HOTEL BOOKING REPORT

This report provides insights based on hotel booking raw data and cancellation data collected from Kaggle. The data spans from 2015 to 2017, covering various hotel types, booking patterns, and cancellations.

# 1. Hotel Bookings Raw Data Insights

The raw dataset contains 119,390 records, covering bookings across two hotel types: City Hotel and Resort Hotel. Key insights from this data are summarized below.

* **Total Records**: 119,390 bookings
* **Hotel Types**: City Hotel (66%), Resort Hotel (34%)
* **Cancellations**: 37% of bookings were canceled
* **Average Lead Time**: 104 days, with a maximum of 737 days
* **Customer Types**: Majority are Transient customers
* **Booking Agents**: Notable agents with high booking volumes
* **Reservation Status**: Majority resulted in Check-Out (63%)

# 2. Hotel Booking Cancellation Insights

The cancellation data provides insights into the patterns and reasons for cancellations. Key insights from the cancellation data are presented below.

Pattern/Trends

* Higher cancellations observed in peak months (August, July)
* Higher number of cancellations from online travel agencies
* Shorter stays (1-2 nights) have higher cancellation rates
* Significant contribution to cancellations from certain agents