

Dataset:

<https://www.kaggle.com/datasets/ahsan81/hotel-reservations-classification-dataset>

Motivation:

The goal of the project will be to predict if hotel reservations will be canceled. To reach the goal, we will need to classify the customers based on several characteristics, including room price, room type, previous cancelation, nights of stay, etc. By completing the project, we can possibly present several typical customer profiles of which kinds of customers will easily cancel their bookings. By improving the accuracy of prediction, we can provide hotels with suggestions that can enhance their booking mechanisms.

Research questions:

1. Will the customer keep their reservation or cancel it?
2. What type of customer will highly keep their reservations?
3. What are some important features that will influence customers' choices?