Problem

In recent years, City Hotel and Resort Hotel have seen high cancellation rates. Each hotel is now dealing with a number of issues as a result, including fewer revenues and lowering cancellation rates is both hotels' goal in order to increase their efficiency in generating revenue.

Hypothesis

1. Most cancellations occur when prices are higher.
2. When customers found other best deal in another hotel
3. When there is a longer waiting list, customers tend to cancel more frequently.

Question to find

1. What are the variables that affect hotel reservation cancellations?
2. How can we make hotel reservations cancellations better?
3. How will hotels be assisted in making pricing and promotional decisions?

Analysis and solutions

1. The given bar graph shows how many reservations are cancelled or not cancelled. The not-cancelled 62.86% and the cancelled 37.13%.
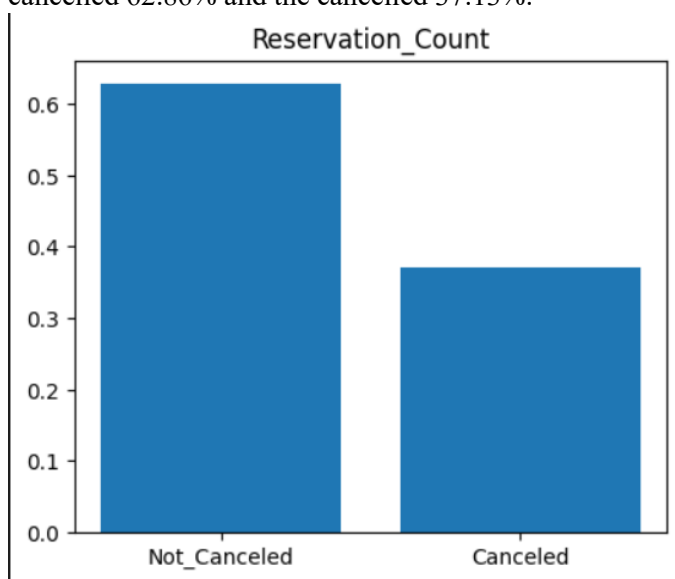

2. Comparison of cancelation in Resort Hotel and City Hotel which is very high comparison to resort hotel

Reservation_count_in_both_hotel
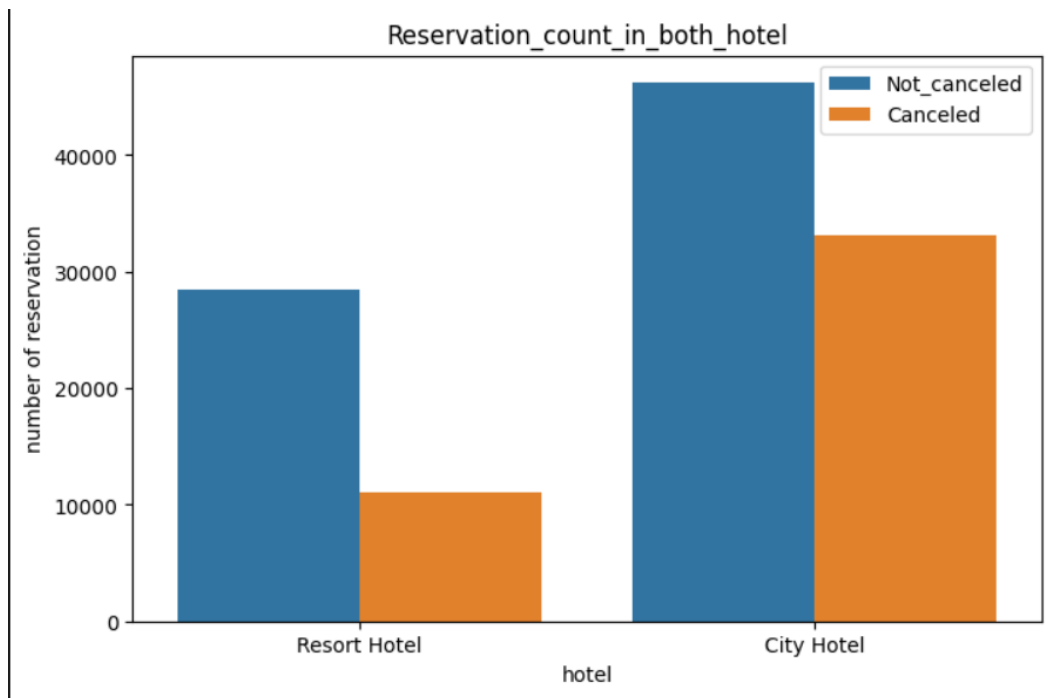
3. Made the grouped bar graph to analyse the months with the highest and lowest reservation status. As seen, Lowest is month of August. whereas January is the month with the most cancelled reservations.
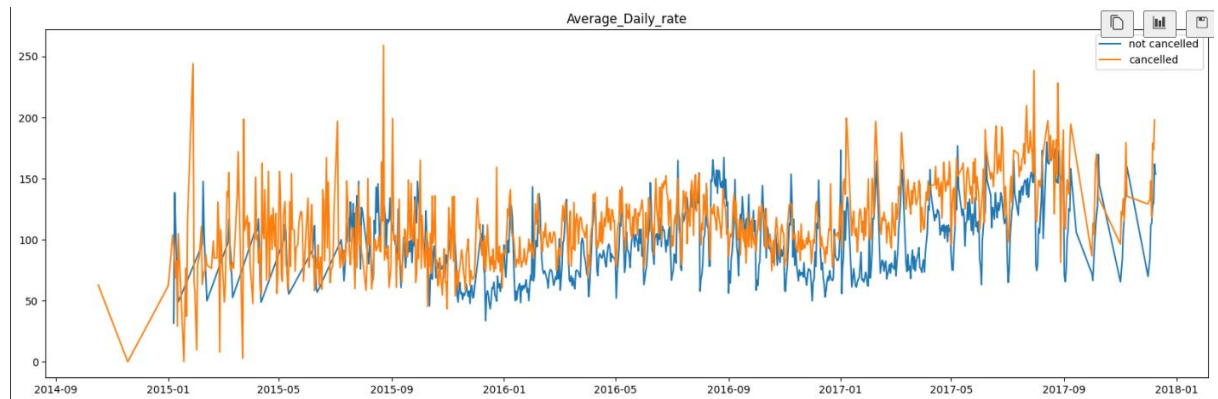

Reservation_count_per_month
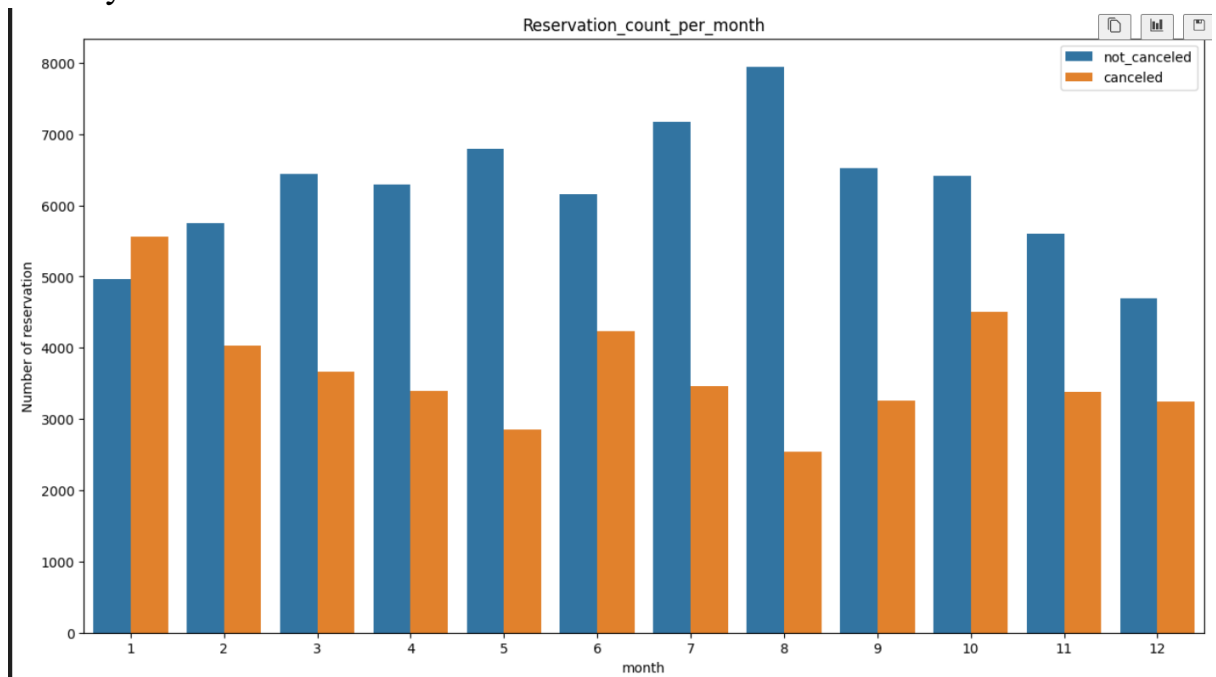
4. As per my hypothesis, it proves when most cancellation done when the prices are high this bar graph show exactly same
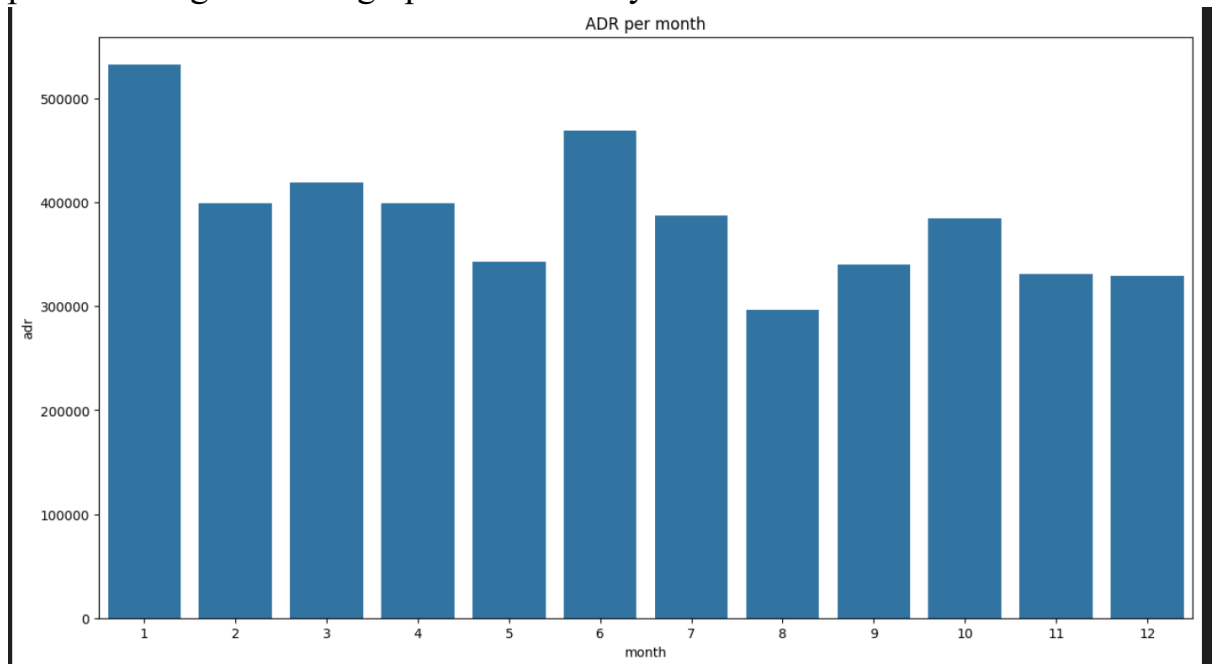
5. Top 10 Countries with high cancelation Count
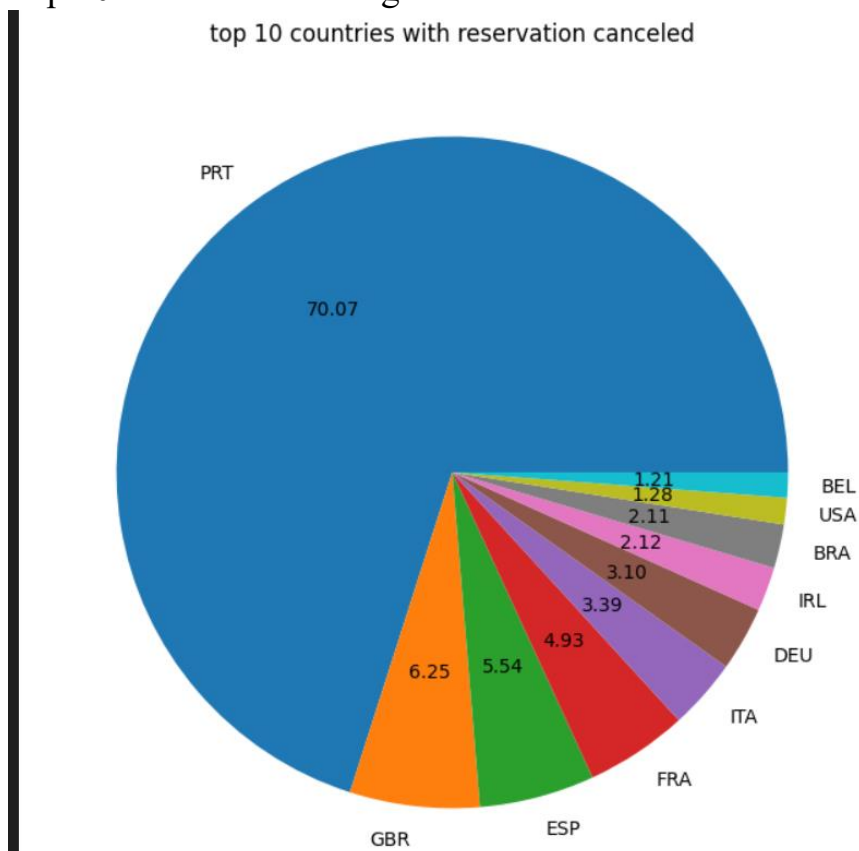
6. As seen in this line graph it clearly shows when and why reservation cancelled most and least

Suggestion

1) As prices grow, so do cancellation rates. Hotels should reduce the prices to avoid reservation cancellations.
2) As the ratio of the cancellation and not cancellation of the resort hotel is higher in the resort hotel than the city hotels. Hotels should provide a reasonable discount on the room prices on weekends or on holidays.
3) They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.