

## Context

A significant number of hotel bookings are called off due to cancellations or no-shows. The typical reasons for cancellations include change of plans, scheduling conflicts, etc. This is often made easier by the option to do so free of charge or preferably at a low cost which is beneficial to hotel guests but it is a less desirable and possibly revenue-diminishing factor for hotels to deal with. Such losses are particularly high on last-minute cancellations.

The new technologies involving online booking channels have dramatically changed customers' booking possibilities and behavior. This adds a further dimension to the challenge of how hotels handle cancellations, which are no longer limited to traditional booking and guest characteristics.

The cancellation of bookings impact a hotel on various fronts:

1. Loss of resources (revenue) when the hotel cannot resell the room.
2. Additional costs of distribution channels by increasing commissions or paying for publicity to help sell these rooms.

Please follow the below steps to complete the assessment. Please make sure that all the sections mentioned in the rubric have been covered in your submission.

- Download the "Learner Notebook Project 2 INN Hotel".
- Follow the instructions provided in the notebook to complete the project.
- Clearly write down insights and recommendations for the business problems in the comments.
- Submit only the solution notebook prepared from the learner notebook [format: .html]

1. Any assignment found copied/plagiarized with other submissions will not be graded and awarded zero marks.

2. Please ensure timely submission as any submission post-deadline will not be accepted for evaluation.

3. Submission will not be evaluated if

- it is submitted post-deadline, or,
- more than 1 file is submitted.

Happy Learning!