Data Analysis Hotel Reservation Project

By
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Introduction

- □ This project is talking about the analysis of Hotel Reservation.
- I used SQL analysis methodologies and techniques to analyze the dataset to gain different insights and customers preferences.
- I used MySQL coding to answer 15 questions according to the stakeholders requirements.
- I answered the 15 questions to make good analysis to be shown clearly to the stakeholders through this report.

Data Preparation

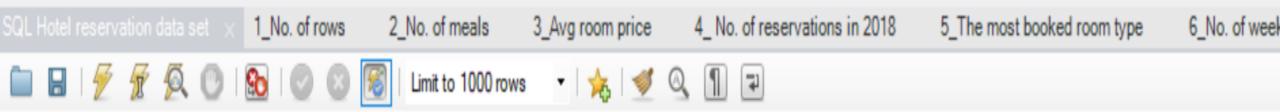
Open MySQL Workbench.

Upload the Hotel reservation dataset as CSV file to the database.

Start analys and answer questions.

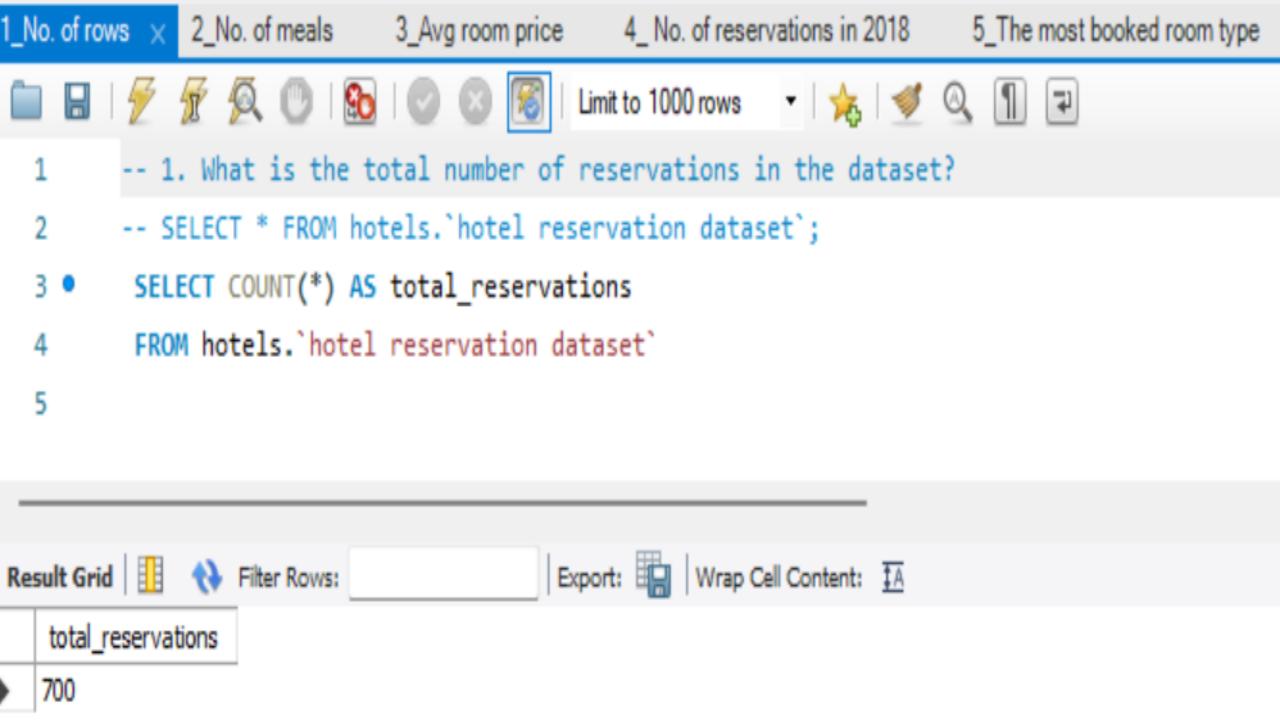
Understanding the Dataset

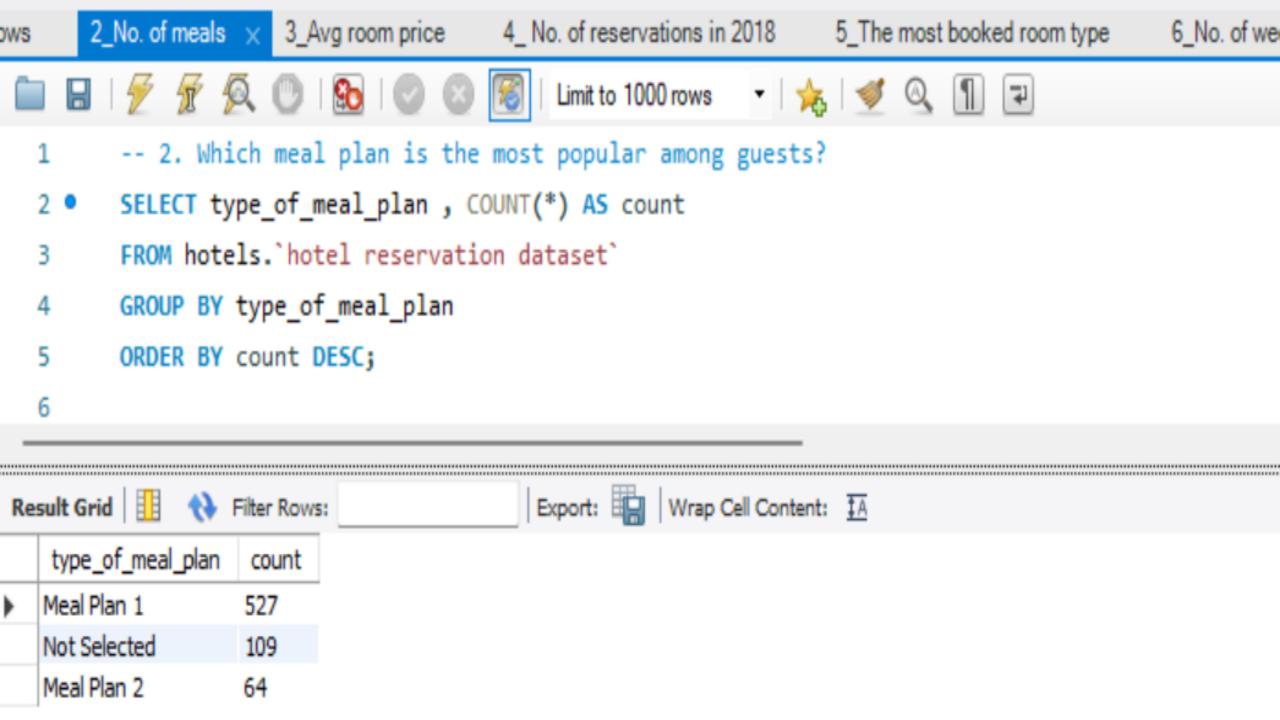
- ☐ The dataset includes the following columns:
- Booking_ID: A unique identifier for each hotel reservation.
- no_of_adults: The number of adults in the reservation.
- no_of_children: The number of children in the reservation.
- no_of_weekend_nights: The number of nights in the reservation that fall on weekends.
- no_of_week_nights: The number of nights in the reservation that fall onweekdays.
- type_of_meal_plan: The meal plan chosen by the guests.
- room_type_reserved: The type of room reserved by the guests.
- lead_time: The number of days between booking and arrival.
- arrival_date: The date of arrival.
- market segment type: The market segment to which the reservationbelongs.
- avg_price_per_room: The average price per room in the reservation.
- booking_status: The status of the booking.

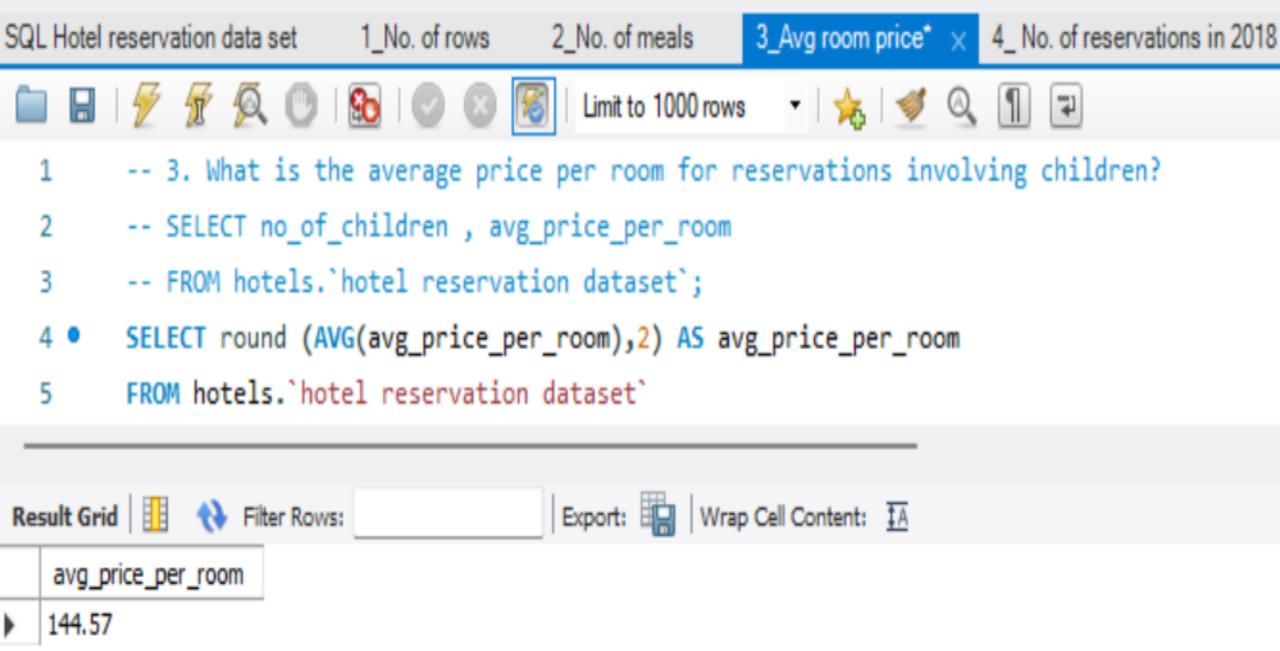


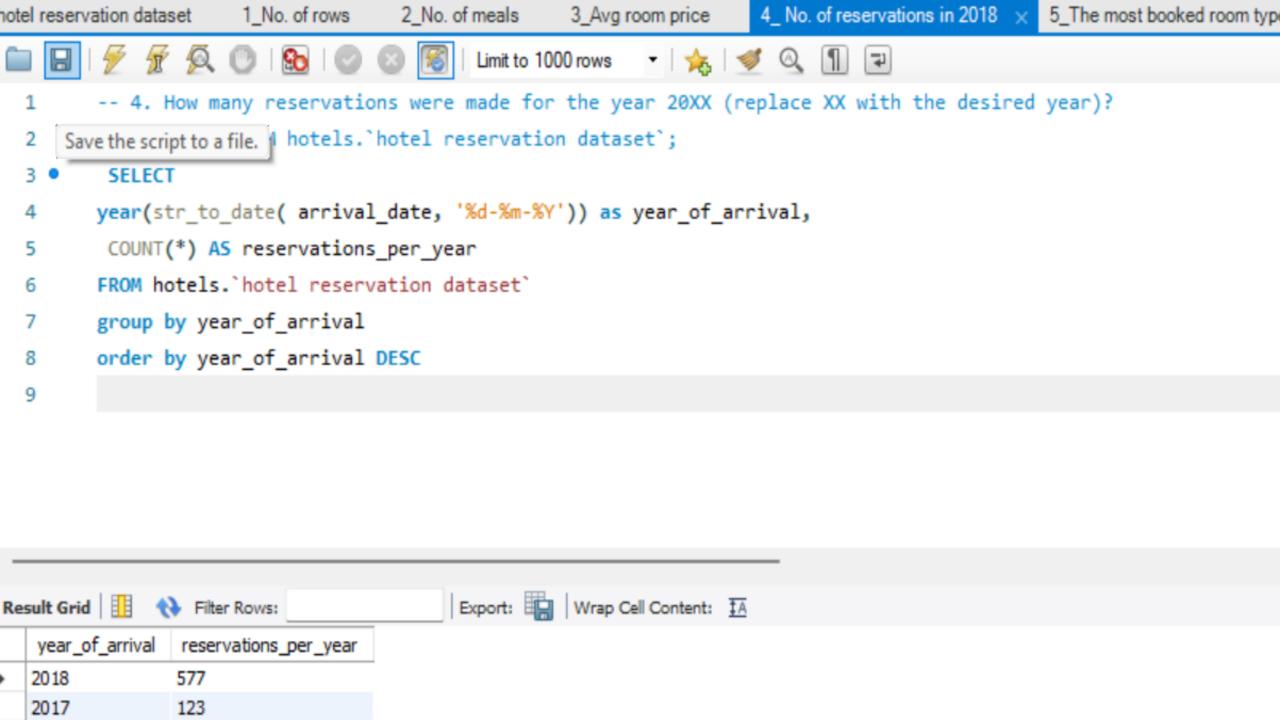
- 1 SELECT * FROM hotels. hotel reservation dataset
- 2 LIMIT 5

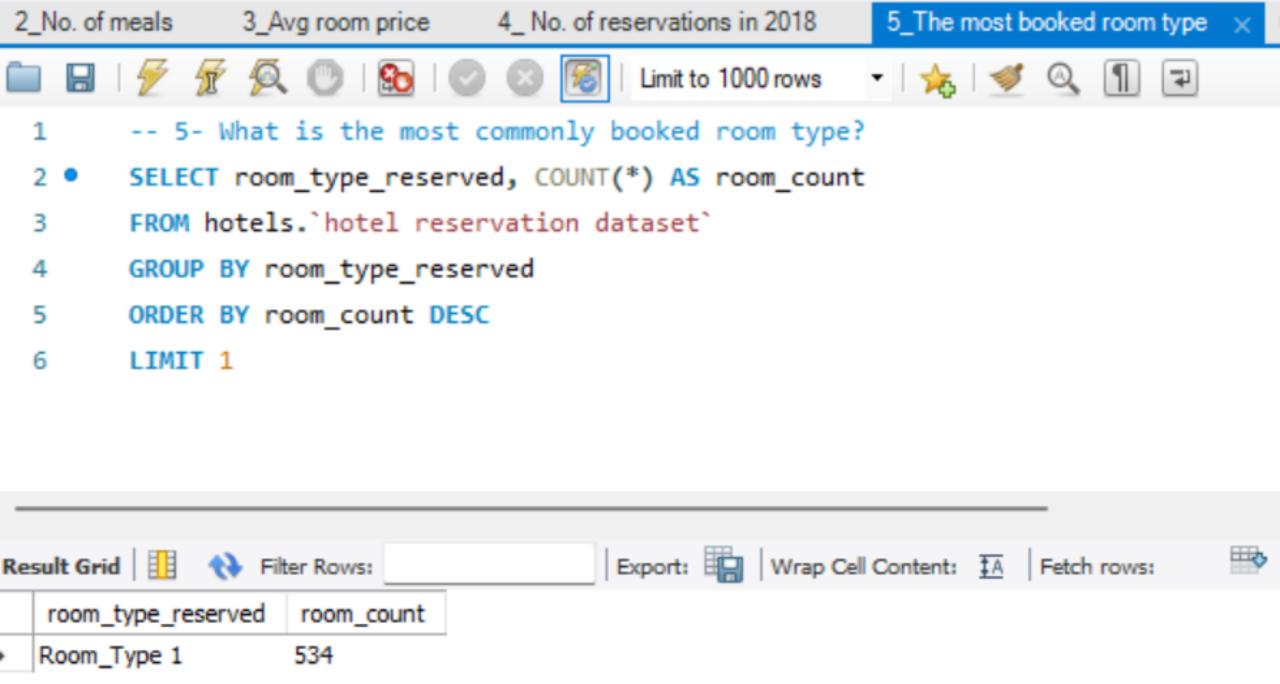
Result Grid										
	Booking_ID	no_of_adults	no_of_children	no_of_weekend_nights	no_of_week_nights	type_of_meal_plan	room_type_reserved	lead_time	arrival_date	market_segmen
•	INN00001	2	0	1	2	Meal Plan 1	Room_Type 1	224	02-10-2017	Offline
	INN00002	2	0	2	3	Not Selected	Room_Type 1	5	06-11-2018	Online
	INN00003	1	0	2	1	Meal Plan 1	Room_Type 1	1	28-02-2018	Online
	INN00004	2	0	0	2	Meal Plan 1	Room_Type 1	211	20-05-2018	Online
	INN00005	2	0	1	1	Not Selected	Room_Type 1	48	11-04-2018	Online

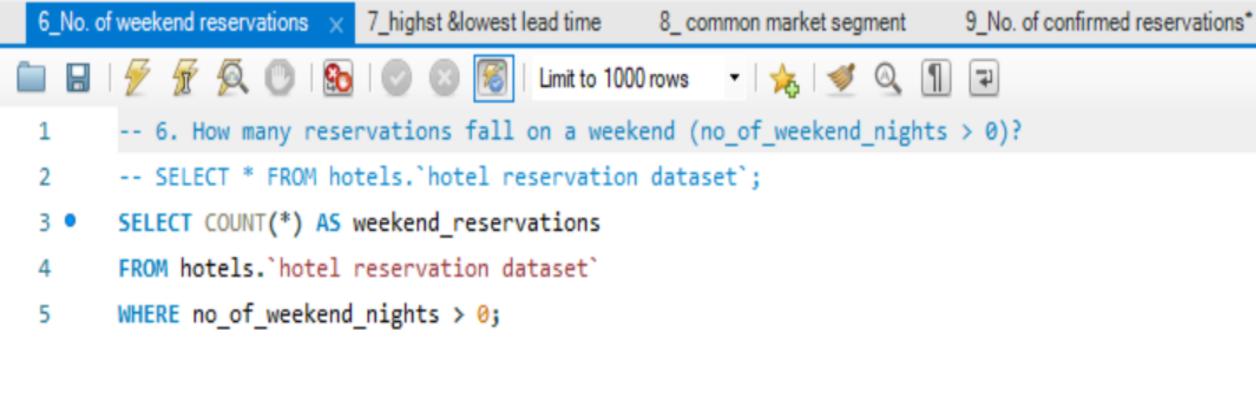




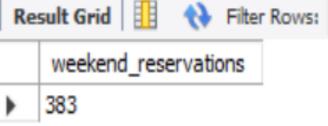


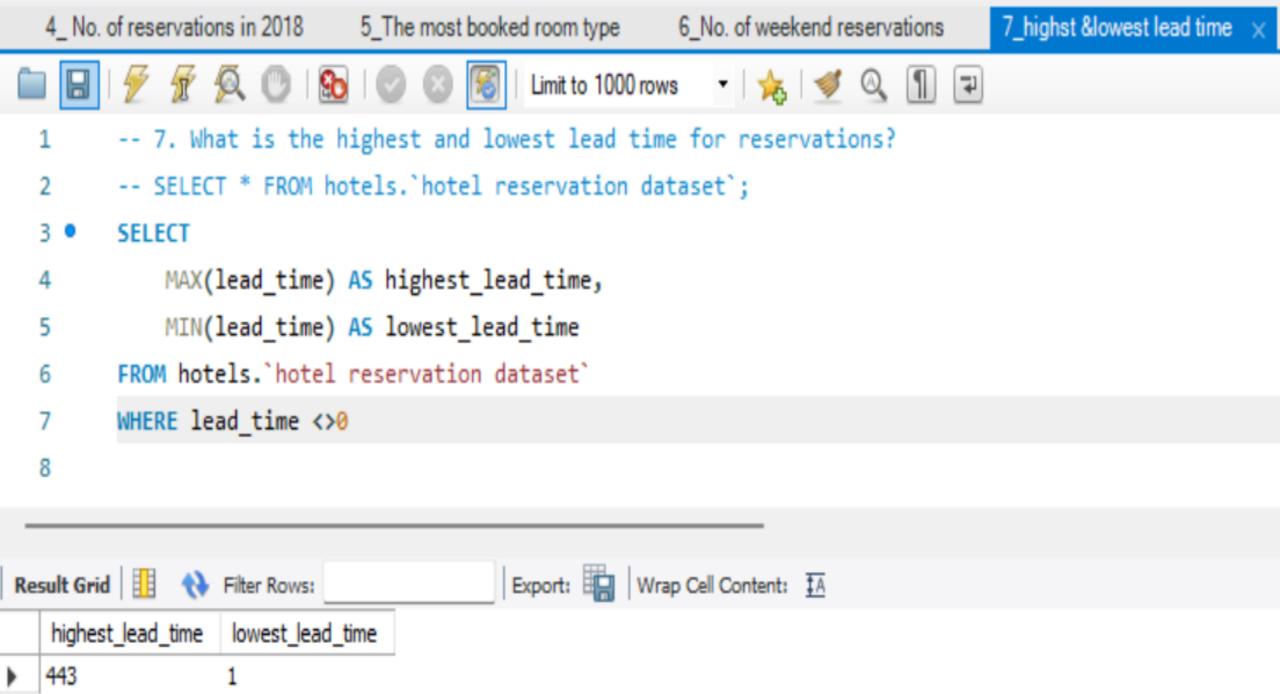


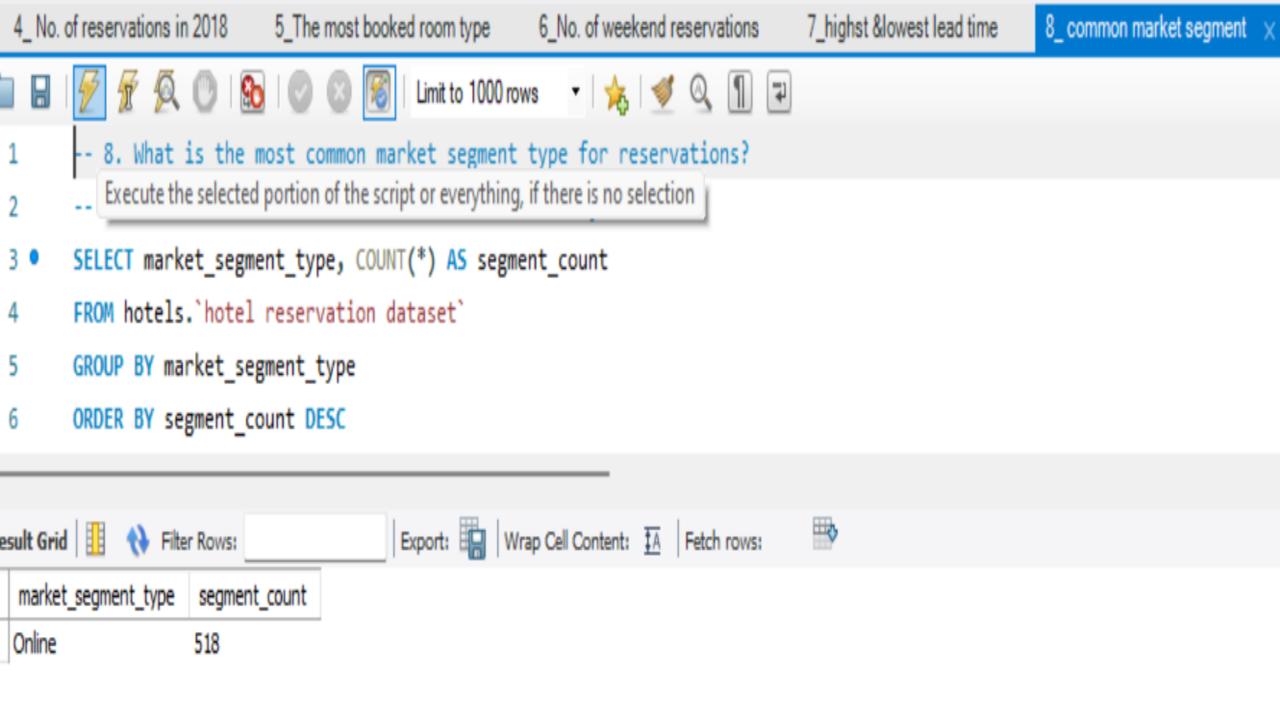


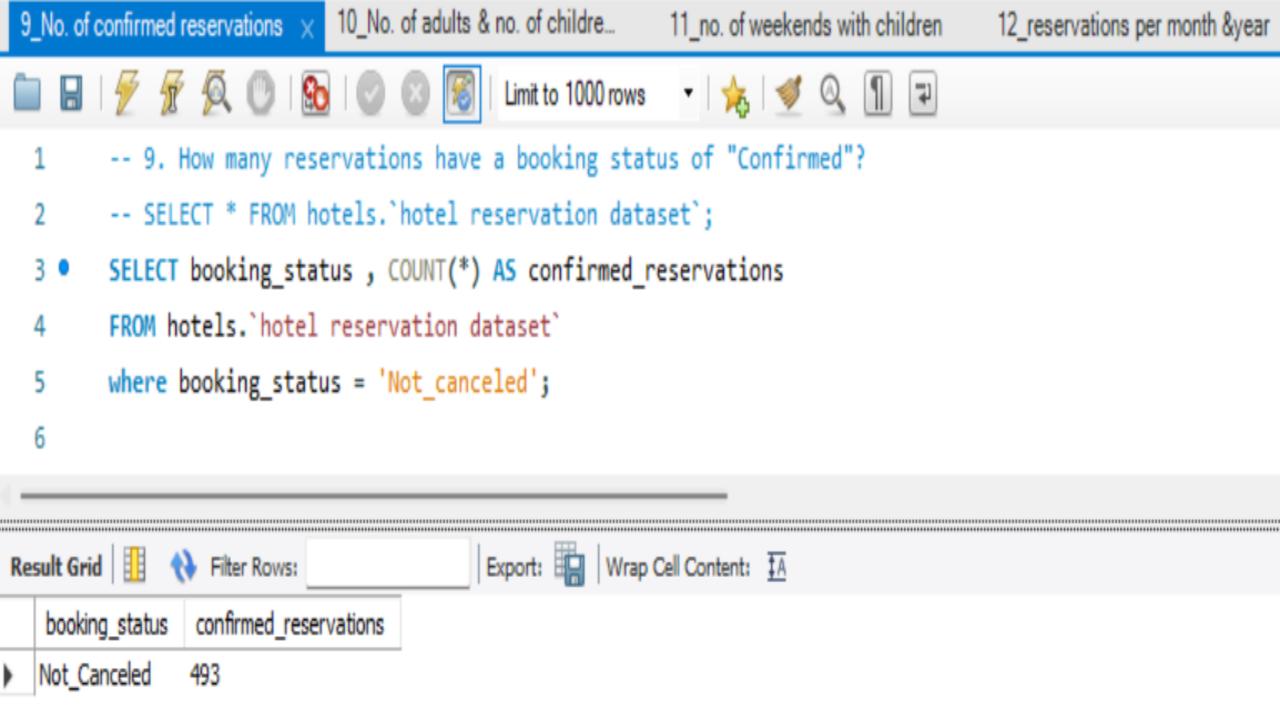


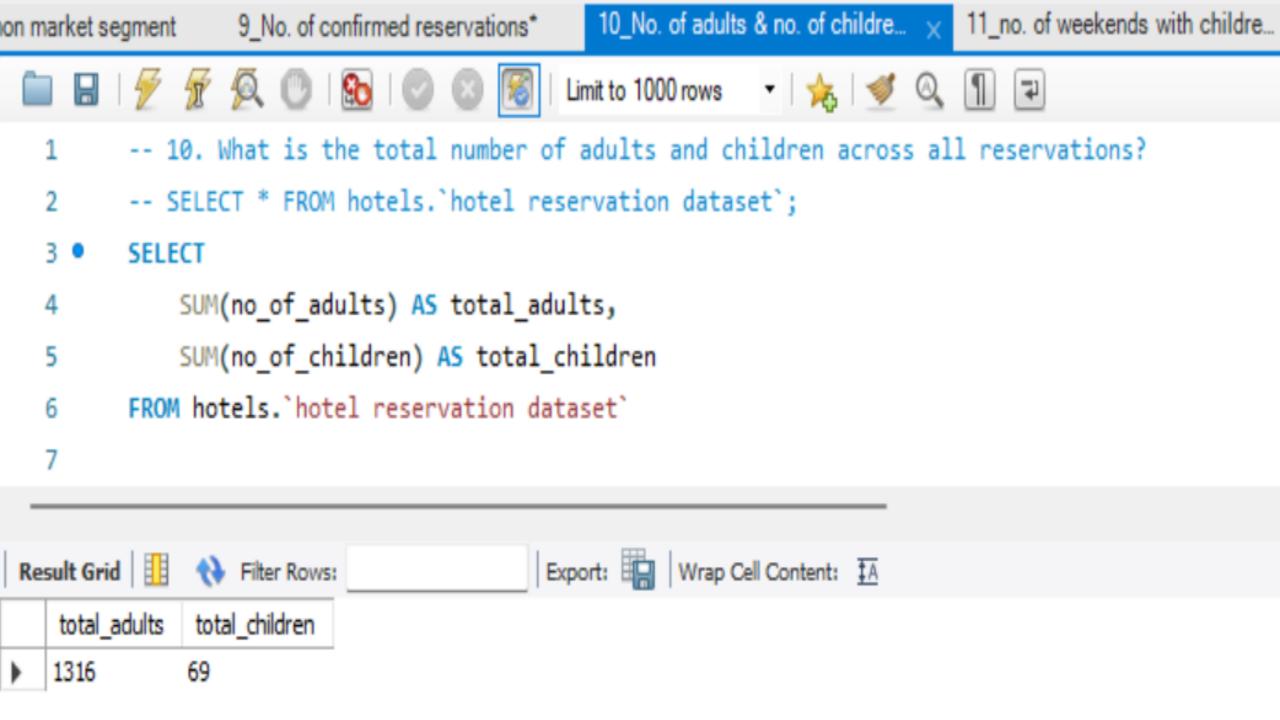
Export: Wrap Cell Content: TA

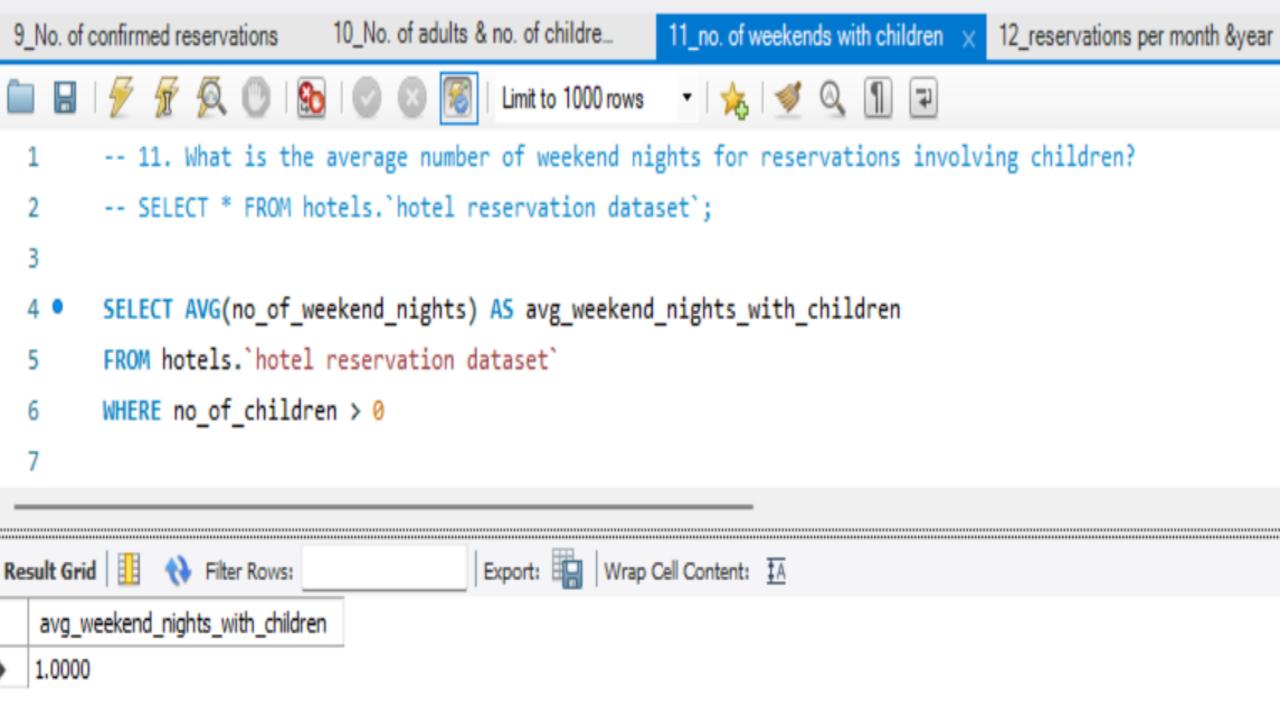


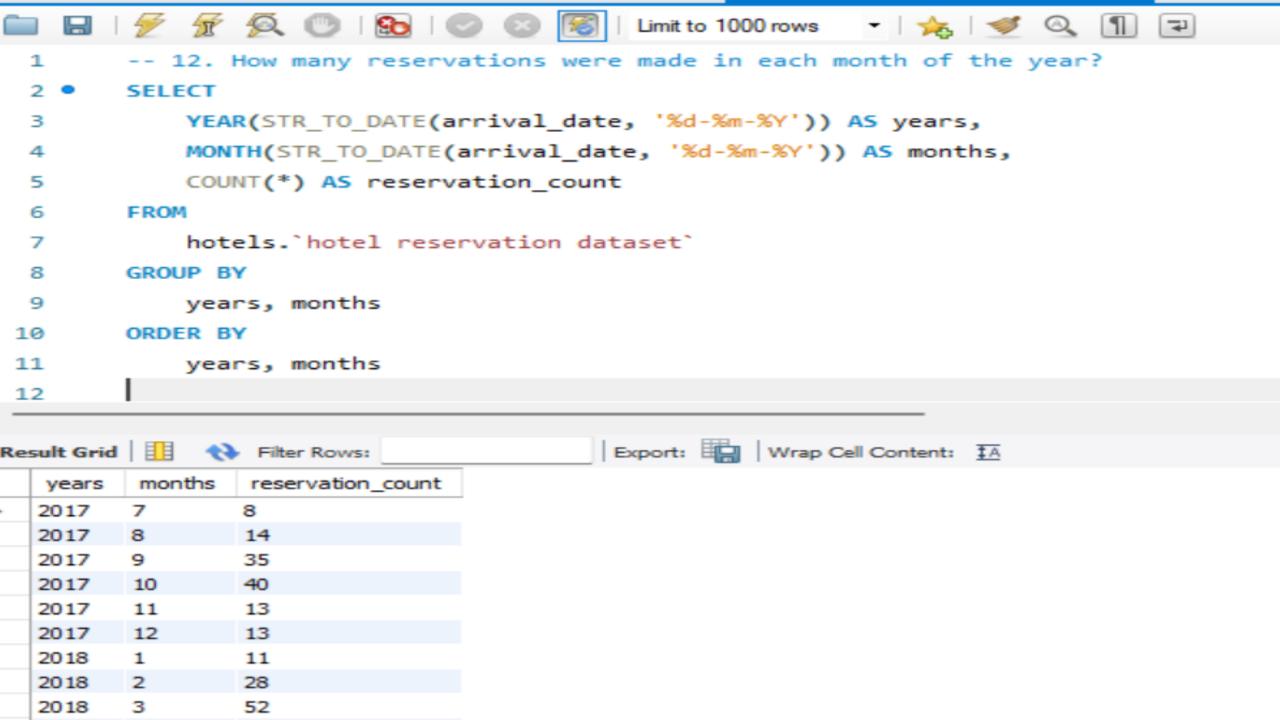


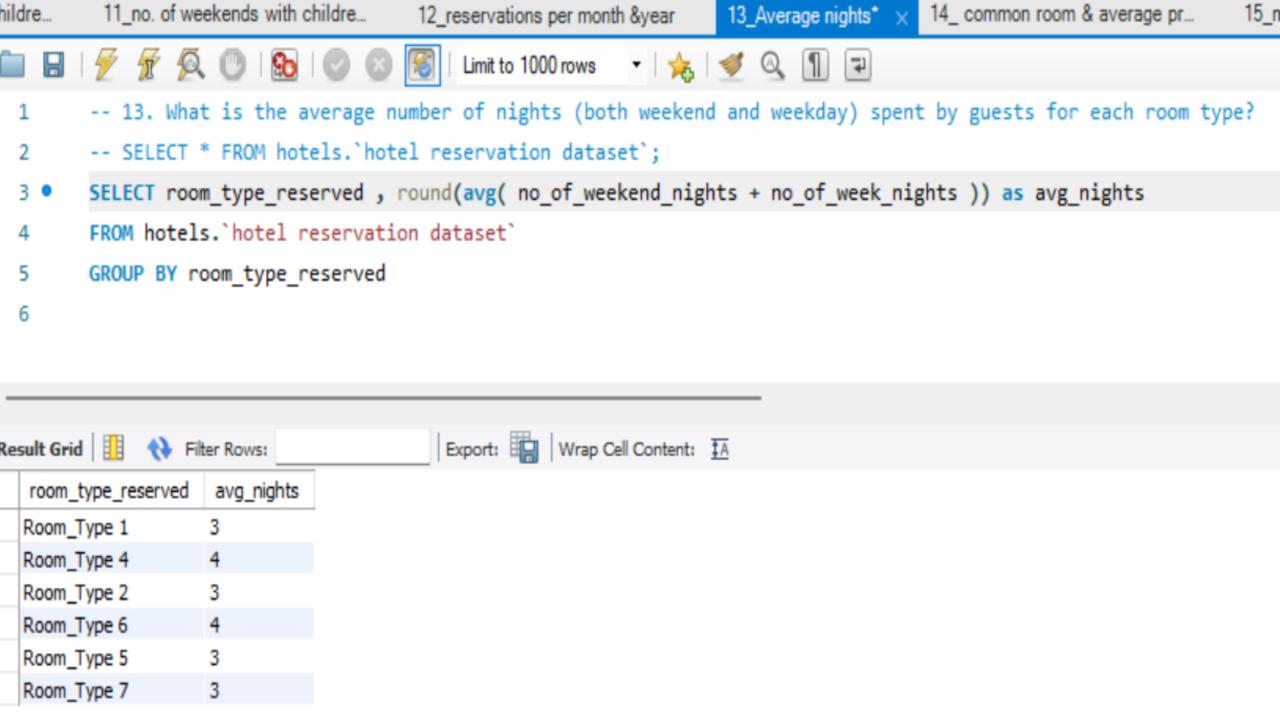


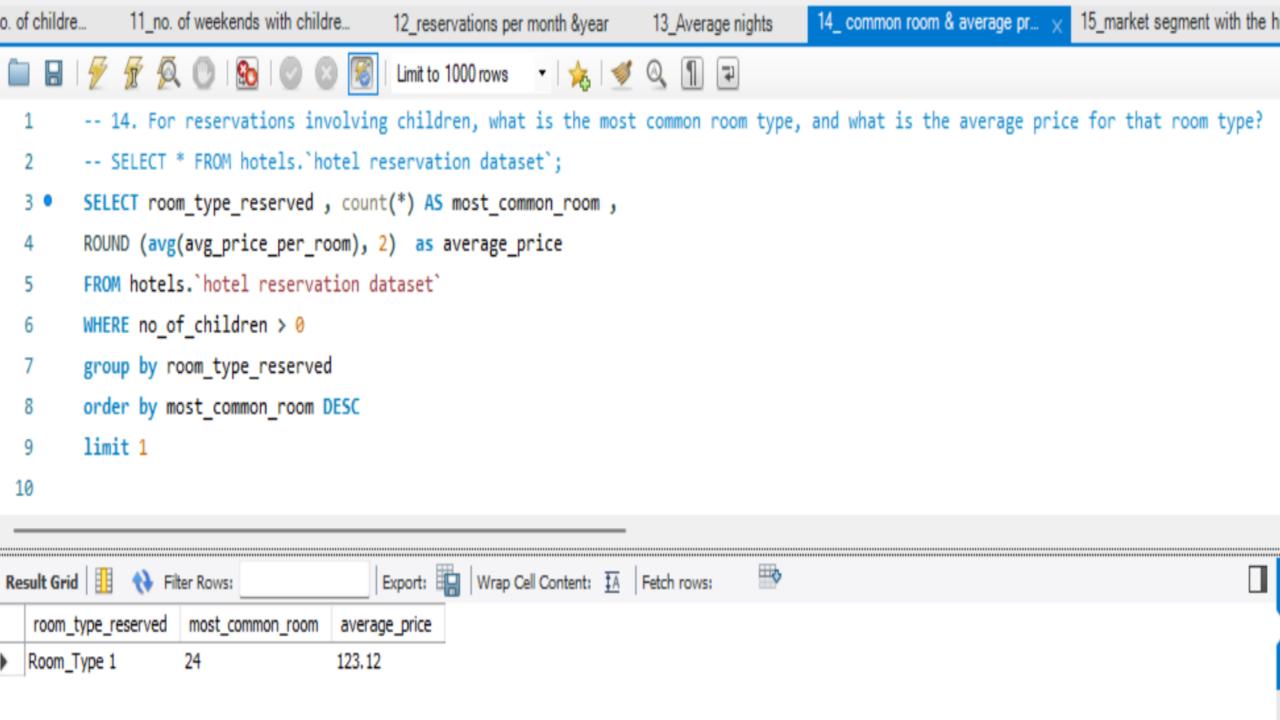


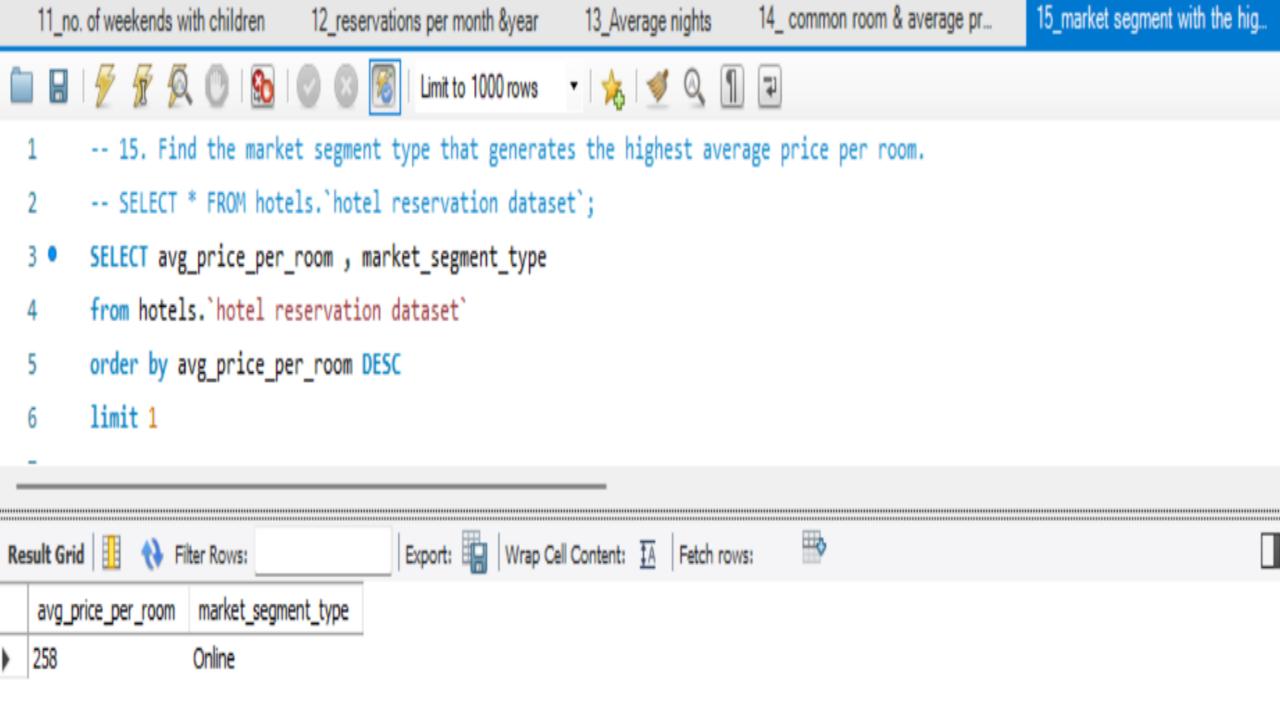












Conclusion

Data Analytics insights and recommendations

- We have 700 reservations on 2017 and 2018.
- Meal plan1 is the most requested by 75%.
- Average price per room involving children is 144.57.
- □ Total reservation in 2017 is 123 and in 2018 is 577 i.e gross rate by more than 300% and this is very good indication for the hotel strategy in general including marketing activites and pricing as well.
- Room type 1 is the most requested type by about 76% than others room types, its average price is 123.12.

- Weekend reservation is almost same like weedays which is good.
- Online reservations is prefered than other types by more than 75%.
- Most reservations are confirmed, good indication of serious customers.
- Adults are more than children which is reasnable.

Thank You