**Actionable Insights & Recommendations**

\* Lead time, Average price per room, No of Special Requests, Market segment type Online and Arrival Month have a significant impact on booking cancellation

\* Dynamic pricing model used to determine average price per room has to be reviewed to take into account the busiest months

\* Repeat customers form an important segment and should be harnessed in terms of average pricing

\* Review of the average price for corporate segment should be done given the consistency of their bookings

\* Bookings during the busiest month should include a surcharge which is nonrefundable

\* The busiest months of 8 to 11 should have a fixed room price which would smooth over fluctuation in the less busy months

\* Return customers should have a loyalty program to ensure rewards for repeat visits