

# Hotel Booking Demands Proposal

This Dataset belongs to "Hotel Bookings Demands"

Have you ever wondered when the best time of year to book a hotel room is? Or the optimal length of stay in order to get the best daily rate? What if you wanted to predict whether or not a hotel was likely to receive a disproportionately high number of special requests? This hotel booking dataset can help you explore those questions!

Project

# Summary

This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, length of stay, the number of adults, children, and/or babies, and the number of available parking spaces, among other things.



# My Buisness

# OBJECTIVE

- **Increase Revenue:**
  - Identify peak booking seasons and guest segments for targeted pricing and promotions.
  - Analyze booking patterns to optimize room allocation and prevent overbooking.
- **Reduce Costs:**
  - Understand cancellation trends to improve forecasting and minimize revenue loss.
  - Identify underperforming distribution channels to adjust marketing strategies.
- **Improve Guest Experience:**
  - Analyze guest preferences (e.g., room types, amenities) to tailor services and offerings.
  - Predict demand for specific facilities to ensure adequate resources during peak times.
- **Optimize Marketing:**
  - Discover the most effective booking channels for guest acquisition.
  - Understand guest demographics and market segments for targeted marketing campaigns.
- **Forecast Demand:**
  - Predict future booking trends to make informed decisions on staffing, inventory management, and resource allocation.

# ABOUT DATA

The Data contains:

119K rows with 32 columns , missing and wrong values

0	hotel	119390	non-null	object
1	is_canceled	119390	non-null	int64
2	lead_time	119390	non-null	int64
3	arrival_date_year	119390	non-null	int64
4	arrival_date_month	119390	non-null	object
5	arrival_date_week_number	119390	non-null	int64
6	arrival_date_day_of_month	119390	non-null	int64
7	stays_in_weekend_nights	119390	non-null	int64
8	stays_in_week_nights	119390	non-null	int64
9	adults	119390	non-null	int64
10	children	119386	non-null	float64
11	babies	119390	non-null	int64
12	meal	119390	non-null	object
13	country	118902	non-null	object
14	market_segment	119390	non-null	object
15	distribution_channel	119390	non-null	object
16	is_repeated_guest	119390	non-null	int64
17	previous_cancellations	119390	non-null	int64
18	previous_bookings_not_canceled	119390	non-null	int64
19	reserved_room_type	119390	non-null	object
20	assigned_room_type	119390	non-null	object
21	booking_changes	119390	non-null	int64
22	deposit_type	119390	non-null	object
23	agent	103050	non-null	float64
24	company	6797	non-null	float64
25	days_in_waiting_list	119390	non-null	int64
26	customer_type	119390	non-null	object
27	adr	119390	non-null	float64
28	required_car_parking_spaces	119390	non-null	int64
29	total_of_special_requests	119390	non-null	int64
30	reservation_status	119390	non-null	object
31	reservation_status_date	119390	non-null	object