Hotel Booking Analysis

Project Summary

The Hotel Booking Dataset contains booking information for city and resort type hotels mainly in the years 2014, 2015 and 2016. It includes information like when the booking was made, length of stay, the number of adults, children and babies, and the number of available parking spaces, meals etc. This dataset contains more than 100,000 rows of data.

In this EDA project, I have explored various parameters like No. of Bookings, Daily Rate of Hotels, Lead Time, Meals Booked, Special Requests, Cancellations, Car Parking Space Demand, and Room Types. to identify the patterns in the data.

I explored the Number of Bookings w.r.t various other parameters like Month, Year, Country, Market Segment, Distribution Channels etc. to study the patterns in booking demands. This helped in identifying which type of hotel has more demands, which months of the year have more bookings, top countries with the highest number of guests making reservations in the hotels, which market segments are making more bookings, and through which distribution channels more guests are coming from.

For Daily Rate analysis, I compared average daily rates for different types of hotels, and how daily rate varies over the months of a year and over three years. Analyzed how lead time affects daily rate.

I also explored how many days before the arrival date (lead time) guests make reservations in different hotels.

For Special Requests analysis, I explored special requests demand over the months of the year, which customer types make more special requests on average and which country's guests are likely to make more special requests.

For Booking Cancellations analysis, I explored average monthly cancellations and customers from which market segment are more likely to cancel the bookings. Also, I explored how lead time affects cancellations.

I analyzed what are the demands for car parking spaces in different types of hotels.
To get the perspective of what type of room customers prefer, I explored total room types booked by customers and what are the most denied room types at the hotels to the customer upon arrival.

Contributor Roles:

1. Ayush Kumar (Individual Contributor)

GitHub Link:

https://github.com/ayush9304/Hotel-Booking-Analysis-EDA

Drive Link:

https://drive.google.com/drive/folders/12C8Tysit4Dpo96votbExuxXOjRHwqg9u?usp=sharing