Hotel Booking Analysis – Project Report

◇ Introduction

The purpose of this project was to analyze hotel booking data from **City Hotels** and **Resort Hotels** in order to understand **cancellation patterns, seasonal trends, and guest behavior**. Frequent cancellations lead to loss of revenue and reduced occupancy, so identifying the reasons behind them can help hotels improve their business strategies.

◇ Tools Used

- **Excel** – Data cleaning, Pivot Tables, Charts, and Dashboards

◇ Approach

1. Collected and explored hotel booking dataset.
2. Cleaned the data by removing inconsistencies and formatting values.
3. Built **Pivot Tables** to analyze bookings by hotel type, month, room status, and guest type.
4. Created **Dashboards** to visualize key patterns and cancellation trends.

◇ Key Findings

- **20% of total bookings were canceled** across the dataset.
- **City Hotels** had a higher cancellation rate compared to Resort Hotels.
- **July and March** recorded the highest number of cancellations.
- **Couples accounted for ~69% of total bookings**, but also had the highest cancellations.
- Room allocation and booking status strongly influenced cancellation behavior.

◇ Outcome & Recommendations

- Hotels can reduce cancellations by offering **advance payment options**, **special discounts during peak cancellation months**, and **better room allocation** to meet customer preferences.

- Targeted offers for **couples**, who form the largest guest group, can help reduce their high cancellation rate.
- By applying these strategies, hotels can **improve occupancy rates, enhance revenue, and minimize cancellations**.