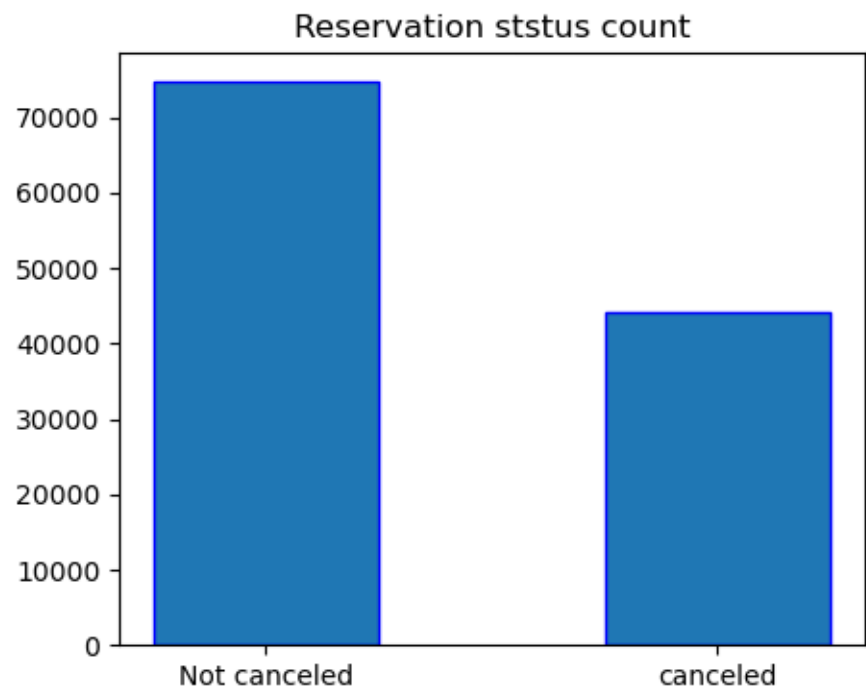


Report for Summary of Analysis



Cancelation percentage in both hotels

Reservations 62.865337%

Cancelled 37.1352%

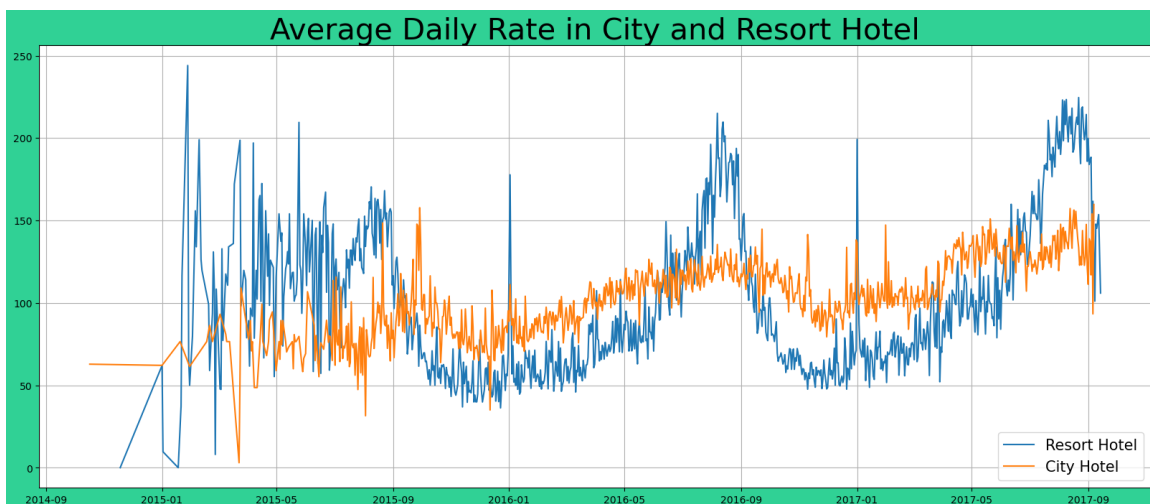
Notably, 37% of clients have chosen to cancel their reservations, and this has a noteworthy impact on the hotels' revenue.



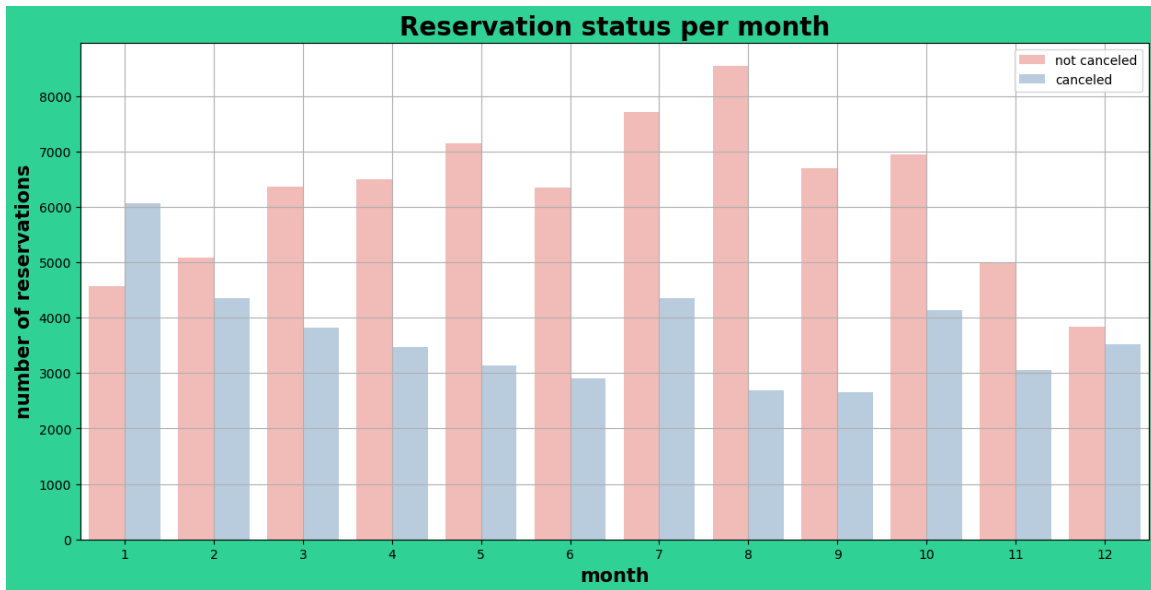
Reservations cancelled in City Hotel is bigger than Resort Hotel

Also reservations in City Hotel Is bigger than Resort Hotel

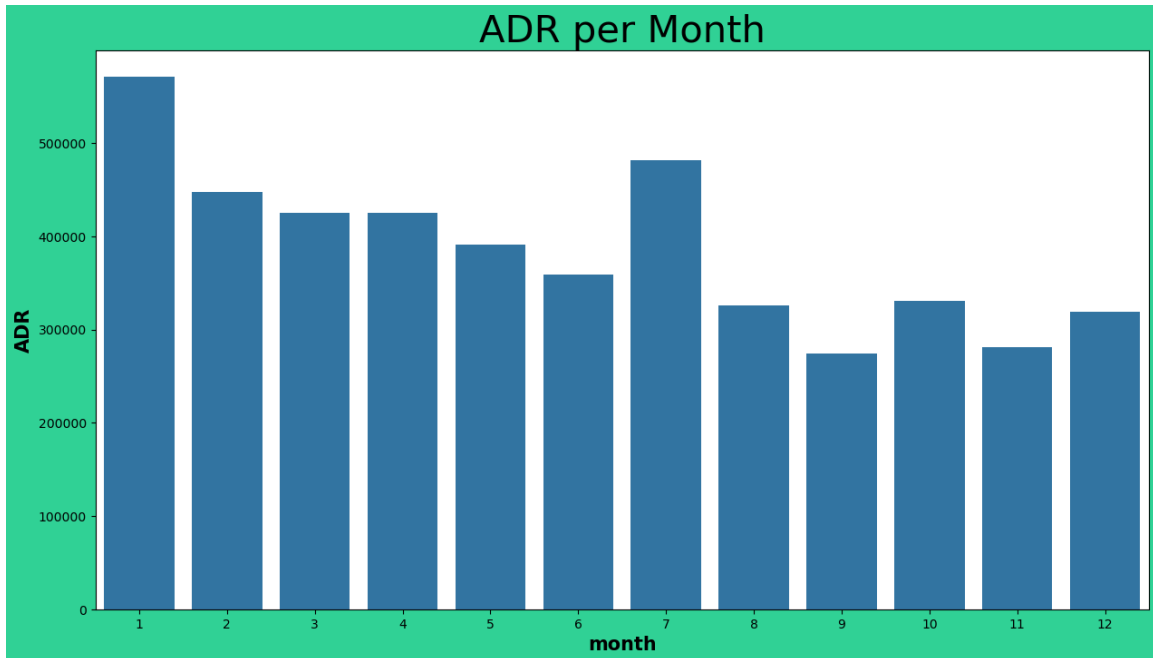
(maybe cause resort hotels are more expensive than in cities)



On certain days, the average daily rate for a city hotel is less than that of a resort hotel and on other days



It's Clear that the month of August stands out, having the highest numbers of both confirmed and canceled reservations. In contrast, December has the fewest confirmed reservations but the highest number of canceled reservations.



This chart show that cancellations are most frequent when prices are at their highest and least common when prices are at their lowest.

Suggestions

- 1- Offer discounts or promotions during high-cancellation months (e.g., June, April) to encourage bookings and reduce cancellations.**
- 2- Adjust pricing strategies to balance demand and reduce cancellations for high-price bookings.**

- 3- Adjust pricing strategies to balance demand and reduce cancellations for high-price bookings.**
- 4-Target low-cancellation months (January, November, e.g.) with marketing campaigns to boost occupancy during these periods.**