Business Analysis Project – Travel Booking Platform (Hotel & Flight System)

1. Project Overview

The objective of this project is to analyze booking data for a travel booking platform that allows users to book hotels and flights. The analysis aims to identify booking patterns, seasonal trends, and cancellation behavior to support business decision-making.

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2. Business Problem

Travel booking platforms face challenges such as high cancellation rates, fluctuating seasonal demand, and pricing optimization. Understanding customer booking behavior is essential to improve revenue, operational planning, and customer experience.

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3. Project Objectives

- Analyze hotel booking data to identify demand patterns.

- Understand seasonal trends in bookings.

- Analyze cancellation behavior to reduce revenue loss.

- Provide data-driven insights to support pricing and operational decisions.

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4. Stakeholders

- Business Analyst

- Product Manager

- Operations Team

- Marketing Team

- Management

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5. Functional Requirements

- The system should store booking details such as hotel type, booking date, number of nights, guests, price, and cancellation status.

- The system should allow analysis of bookings by hotel type.

- The system should allow analysis of bookings by month.

- The system should allow identification of canceled vs confirmed bookings.

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6. Non-Functional Requirements

- The analysis should use clean and reliable data.

- Visualizations should be easy to understand.

- Insights should support business decision-making.

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7. Tools Used

- WEKA – Exploratory Data Analysis

- SQL – Data querying and analysis

- Power BI – Dashboard visualization

- Jira – Sprint planning and task tracking

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8. Deliverables

- Requirement document

- Jira Scrum board

- Exploratory data analysis using WEKA

- SQL queries for insights

- Power BI dashboard