

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

Shubham Shankar Panaskar

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Contribution – Everything in project is done by me.

Please paste the GitHub Repo link.

Github Link :- <https://github.com/Shubhampanaskar/Hotel-Booking-Analysis-Capstone>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, length of stay, the number of adults, children, and/or babies, and the number of available parking spaces, among other things.

All personally identifying information has been removed from the data.

Firstly we understand the data where we check total number of rows & columns, data types, column information & checking for null values. Then filling those null values with '0' & 'other' and dropping unnecessary column from data set.

Then we started doing EDA where we found-

- In Resort hotel, booking cancellation is less as compared to City hotel. And overall booking cancellation is low. Mostly cancellations are done in case of city hotel, so customers prefer resort hotel.

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- August is the most occupied month with 11.65% bookings and January is the least occupied month with 4.94% bookings.
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- More visitors are from western Europe, namely Portugal , France, Great Britain and Spain being the highest. Maximum from Portugal and Minimum from United States Of America. Mostly guests are coming from European countries, so target those countries for advertisements.
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- For both city and resort hotels, November to January have cheaper average daily rates. Book hotels in month from November to January as they have cheaper average daily rates.
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- Most of the customers not repeating their booking. It is clear that number of repeating guests are very low. Since there are very few repeated guests, focus should be on retaining customers after their first visit by fulfil their more special requests.
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- Percentage of booking is high in case of 'Couple', which means maximum number of booking made by couples in both type of hotels.
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- It is clear that as lead time increases, percentage of booking cancellation also increases.
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- 'Non-Refund' deposit type increases the number of booking cancellations
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- Target months between May to Aug because those are peak months due to the summer period.
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