

## MODULE 4: FORECASTING AND CANCELLATION TRENDS

### Objective:

To predict future demand and analyze booking risks to support proactive decision-making.

### What Was Done:

- Created trend-based occupancy forecasts.
- Analyzed cancellation rates and lead times.
- Visualized no-show and refund trends.
- Built historical comparison visuals.

### Formulas Used:

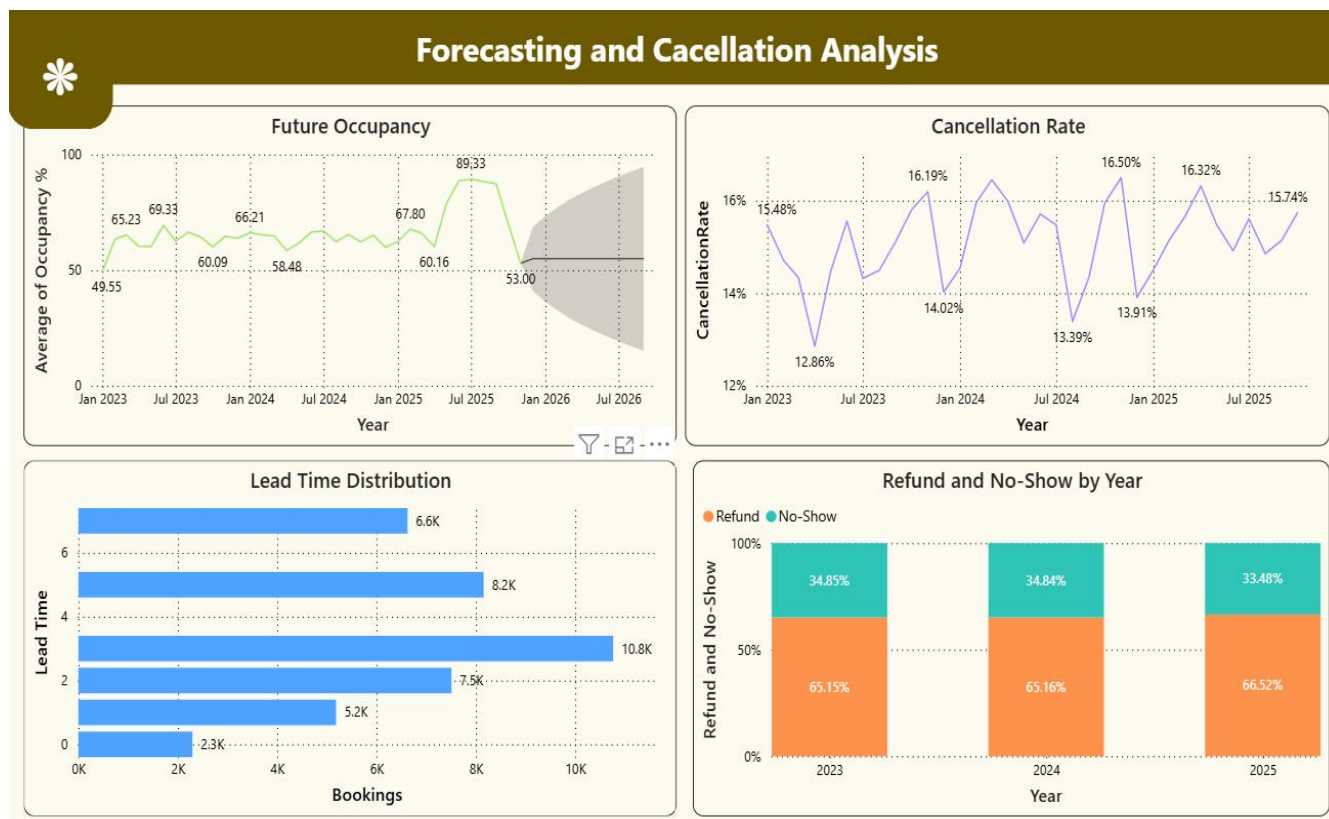
Cancellation Rate =

Cancelled Bookings / Total Bookings

Lead Time =

Booking Date - Check-in Date

### Dashboard:



**Outcome:**

- Improved demand forecasting accuracy.
- Identified high-risk cancellation periods.
- Enabled proactive inventory and pricing adjustments.
- Reduced revenue loss due to cancellations.