Hotel bookings

Business Requirements

You can support the business in various ways including and not limited to:

1. Provide key insights on reservations demand and key factors that impact the bookings.
2. What are the factors affecting the cancellation rate the most?
3. Who's the best-performing salesman?

Deliverable Layout

You are expected to deliver your key insights and recommendation in the form of a report that covers the following aspects – when applicable -:

- **Analysis Scope**: Define analysis base, inclusion and exclusion criteria, time frame, and data included.
- **Analysis and Insights**: Present any interesting insights, patterns, behaviors, and visualizations extracted from data.
- **Recommendations**: Suggest actions the business can take to improve decisions making process. (Suggest a strategy to decrease cancellation rates.)