

Hotel Booking

The given dataset contains 119390 observations for a city Hotel and a Resort Hotel. Each Observation represents a hotel booking between the 1st of July 2015 and 31st of August 2017, including booking that effectively arrived and booking that were cancelled.

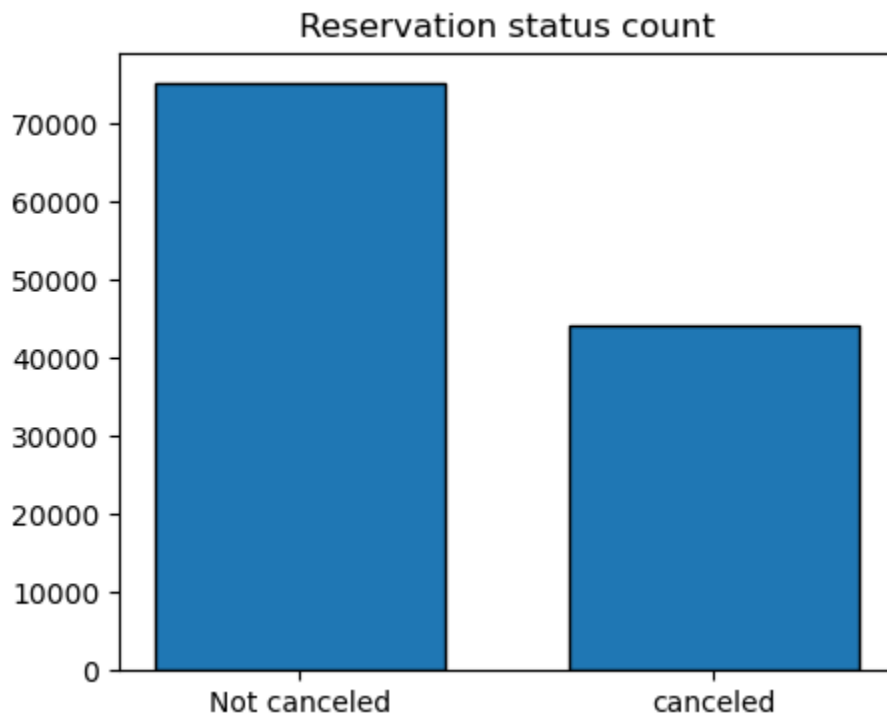
BUSINESS PROBLEM

The city and resort hotel has had high cancellation rates recently. As a result, each hotel is currently coping with a variety of problems, such as decreased revenues and less than optimum hotel room usage.

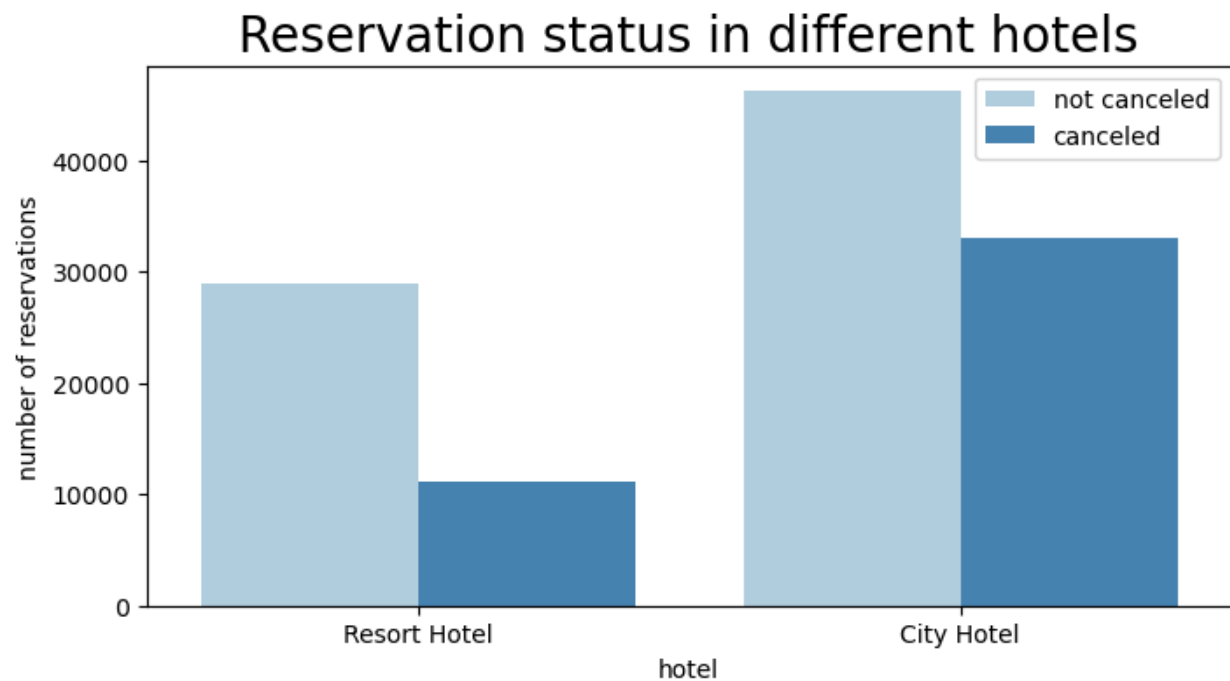
Consequently, lowering cancellation rates in both hotels' primary goal in order to increase their efficiency in generating revenue, and for us to offer through business advice to address this problem.

The primary focus of this research is an analysis of hotel booking cancellations together with other unrelated business and revenue generating elements.

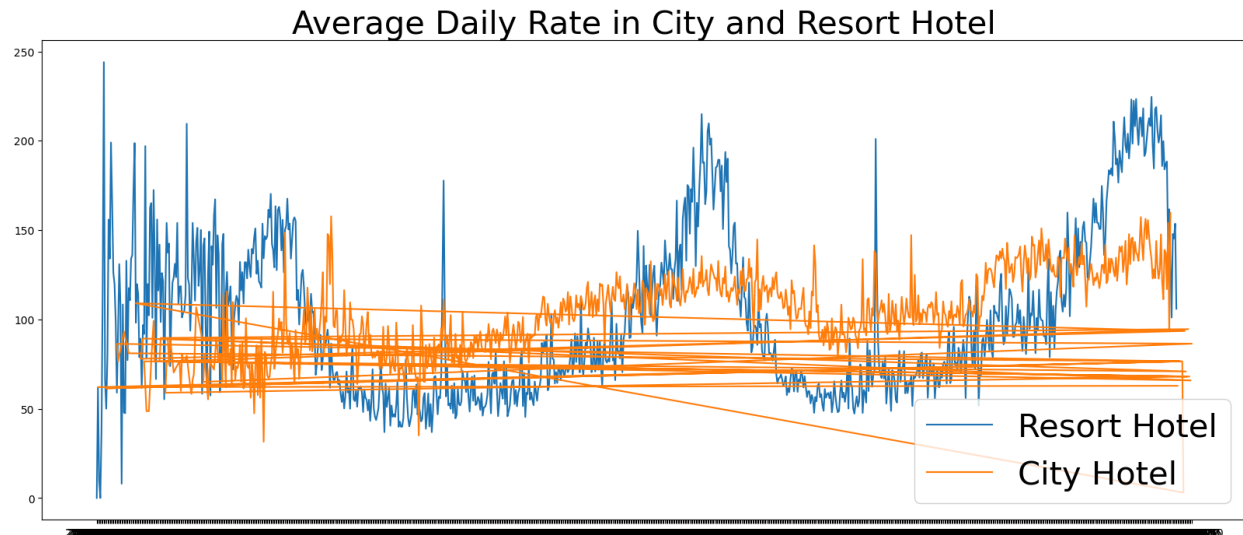
ANALYSIS AND FINDINGS



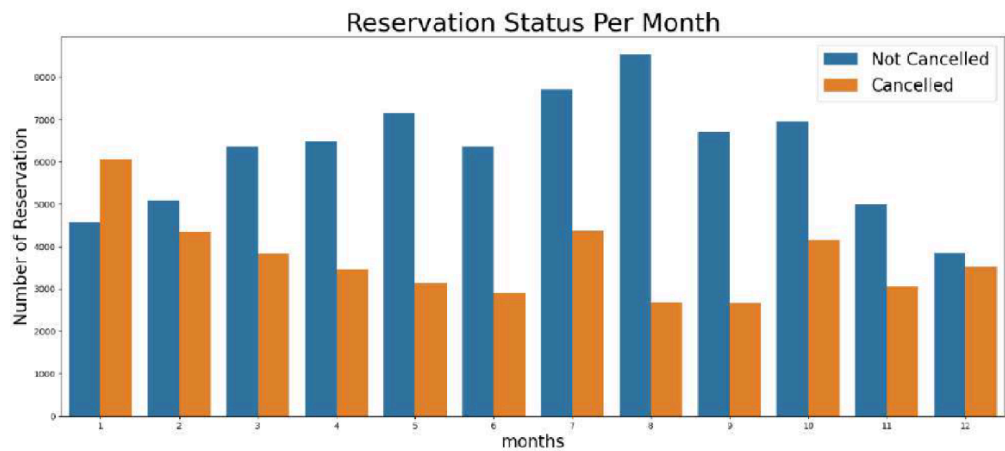
According to analysis and bar graph, the rate of canceled reservations is 37.13% for resort and city hotels together, which is a lot and significantly affects the hotel's revenues.



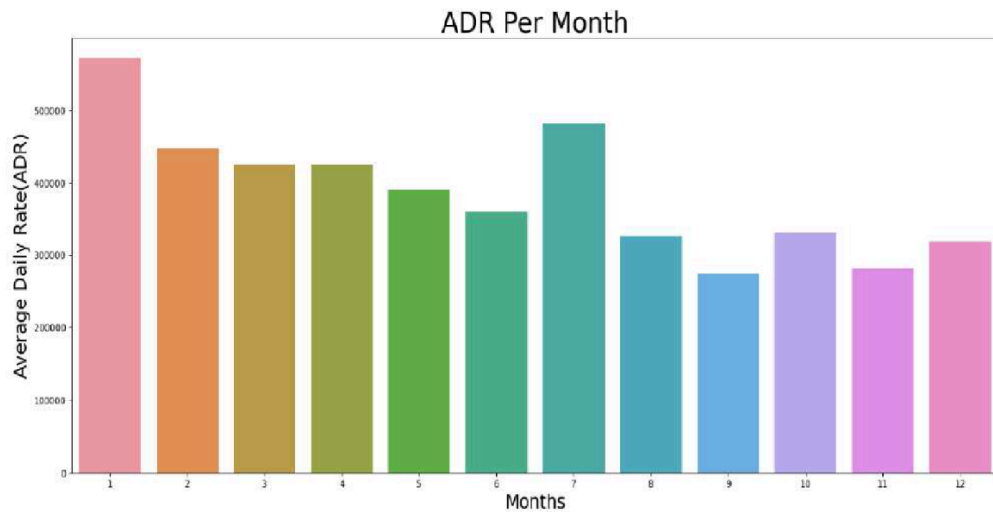
In comparison to resort hotels, city hotels have more no. of bookings. It is possible that resort hotels are more expensive than those in cities. Here, it shows the resort cancellation is 28% and that of city is 42%.



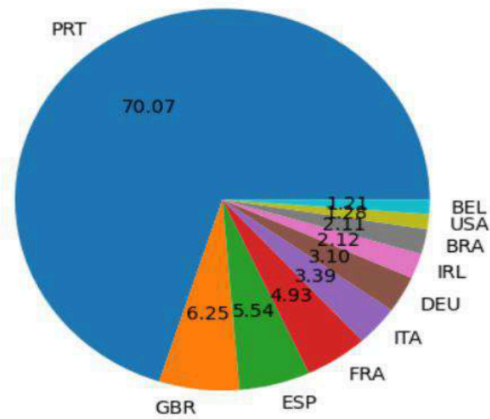
According to the line graph above ,there are certain days when the average daily rate for a city hotel is less than that of a resort hotel,and there are days when it is more.It goes without saying that resort hotel rates may increase on weekends and during holidays.



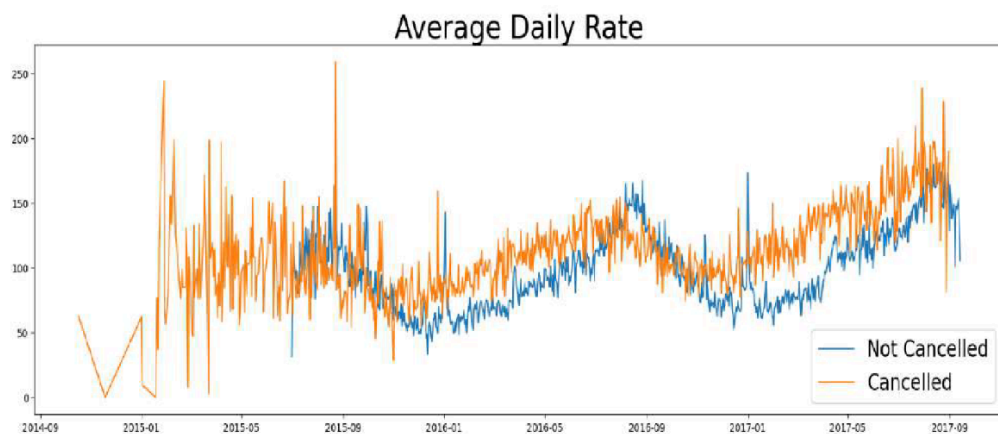
The months with the highest and lowest reservation levels have been analyzed based on reservation status in the grouped bar graph above. As can be seen, August has the most number of confirmed reservations as well as cancellations, while January has the highest amount of cancellations.



The bar graph shows that cancellations occur more frequently when prices are highest and less frequently when prices are lowest. Therefore, the only factor in the cancellation is the price of the accommodations.



This chart shows the top 10 countries' cancellation distribution out of which Portugal has the highest rate of cancellation.



As seen in the graph, reservations are cancelled when the average daily rate (ADR) is higher than when it is not cancelled. It Clearly proves all the above analysis, that the higher price leads to higher cancellation.