

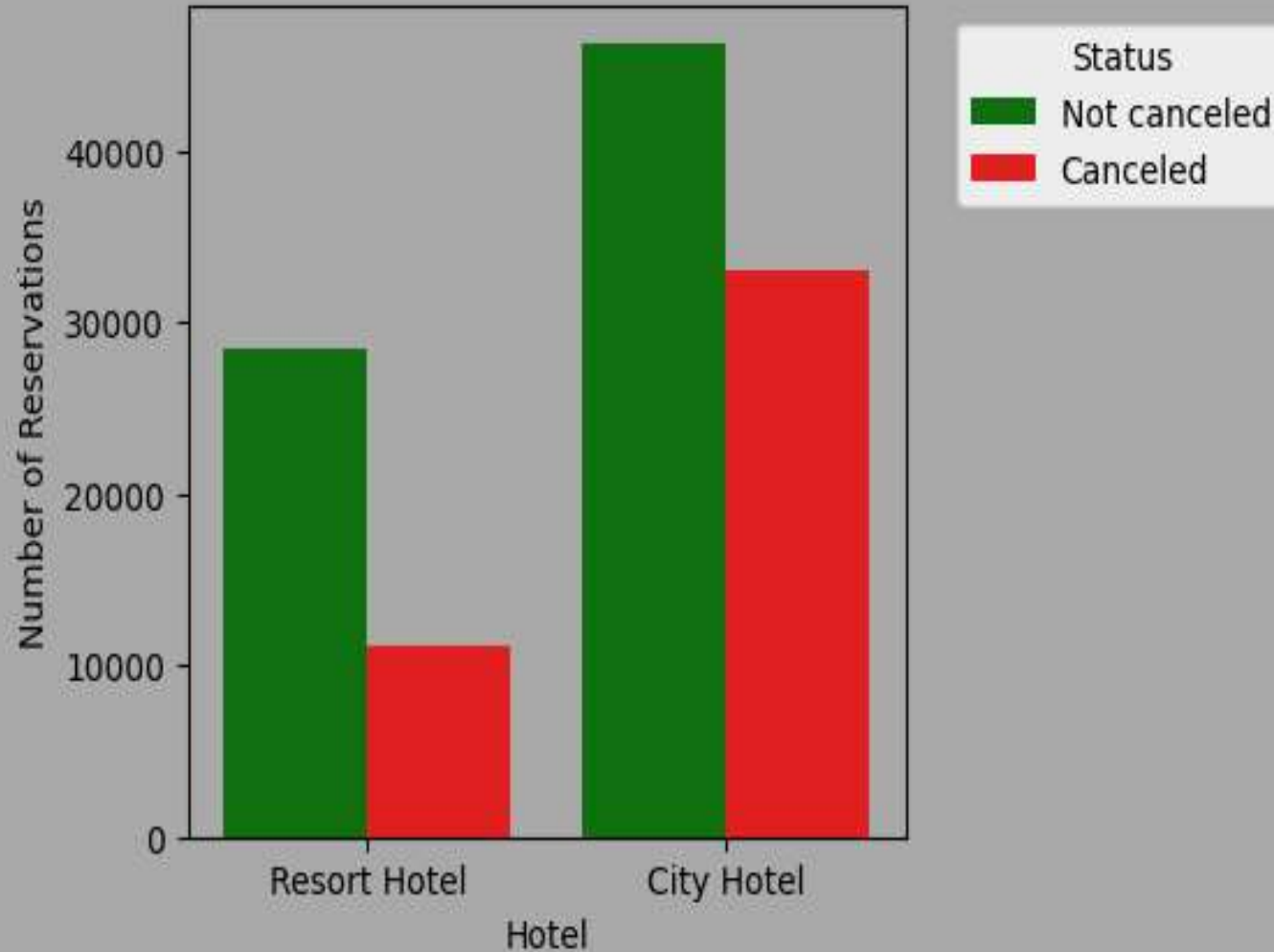
Analysis and findings



The accompanying bar graph shows the percentage of reservations that are canceled and Those that are not.

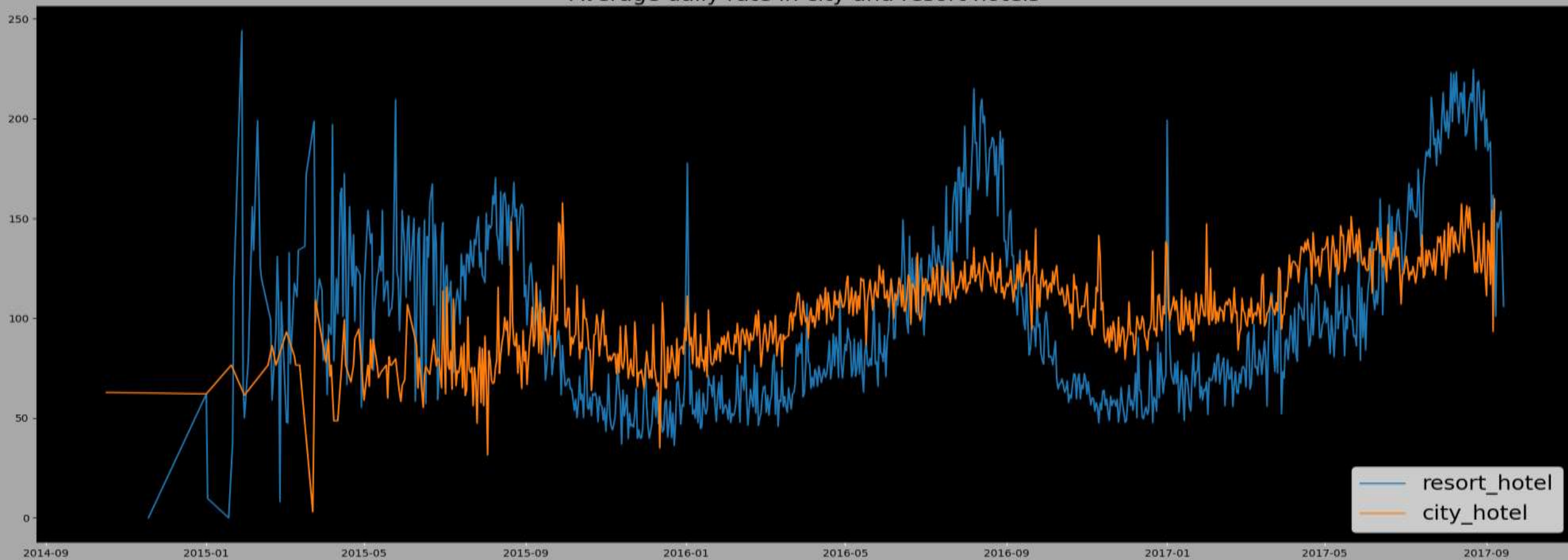
It is obvious that there are still a significant number of reservation that have not been Canceled. There are still 37% of client who canceled their reservation, which has a significant impact on the Hotel's earnings

Reservation status in different hotels

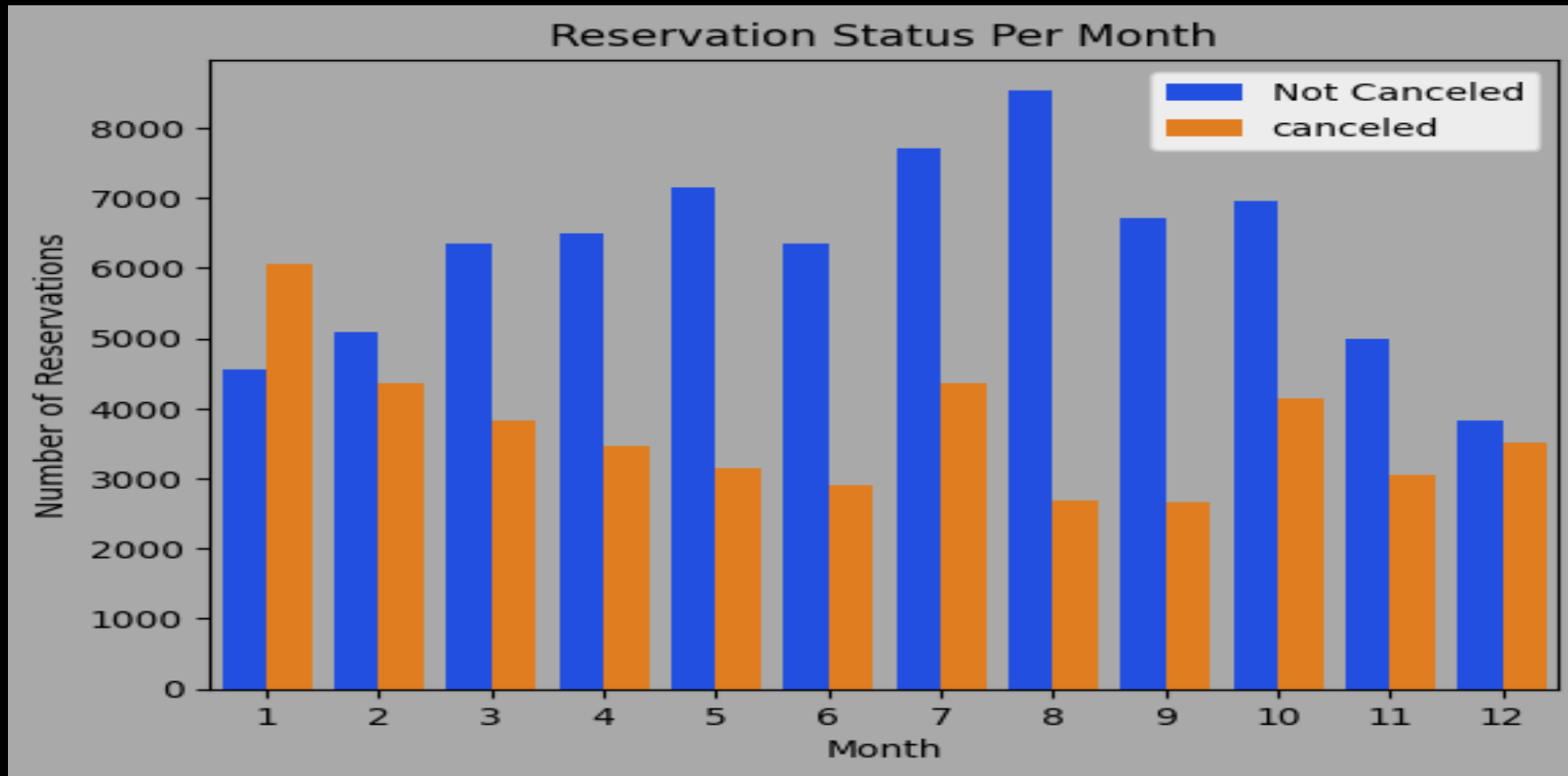


In Comparison to resort hotels, City hotels have more booking. It's possible that resort hotels are more expensive than those in cities.

Average daily rate in city and resort hotels

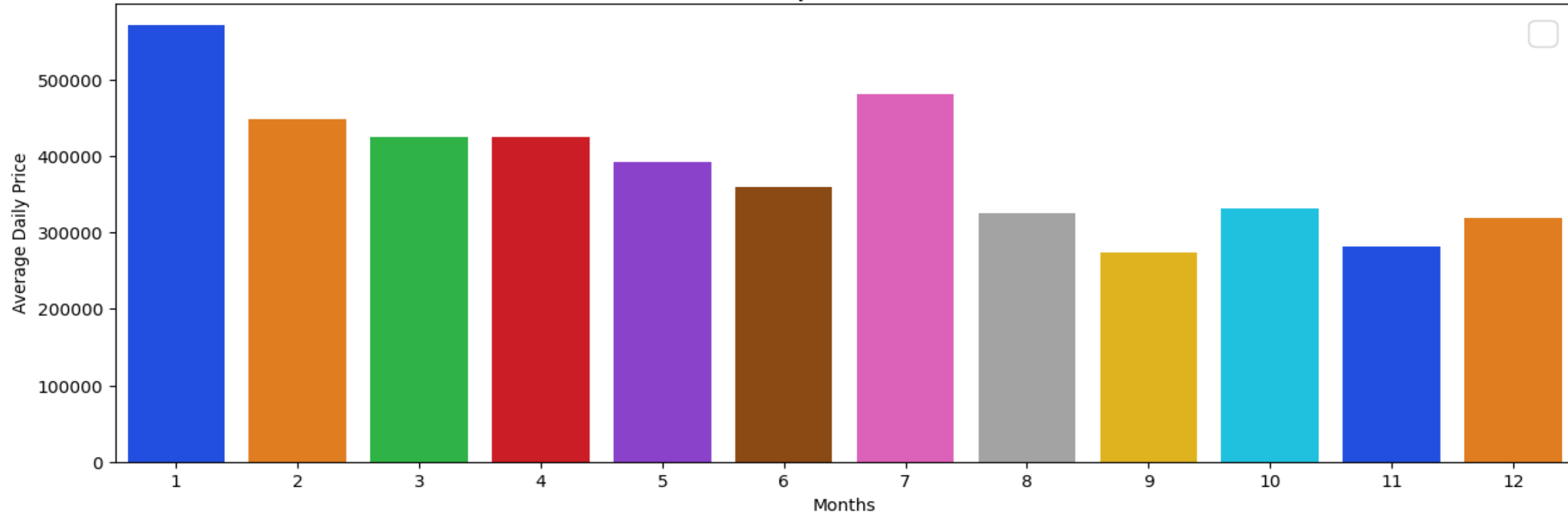


The line Graph above shows that, on certain days, the average daily rate for the City hotel is less than that of the resort hotels, and on other days, It is even less. It goes without saying that weekends and holidays ,ay see a rise in resort hotels rates



We have developed the grouped bar graph to analyze the months with the highest and lowest reservation levels according To reservation status. As can be seen, both the number of confirmed reservation and the number of canceled reservations are largest in the month of August whereas January is the month with the most canceled reservations.

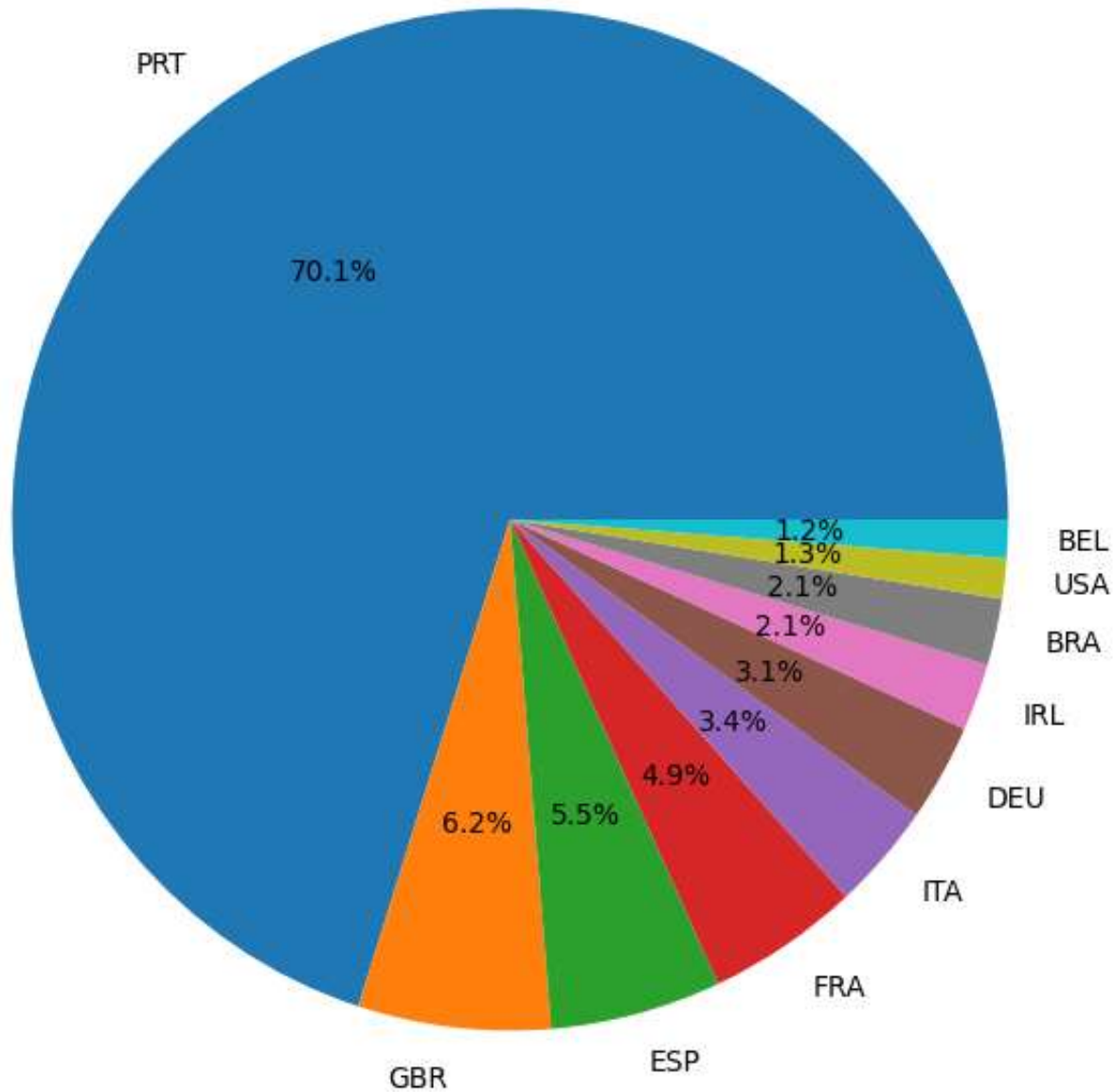
ADR per month



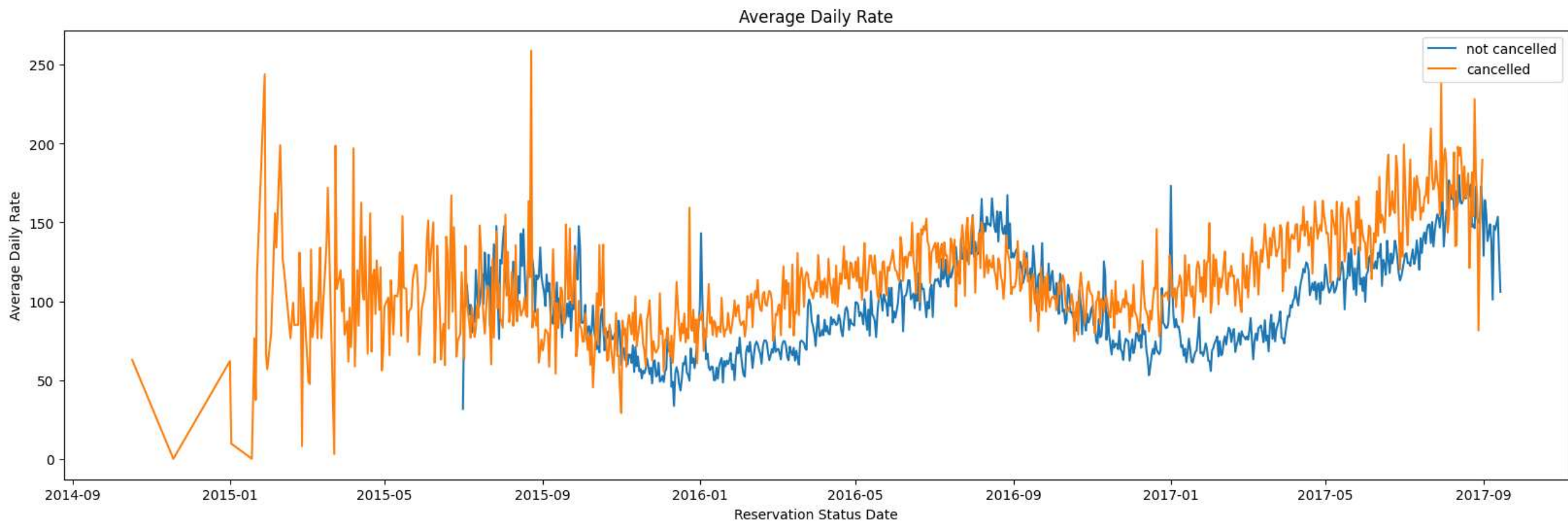
This bar graph demonstrates that cancellations are most common when price are greatest and are least common when they are lowest. Therefore, the cost of the accommodation is solely responsible for the cancellation.

Now, let's see which country has the highest reservation cancelled. The top is Portugal with the highest number of cancellation.

Top10 Countries with most cancelations



Let's check the area from where guests are visiting the Hotels and making reservations. is it coming from Direct of Group. Online or Offline Travel Agents? Around 46% of The clients come from travel agencies, whereas 27% come from group. Only 4% of clients book hotels directly By visiting them and making reservations.



As seen in the graph, reservations are cancelled when the average daily rate is higher than when it is not cancelled. It clearly prove all the above analysis, that the higher price leads to higher cancellations.

Suggestions

1. Cancellation rates rise as the price does. In order to prevent cancellations of reservations, hotels could work on their pricing strategies and try to lower the rates for specific hotels based on locations. They can also provide some discounts to the consumers.
2. As the ratio of the cancellation and not cancellations of the resort hotel is higher in the resort hotel than the city hotels. So the hotel should provide a reasonable discount on the room price on weekends or on holidays.
3. In the month of January, hotels can start campaigns or marketing with a reasonable amount to increase their revenue as the cancellation is the highest in this month.
4. They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.