HOTEL BOOKING CANCELLATION ANALYSIS

Data Analyst Portfolio | Business Intelligence & Data Insights

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o Dataset contains hotel booking details, including:

o Guest types, booking status, and room preferences

o Cancellations by hotel type, time, and guest segment

o Hotel bookings and cancellation ratios

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Key Insights & Trends

o   66% of city hotel bookings are canceled compared to 34% for resort hotels.

o   Families have the lowest cancellation rate; couples have the highest.

o   Seasonality affects cancellations, peaking in summer months.

o   Desired rooms are more frequently canceled compared to un-desired rooms.

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Pivot Table & Dashboard Insights

o Pivot tables highlight key patterns in cancellations

o Most canceled bookings are from city hotels and specific room types

o Country-wise analysis shows Portugal has the highest cancellations

o Data visualization helps in understanding trends effectively

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Conclusion & Impact

o - Understanding cancellations helps improve hotel revenue strategies

o - Seasonal and customer segment analysis aids in targeted marketing

o - Data-driven decision-making is key for hotel management optimization

o - Showcasing analytical skills through this project for data analytics roles

Puneet Kumar