CAPSTONE PROJECT

PRESENTED BY
VANATHI. R

PROJECT TITLE

HOTEL BOOKING ANALYSIS

AGENDA

- PROBLEM STATEMENT
- PROJECT OVERVIEW
- WHO ARE THE END USERS
- YOUR SOLUTIONS AND ITS VALUE PROPOSITION
- THE WOW IN YOUR SOLUTION
- MODELLING
- RESULTS

PROBLEM STATEMENT

Have you ever wondered when the best time of year to book a hotel room is? Or the optimal length of stay in order to get the best daily rate? What if you wanted to predict whether or not a hotel was likely to receive a disproportionately high number of special requests? This hotel booking dataset can help you explore those questions! This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, length of stay, the number of adults, children, and/or babies, and the number of available parking spaces, among other things. All personally identifying information has been removed from the data. Explore and analyse the data to discover important factors that govern the bookings.

PROJECT OVERVIEW

The primary objective of this project is to **analyze hotel bookings data**, specifically focusing on cancellations and their underlying patterns. By understanding these patterns, we can suggest measures that hotel owners can implement to **reduce cancellations and secure revenue**.

Here are the key points covered in this analysis:

1. **Dataset Introduction**
2. **Cancellation Trends**
3. **Topics Studied**
4. **Recommendations**

WHO ARE THE END USERS?

In the context of **hotel booking analysis**, the **end users** typically include:

1. **Hotel Owners and Managers**
2. **Revenue Managers**
3. **Marketing Teams**
4. **Customer Service Representatives**
5. **Data Analysts and Data Scientists**

YOUR SOLUTION AND ITS VALUE PROPOSITION

Solution and its value propositions in hotel booking analysis.

1.Solution Overview:

1. Our comprehensive analysis provides actionable insights for hotel owners, managers, and revenue teams.
2. We focus on understanding cancellation patterns, pricing strategies, and guest preferences.

2.Value Propositions:

1. **Optimized Cancellation Policies**:
2. **Revenue Enhancement**
3. **Platform Insights**
4. **Guest Segmentation**
5. **Yearly Trends**

In summary, our solution empowers stakeholders with data-driven decisions, leading to improved revenue, guest satisfaction, and operational efficiency.

THE WOW IN YOUR SOLUTION

Let’s explore the **wow factor** in our hotel booking analysis solution:

1.Predictive Personalization:

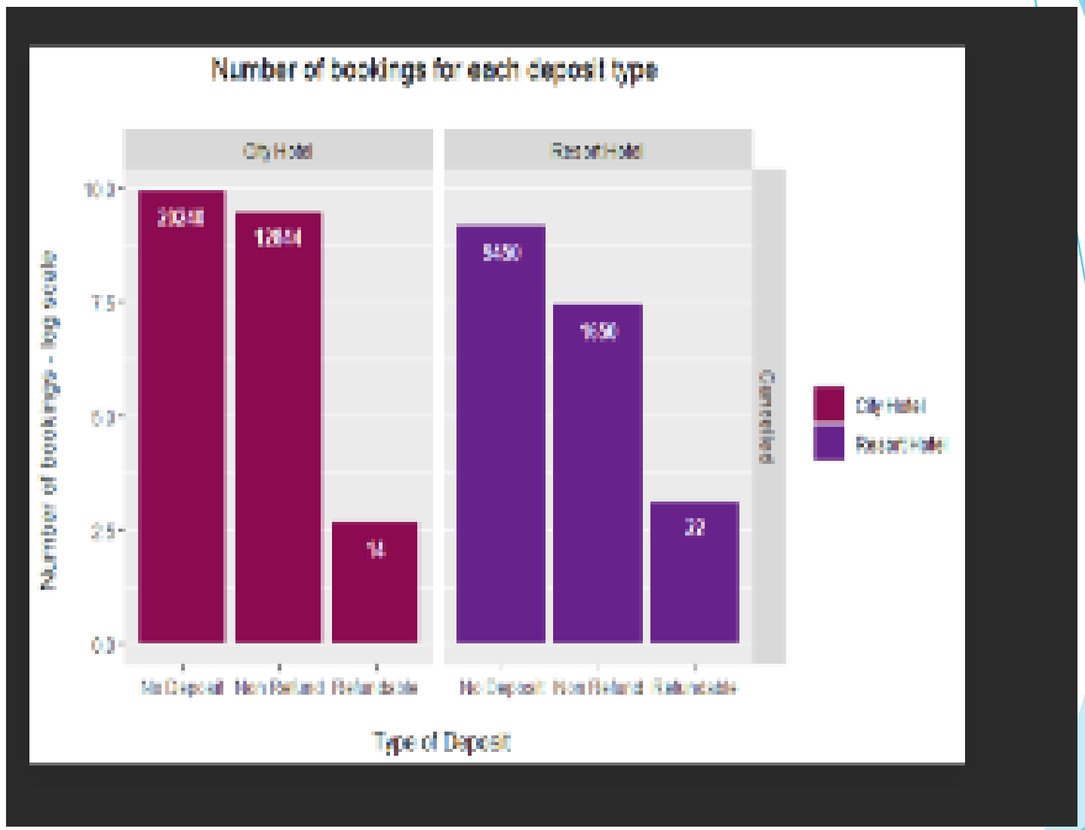
1. Our solution goes beyond basic analysis by predicting individual guest preferences.
2. By analyzing historical data, we can recommend personalized experiences for each guest.
3. Imagine a guest receiving a room upgrade or a personalized welcome package based on their past behavior.

2.Dynamic Pricing Algorithms:

1. Our algorithms adjust room rates in real time based on demand, seasonality, and other factors.
2. Guests benefit from competitive prices, while hotels maximize revenue.
3. Picture a guest booking a room at the perfect price, tailored to their booking time and length of stay.

MODELLING

Teams cam add wireframes



RESULTS

Let’s delve into the results of hotel booking analysis based on the available data. Here are some key insights:

1.Cancellation Patterns:
2.Average Daily Rates (ADR)
3.Guest Behavior Insights
4.Additional Measures to Reduce Cancellations

Remember that these insights can inform decision-making and help hotel owners enhance revenue and guest satisfaction

Demo Link