

# Oyo Hotel Booking Analysis

## Business Requirements

1. Analyze booking patterns and customer behavior to identify trends and insights.
2. Optimize pricing strategies, promotional offers, and discount rates to maximize revenue.
3. Enhance customer satisfaction by understanding preferences and improving service quality.

## Case Study Overview

Our hotel chain employs data analytics to maximize revenue and enhance guest satisfaction. Through comprehensive analysis of booking data, personalized pricing strategies, and targeted marketing, we optimize revenue generation. By leveraging predictive modeling, we forecast demand, minimize cancellations, and streamline operations. The project aims to drive revenue growth, improve guest experiences, and achieve operational efficiency, ensuring competitiveness in the hospitality industry. Through data-driven insights and strategic initiatives, we deliver exceptional value to guests while maintaining profitability and market leadership.