

# Hotel Booking Analysis Report

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## 1. Project Overview

This project involves analyzing hotel booking data to uncover key trends in customer behavior, cancellations, room preferences, and booking patterns. The dataset consists of over 119,000 booking records from both Resort Hotel and City Hotel, spanning different years, months, and customer types.

## 2. Dataset Summary

Total Bookings: 119,390  
Hotel Types: Resort Hotel & City Hotel  
Guest Types: Couples, Family, Single  
Metrics Included: Cancellation status, Room types (reserved vs. assigned), Booking source countries, Adults, children, and babies per booking, Reservation status

## 3. Key Metrics and Insights

### Total Guests by Guest Type

Guest Type	Total Guests
Couples	81560
Family	15253
Single	22577

### Cancellations by Guest Type

Guest Type	Cancelled Bookings	Cancellation Rate (%)
Couples	32424	39.75
Family	5245	34.39
Single	6555	29.03

### Bookings by Hotel Type

Hotel Type	Total Bookings
City Hotel	79330
Resort Hotel	40060

## **4. Business Insights**

### **1. Focus on Couples:**

- Marketing should prioritize this group but also address high cancellation risks with loyalty programs or stricter policies.

### **2. City Hotels Lead:**

- Higher occupancy means more revenue opportunities but requires high service standards.

### **3. Mismatch in Room Assignments:**

- Operational inefficiencies may lead to dissatisfaction. Suggest auditing assignment processes.

### **4. Cancellation Behavior:**

- Overall cancellation rate of over 33% suggests a need for predictive modeling or better booking policies.

## **5. Conclusion**

The analysis reveals strong demand from couples, especially in city hotels, but also highlights high cancellation rates and mismatches in room assignments. These insights can drive improvements in marketing, operations, and customer service strategies.