

# LT4 DVS Final Project

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# Hotel Booking Dataset

Introduction to Hotel  
Booking Dataset

City hotels have more  
cancellations.

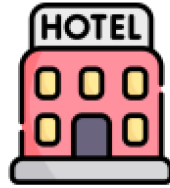
Cancellations are from  
TA/TO and are more  
likely with high  
leadtime.

Most guests are from  
Europe, and  
Non-Europeans prefer  
City Hotel.

Peak season is summer  
months, and guests  
bring their children.

Final  
Recommendations

## HOTEL BOOKING DATASET



### RECOMMENDATIONS FOR THE FOLLOWING:

1. **Cancellation** Policy
2. **Location** Strategy
3. **Peak and Off Month** Strategy

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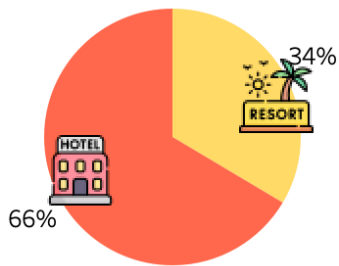
# Hotel Booking Dataset

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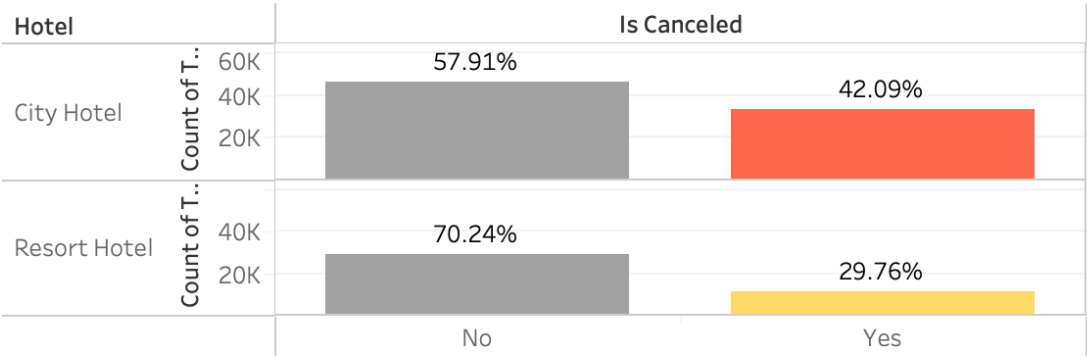
## City Hotels have more customers and more cancellations (by %)

42 % of all city hotels bookings are cancellations. Total revenue loss from cancellation totals 4.6 million.

Percent of Total Number of Guests



Percent of Guest Cancellations by hotel type



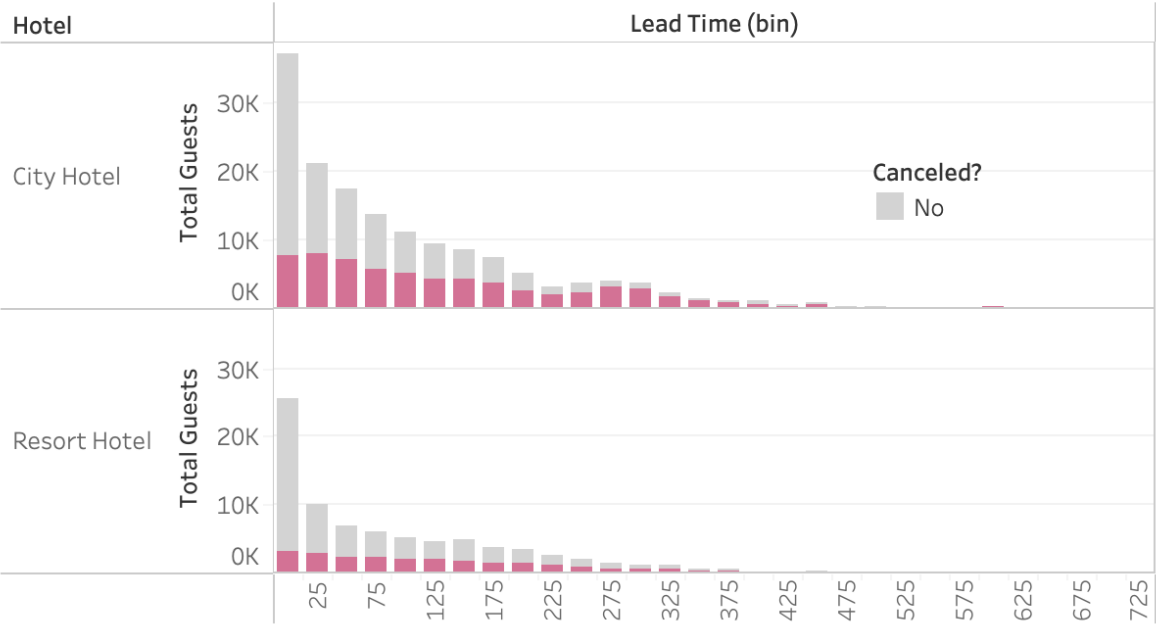
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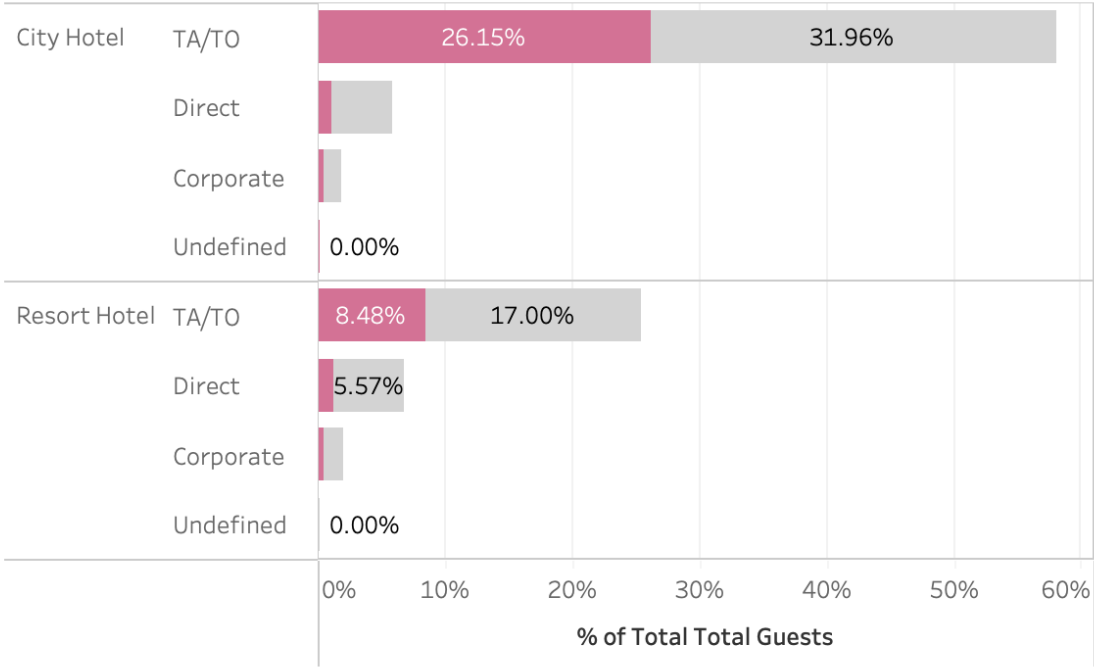
Both hotels have more cancellations with higher lead time.

35 % of these cancellations come from Travel Agents/Travel Operators.

Total Guests by Lead Time



Total Guests by Distribution Channel

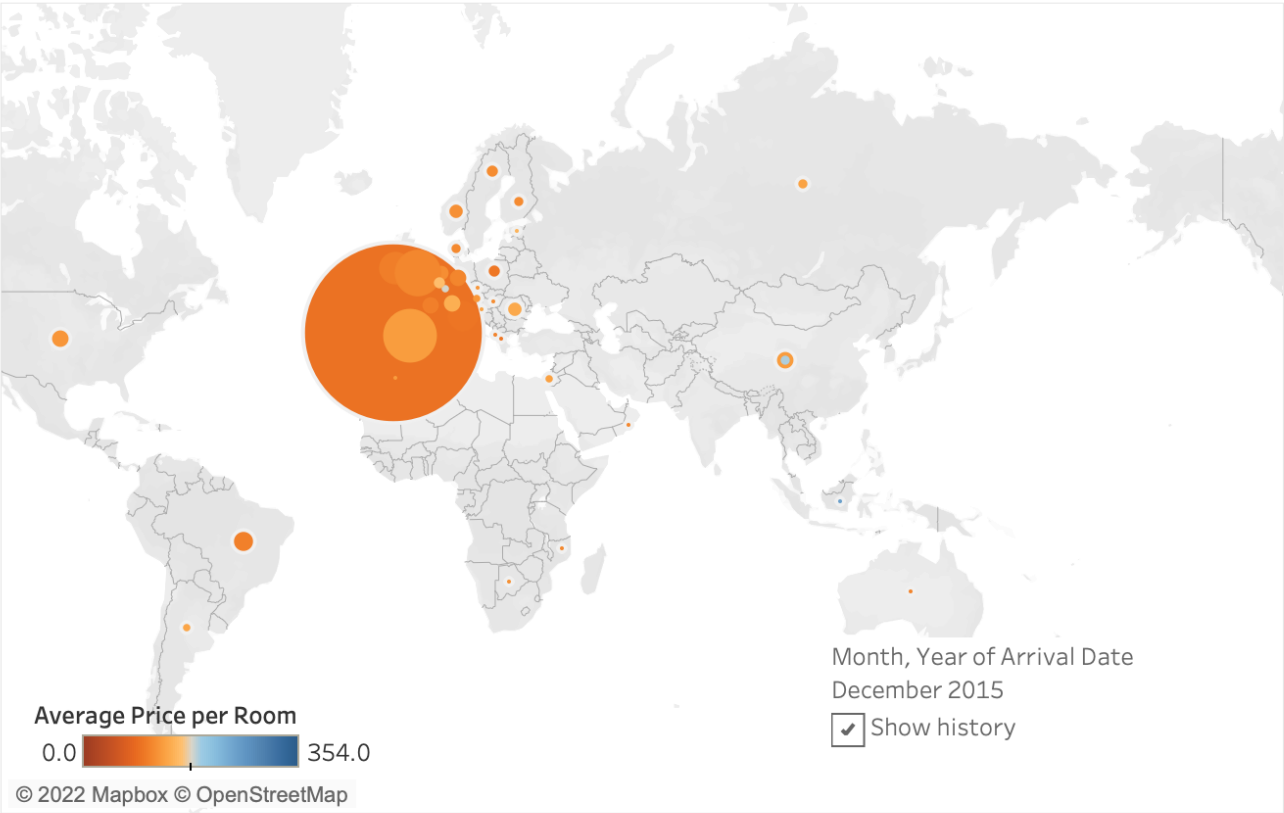


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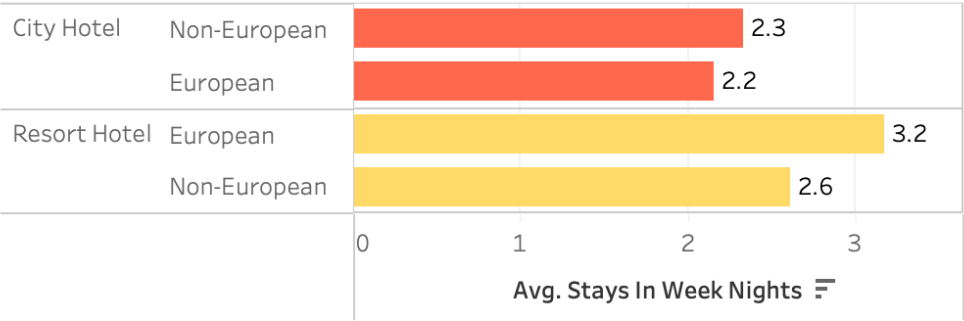
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Majority of guests are **European**, specifically from **Portugal**.

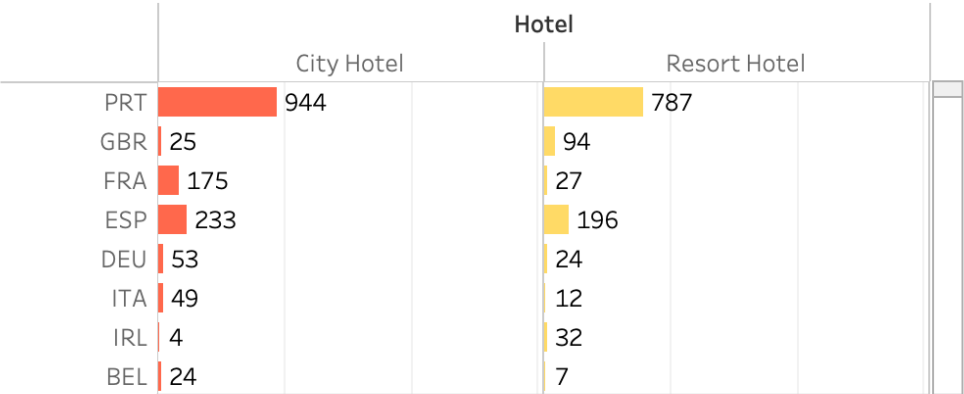
Total Guests by **Location of Origin** - July 2015



Average **Length of Stay**



Guests by **Location of Origin**

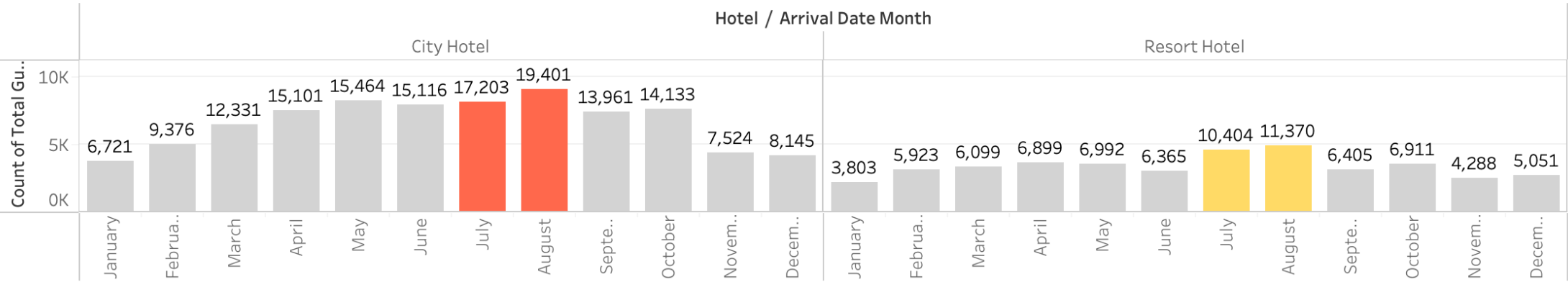


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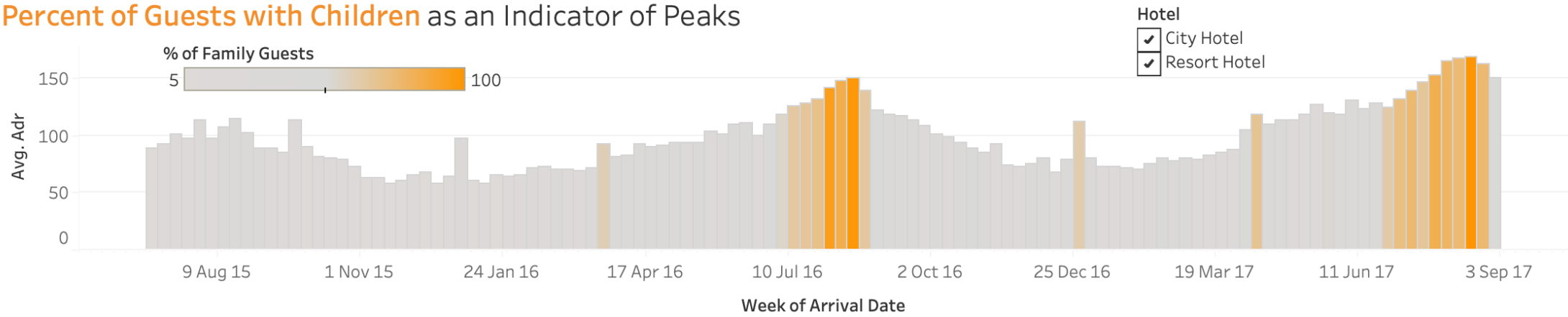
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Peak seasons are in **summer**, specifically **August...**

## Guest Arrivals per Month



## Percent of Guests with Children as an Indicator of Peaks



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## RECOMMENDATIONS

### Cancellation Policy

- Non-refundable after a month
- Booking Fee (TA/TO channel)

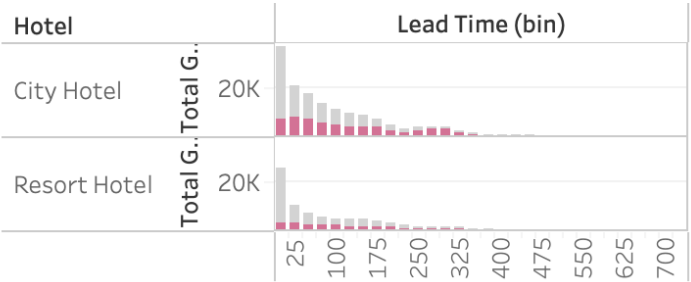
### Location Strategy

- City packages to Non-Europeans
- Resort packages to Europeans

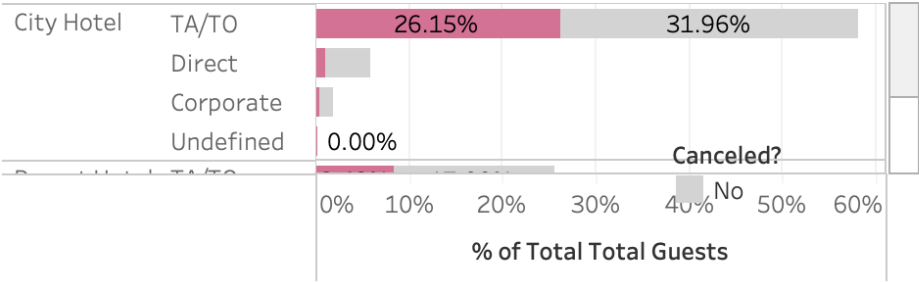
### Peak & Off Strategy

- Peak months: family events
- Off months: business events

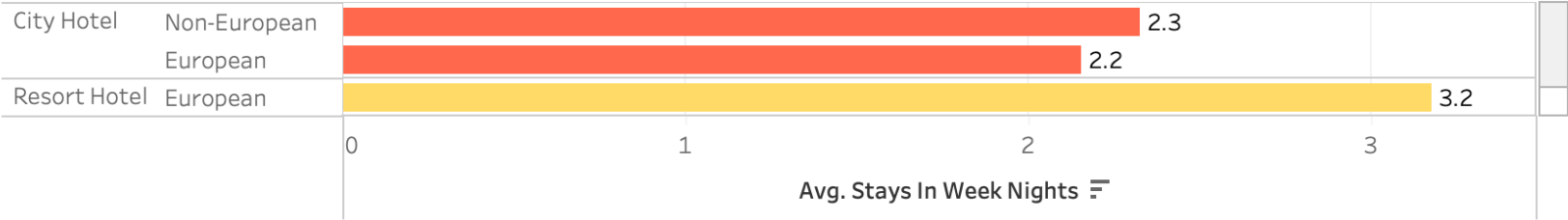
Total Guests by Lead Time



Total Guests by Distribution Channel



Average Length of Stay



Percent of Guests with Children as an Indicator of Peaks

