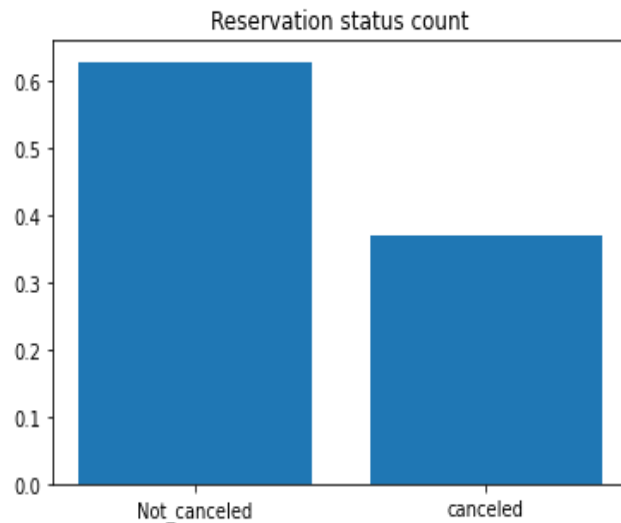


# Report

## Hotel Booking Data analysis

- **Reservation Status**



The above graph shows the reservation that are cancelled and not cancelled. There are significant number of reservations that are not cancelled. There are 37% of clients who canceled their reservation, which has a significant impact on the hotel's earnings.

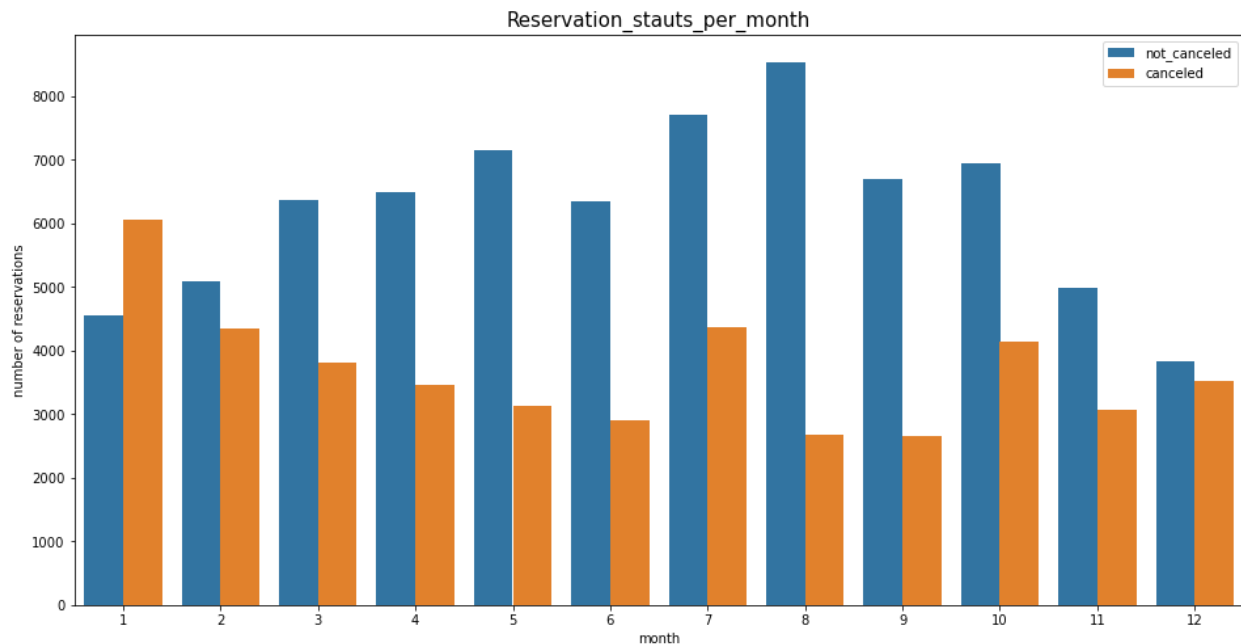
- **Reservation status in different hotels**

In comparison to resort hotels, city hotels have more bookings. It's possible that resort hotels are more expensive than those cities.



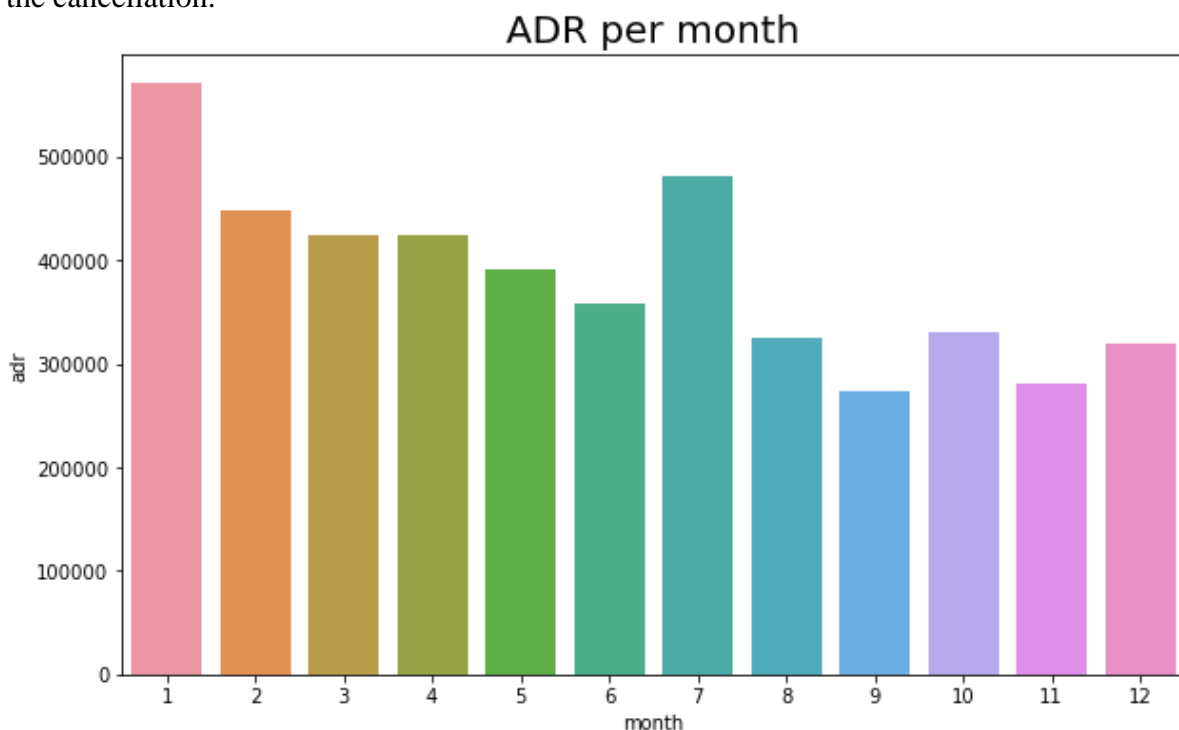
- **Reservation Status per month**

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 is the largest in the month of August. where's January is the month with the most canceled reservations.



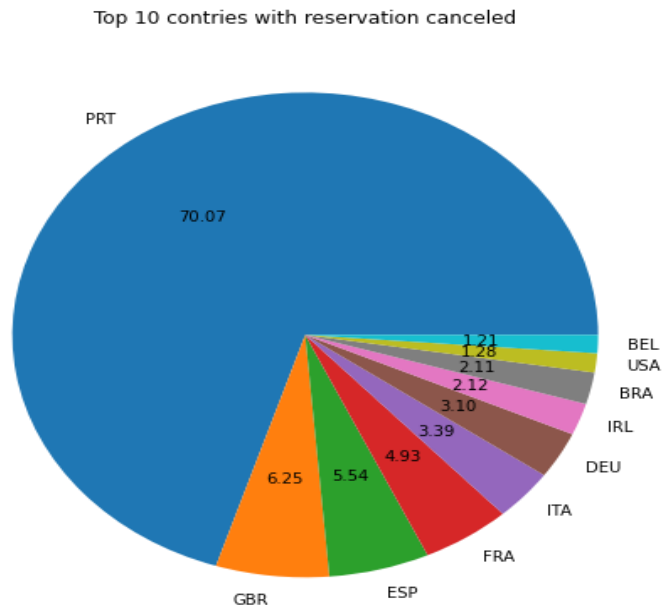
- **ADR per month**

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



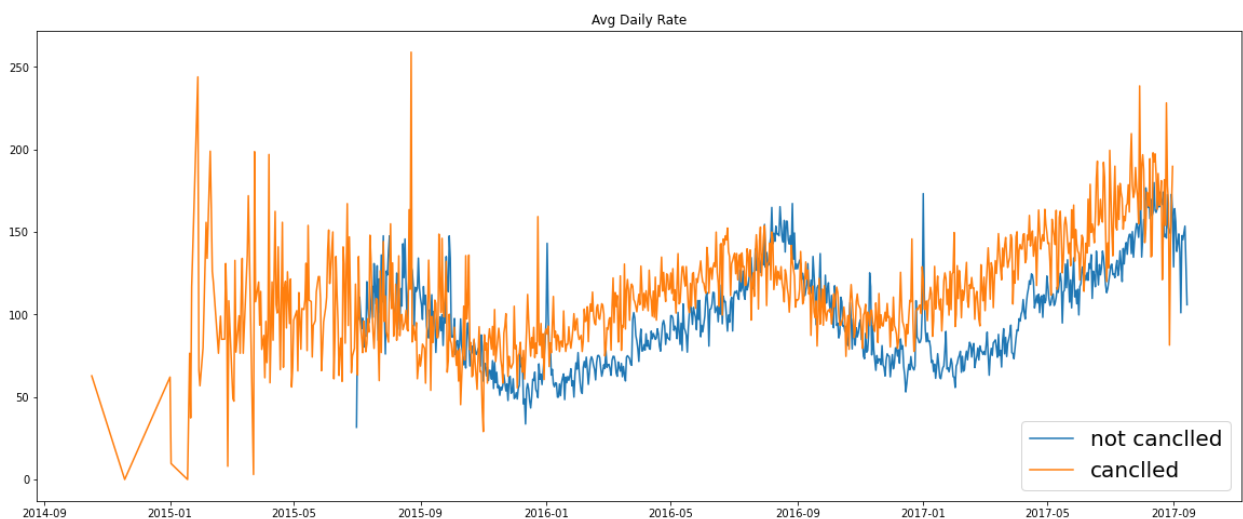
- **Top countries with reservation cancelled**

The top 10 countries mention in the Pie chart from which Portugal (PRT) has the highest number of cancellations



- **Online and offline booking cancellation rate**

The areas from which guests are visiting the hotels and making reservations. Is come from direct or groups, online or offline Travel agencies, where 27% come from groups. Only 4% of clients book hotels directly by visiting them and making reservations.



- **Suggestion**

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

\*END\*