



**CancellInsight** is a data analysis report for a hotel, aiming to identify patterns that can help reduce cancellation rates.



## Objectives

- Increase hotel occupancy
- Optimise reservation management
- Improve customer satisfaction

## Case Studies

- Seasonality and time patterns
- Operational factors or booking details
- Guest demographics

4

Total years

118 mil

Total reservations

## Factors

- Reservation Status
- Reservation Status Date
- Stays in Week or Weekend Nights
- Booking Changes
- Previous Cancellations
- Lead Time
- Special Requests
- Daily Rate Average
- Room Type
- Client Type
- Country
- Has Children and Babies



Temporality conclusions

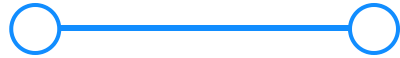
1461

Total days analysed

Search by date range

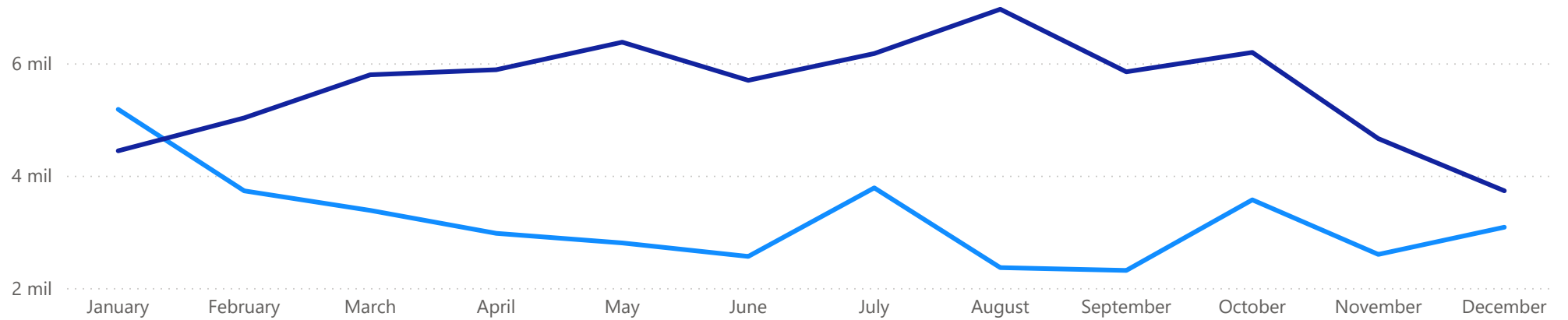
17/10/2014

08/12/2017



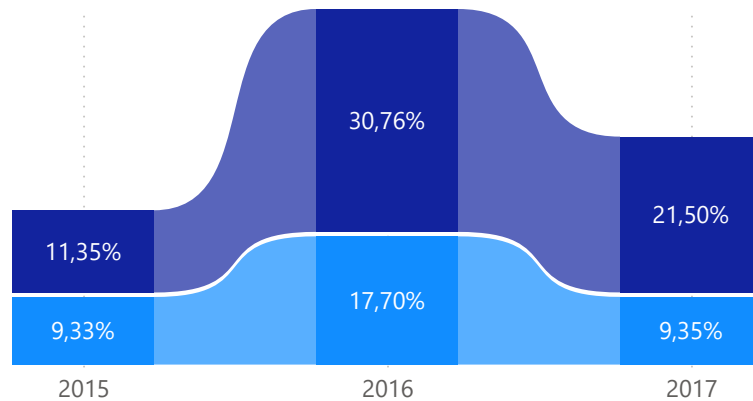
Cancellations per month

Cancelled Not cancelled



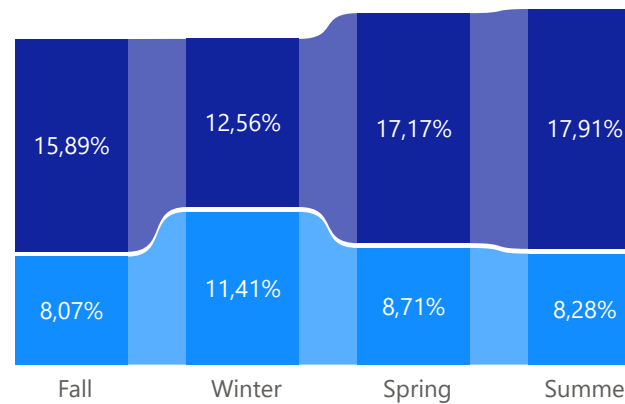
Cancellation percentage per year

Cancelled Not cancelled



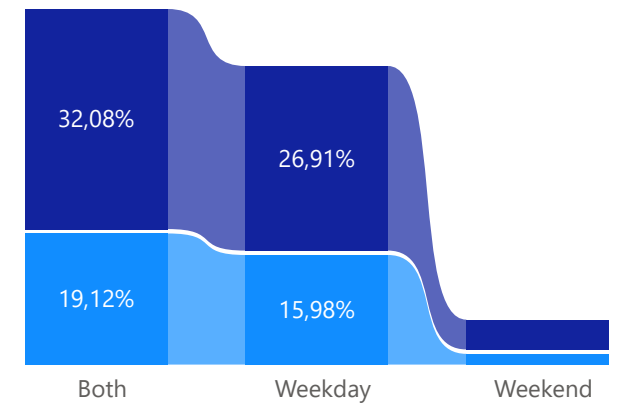
Cancellation percentage per season

Cancelled Not cancelled



Cancellation percentage by day type

Cancelled Not cancelled





Booking conclusions

Booking changes

0 21



Year

Todas

Daily rate range

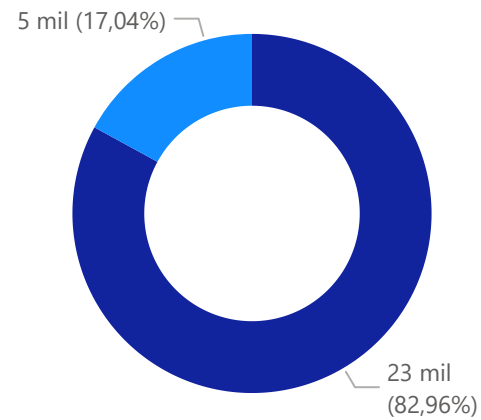
Todas

Room type

Todas

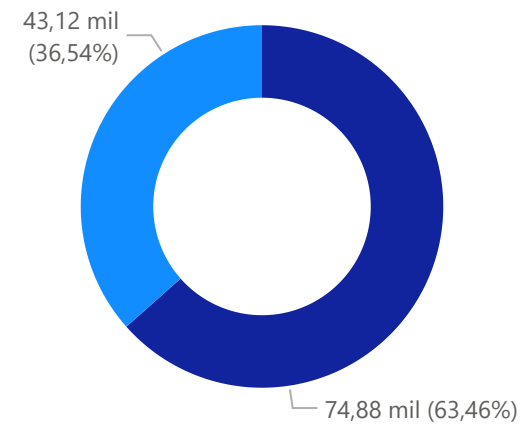
Cancellations by booking changes

● Not cancelled ● Cancelled



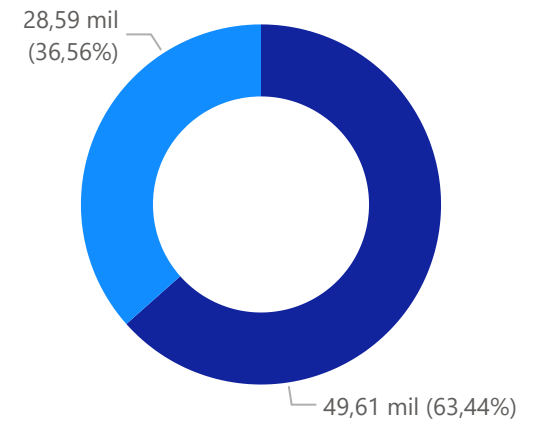
Cancellations by daily rate range

● Not cancelled ● Cancelled

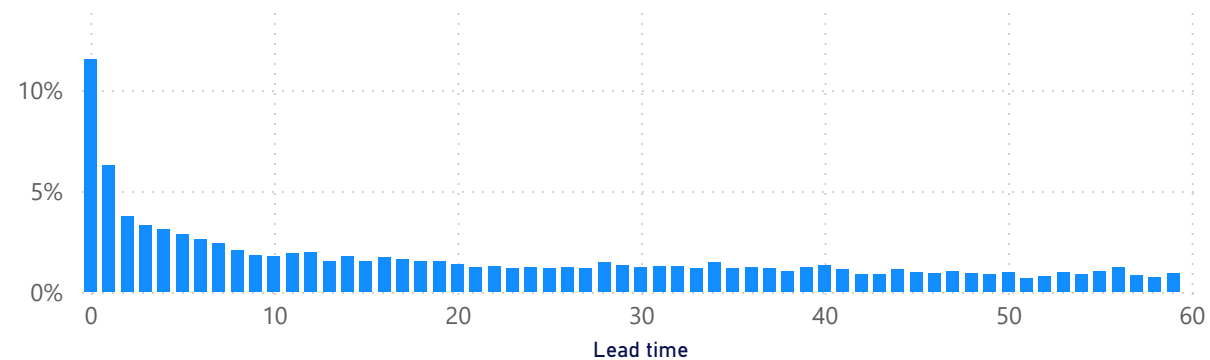


Cancellations by room type

● Not cancelled ● Cancelled

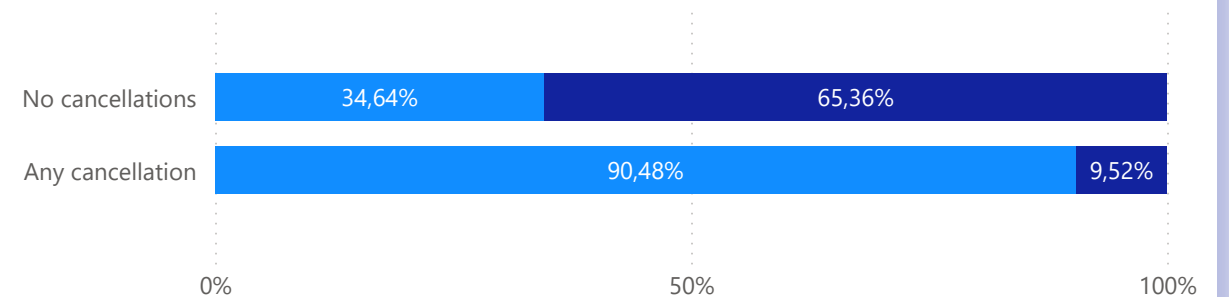


Cancellation percentage by days elapsed since reservation



Cancellation percentage by history of previous cancellations

● Cancelled ● Not cancelled





## Client conclusions

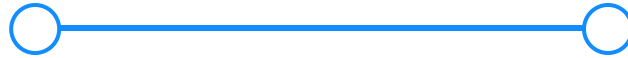
164

Total countries analysed

### Special requests

0

5

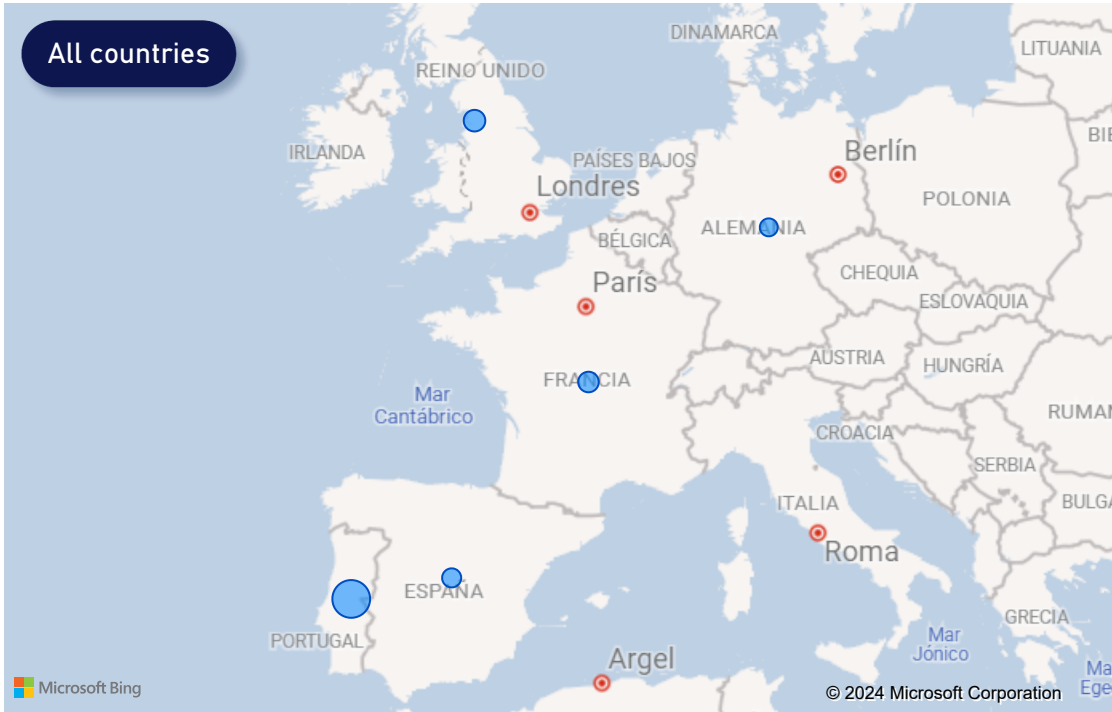


### Client type

Todas

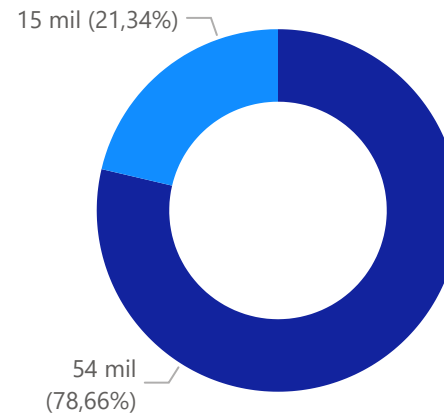
## Top 6 countries of origin with the highest number of reservations

All countries



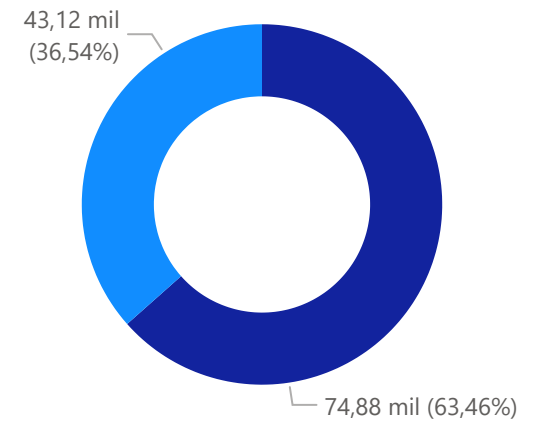
## Cancellations by special requests

● Not cancelled ● Cancelled



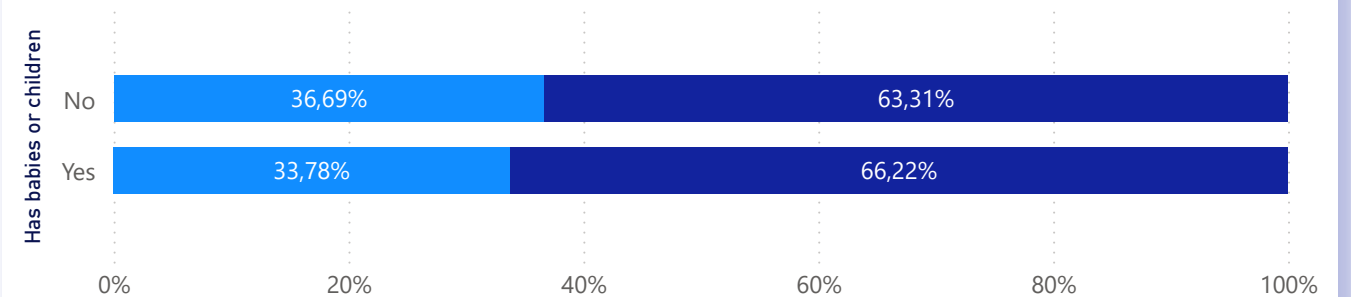
## Cancellations by client type

● Not cancelled ● Cancelled



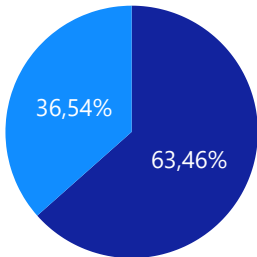
## Cancellation percentage considering children

● Cancelled ● Not cancelled



## Total cancellations

● Not cancelled ● Cancelled





**What's next?** By gaining a deeper understanding of the factors that may cause cancellations, we can design strategies that not only reduce them but also improve occupancy and overall customer satisfaction.

## Temporality

### Strategy

Adjust booking policies according to the season to reduce cancellations and optimise occupancy, thereby minimising the loss of revenue

## Booking details

### Strategy

Review rates and change/cancellation conditions to enhance the relationship between the reservations department and customers, as well as to improve room allocation.

## Client details

### Strategy

Develop retention strategies based on client segments prone to cancelling, such as more targeted campaigns by the marketing team.