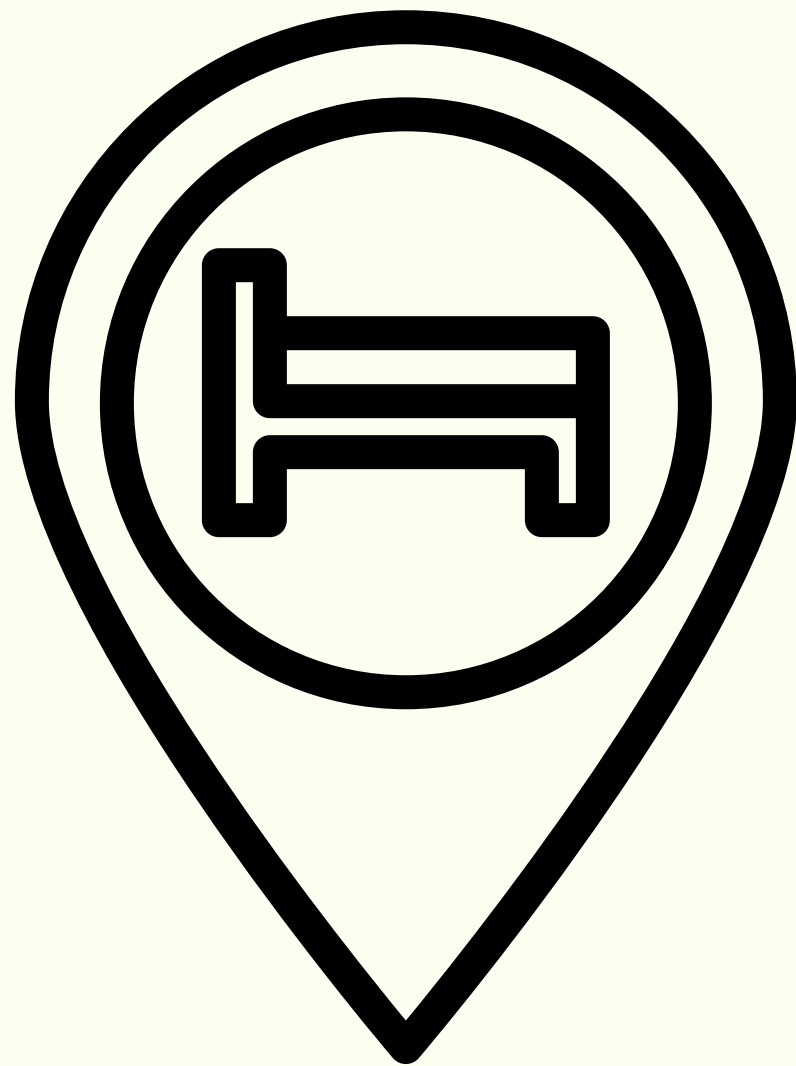


An aerial photograph of a large, modern hotel complex. The hotel features multiple stories with white facades and numerous balconies. Some balconies have red furniture, while others have greenery. There are several swimming pools of different shapes and sizes, including a large one in the foreground and smaller ones integrated into the hotel's design. The grounds are landscaped with green lawns, palm trees, and winding paths. The overall atmosphere is one of a high-end, resort-style accommodation.

MACHINE LEARNING CANCELACIÓN HOTELERA



ÍNDICE



PLANTEAMIENTO



ANÁLISIS DE DATOS



TARGET



**MODELOS DE MACHINE
LEARNING**



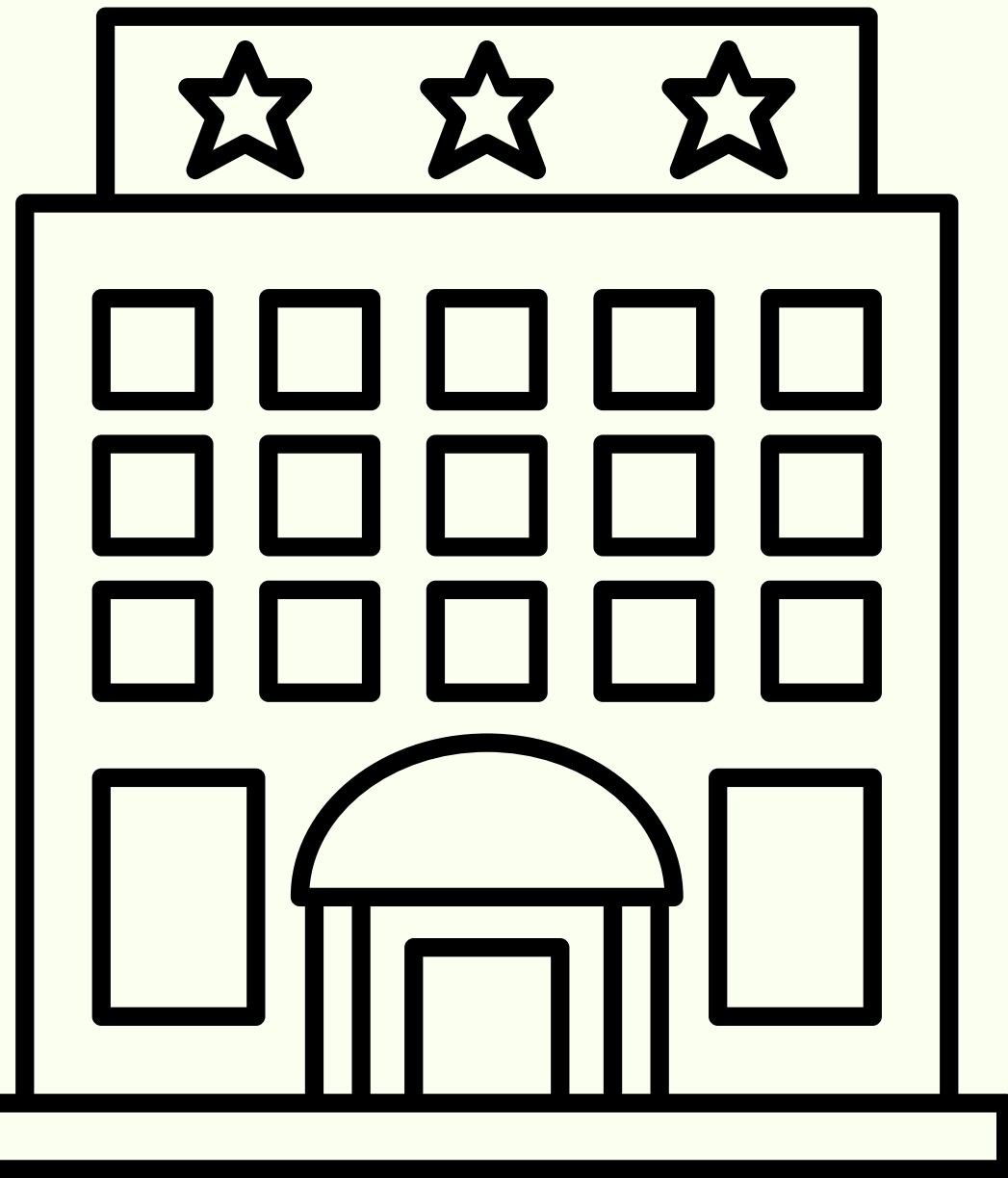
CONCLUSIÓN



Planteamiento

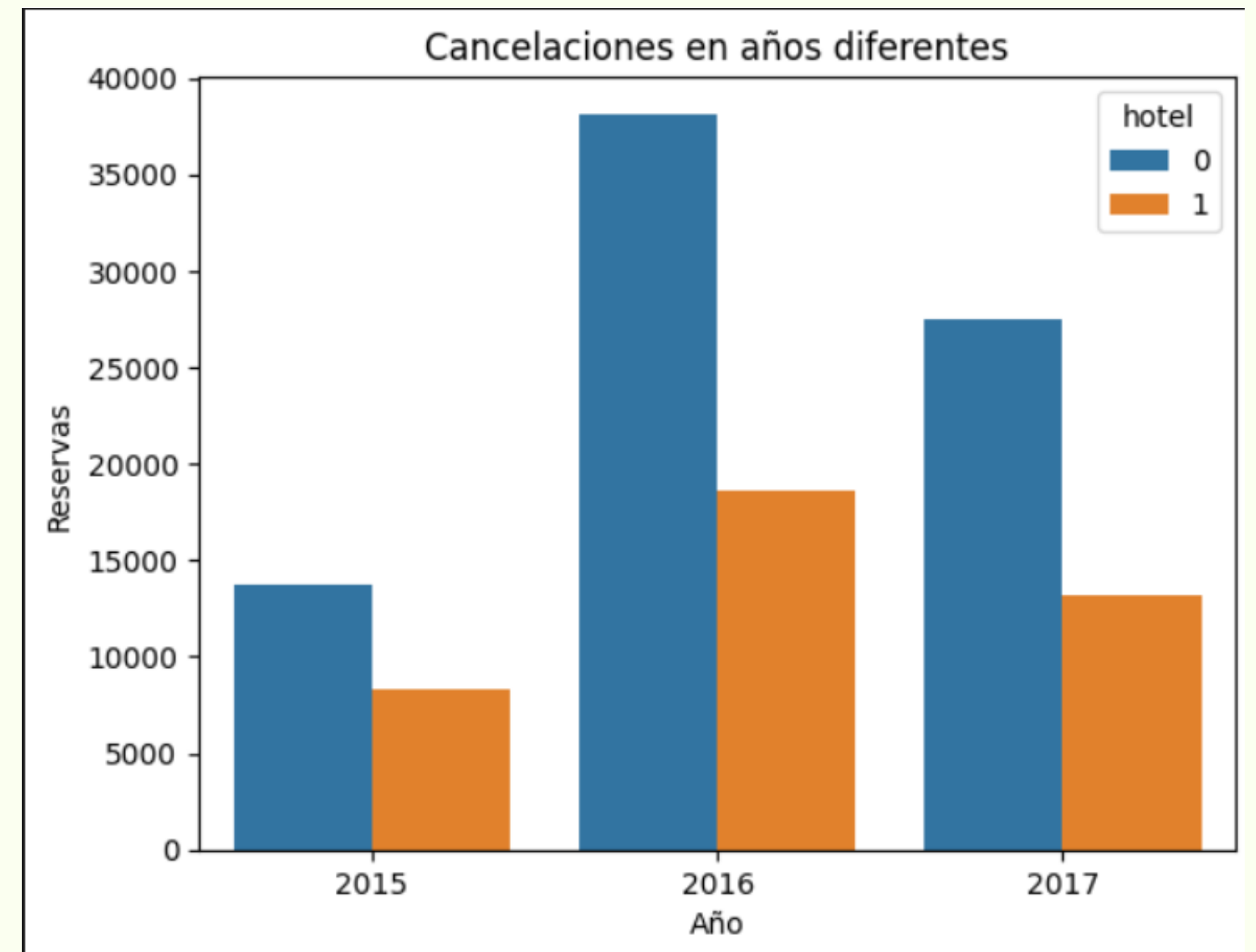
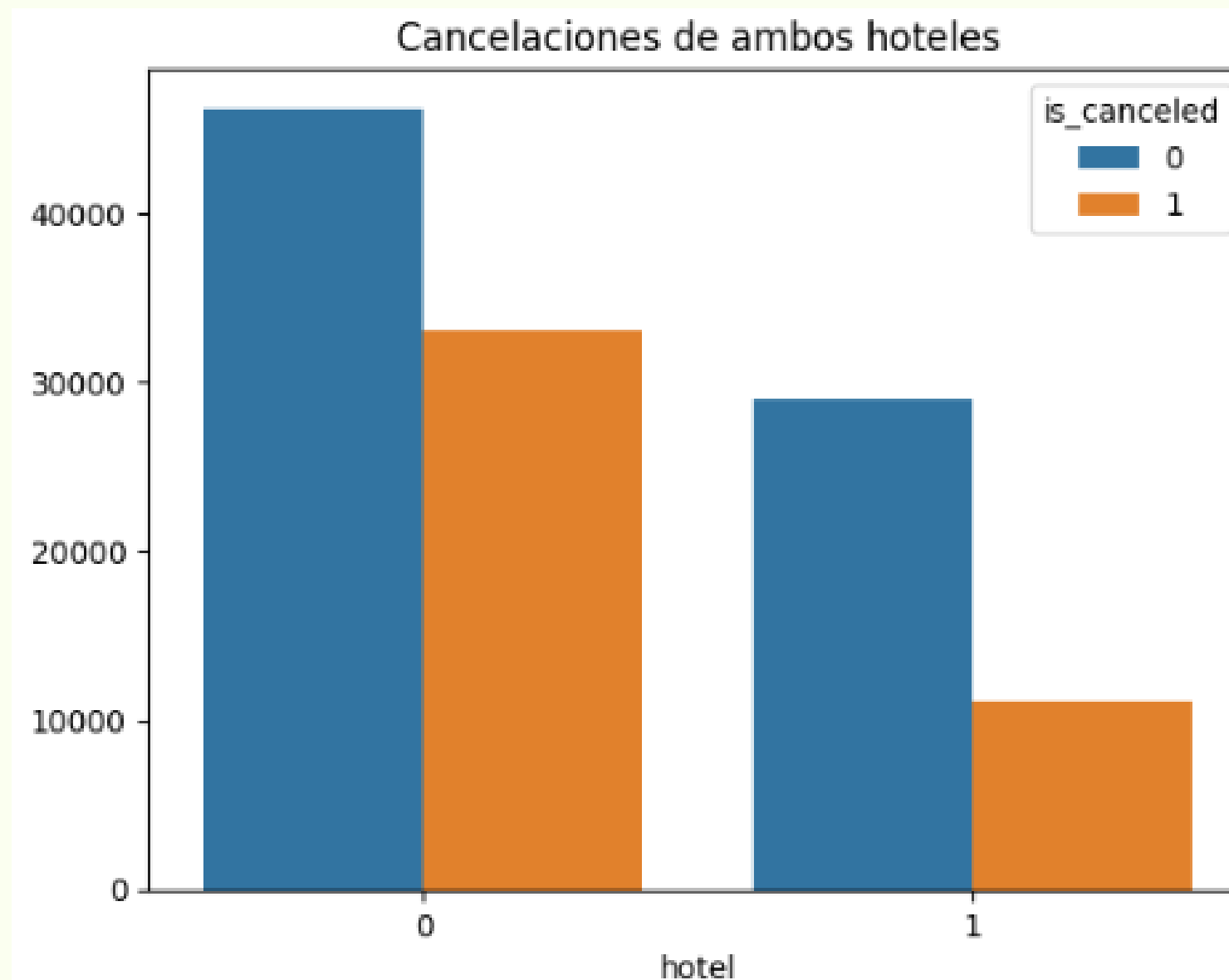


ANÁLISIS DE DATOS

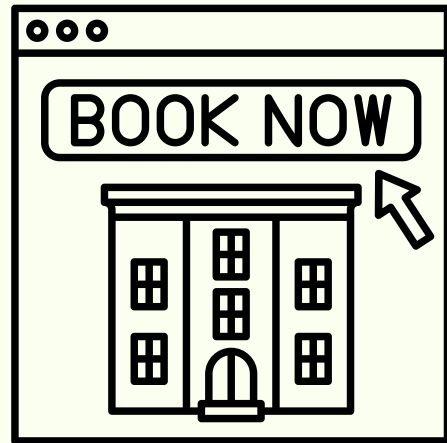


- **119390 observaciones**
- **32 variables**

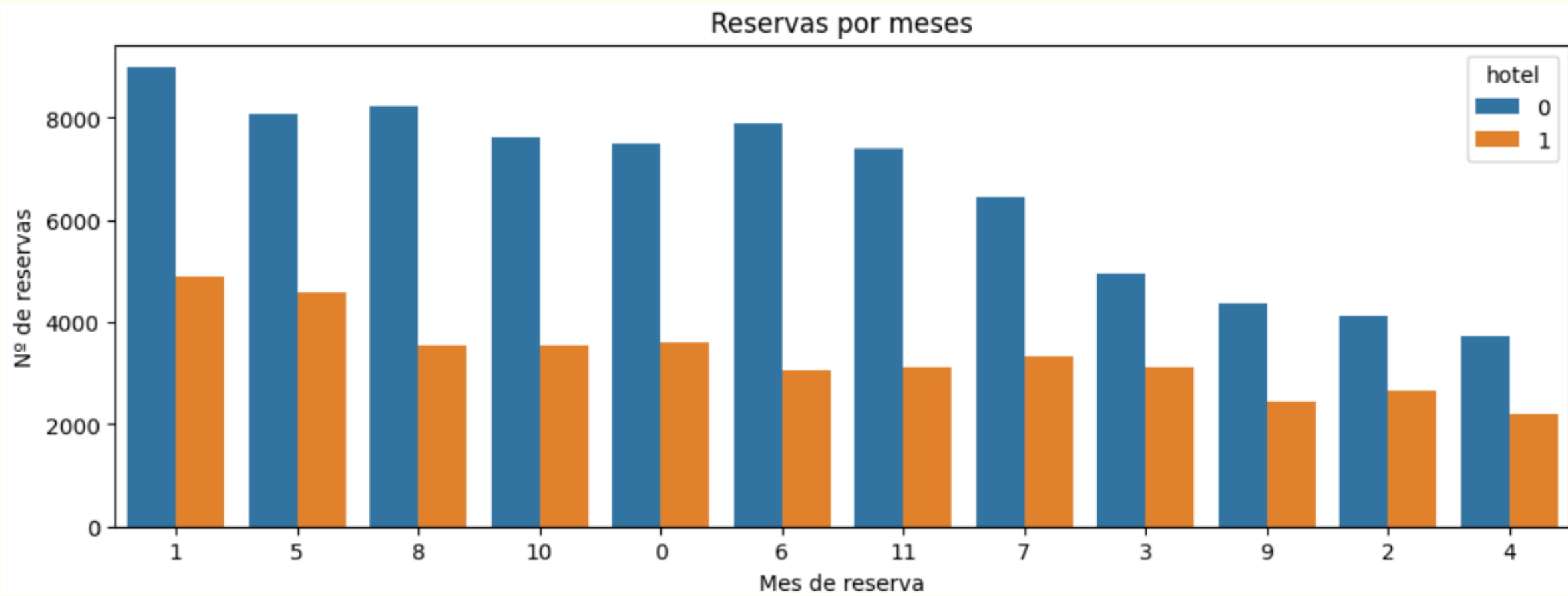
Análisis de datos



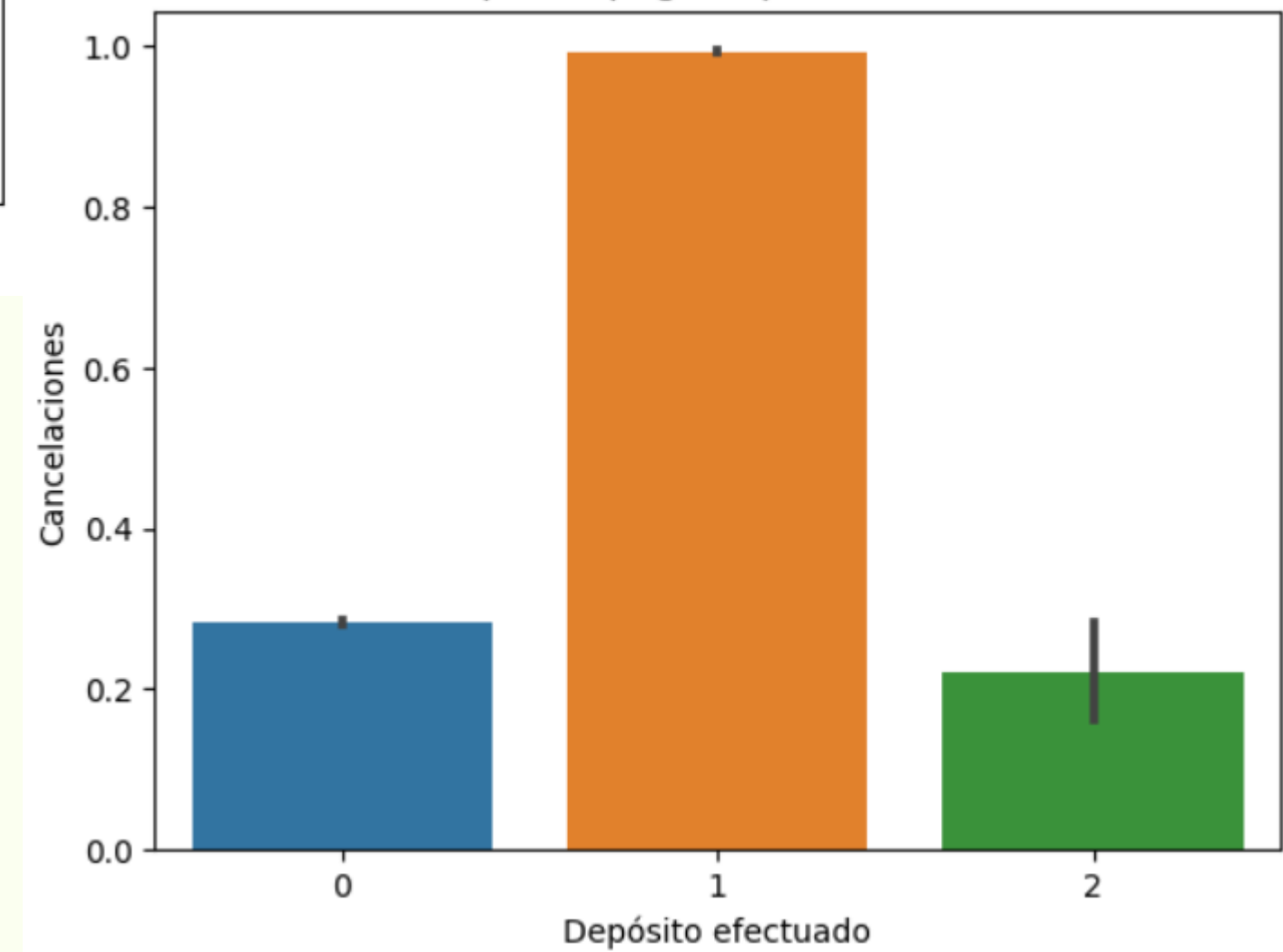
Análisis de datos



Reservas por meses



Depósito pagado por el cliente



Target

¿Podremos
predecir la
cancelación?

Modelos ML

Regresión logística: 79%

KNN:
56%

Decision Tree Classifier
54%

Random Forest: 57%



Conclusión

Regresión
logística

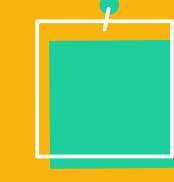
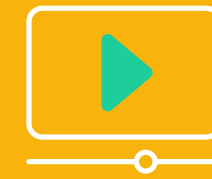
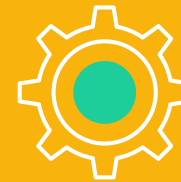
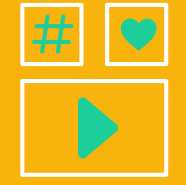




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A waiter in a tuxedo is holding a silver tray with three champagne flutes, two salt and pepper shakers, and several small bowls of appetizers. The background is a dimly lit restaurant with warm, bokeh-style lighting.

GRACIAS