

```
# Read_me_file
```

```
## LAB_ Analysing reservations from two different segments in Hospitality, City Short  
Break Hotel and Resort Hotel.
```

****Objective**:** Explore the reservations on these two different segments from Hospitality units, to understand the different types of clients and guests to extract actionable business insights. By understanding the distribution, central tendencies, and relationships of various product attributes, businesses can make more informed decisions on product positioning, pricing strategies, and inventory management.

****Dataset**:** This lab utilizes the [**Hotel booking demand**]
(<https://www.kaggle.com/datasets/jessemostipak/hotel-booking-demand>)

which provides information on the reservation made in two different Hotel units.

```
## code
```

1	Make a copy
2	Clean
	duplicates
	Nans
	drop columns
	refilled w/ median
	data.shape
3	creation of new collumn
	creation of new collumn
4	frequency table MarketSeg - all
5	relative Freq - Reservations Status
6	Groupby Hotel vs Resv_status by ADR
7	Groupby Hotel vs Resv_status by AvStay
8	groupby Hotel, Dist, by RN
9	groupby Hotel, Meal, by RN
10	Chi Square

```
### My SQL - Business Question: (mySQL)
```

- 1. How many Room Nights each hotel as, in each reservation status
- 2 . What is the average daily rate (ADR) for each hotel, only "active" Reservations
- 3. For each Hotel how many nights were sold by Distribution Channel
- 4. For each Hotel how many Meal Plans were sold
- 5. For each Hotel how much Revenue was generate by years

-- 6. For each Hotel how much Revenue was generate by Distribution Channel

Presentation

https://public.tableau.com/app/profile/tiago.santos2838/viz/Tab_work_17336820557050/Presentation?publish=yes

also in the file