HOTEL BOOKING ANALYSIS:

Project Objective:

In this project, my main objective is to conduct a comprehensive study and analysis of hotel booking and cancellation patterns using PowerBI. This involves examining a large dataset to identify trends, correlations, and potential causative factors behind booking behaviors and cancellations. By leveraging PowerBI's advanced data visualization and analytical capabilities, I aim to uncover insights into peak booking times, cancellation rates, customer preferences, and the impact of various factors such as seasonality, booking channels, and lead times. The ultimate goal is to pinpoint probable reasons for cancellations and suggest data-driven solutions to improve booking retention, enhance customer satisfaction, and increase overall profitability for the business. This analysis will provide actionable insights to optimize operational strategies and drive business growth.

Requirements:

KPI Cards

- Find the total number of cancellation in City Hotel and Resort Hotel

- Find the total number of Not Canceled in City Hotel and Resort Hotel
- Find the total number of transaction that has happened overall

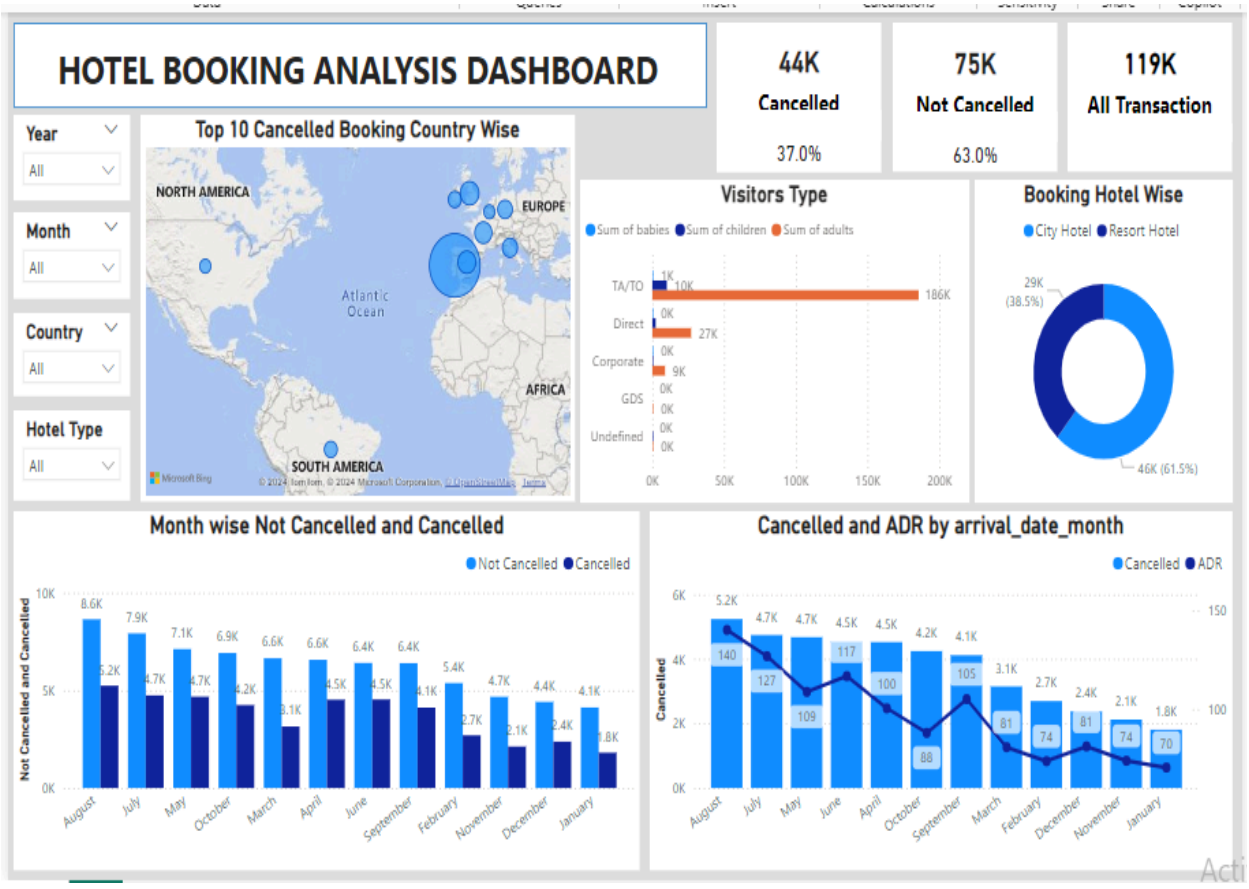
Filter Pannel

- Filter our report data with Arrival Year wise, Month wise, Country wise and finally the Hotel Type

Charts used in our Power BI Report

- Map Chart: Showing Top 10 Hotel Booking Canceled
- Horizontal Bar Chart: Showing different Customer Types and their distribution channel contact
- Donut Chart: Showing the Hotel Booking Hotel Type wise
- Clustered Column Chart: Showing the month wise Hotel Booking and Hotel Booking Cancellation
- Line and Stacked Column Chart: Showing Average Daily Rate monthly and also placing Canceled Hotel Booking

PowerBI Report/ Dashboard:



Conclusion:

This dataset comprises 119,390 observations, encompassing both City Hotel and Resort Hotel bookings. Each observation corresponds to an individual hotel booking made between 1st July 2015 and 31st August 2017. The data includes a wide array of booking details, such as bookings that arrived ahead of schedule and those that were subsequently canceled. By analyzing this extensive dataset, we can gain valuable insights into customer behavior, seasonal trends, and the various factors influencing booking decisions. The dataset's rich information will enable a thorough examination of patterns and anomalies within the hotel industry, facilitating a deeper understanding of the dynamics at play in both city and resort hotel bookings over this two-year period.

GITHUB LINK:
https://github.com/VishalSinhaRoy/Hotel-Booking-Analyis-DV-PowerBI/blob/main/Hotel_Booking%20_Analysis_DV(Capstone-M4)(Vishal's).pdf

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