

ANLT601 CASE STUDY - Hotel Booking Cancellation Analysis

Context - Project Problem Statement

A significant number of hotel bookings are called off due to cancellations or no-shows. The typical reasons for cancellations include change of plans, scheduling conflicts, etc. This is often made easier by the option to do so free of charge or preferably at a low cost which is beneficial to hotel guests, but it is a less desirable and possibly revenue-diminishing factor for hotels to deal with. Such losses are particularly high on last-minute cancellations.

The new technologies involving online booking channels have dramatically changed customers' booking possibilities and behavior. This adds a further dimension to the challenge of how hotels handle cancellations, which are no longer limited to traditional booking and guest characteristics.

1. Loss of resources (revenue) when the hotel cannot resell the room.
2. Additional costs of distribution channels by increasing commissions or paying for publicity to help sell these rooms.
3. Lowering prices last minute, so the hotel can resell a room, resulting in reducing the profit margin.
4. Human resources to decide for the guests.

Objective

INN Hotels Group has a chain of hotels in Portugal, they are facing problems with the high number of booking cancellations and have reached out to your firm for data-driven solutions.

1. You as a data scientist must analyze the data provided to find which factors have a high influence on booking cancellations.
2. Discover Insights and make recommendations to help in formulating profitable policies for cancellations and refunds.

Data Description

The data contains the different attributes of customers' booking details. The detailed data dictionary is given below.

Data Dictionary

- Booking_ID: the unique identifier of each booking

- **no_of_adults:** Number of adults
- **no_of_children:** Number of Children
- **no_of_weekend_nights:** Number of weekend nights (Saturday or Sunday) the guest stayed or booked to stay at the hotel
- **no_of_week_nights:** Number of weeknights (Monday to Friday) the guest stayed or booked to stay at the hotel
- **type_of_meal_plan:** Type of meal plan booked by the customer:
 - Not Selected – No meal plan selected
 - Meal Plan 1 – Breakfast
 - Meal Plan 2 – Half board (breakfast and one other meal)
 - Meal Plan 3 – Full board (breakfast, lunch, and dinner)
- **required_car_parking_space:** Does the customer require a car parking space? (0 - No, 1- Yes)
- **room_type_reserved:** Type of room reserved by the customer. The values are ciphered (encoded) by INN Hotels Group
- **lead_time:** Number of days between the date of booking and the arrival date
- **arrival_year:** Year of arrival date
- **arrival_month:** Month of arrival date
- **arrival_date:** Date of the month
- **market_segment_type:** Market segment designation.
- **repeated_guest:** Is the customer a repeated guest? (0 - No, 1- Yes)
- **no_of_previous_cancellations:** Number of previous bookings that were canceled by the customer prior to the current booking
- **no_of_previous_bookings_not_canceled:** Number of previous bookings not canceled by the customer prior to the current booking
- **avg_price_per_room:** Average price per day of the reservation; prices of the rooms are dynamic. (in euros)
- **no_of_special_requests:** Total number of special requests made by the customer (e.g. high floor, view from the room, etc)
- **booking_status:** Flag indicating if the booking was canceled or not.