Hotel Booking Cancellations Analysis

Project Overview

This project analyses hotel booking cancellations to identify key patterns affecting business performance. The interactive dashboard, created using **Microsoft Excel**, leverages **Power Pivot and Power Query Editor** for data transformation, modelling, and visualization. It provides insights into total bookings, cancellations, guest types, room preferences, and monthly trends.

Key Insights

- **Total Bookings & Cancellations:** Out of **119,390 total bookings**, **44,224 were cancelled**, indicating a significant cancellation rate.
- **Hotel Type Comparison: City Hotels** had a higher number of cancellations (**33,102**) than **Resort Hotels** (**11,122**).
- **Guest Type Analysis: Couples** had the highest cancellations (**32,424**), followed by **Families** (**5,245**) and **Singles** (**6,555**).
- **Room Preference Impact:** Guests with **desired room preferences** had a **higher cancellation rate** (**43,422 cancellations out of 104,473 bookings**) compared to **undesired rooms** (**802 cancellations**).
- **Monthly Trends:** The highest bookings occurred in **July and August**, but these months also experienced relatively high cancellations.

Business Impact

- Helps predict **cancellation trends** and adjust booking policies accordingly.
- Provides insights into **guest behaviour** to improve retention strategies.
- Assists in **inventory and revenue management** by identifying peak cancellation periods.

This analysis enables hotel management to make **data-driven decisions**, optimize occupancy rates, improve customer experience, and minimize revenue losses.