

# Capstone Project Submission

## Instructions:

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

### **Team Member's Name, Email and Contribution:**

#### **1) SHUBHAM**

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Contribution:

- Finding how many Bookings were canceled or not canceled?
- Visualizing the number of hotel bookings that were canceled and not canceled Yearly.
- From which Country the most guests are coming?
- Finding the relationship between cancellation and market segmentation
- Finding cancellations with respect to customer types
- Busy months for Hotels
- The most booked accommodation types as Family, Couple, Single.
- Finding visitors that stay on weekends and weekdays.
- Visualizing the type of visitors with respect to hotel type.
- Finding meals for visitors.
- Finding Repeat guests in hotels.

#### **2) AMIT SAXENA**

Email: [amit.saxena919@gmail.com](mailto:amit.saxena919@gmail.com)

Contribution:

- Bookings that were canceled or not canceled?
- Visualizing the number of hotel bookings that were canceled and not canceled Yearly.
- From which Country the most guests are coming?
- Busy months for Hotels
- The most booked accommodation types as Family, Couple, Single.
- Deposit Type with respect to cancellation.
- Reservation Status of visitors.
- Visualizing the type of visitors with respect to hotel type.

### **Please paste the GitHub Repo link.**

Github Link:-

<https://github.com/Shubhedu/CAPSTONE-PROJECT-1-HOTEL-BOOKING-ANALYSIS>

Drive Link:-

[https://drive.google.com/drive/u/0/folders/13lxbxXYsIA\\_CFbQiAwPDKqJa\\_9Utnik7](https://drive.google.com/drive/u/0/folders/13lxbxXYsIA_CFbQiAwPDKqJa_9Utnik7)

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

Hotels not only play a vital role in hospitality services but also provide a boost to the tourism industry. Good Hospitality services can provide attract more visitors to hotels which in turn can provide more growth to the tourism industry. In this project, we have tried to explore some interesting facts with respect to hotels' and visitors' points of view. The conclusion provided can help to understand the hotels, that how they can improve their facilities to gain more visitors at the same time it will also provide information for visitors related to the best booking time, meals, and offers provided by the hotels.

The present data set includes hotel booking analysis from 2015 to 2017 in City and Resort hotels and includes some interesting features such as arrival\_date\_year, customer\_type, is\_canceled, market\_segment, meal, tays\_in\_weekend\_nights, stays\_in\_week\_nights, adults, children, babies, is\_repeated\_guest that I have used while analyzing the data set. I started by cleaning the data set to remove noise from the data set by dropping unnecessary columns, replacing columns that have null values with 0, and missing values in the country and children columns are replaced with mode and mean values respectively. Afterward, I started doing data visualization on the respective data set. Some of my key findings were:

- 1) People prefer City hotels for a shorter duration of stay over Resort Hotels and vice-versa. Further, couples with babies prefer to stay in Resort hotels.
- 2) From May to August the hotels are busy.
- 3) Visitors prefer online/offline travel agents and tour operators for their hotel bookings.
- 4) More than 80% of visitors are coming from countries like Portugal, United Kingdom, France, Spain, and Germany.
- 5) Repeating guests percentage is very low, only 3% of visitors are repeated - This shows visitors are not satisfied with the services provided by the hotels, hotels need to improve their services by taking feedback from the visitors at the checkout points.