**INSIGHTS FROM THE CLIFE RESORT DATASET**

1. The **‘Elite’** room class of **‘CLIFE Exotica’** in the city of Lagos, with an average rating of **4.33**, generated the highest revenue for CLIFE. This shows a higher customer satisfaction is leading to higher revenue. Here are some suggestions that CLIFE can consider to improve their customer experience:

* Review customer feedback: Analyze customer feedback from various sources such as online reviews, social media, surveys, and feedback forms to identify areas where customers are most satisfied and dissatisfied. This can help CLIFE understand what customers are looking for and where they need to improve.
* Upgrade facilities: Upgrading facilities such as rooms, restaurants, fitness centers, and other amenities can help CLIFE attract more customers and improve their overall experience. This could include updating furniture, improving the quality of bedding, providing better equipment in the fitness center, or enhancing the overall design and ambiance of the hotel.
* Engage with customers: Engage with customers on social media, respond to reviews, and provide prompt and helpful responses to inquiries or complaints. This can help CLIFE build trust with their customers and show that they care about their feedback and satisfaction.
* By implementing these suggestions, CLIFE can improve their customer experience, increase customer satisfaction, and ultimately drive up revenue.Top of Form

1. The cancellation rate in CLIFE is quite high. It is responsible for close to 900M in revenue that they could have generated. Here are some actions that CLIFE can take to reduce their cancellation rate:

* Improve communication with guests: CLIFE can improve communication with guests before and after their reservations. For example, they can send reminders about upcoming reservations, communicate any changes or updates, and provide helpful information about the hotel or surrounding area. This can help build trust with guests and reduce the likelihood of cancellations due to misunderstandings or lack of information.
* Analyze cancellation data: By analyzing the reasons for cancellations, CLIFE can identify any patterns or trends and take action to address the underlying issues. For example, if many cancellations are due to the price, CLIFE could consider adjusting their pricing strategy or offering promotions to attract more bookings.
* Offer incentives for non-cancellation: CLIFE can also offer incentives to guests who do not cancel their reservations, such as discounts on future bookings or complimentary upgrades or services. This can help motivate guests to keep their reservations and reduce the cancellation rate.

1. The CLIFE Elite Room Class is the most popular among people who book the hotel with over 49,000 bookings. It also generates the most revenue among the other room classes.

There are several actions that CLIFE can take:

* Invest in the CLIFE Elite room type: Since the CLIFE Elite room type is the most popular and profitable, CLIFE can consider investing in this room type to further improve the guest experience. For example, they can upgrade the amenities or facilities in these rooms, or offer additional services or perks for guests who book this room type.
* Adjust pricing strategy: Since the CLIFE Elite room type generates the most revenue, CLIFE can consider adjusting their pricing strategy to capitalize on this. For example, they can increase the price of the CLIFE Elite room type during peak season or high demand periods, or offer promotions or discounts for guests who book this room type during slower periods.
* Promote the CLIFE Elite room type: CLIFE can also promote the CLIFE Elite room type to attract more bookings and revenue. They can feature this room type prominently on their website, social media channels, and other marketing materials, and highlight the amenities or services that make it stand out.