

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

- 1. Name** → Huzaifa Khan
Email → huzafakhan2974@gmail.com
Role :
 - Checking which country has highest number of bookings.
 - Finding out the busiest month of the hotel.
 - Finding out which hotel has the highest number of cancellation.
 - Finding out the most preferable meal.
 - Analyzing that how long the guest stay at hotel on weekends and weekdays.
 - Analyzing booking by customer type
 - Analyzing the total number of bookings and cancellation by market segment

- 2. Name** → Meenakshi
Email → meenakshicuul@gmail.com
Role :
 - Finding out which is the busiest month for both hotels?
 - Finding out which is the most occupied month for City hotel and Resort hotel?
 - Analysis of the percentage of cancelled and non-cancelled bookings.
 - Finding out which type of hotel is more likely to be cancelled?
 - Analysis of the effect of meal type on cancellations.
 - Finding out the percentage of bookings for each year.
 - Finding out the total number of bookings by market segment.
 - Analyzing how the Price Per Night (ADR) vary over the year by hotel type.
 - Finding out how many night spent by Guest at the hotel by market segment.
 - Finding out the most booked accommodation type (Single, Couple, Family).

- 3. Name** → Gopal Ji Gupta
Email → gopaljigupta45@gmail.com
Role :
 - Finding out what is the best time of the year to book a hotel room and which is the busiest month of the hotel?
 - Analysis of the optimal length of stay to get the best daily rate.
 - Finding out which market segment makes the highest number of Bookings?
 - Analysis of effect of deposit type on cancellations.
 - Analysis of special requests made by customer travelling with a child or baby.
 - Finding out how often repeated guests cancel their booking as compared to others?
 - Analysis of total number of bookings by Customer type?
 - Analysis of number of cancellations by market segment and the relationship between cancellation and repetition of customers
 - Analysis of days on waiting list by market segment and distribution channels.

- Analysis of number of booking changes on cancellations.

4. Name → Arbaaz Malik

Email → malikarbaaz267@gmail.com

Role :

- Finding out the types of hotel and analyzing the type of hotel which is having highest number of cancellations.
- Finding out the busiest month of the hotel
- Analyzing the countries with highest bookings.
- Analyzing how cancellations vary according to month.
- Finding out the most preferred meal by the customer.
- Finding the relation between repeated customer and cancellation.
- Finding whether the guest stay in over a weekend or weekdays.
- Exploring the number of special requests in general.
- Analyzing the bookings by market segment and distribution channel.

Please paste the GitHub Repo link

<https://github.com/Hkhero79/HK-Hotel-booking-analysis>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, length of stay, the number of adults, children, and/or babies, and the number of available parking spaces, among other things. All personally identifying information has been removed from the data.

The objective of this exercise is to perform Exploratory Data Analysis on the given dataset which contains booking information for some hotels. Using EDA, we have explore the Data and try to gain some valuable insights that can help the Hotels strategize and improve.

Conclusion:

Resort hotels tend to have less bookings in comparison to city hotels they need to work on their marketing strategy and promote the hotels more, especially on social media

Resort hotels could also reduce prices to increases booking percentages.

May-August happens to be the busiest months but so the hotels should target more customers and try to do more business during these times.

Although city hotels have more bookings, they also tend to have more cancellations so to prevent this they could take advance money during vacation. This would ensure most bookings to not being cancelled. They

could also apply no-refund policies or make the refund policies rather strict so the customers choose not to cancel