

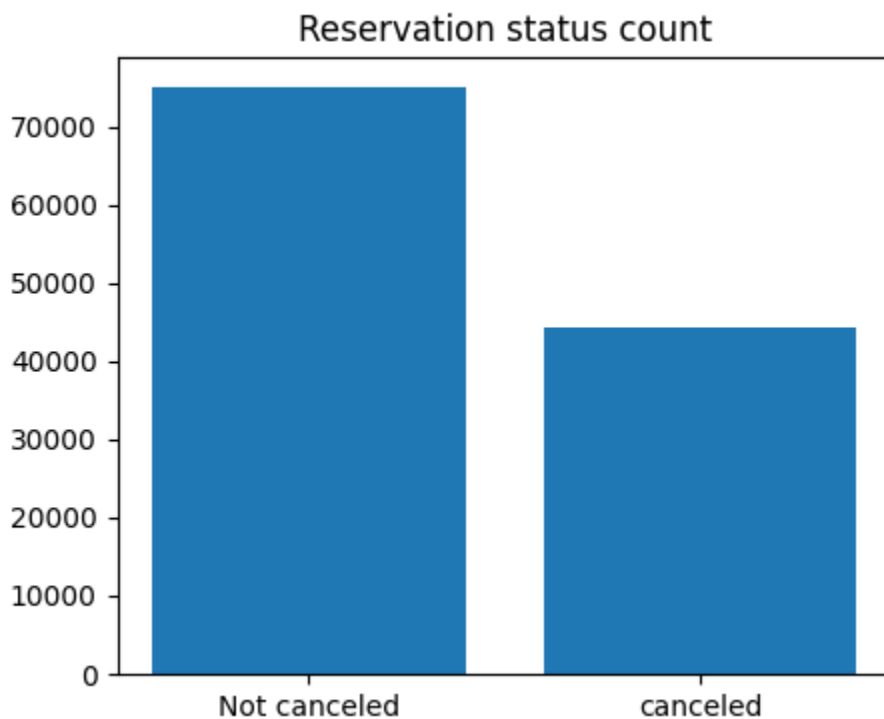
## Research question

1. What are the variables that affect hotel reservation cancellation?
2. How can we make hotel reservations cancellation better?
3. How will Hotels be assisted in making pricing and promotional decision?

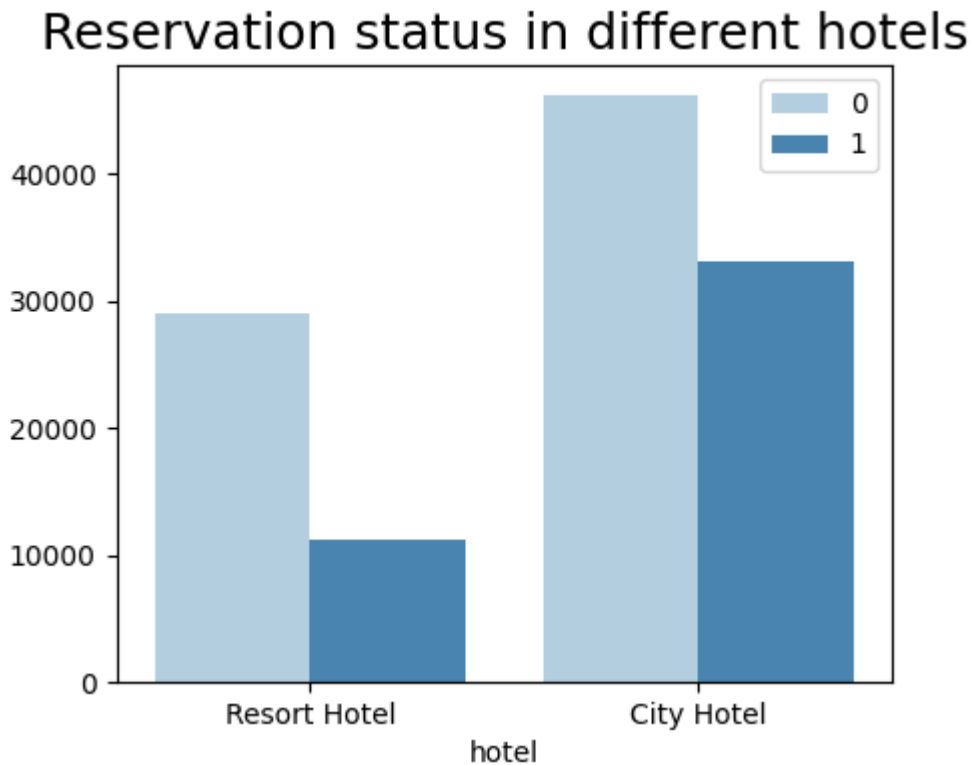
## Hypothesis

1. More cancellations occur when prices are higher.
2. When there is a longer waiting list, Customers tend to cancel more frequently.
3. The majority of clients are coming from offline travel agents to make their reservations.

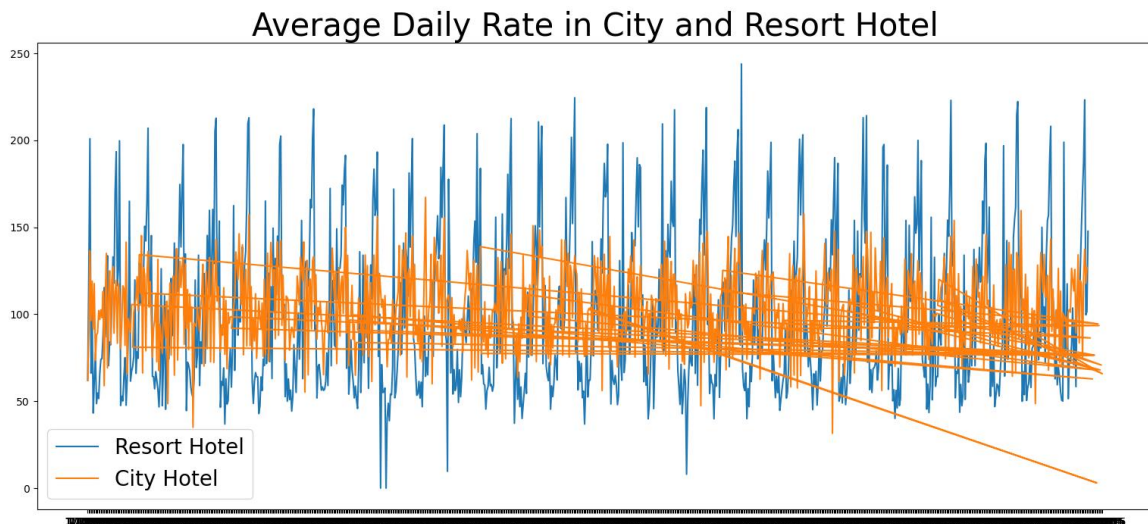
## Analysis and Findings



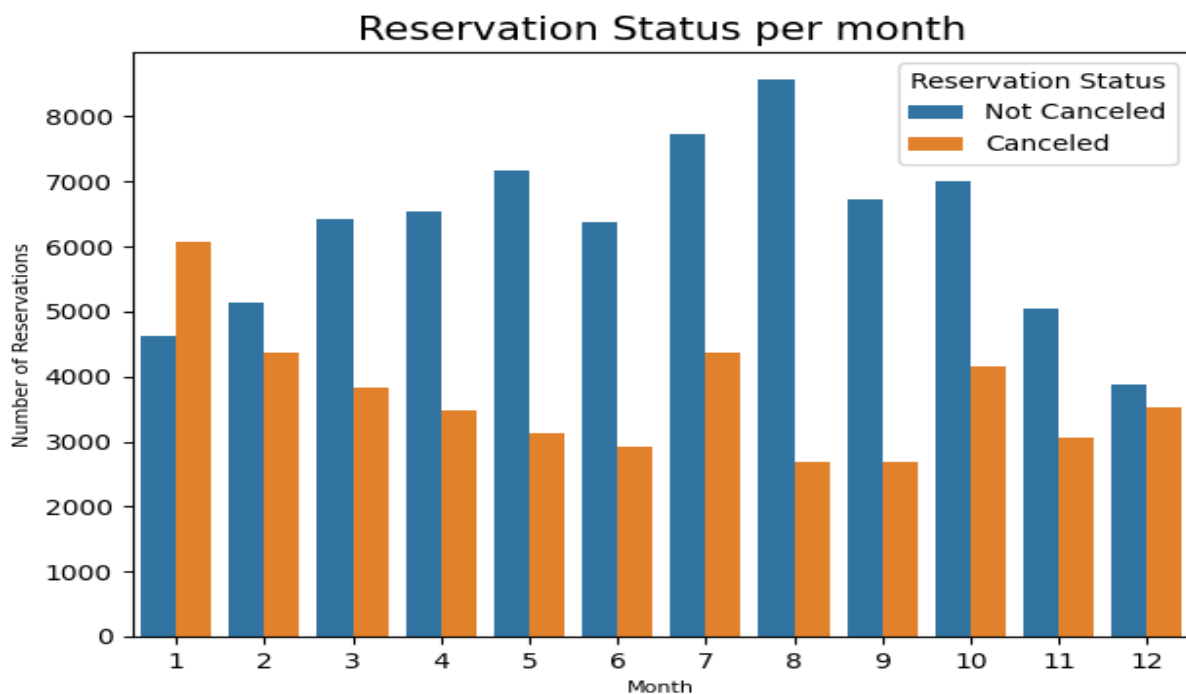
The accompanying bar graph shows the percentage of reservations that are canceled and those that are not. It is obvious that there are still a significant number of reservations that have not been cancelled. There are still 37% of clients who cancelled their reservation, which has a significant impact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



In comparison to resort hotels, city hotels have more booking. It's possible that resort hotels are more expensive than those in cities.

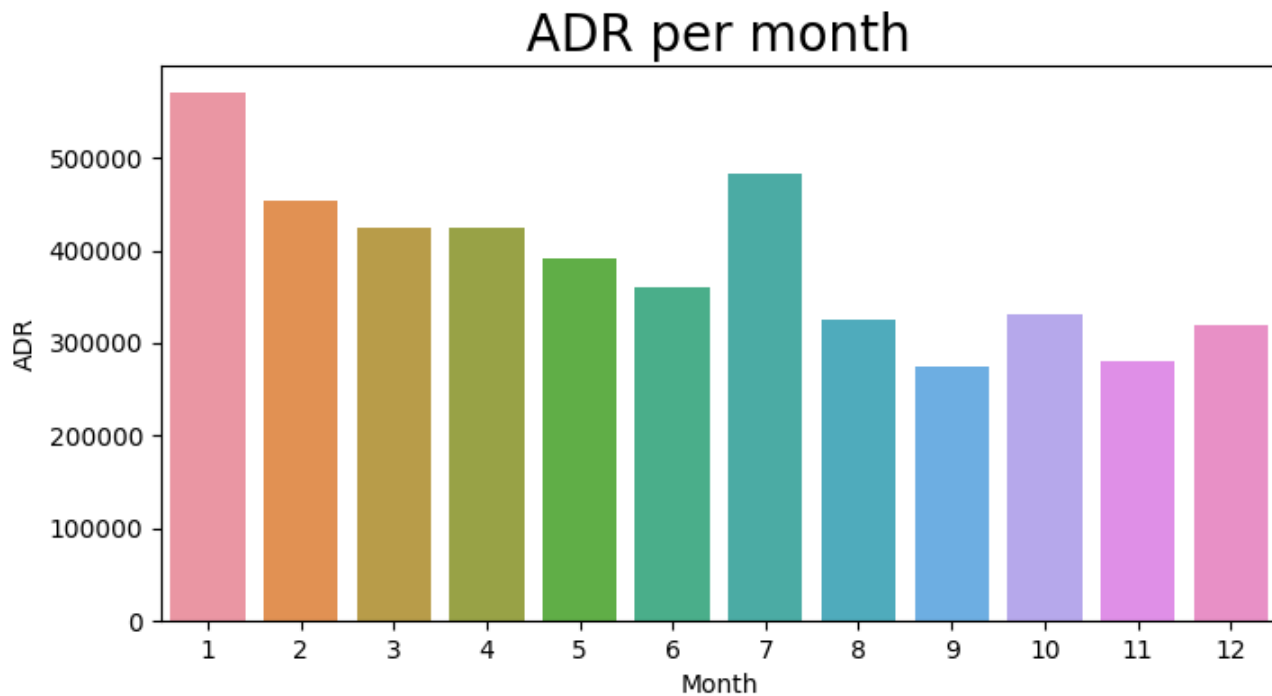


The line graph above shows that on certain days, The average daily rate for a City Hotel is less than that of a resort hotel, and on other days, it is even less. It goes without Saying that weekends and holidays may see a rise in hotel rates.



We have developed the grouped bar graph to analyze the months with the highest and lowest reservations levels according to reservation status. As can

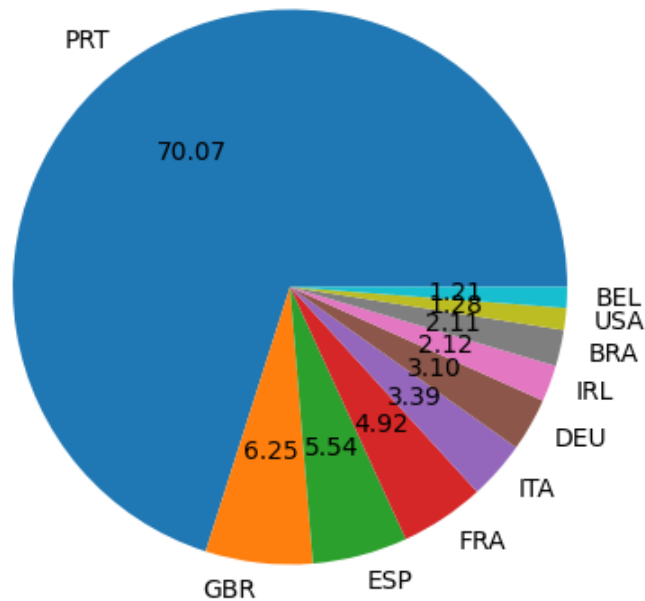
be seen, both the number of confirmed reservations and the number of cancelled reservations is largest in the month of August. whereas January is the month with the most cancelled reservations.



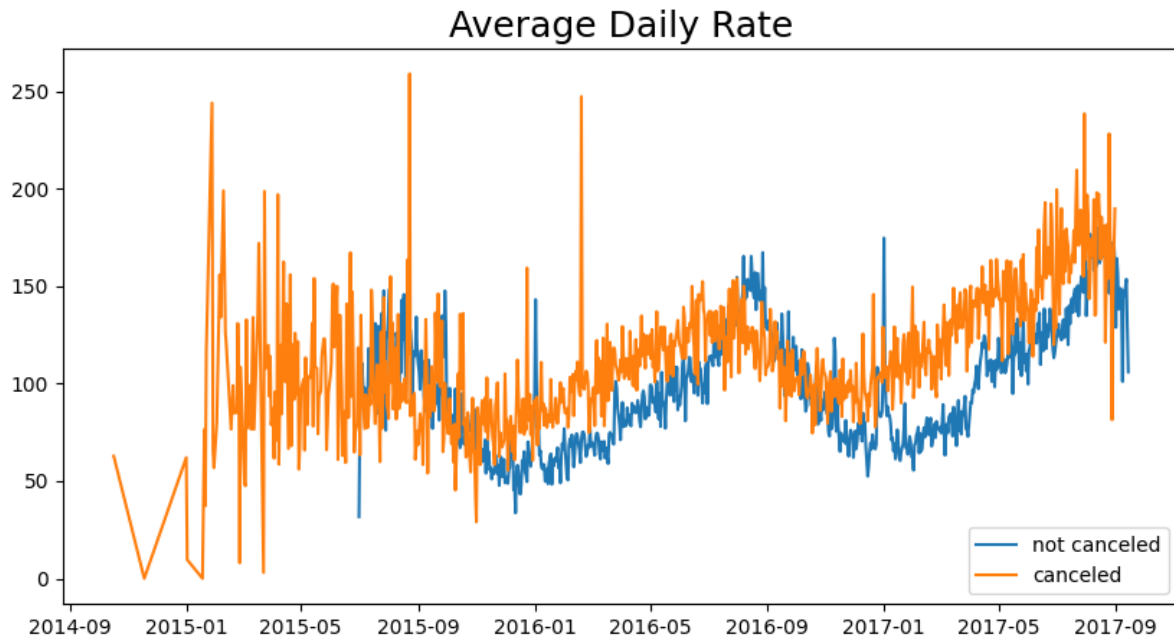
This bar demonstrates that cancellations are most common when prices are greatest and are least common when they are lowest. Therefore, the cost of the accommodation is solely responsible for the cancellation.

Now let's see which country has the highest reservation 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 guests are visiting the hotel and making reservations. Is it coming from Direct or Groups? Online or Offline Travel Agent? Around 46% of the clients come from online travel agencies, whereas 27% come from groups. Only 4% of clients book hotels directly by visiting them and making reservations.



As seen in the graph, reservations are canceled when the average daily rate is higher than when it is not canceled. It clearly proves all the above analysis, that the higher price leads to higher cancellation.

## Suggestions

1. Cancellation rates rise as the price does. In order to prevent cancellations of reservations. hotels would work on their pricing strategies. And try to lower the rates for specific hotels based on Locations. They can also provide some discount to the consumers

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