**POTW 10:**

**Objective:** Design and implement Neural Network for Predicting Average Daily Rates for Hotels

When it comes to hotel bookings, **average daily rate (ADR)** is a particularly important metric. This reflects the average rate per day that a particular customer pays throughout their stay. Gauging ADR allows hotels to more accurately identify its most profitable customers and tailor its marketing strategies accordingly. The purpose of this neural network is to predict an **ADR** value for each customer

To simplify the implementation, The chosen features that form the input for this neural network are as follows:

* IsCanceled
* Country of origin
* Market segment
* Deposit type
* Customer type
* Required car parking spaces
* Arrival Date: Week Number