**Recommendation Analysis**

1. Which countries contribute the most to hotel revenue?

2. What is the overall cancellation rate, and which customer type cancels the most?

3. How does revenue compare across different distribution channels?

4. When are cancellations most likely based on lead time?

5. Are there seasonal trends in bookings and revenue?

6. Which distribution channels have the highest booking share?

7. How much revenue is lost due to cancellations, and which channel contributes the most to this loss?

8. What is the average lead time for bookings, and what does it tell us about guest behavior?

9. Is there a correlation between cancellation rates and distribution channels?

10. What is the average daily rate (ADR), and how does it vary across customer types or channels?