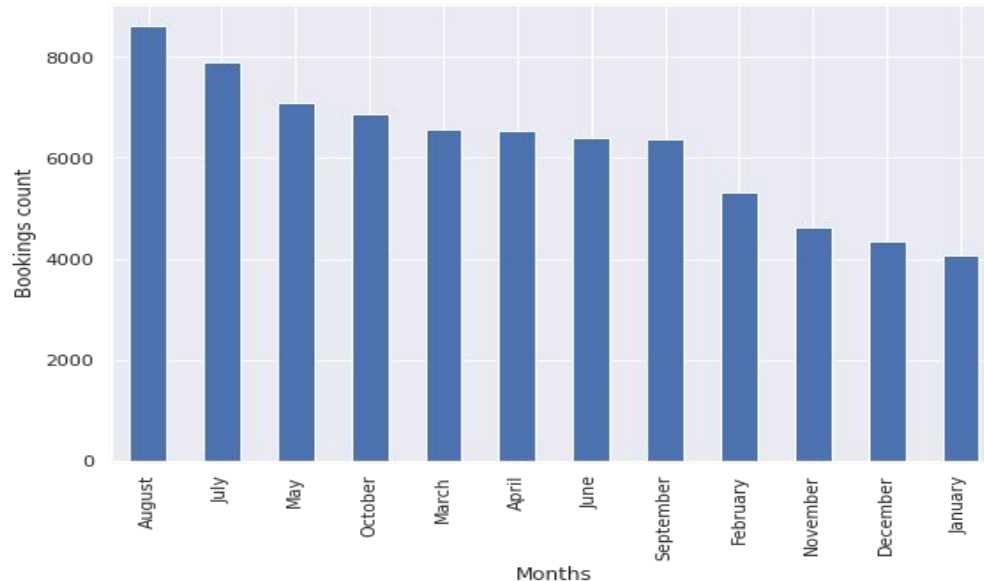
Booking ratio and cancellation for different types of hotels

The city hotel has the highest preference rate and also has the highest cancellation rate.



Monthly hotel bookings

August is the month with the highest occupancy, with 11.53% of the reservations. January is the month with the least occupancy, with 5.44%.



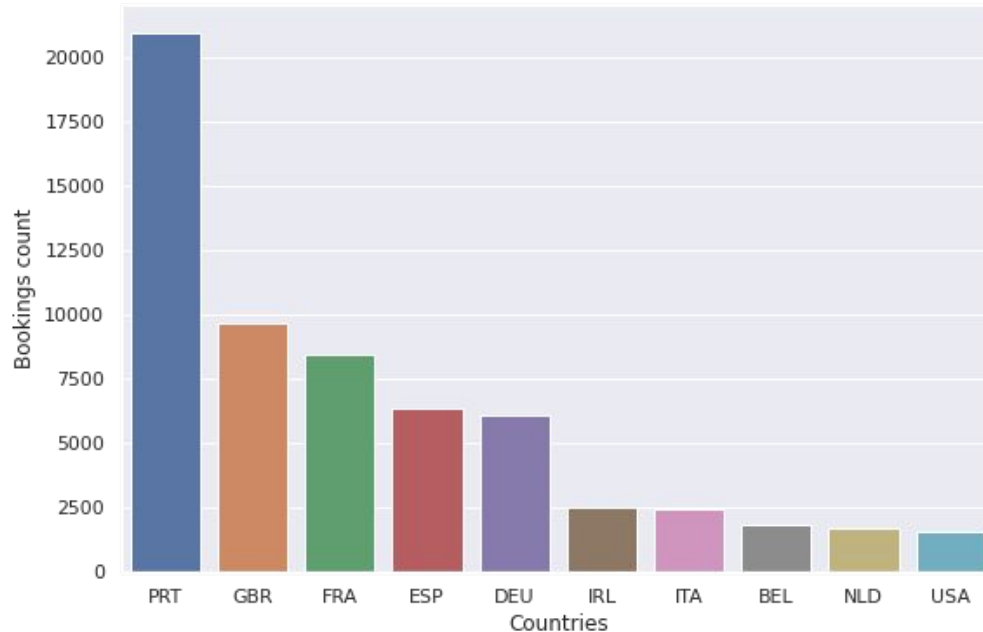
Hotel wise yearly bookings

Over the years, city hotel bookings are higher than resort hotel bookings, but they do not increase proportionately.



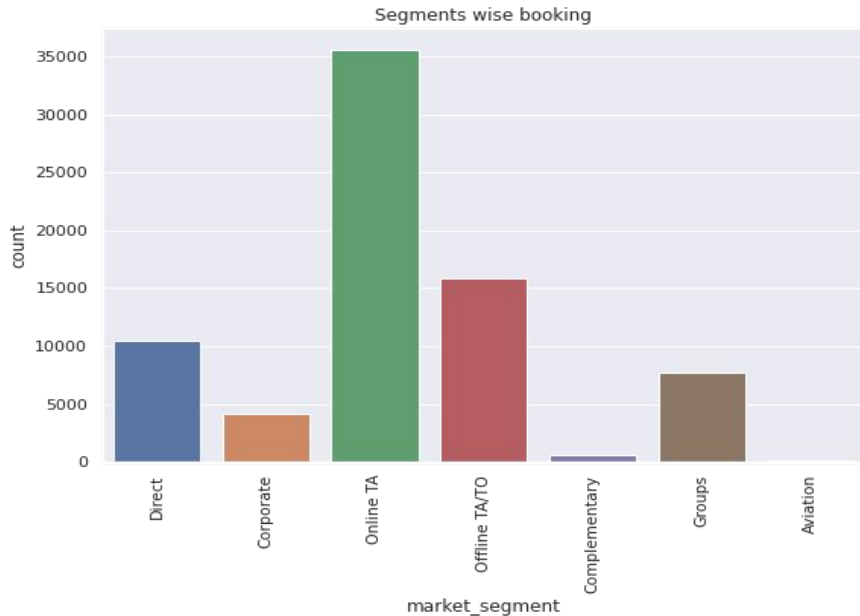
From which country do most visitors come ?

These are the top 10 countries where most people are coming from.



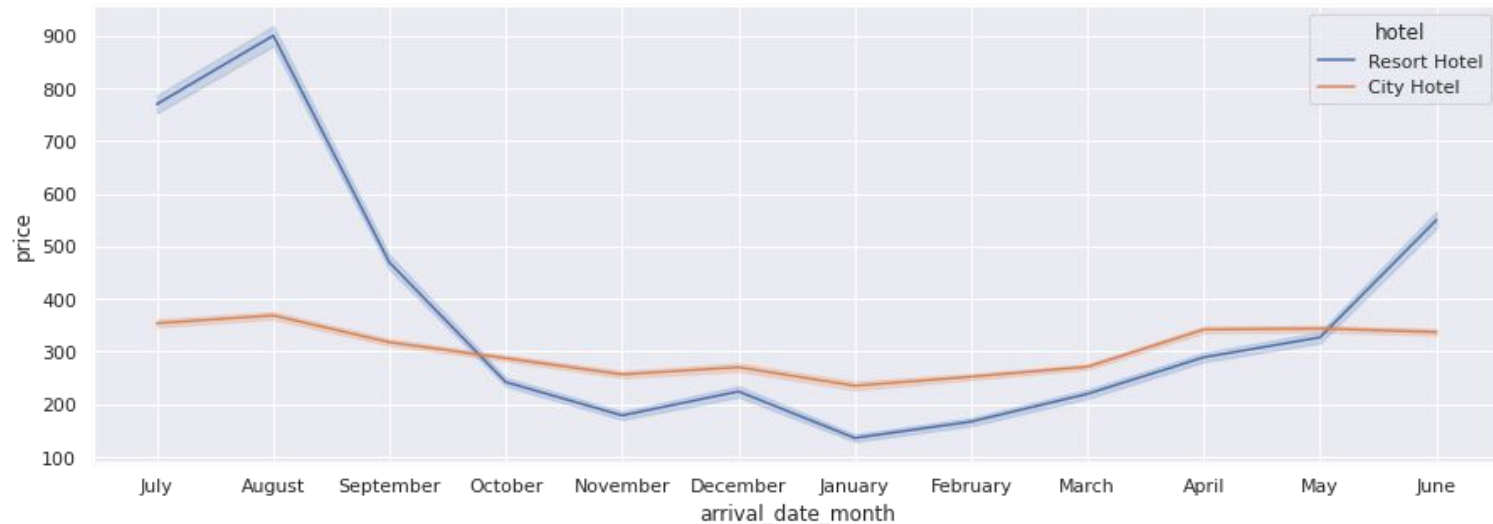
Market segment wise bookings

The term "TA" refers to "Travel Agents" and "TO" refers to "Tour Operators".



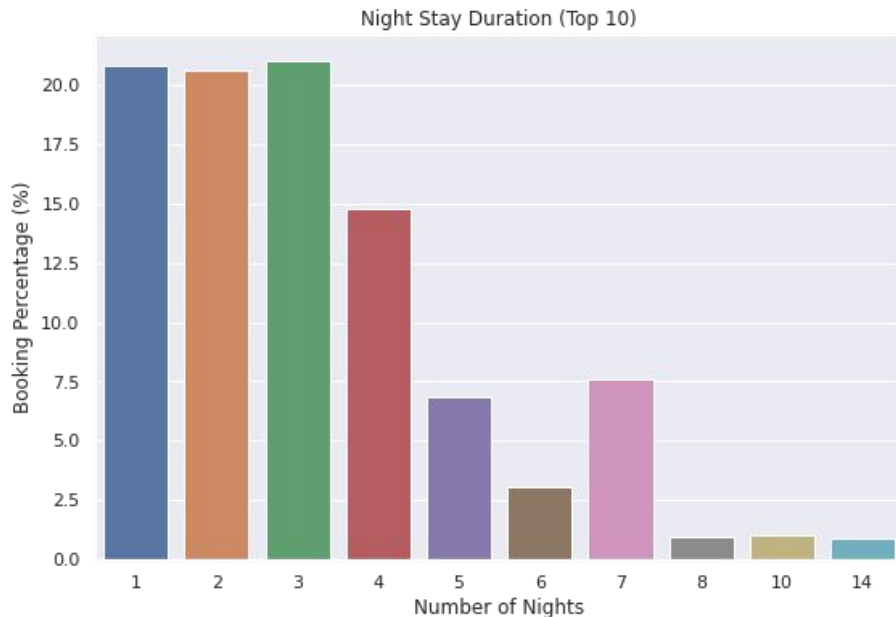
Monthly hotel prices

- Resort hotel prices are higher and fluctuate more than city hotel prices.
- For resort hotels, prices are extremely high during the summer months, namely June, July & August, while city hotel prices are slightly higher during April, May, June, July and August.



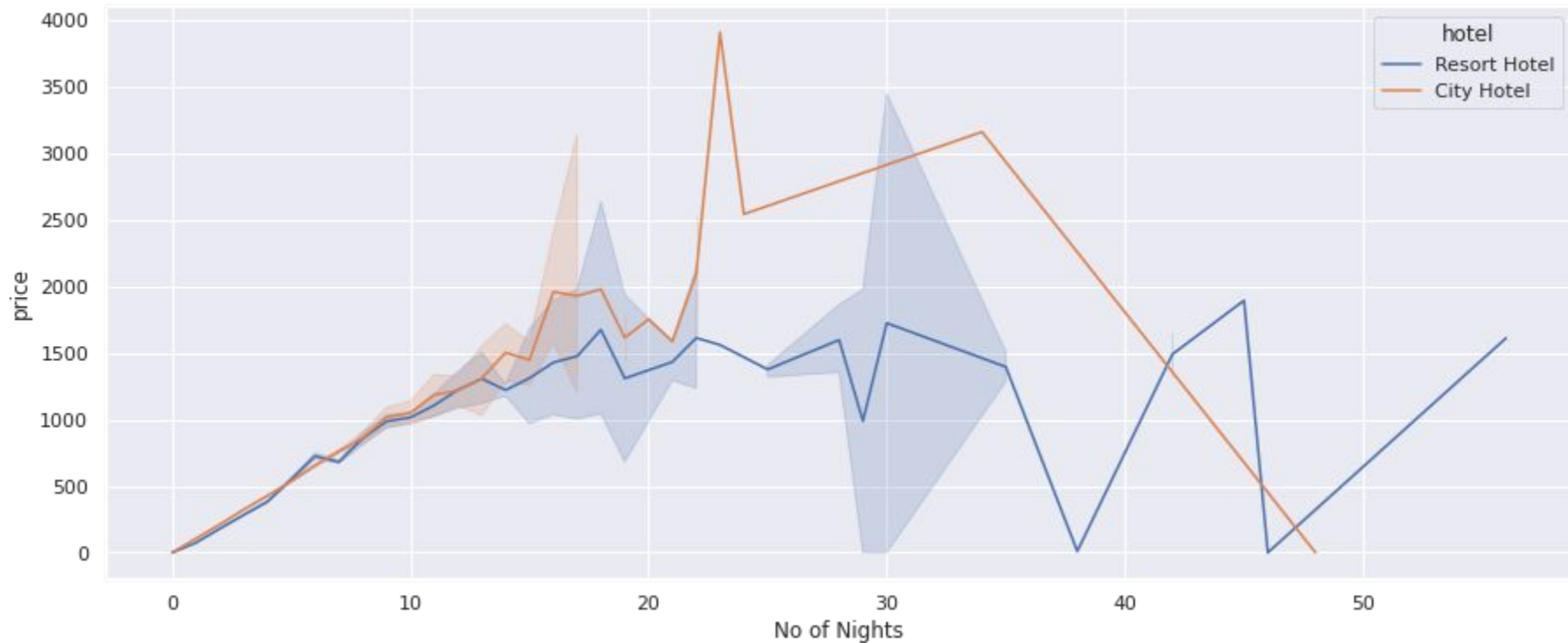
For how long are people staying ?

The majority of guests stay for one, two, or three nights. More than 60% are in one of these three categories.



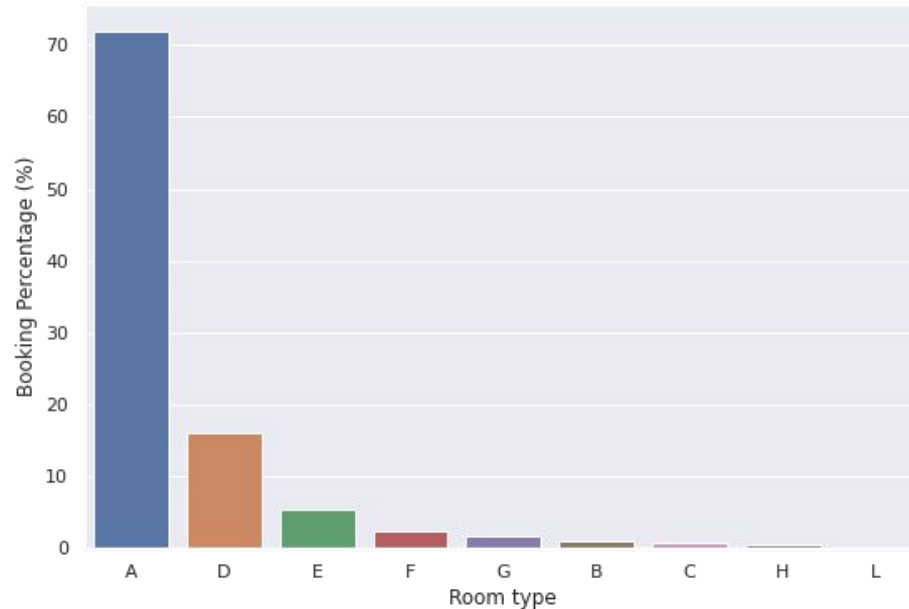
Optimal length of stay to get the best price

The optimal length of stay is less than 5 days in order to get the best price.



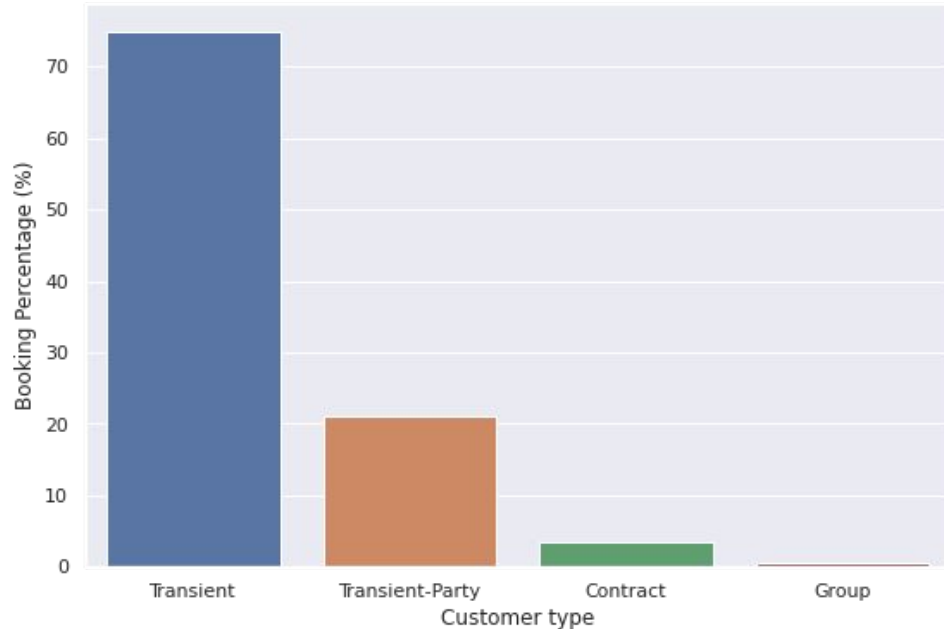
What is the most reserved room type ?

The “A” room type is the most popular among the clients, with 71.99% of the reservations.



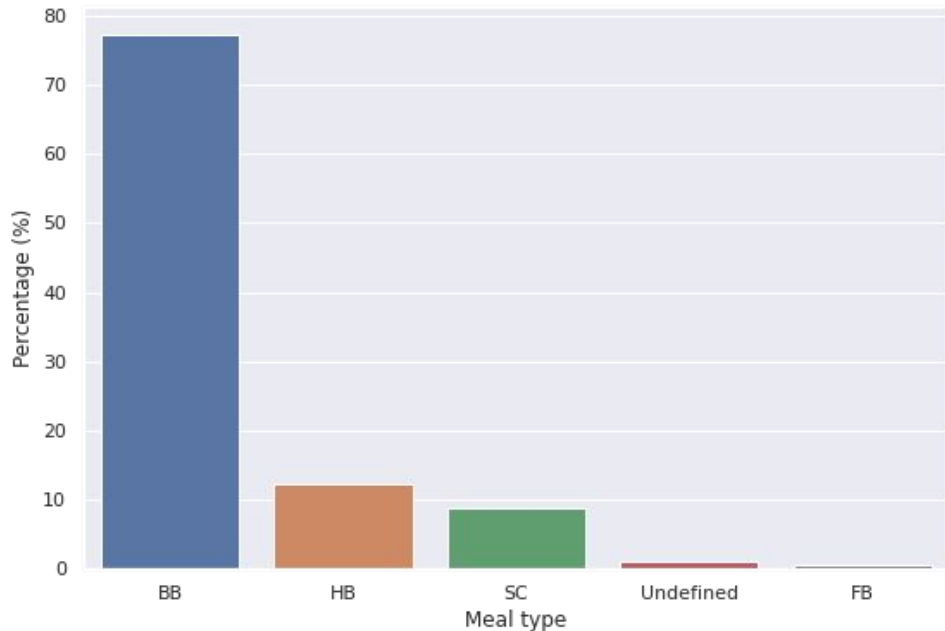
Which customer type is most common ?

Transient customers - Guests with a last-minute booking, and/or. Simply individual guests requiring a short stay at the hotel.



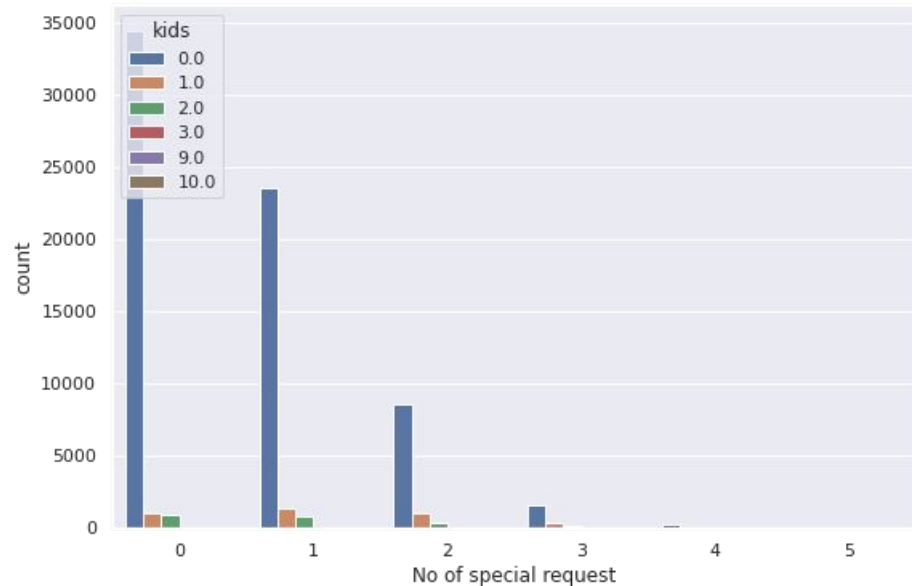
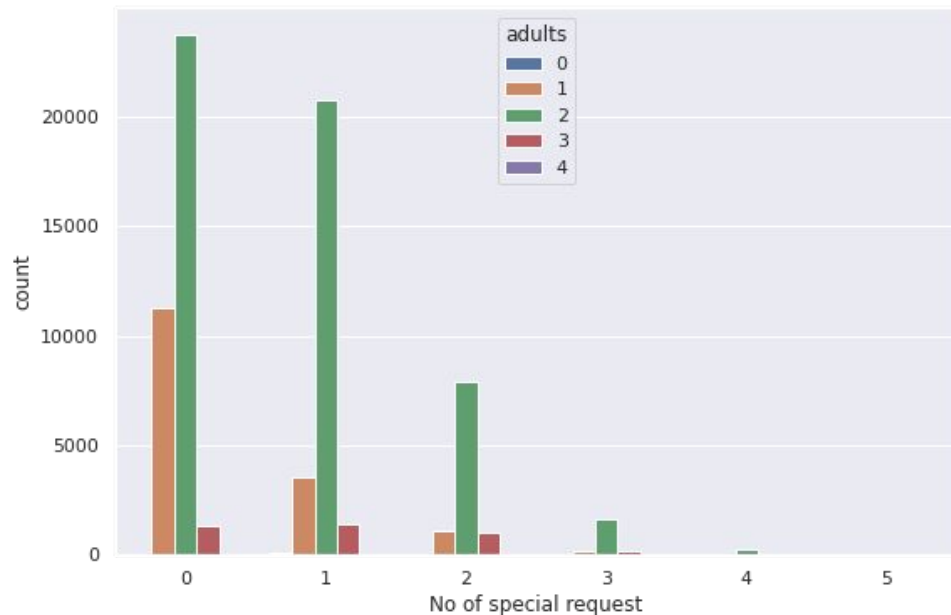
What is the most popular meal package ?

BB (Bed & Breakfast) is the most ordered meal at around 77.31%, followed by HB (Half Board), SC (no meal package), Undefined, and FB (Full Board).



Number of special requests

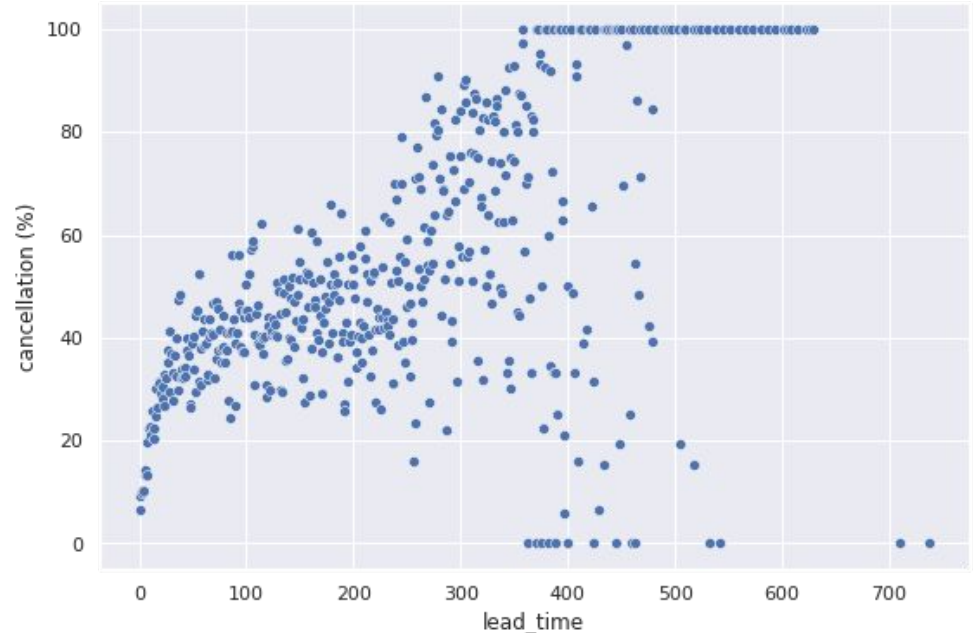
Most of the special requests are made by couples, while the fewest are made by kids.



Relationship between lead time and cancellation

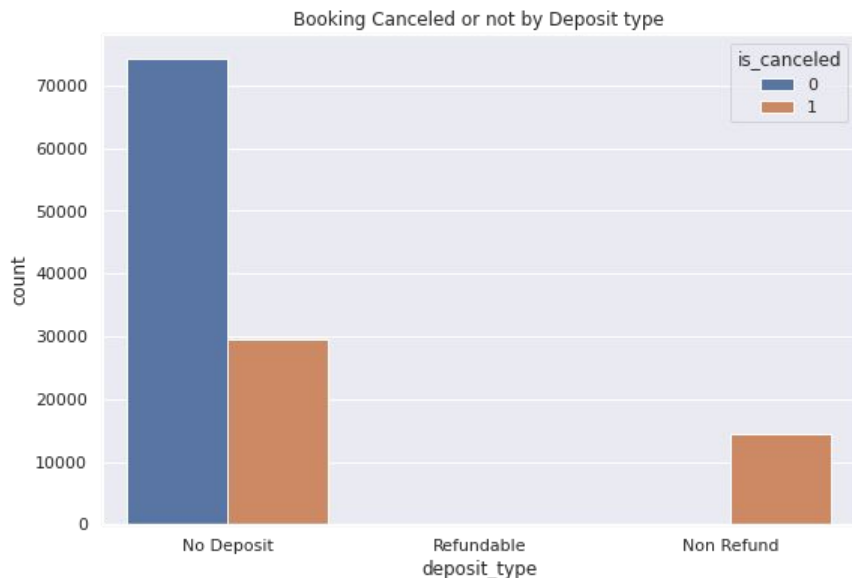
The Booking Lead Time is the number of days between the time a guest books their room and the time they are scheduled to arrive at the hotel.

There is a positive correlation between lead time and cancellation. A longer lead time has a higher chance of cancellation.



Relationship between deposit type and cancellation

- Around 28% of bookings were cancelled by guests with no deposit.
- Also it is interesting to note that non-refundable deposits had more cancellation than refundable deposits.



Conclusion

- Majority of the hotels booked are city hotel. Definitely need to spend the most targeting fund on those hotel.
- We should also target months between May to Aug. Those are peak months due to the summer period.
- Majority of the guests are from Western Europe. We should spend a significant amount of our budget on those area.
- No deposit cancellations are high compared to other categories but these should not be discouraged per se as bookings in this category are also very high compared to non refundable type bookings.