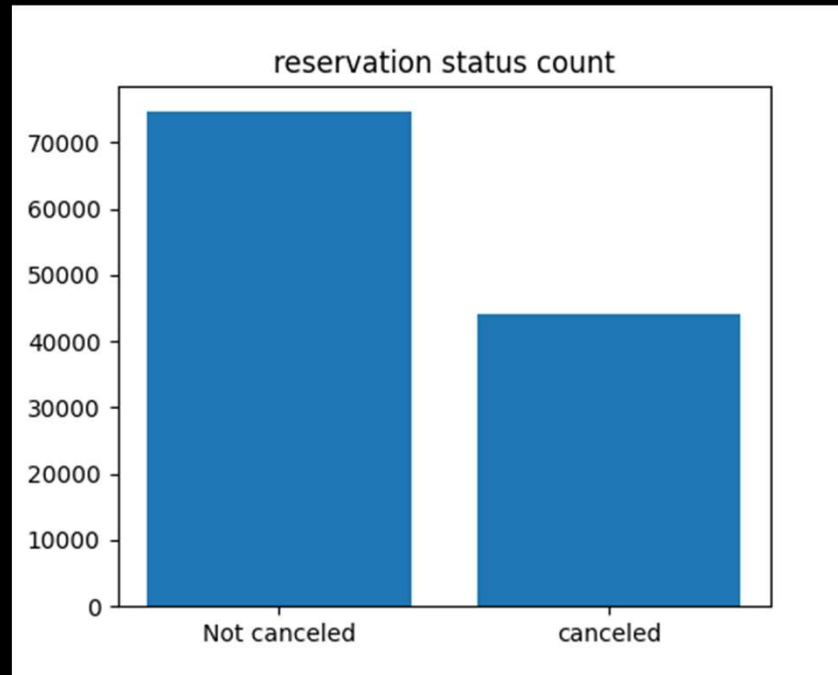


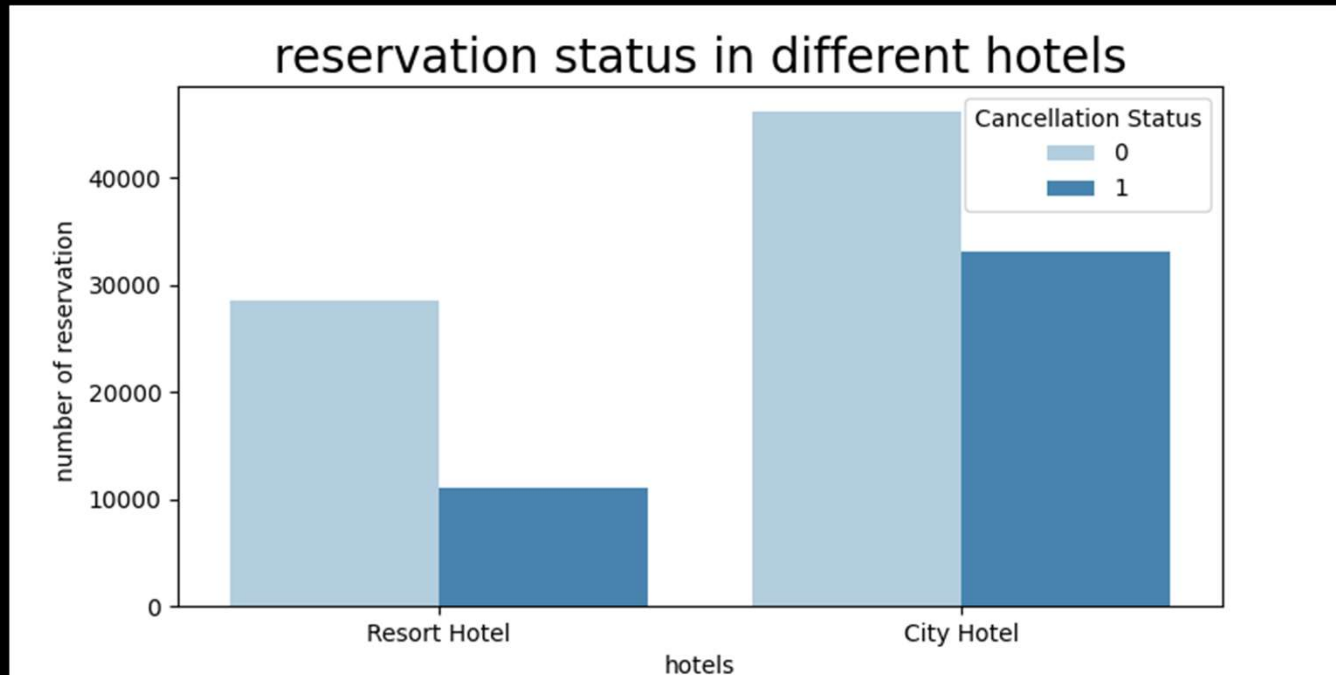
ANALYSIS FINDINGS

(Hotel Bookings)

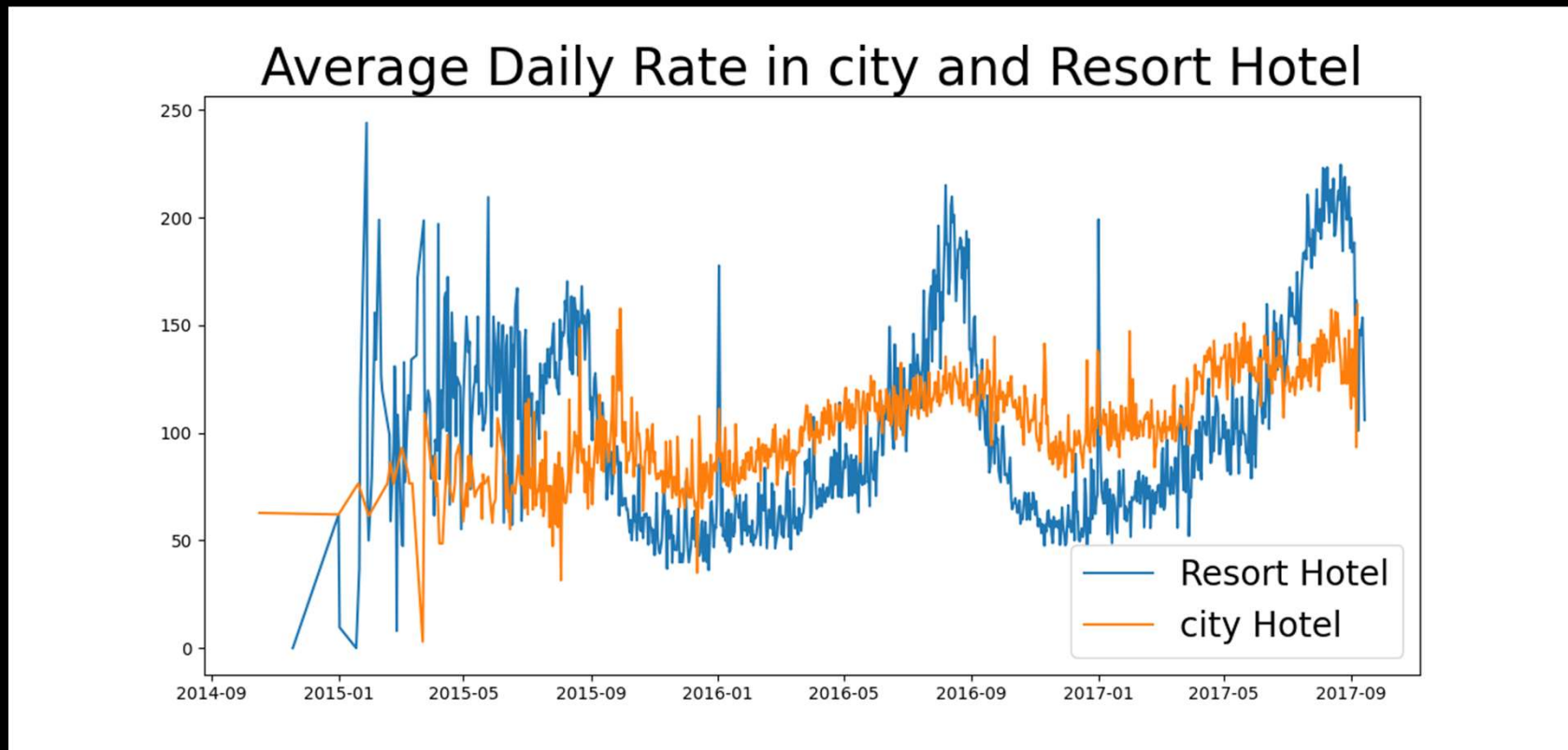
The bar graph shows the percentage of reservation that are canceled and those that are not . There are still significant number of reservation that have not been canceled. 37% of clients are canceled reservation . Which has significant impact on the hotel's earnings.



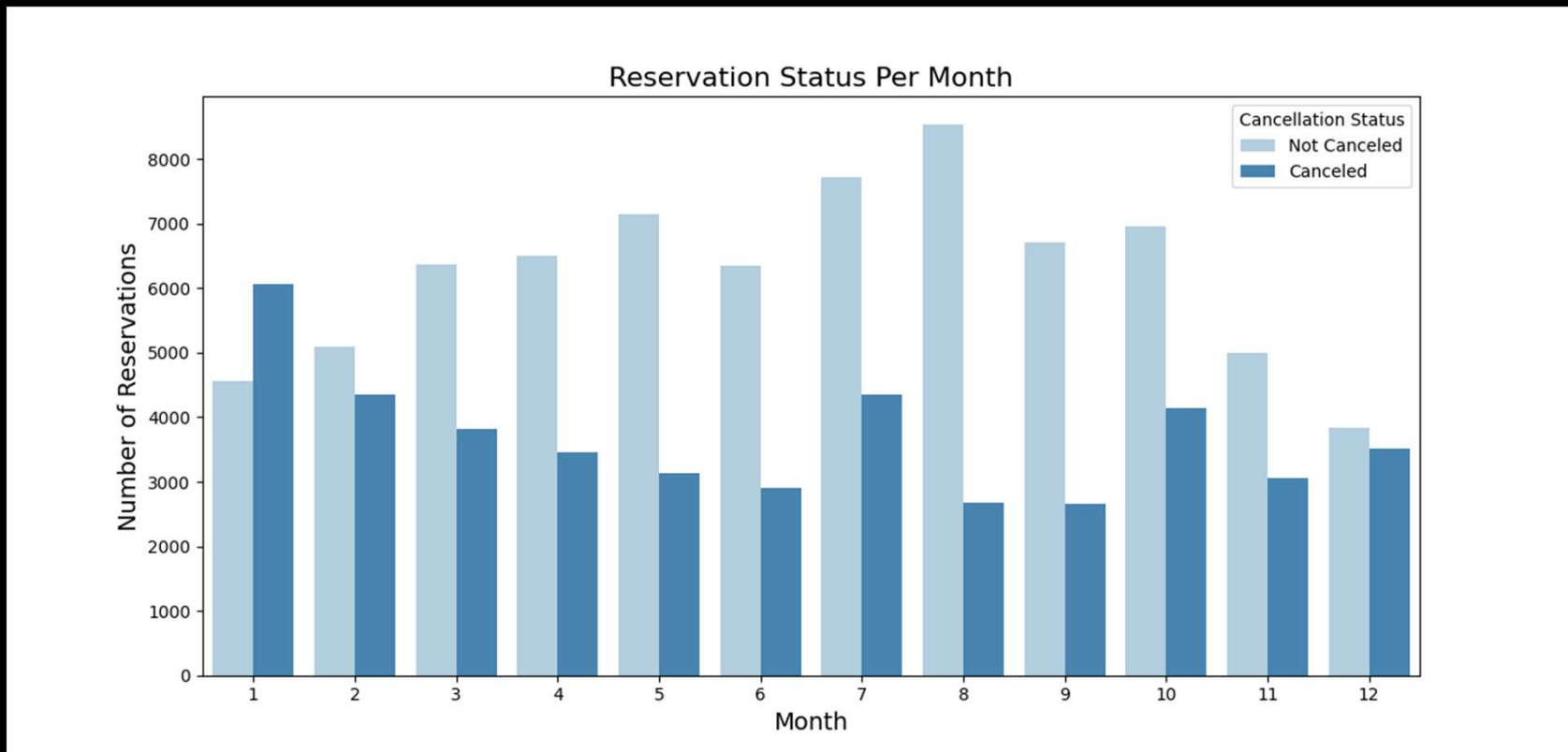
In comparison to resort hotels ,city hotels have more bookings .its possible that resort hotels are more expensive that those in city



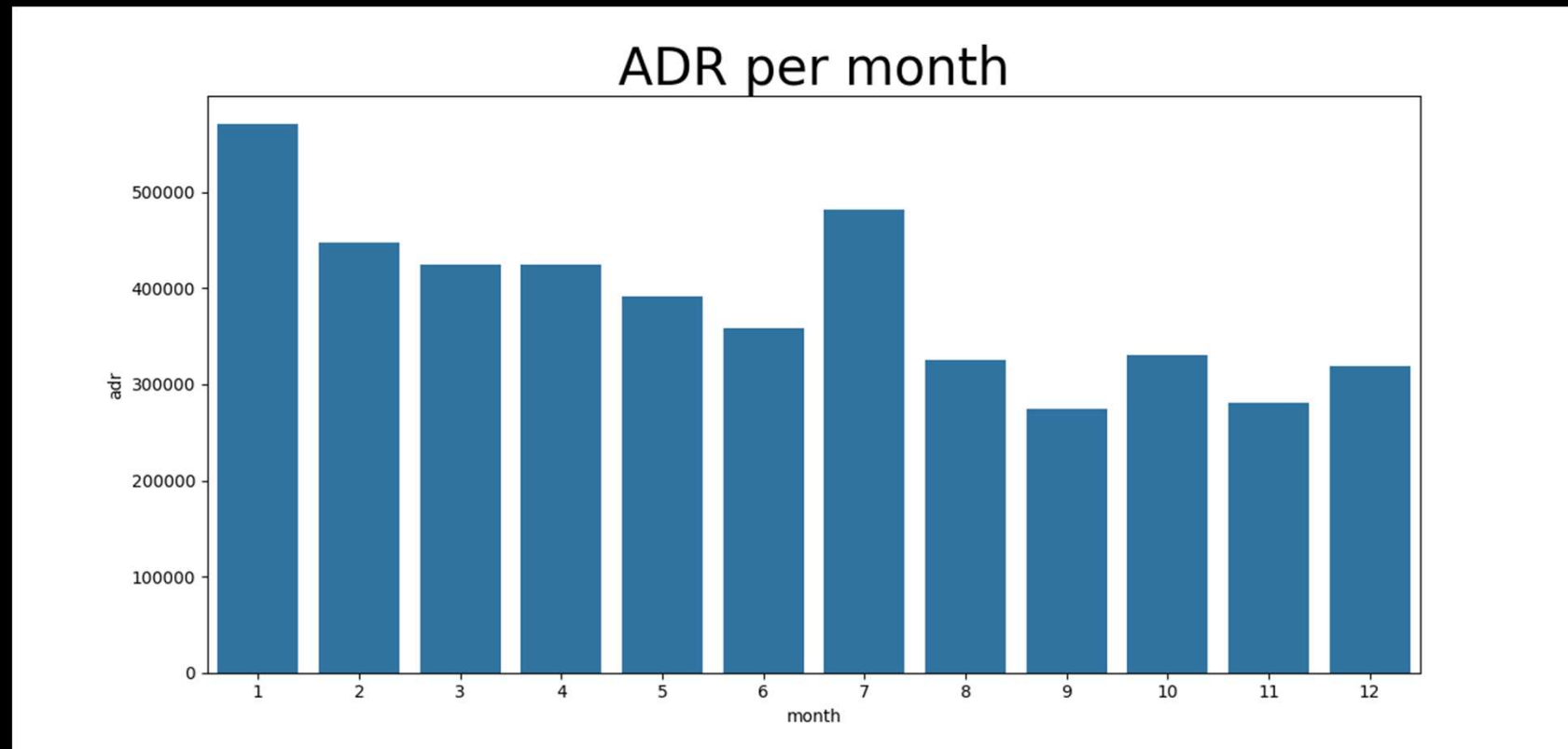
The line graph above shows that, on certain days the average daily rate for a city hotels Is less that that of a resort hotels , and on other days, it is even less. It goes without saying that weekends and holidays may see rise in resort hotels rates.



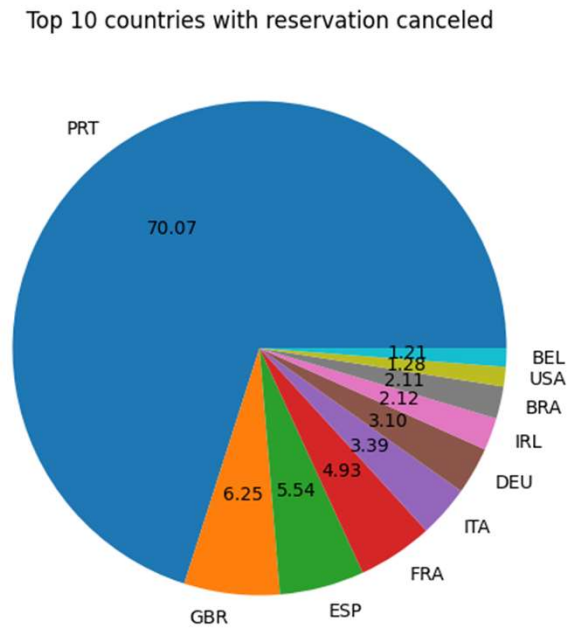
We have developed the group bar graph to analyze the months with the highest and lowest reservation levels according to reservation status .as can be seen , both the number of confirmed reservation and the number of canceled reservation are largest in the number of August . Whereas January is the month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



This bar graph demonstrate that cancellations are most common when price are greatest and are lest common when they are lowest .Therefore, the cost of the accommodation is responsible for the cancellation .



we have taken top 10 country to see which country have highest reservation canceled.
The top country is Portugal with highest number of cancelation



suggestions

1. Cancellation rates rise as the price does. In order to prevent cancellation of reservation , hotels could work on there pricing strategies and try to lower the rates for specific hotels based on location they can also provide some discount to the consumers.
2. as the ratio of the cancellation and not cancellation of the resort hotel is higher in the resort hotel that city hotels .So the hotels should provide a reasonable discount on the room price on weekends or on holidays .
3. They can also increase the quality of there hotels and their services mainly in Portugal to reduce the cancellation rate.