**Business Problem**

In recent years, city Hotel and resort hotel seen high cancellation rates. Each hotel is now dealing with a number of issues as a result, including fewer revenues and less than ideal hotel room use. Consequently, lowering cancellation rates is both hotels’ primary goal in order to increase their efficiency in gathering revenue, and for us to offer thorough business advice to address this 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 topic of this report.

**Assumptions**

1. No unusual occurrences between 2015 and 20017 will have a substantial impact on the data used.
2. The information is still current and can be used to analyse a hotel’s possible plans in an efficient manner.
3. There are no unanticipated negatives to the hotel employing any advised technique.
4. The hotels are not currently using any of the suggested solutions.
5. The biggest factor affecting the effectiveness of earning income is booking cancellations.
6. Cancellations result in vacant rooms for the booked length of time.
7. Clients make hotel reservations the same year they make cancellations.

**Research Question**

1. What are the variables that affect hotel reservation cancellation?
2. How can we make hotel reservations cancellations betters?
3. How will hotels be assisted in making pricing and promotional decisions?

**Hypothesis**

1. More cancellations occur when prices are higher.
2. When there is a longer waiting list, customers tend to cancel more frequently.
3. The majority of the clients are coming from offline travels agents to make their reservations.