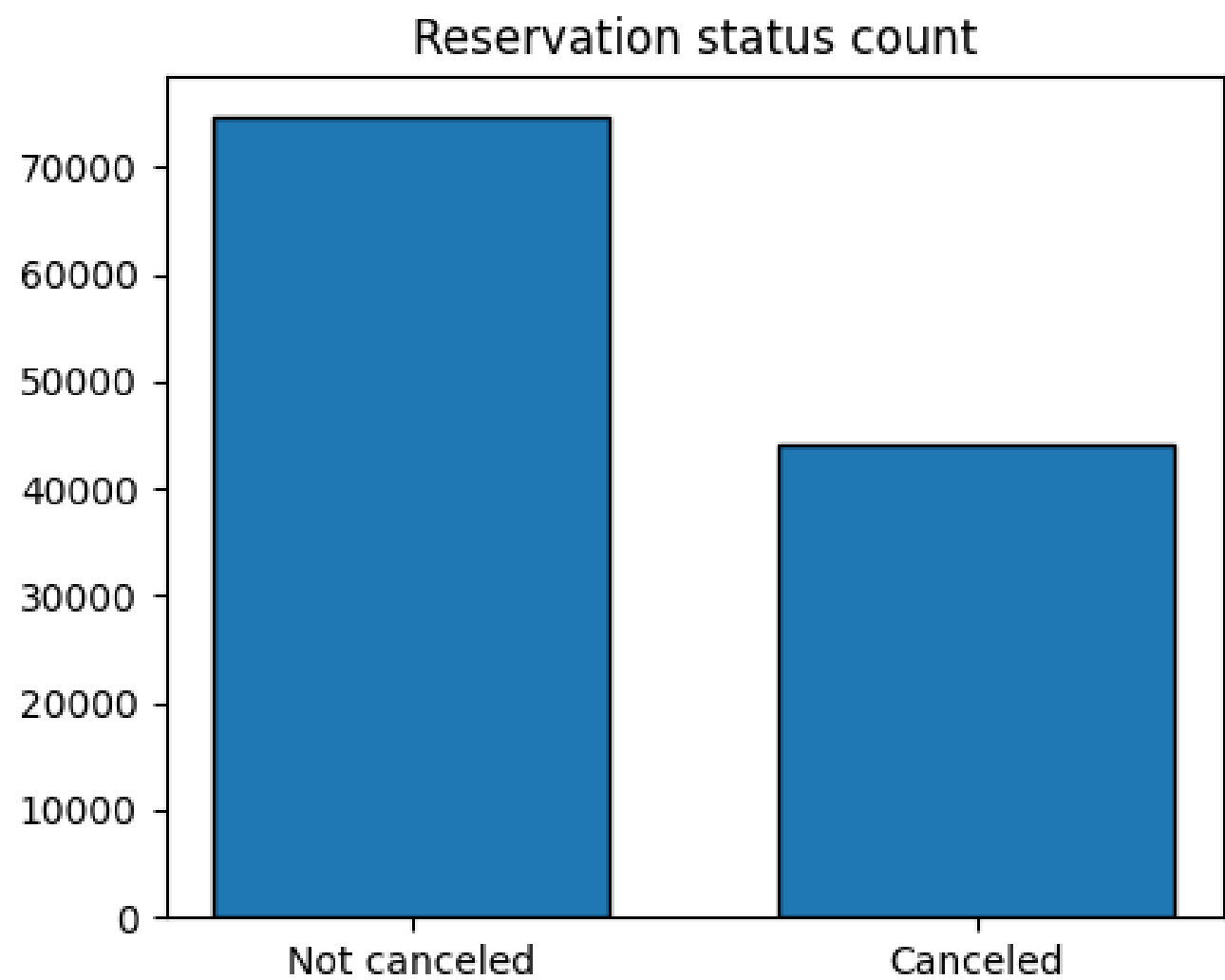


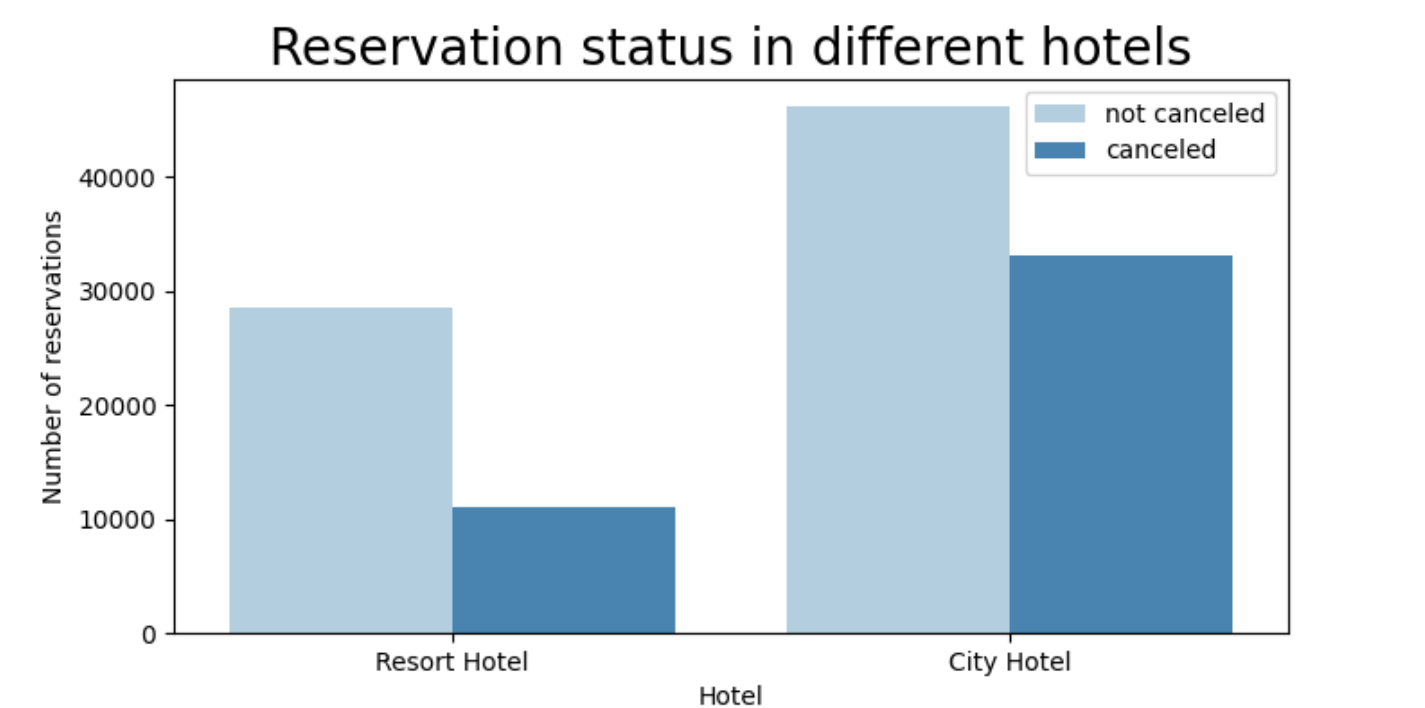
Hotel Booking Cancellation Analysis Report

Graph 1: Reservation Status Count



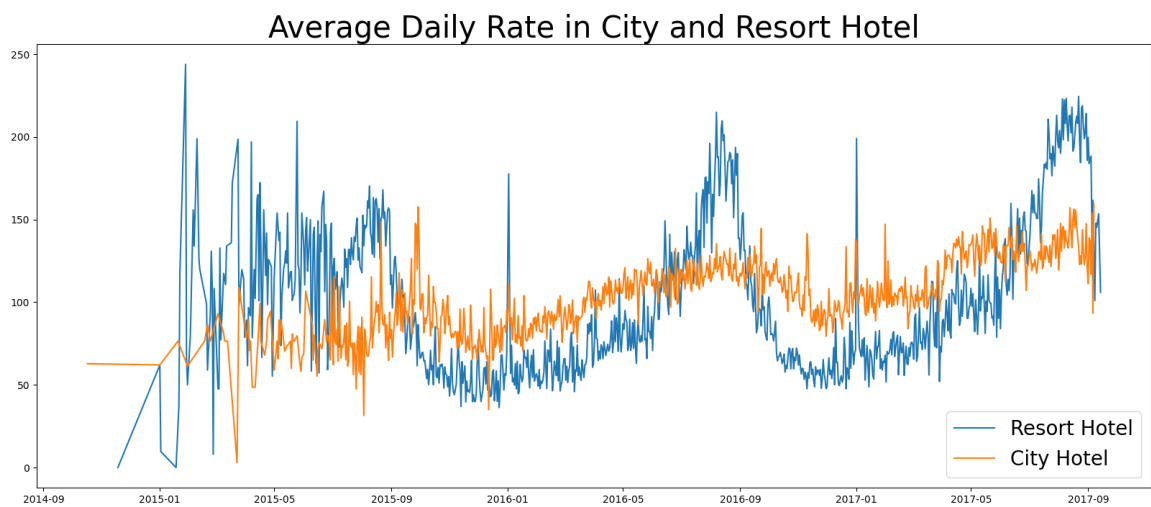
The bar chart highlights the percentage of canceled and non-canceled reservations. While 37% of customers canceled their bookings, the majority of reservations remained intact, demonstrating significant hotel occupancy retention.

Graph 2: Reservation Status in Different Hotels



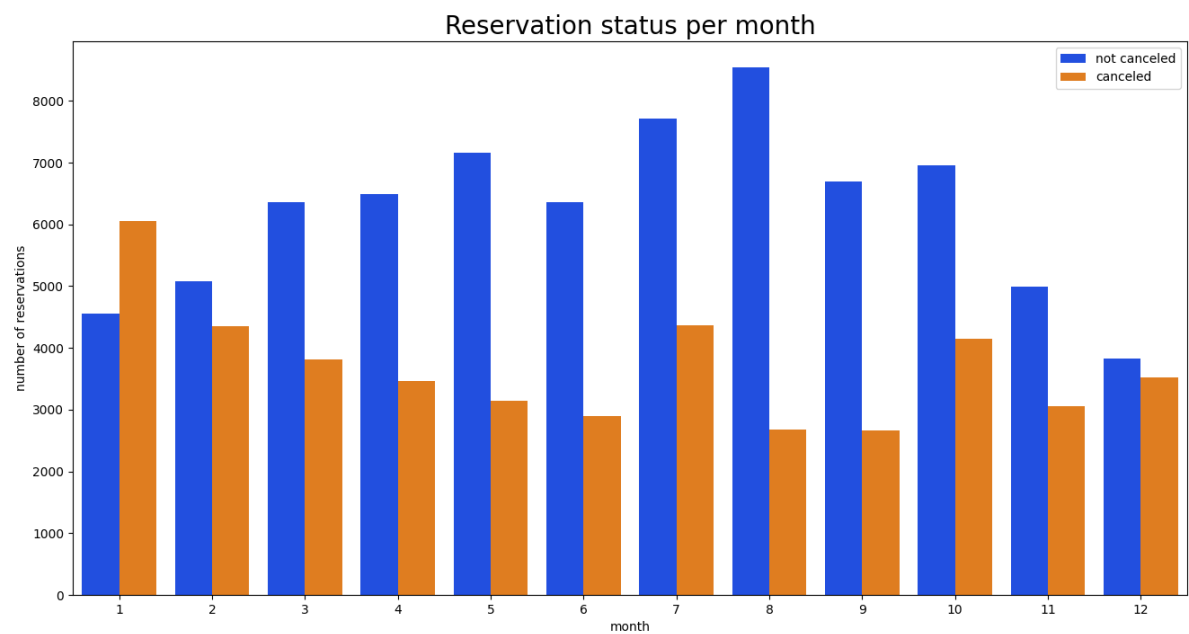
This graph shows that city hotels have a higher volume of bookings compared to resort hotels. The lower number of bookings in resort hotels could be attributed to their higher pricing or seasonal demand.

Graph 3: Average Daily Rate in City and Resort Hotels



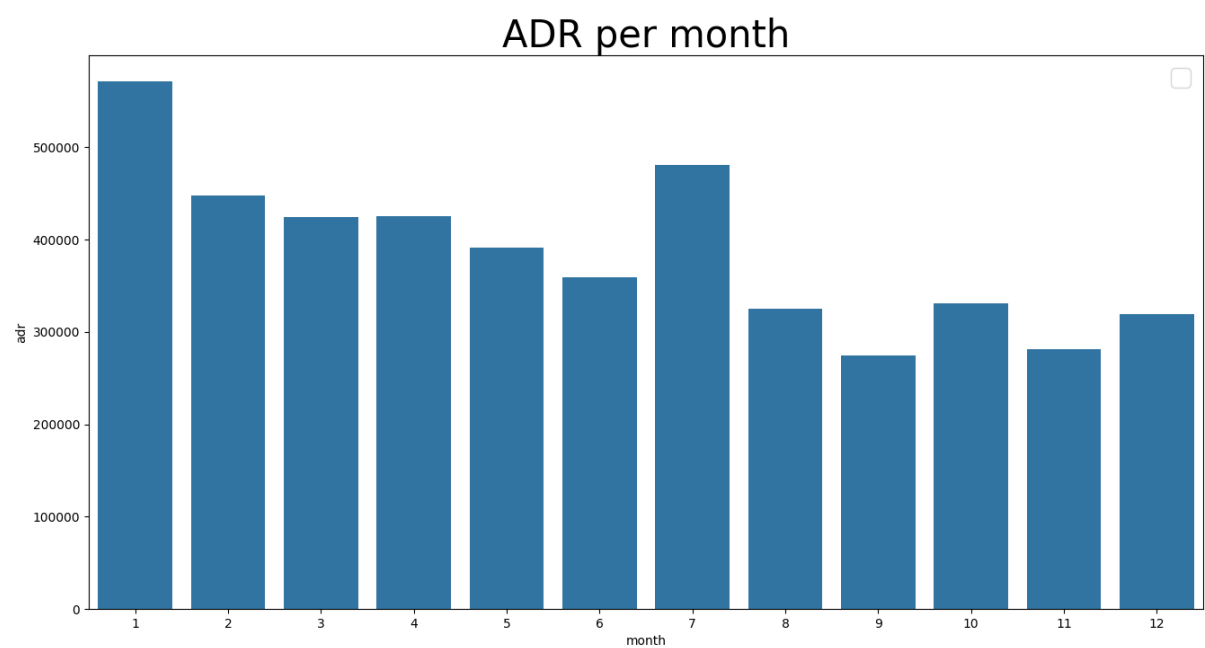
The line graph illustrates fluctuating average daily rates for both city and resort hotels. Resort hotels tend to show higher rates during weekends and holidays, while city hotels maintain relatively lower rates.

Graph 4: Reservation Status per Month



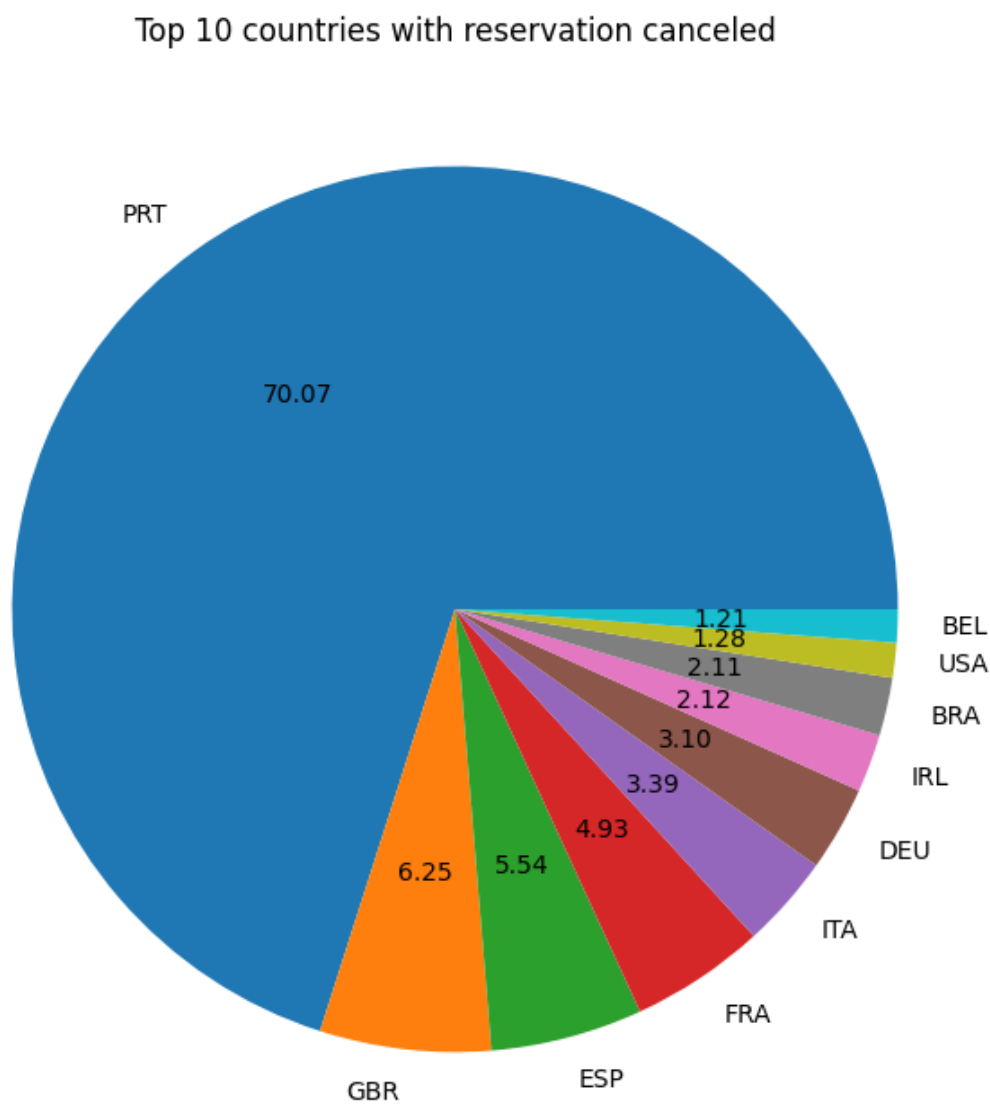
The graph reveals that the highest number of confirmed and canceled reservations occurs in August, while January experiences the highest rate of cancellations, possibly due to seasonal factors.

Graph 5: ADR per Month



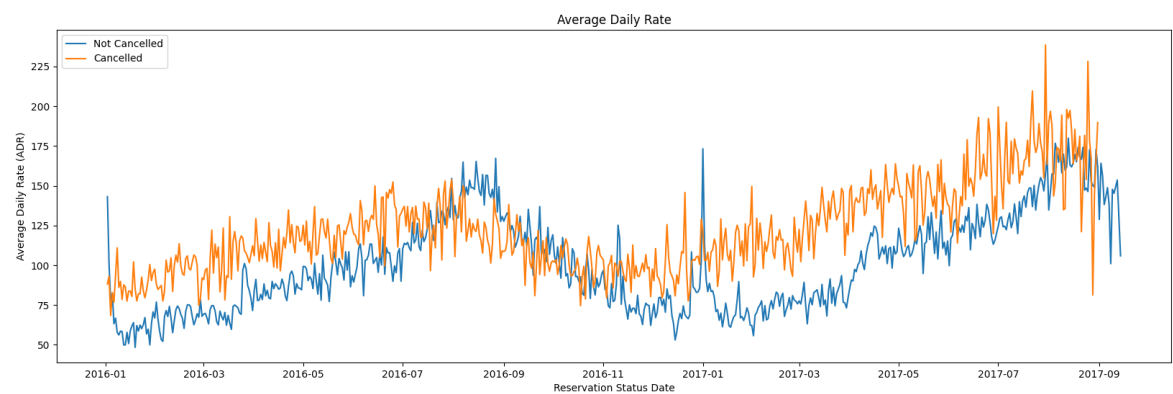
This graph shows that cancellations are more frequent when room prices are higher, suggesting that pricing strategies directly impact the likelihood of reservation cancellations.

Graph 6: Top 10 Countries with Reservation Canceled



Portugal leads in the number of reservation cancellations. A large portion of these bookings comes through online travel agencies, followed by group reservations.

Graph 7: Average Daily Rate for Canceled and Non-canceled Bookings



The trend in this graph shows that higher average daily rates often result in more cancellations, confirming the link between pricing and reservation behavior.

Suggestions:

1. Hotels should consider adjusting their pricing strategies to reduce cancellations, offering discounts based on location and seasonality.
2. Resort hotels could provide special offers during weekends and holidays to encourage bookings.
3. Marketing campaigns could focus on boosting revenue in January, as it has the highest cancellation rate.
4. Improving service quality in high-cancellation areas, such as Portugal, could help retain bookings.