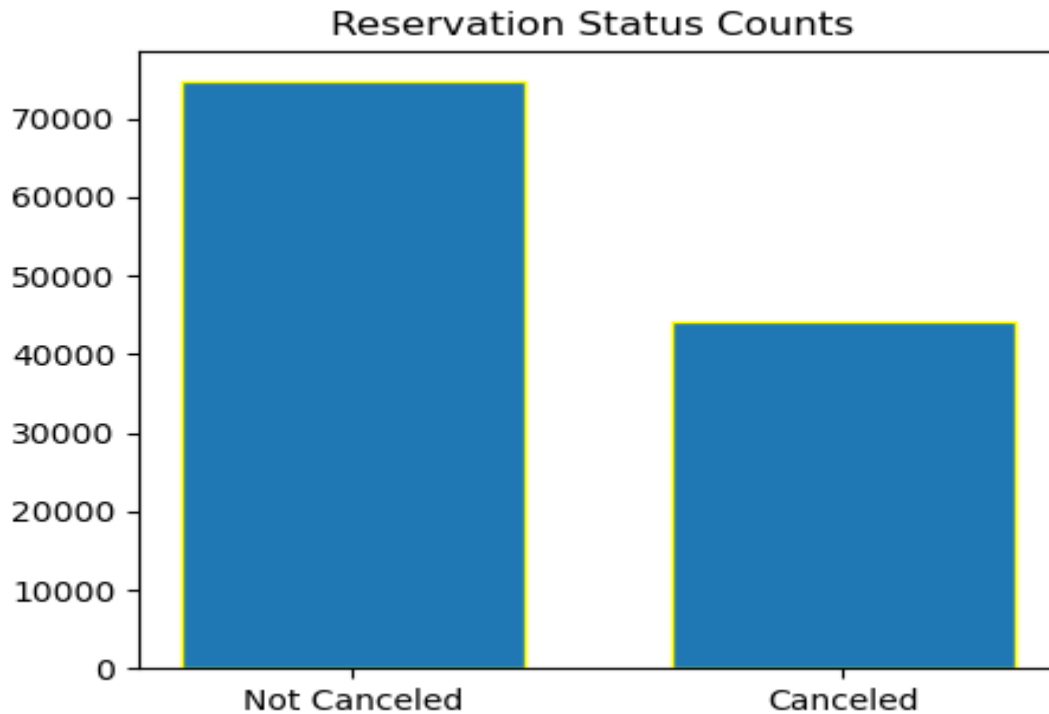
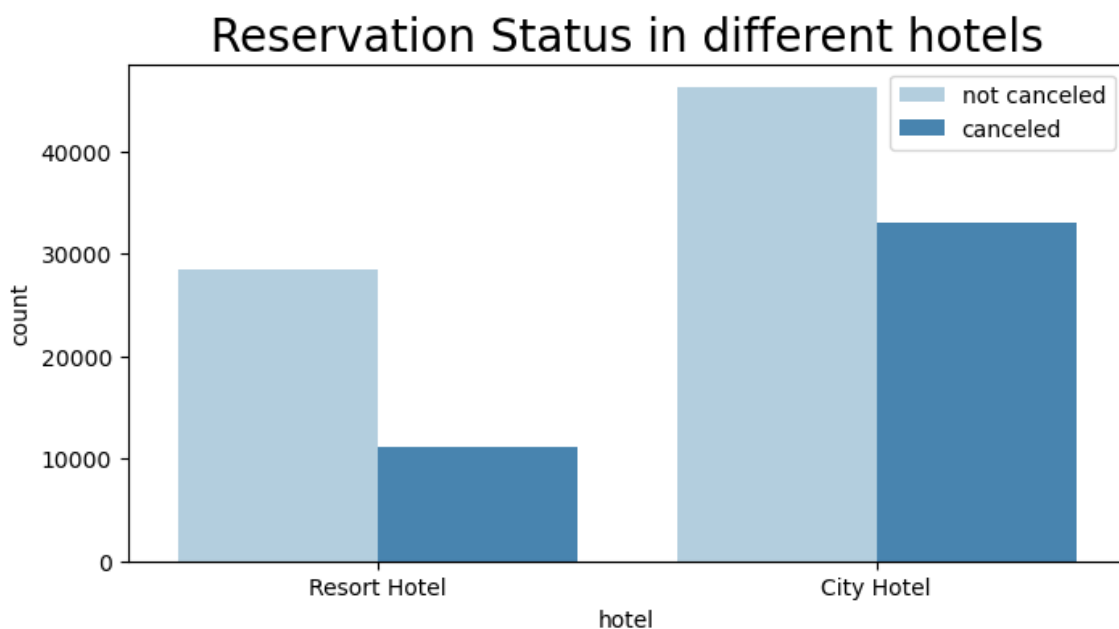


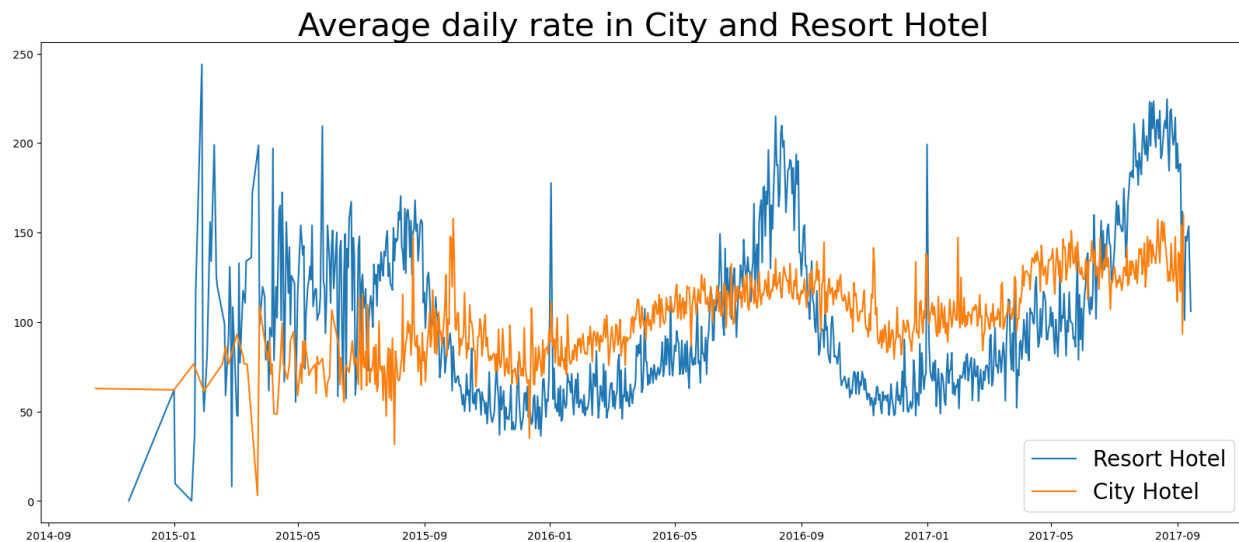
ANALYSIS AND FINDINGS



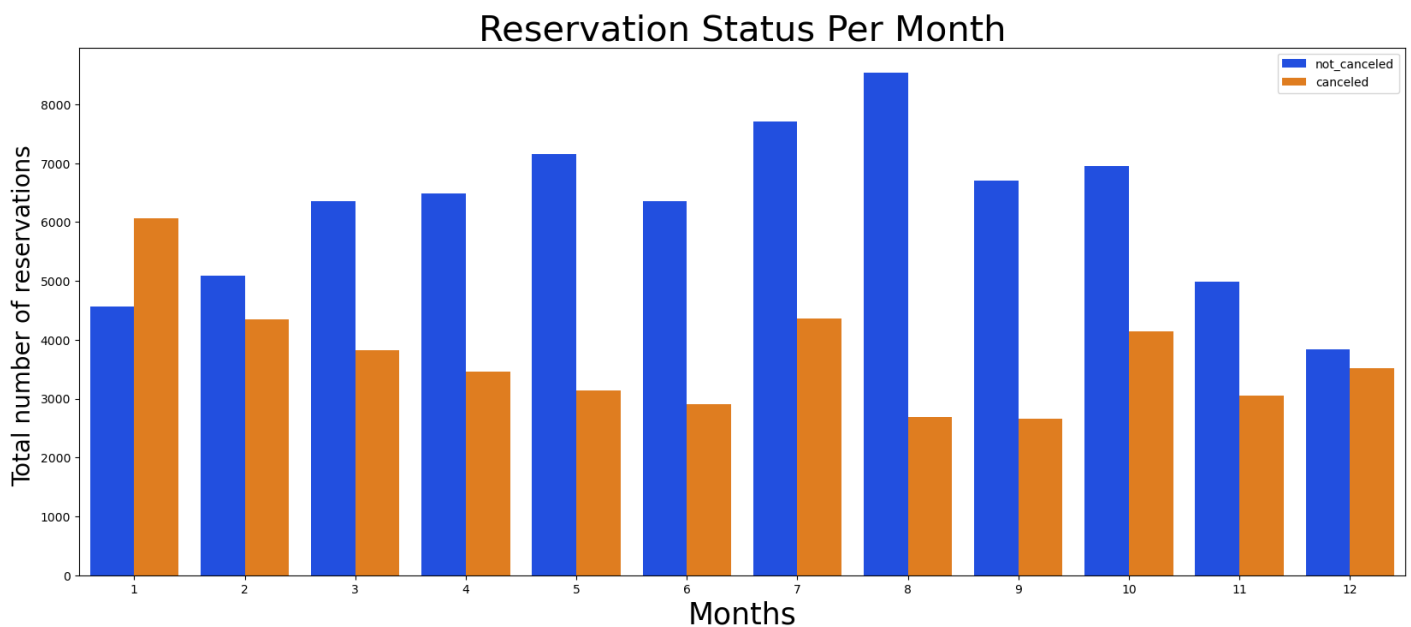
The accompanying bar graph shows the percentage of reservations that are canceled and those that are not. It is obvious that there are still a significant number that have not been canceled. There are still 37% of the clients who canceled their reservation, which has a significant impact on the hotels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



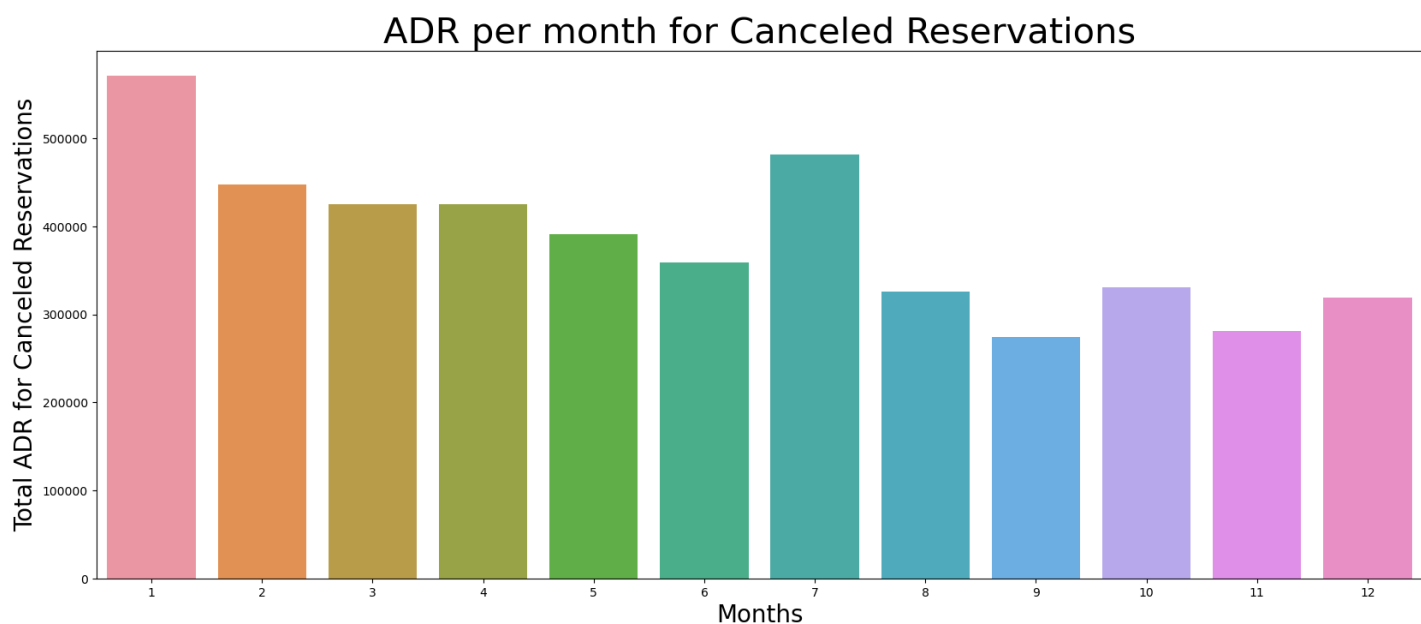
In comparison to Resort Hotels, City Hotels have more bookings. It is possible that Resort Hotels are more expensive than those in cities.



The line graph above shows that, on certain days, Average Daily Rate of City Hotel is less than that of 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.



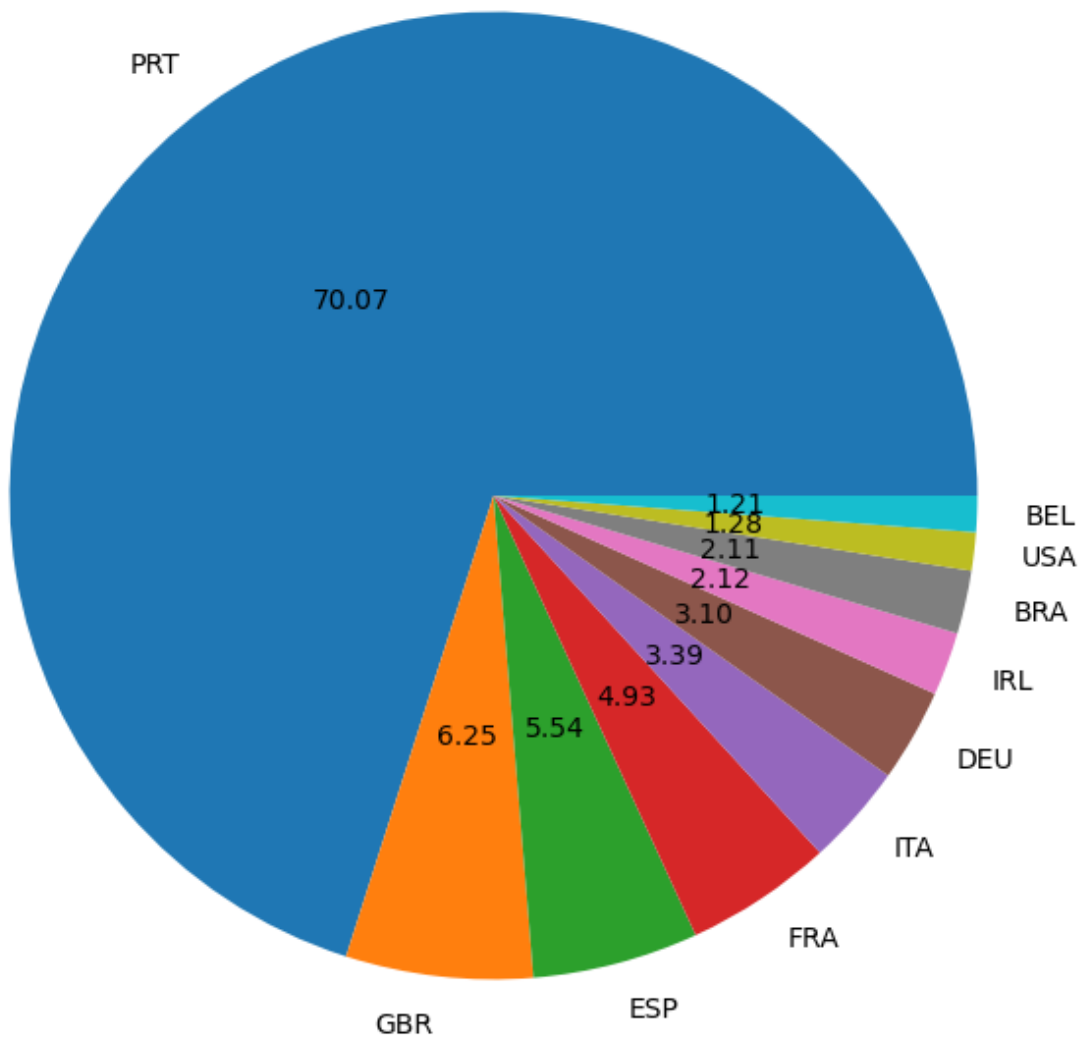
We have developed the grouped bar graph to analyze the month with highest and lowest reservation levels according to reservation status. As can be seen, both the number of confirmed reservations and number of canceled reservations are largest in the month of august. Whereas January is the month with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



This bar plot shows us that cancellations are most common when rates (ADR- Average Daily Rate) are high and it is lowest when the rates are less. It makes clear that customers are canceling the reservations because of increased cost of accommodation. To tackle this, hotels have to reduce the booking prices particularly in the winter months when prices as well cancellations are high. If even the conditions are not getting better they should advertise that the rates are being reduced in winters with methods like billboards and online marketing.

Now let's see which country has the highest number of reservations canceled. The top country is Portugal with the highest number of cancellations.

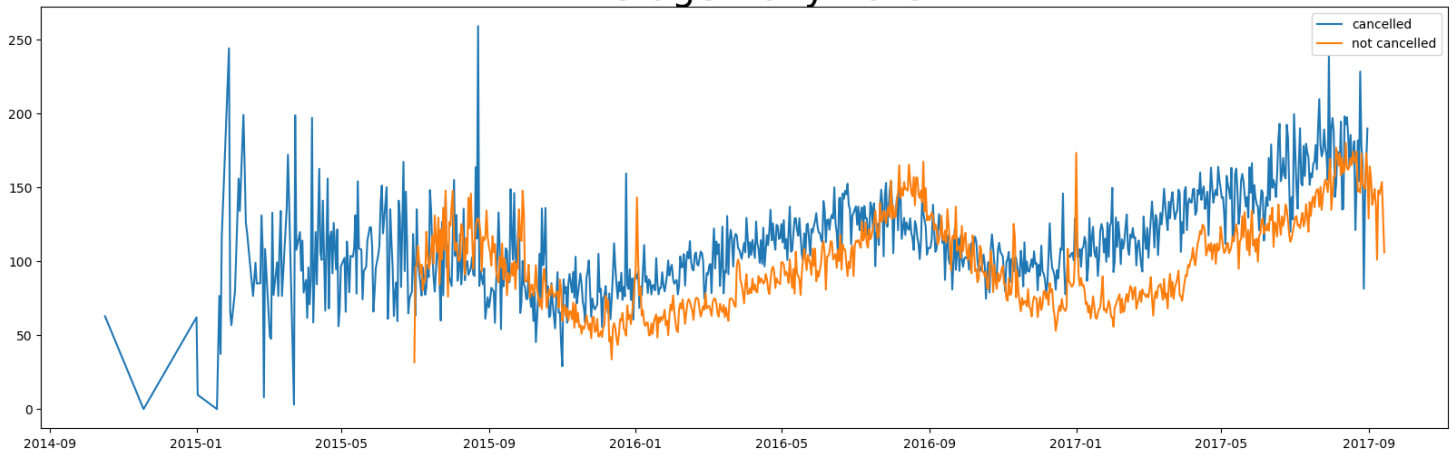
Top 10 Countries With Reservation canceled



Let's check the area from where the guests are visiting the hotel and making reservations. Is it coming from Direct or Groups, Online or Offline Travel Agents?

- Around 46% of clients are coming from the online travel agencies
- 27% comes from Groups.
- Only 4% of clients book hotels directly by visiting them and making reservations.

Average Daily Rate



As seen in the above graph, reservations are canceled more when the Average Daily Rate is higher than when it is not canceled.

It clearly proves all the above analysis,...”HIGHER PRICE LEADS TO HIGHER CANCELLATIONS”.

SUGGESTIONS:

- Cancellation rates rise as the price does. In order to prevent cancellations of reservations, Hotels should work on their pricing strategies and try to lower the rates for specific hotels based on locations. They can also provide some discounts to the customers.
- As the ratio of the cancellation and not cancellation is higher in the resort hotel than the city hotels so the hotels should provide a reasonable discount on the Room Prices on weekends or on holidays.
- In the month of January, Hotels can start campaigns or marketing with a reasonable amount to increase their revenue as the cancellation is highest in this month.

- They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.