Business Problem

In recent years, Hayaat City and Haayat Resort Hotels have seen high cancellation rates. Each hotel is now dealing with several issues as a result, including fewer revenues and less than ideal room use. Consequently, lowering cancellations rates in both hotels. Primary goal in order to increase their efficiency is generating revenue, and for us to offer through business advice to address the problem

The analysis of hotel booking cancellations as well as other factors that have no bearing on their business and yearly revenue generation are the main topics of this report.


Research Questions

1. What are the variables that affect the hotel reservation cancellations?
2. Which hotel are the customers preferring most?
3. What is the average stay in each hotel?
4. Where are the maximum hotel bookings done from?
5. How can we make hotel reservations cancellations better?
6. Which country has the highest cancellation rate?

Hypothesis

1. More cancellations occur when price is higher
2. Haayat City has more bookings than Haayat Resort
3. Most clients are coming from offline travel agents to make their reservations

Analysis and Findings
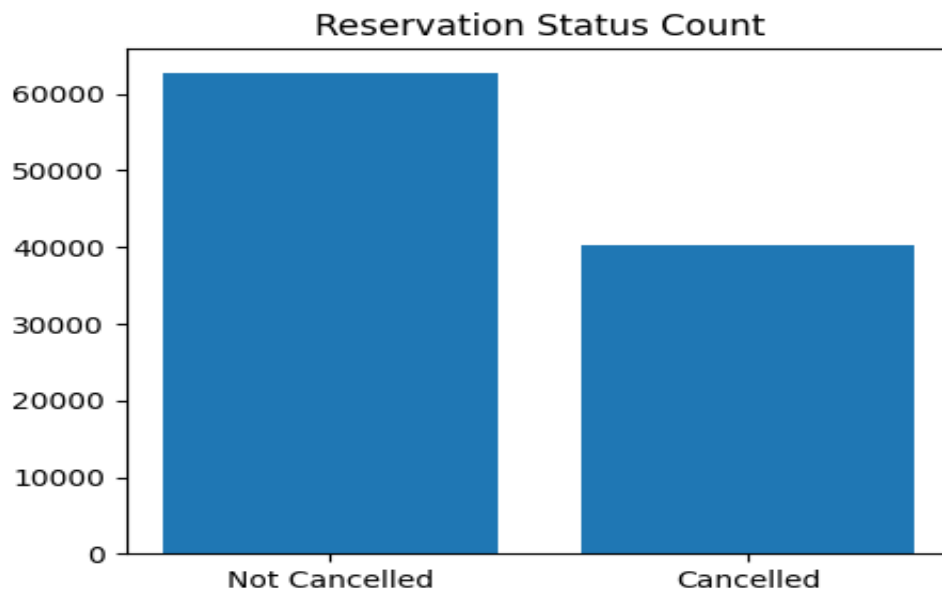
The above graph shows the percentage of bookings not-cancelled and cancelled. 61% of bookings are not cancelled while 31% of bookings are cancelled which affect the hotel's earning
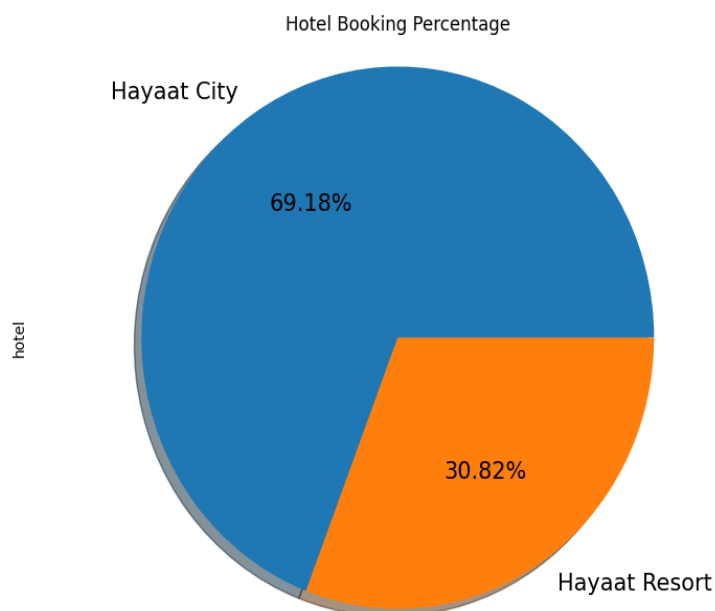

From the Pie chart above we can see that 69.18% of the customers like to make reservation for Hayaat City while 30.82% of customers like to make reservation for Haayat Resort. It evident that majority of the customers prefer Haayat City over Haayat Resort.

Reservation Status in different hotels
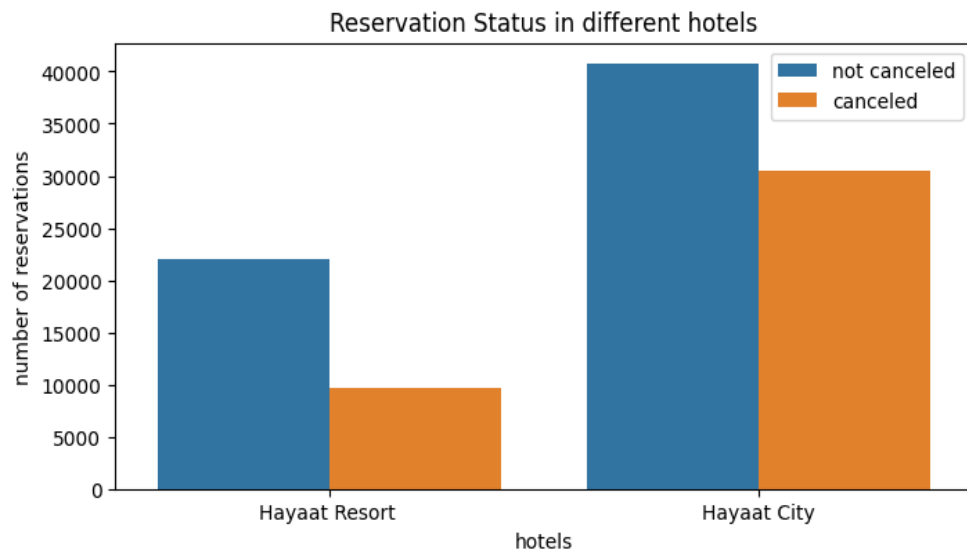
Both the bookings as well as cancellations are high in Haayat City than Haayat Resort

Average Daily rate in city and resort hotel
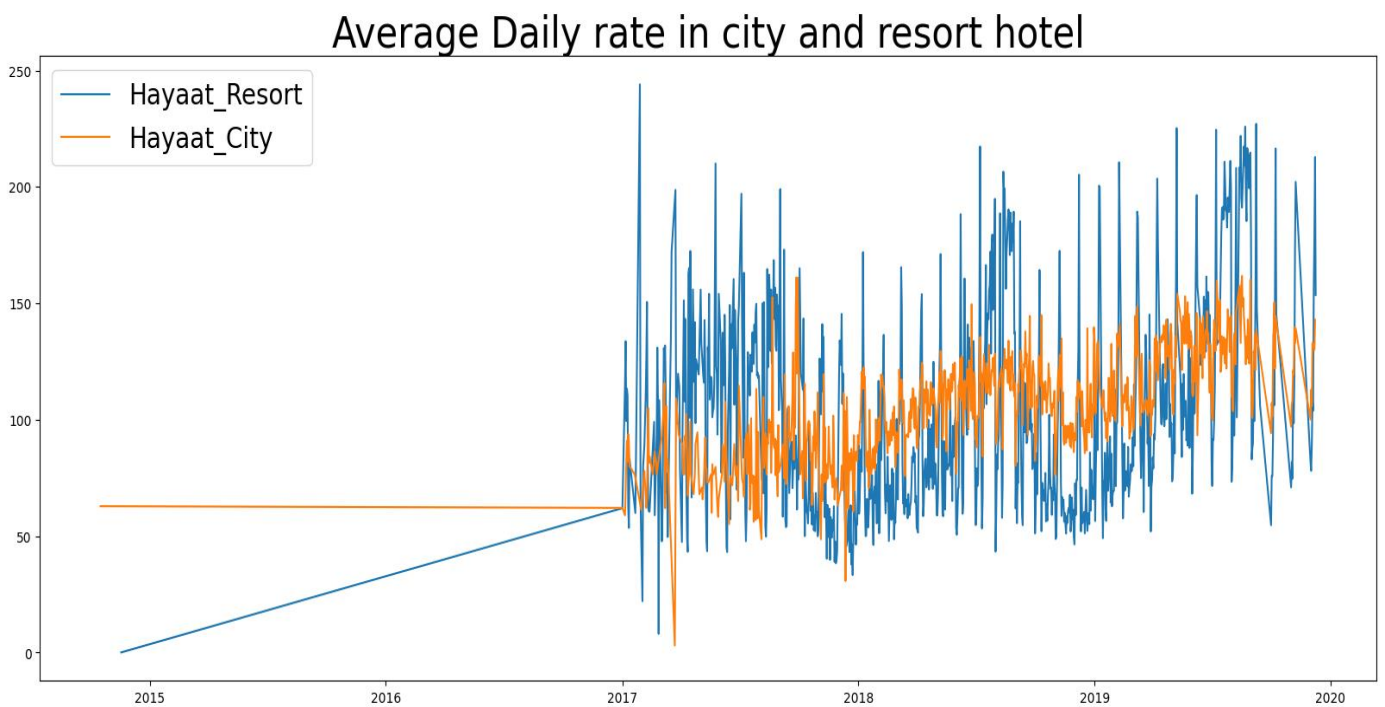
The line graph shows that, on certain days, the average daily rate for Haayat City is less than Haayat Resort, and on other days it is more than Haayat Resort

Reservation status per month
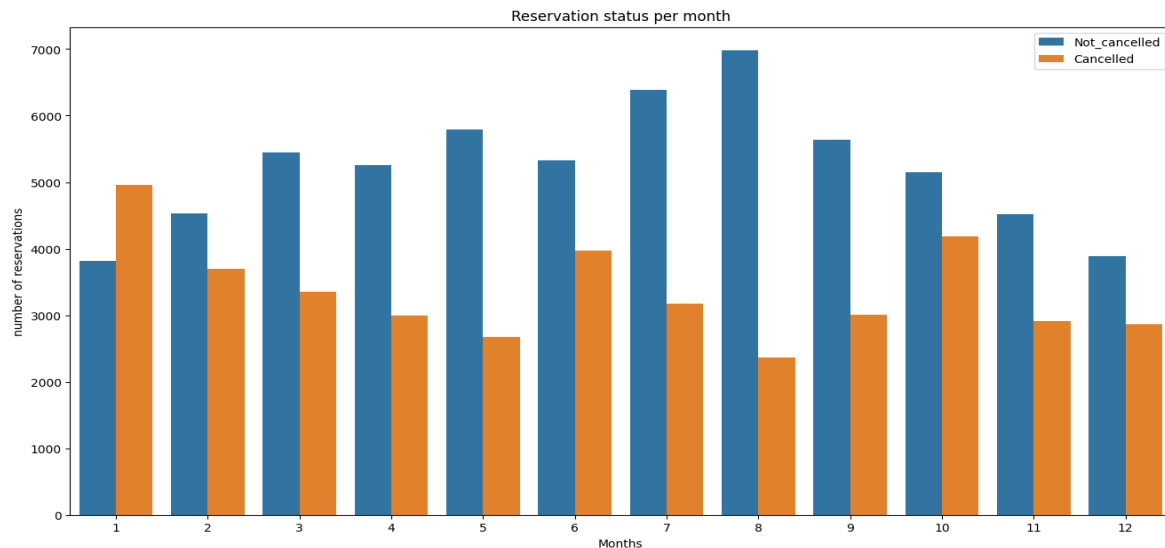
From the above grouped bar graph, we can see that highest bookings and lowest cancellations are done in the month of august. And in the month of January, we can observe that there are highest cancellations and lowest bookings
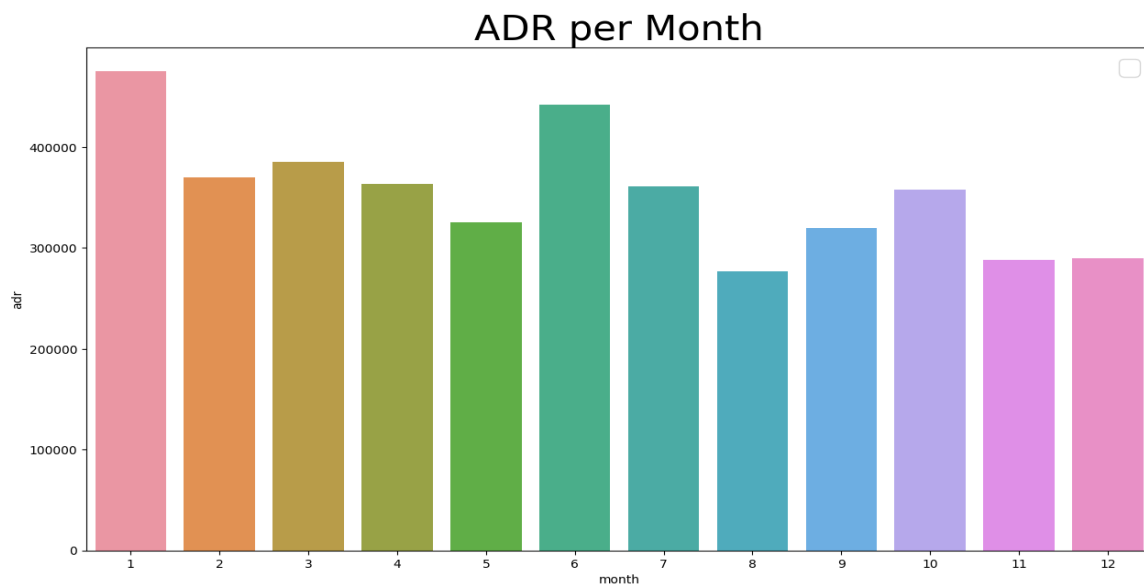

ADR per Month

We can compare the relationship between above bar graph (ADR per Month) and Reservation status per month graph and say that cancellations are highest when the prices are greatest and cancellations are least when prices are lowest. Therefore, we can conclude that higher prices will lead to cancellation

Number of bookings across year
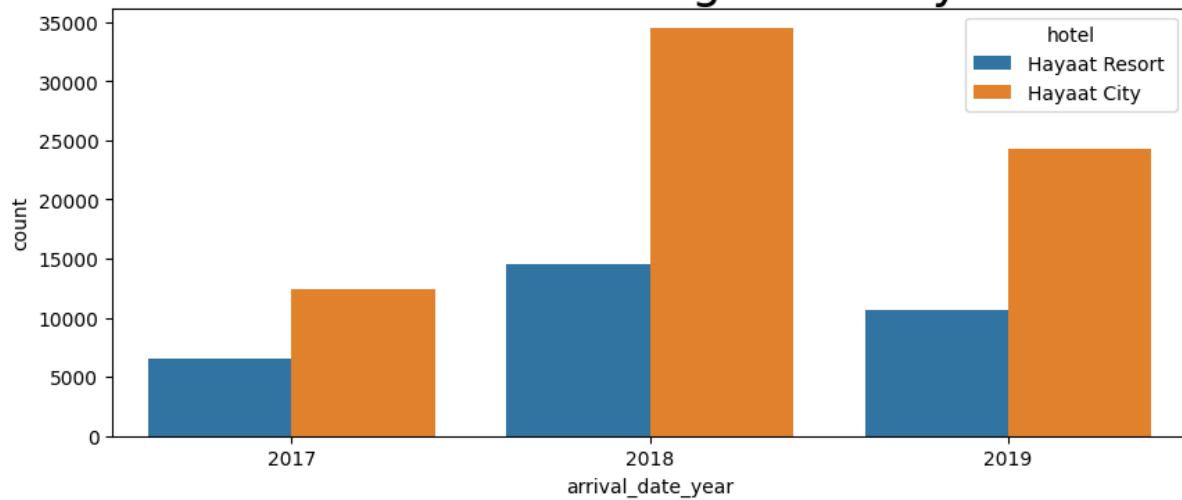
Bookings for both Haayat City and Haayat Resort were highest in the year 2018 compared to other years

Number of bookings across months
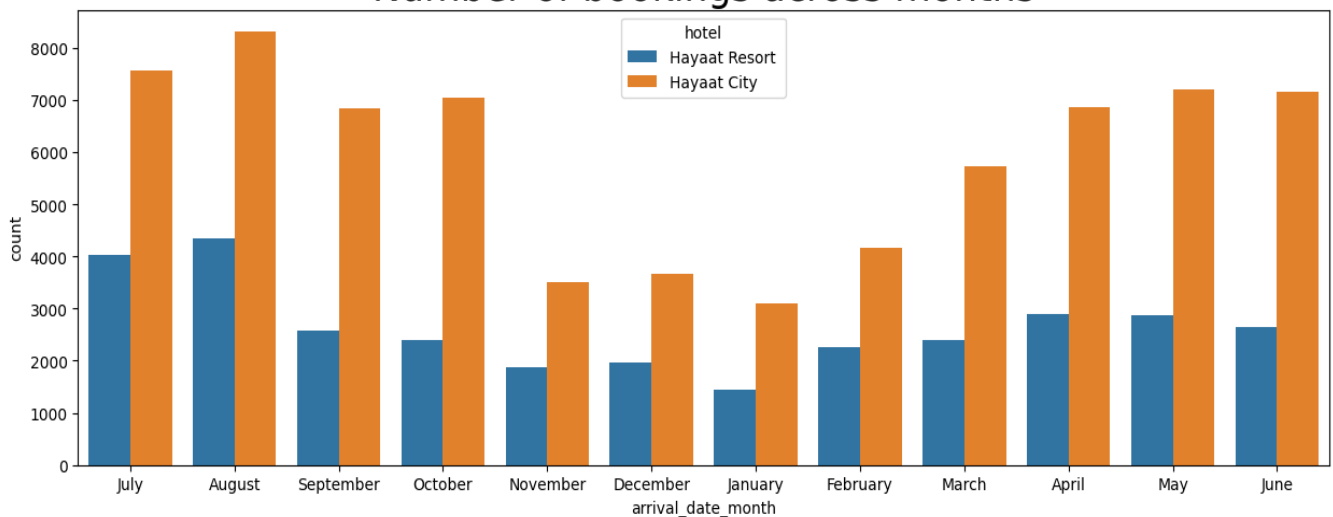
From the above bar graph, we can say that both the hotels highest bookings were in the august and lowest bookings were in the month of January

Percentage of Repeated Guests

is_repeated_guest

0   98.60%   1.40%   1
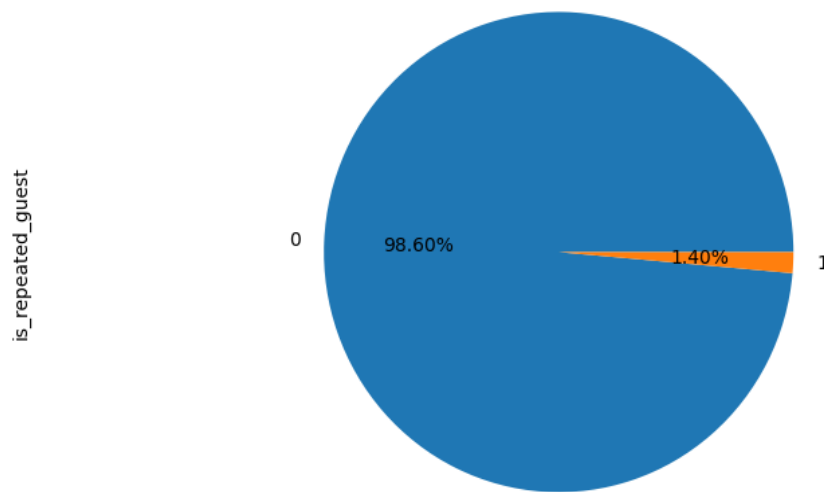
The percentage of repeated customers are very very less, both Haayat City and Haayat Resort must work on improving their customer service. The hotels should provide some discounts on regular occasions in order to increase their reservations

Total number of stays in each hotel

count of days

Total Stay

hotel
Hayaat Resort
Hayaat City
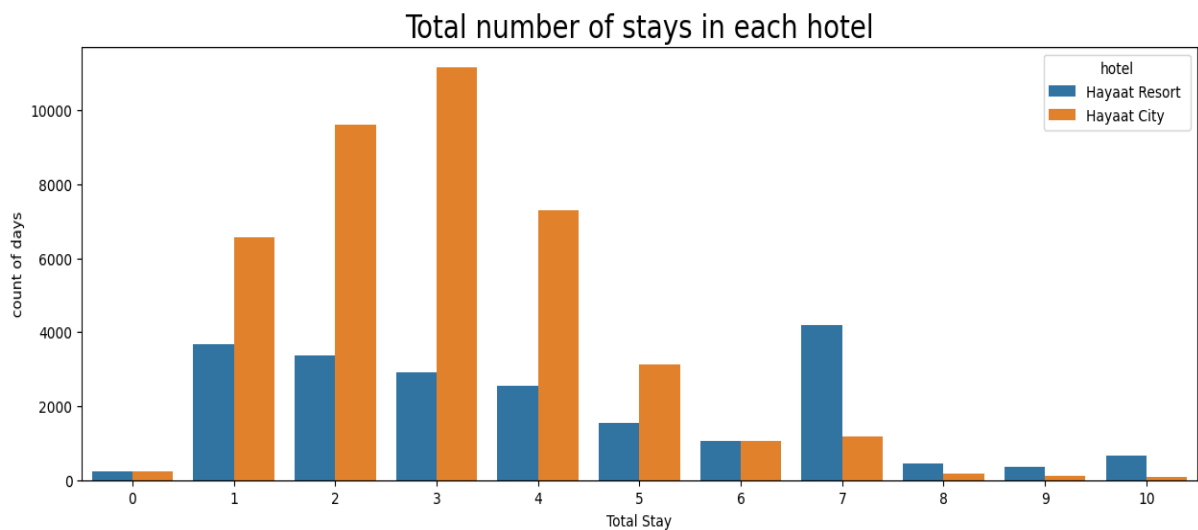
From the above graph we can say that maximum customers like to say in Haayat City for 3 days and Haayat Resort for 7 days. It would be beneficial for hotels if they provide discounts on package stays.

Market Segment Share in Booking
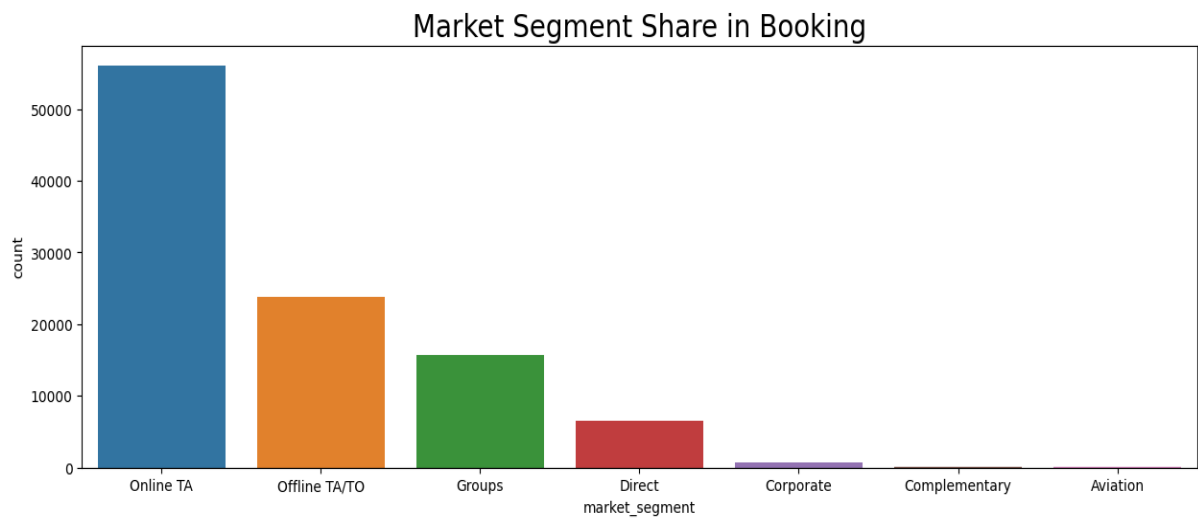
From the above graph we can say that most of the hotel bookings are done online and the hotels should make more promotions online so that they can attract more customers

Top 10 Countrys with Reservation Cancelled
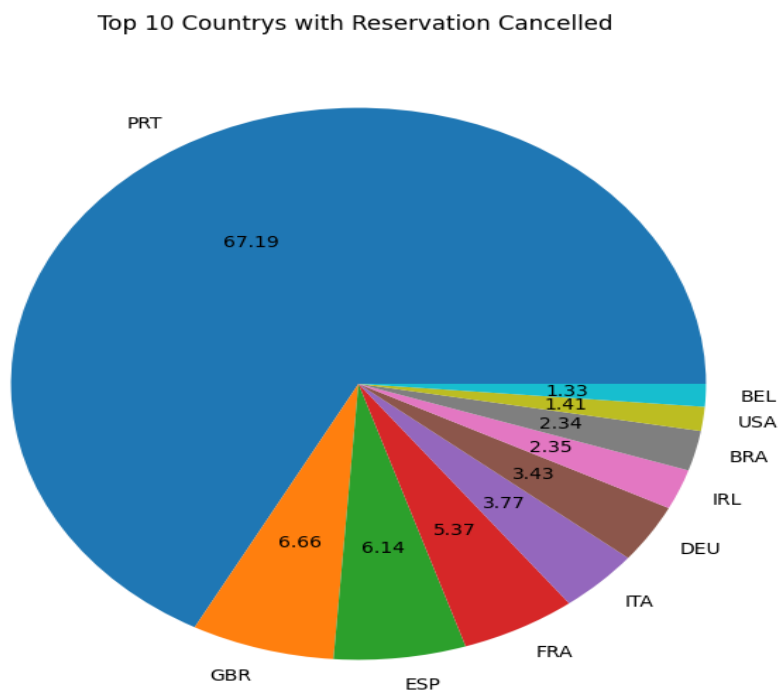
From the above pie chart, it is evident that hotels in Portugal must improve their customer service as they have highest cancellation percentage, the hotels should take proper feedback from customers and make necessary changes as soon as possible in order to decrease cancellations.
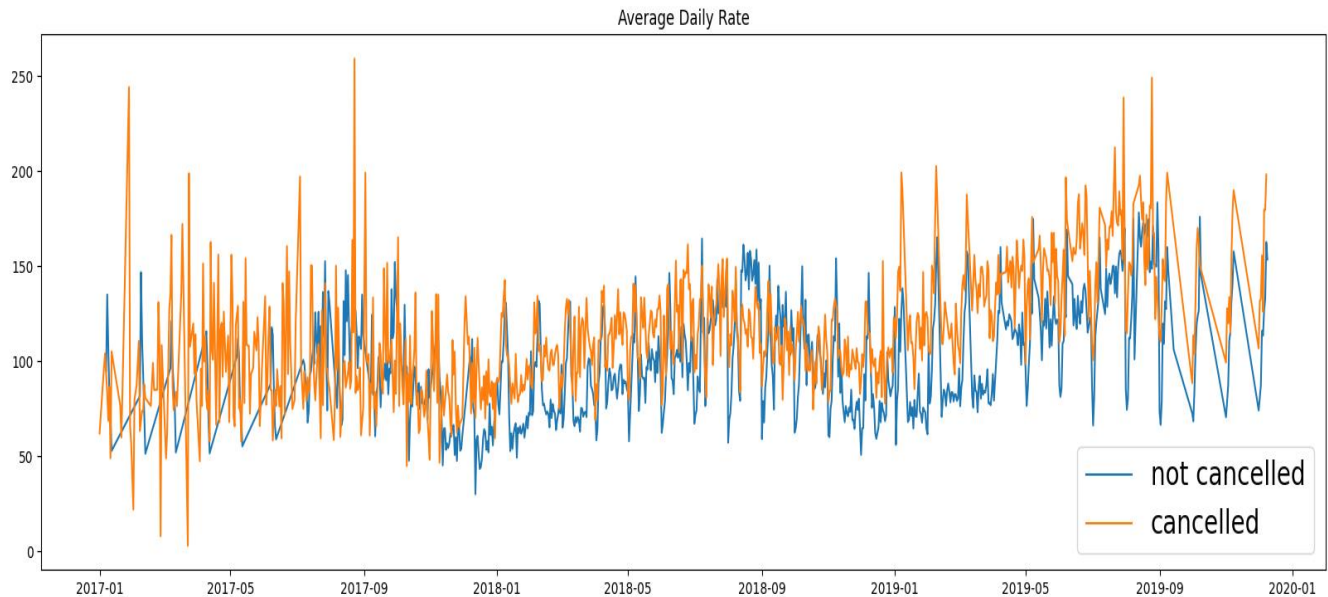
Average Daily Rate

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

Suggestions

1. Cancellations occurs when there is increase in hotel price. In order to prevent cancellations hotels must work on their pricing strategies and try to lower the rates for specific hotels based on their locations.

2. The hotels in Portugal must improve their service in order to reduce cancellations.

3. Haayat Resort bookings are less compared to Haayat City, they should provide package stays with attractive offers and start advertising both online and offline to improve their bookings.

4. Repeated customers are very less, the hotels should provide timely discounts to their customers and should take customer feedback to improve their service as per customer needs to ensure their satisfaction so that they revisit the hotel again.

5. Since most of the hotel bookings are done online, the hotels should start promoting their hotels online more often with unique ads, attractive discounts, and offline campaigns in order to reach new customers.