



CAPSTONE **Project**

Hotel Bookings Analysis

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Points to address:

- VARIABLES DESCRIPTION
- MOST PREFERRED HOTEL TYPE
- CANCELLATION RATE
- YEARS WISE ARRIVALS
- COMPARISON OF ARRIVALS
- MONTHLY ARRIVALS
- COUNTRY WISE OPERATIONS
- CANCELLED SCENARIOS
- ADR COMPARISON
- ADR AMONG COUNTRIES
- ADR FLUCTUATION
- POSITIVE STAYS PERIOD
- CORRELATION ANALYSIS
- CONCLUSION

VARIABLES DESCRIPTION

SOME OF IMPORTANT VARIBALES

hotel: type of hotels

is_canceled: canceled or not

lead_time: no. of days before actual arrival in the hotel

arrival_date_year: year of booking

arrival_date_month: month of booking

arrival_date_week_number: week number of the year in which booking

arrival_date_day_of_month: arrival month date

stays_in_weekend_nights: no. of weekends guest stayed

stays_in_week_nights: no. of weekdays guest stayed

meal: bb – bed & breakfast hb – only two meals including breakfast meal fb – breakfast, lunch, and dinner

market_segment: ta: travel agents to: tour operators

previous_cancellations: cancellation in past

previous_bookings_not_canceled: not canceled in the past.

PURPOSE OF HOTEL ANALYSIS

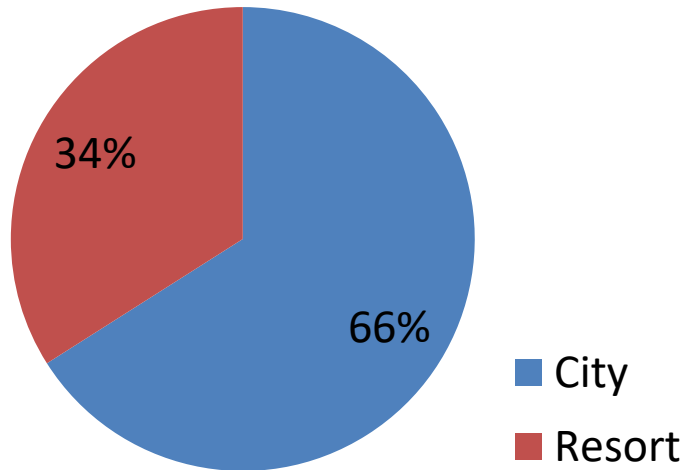
Organisation Panel

- ✓ to appraise where the organisation currently stands
- ✓ to eliminate the areas of weakness and to strengthen it
- ✓ to uplift the financial status& boosting the achieved goals

Customer panel

- ❑ Provides according to customer's taste & preferences
- ❑ Opting the most satisfied one among many alternatives
- ❑ Oral Promotion by happy customers

Most Preferred Hotel Type



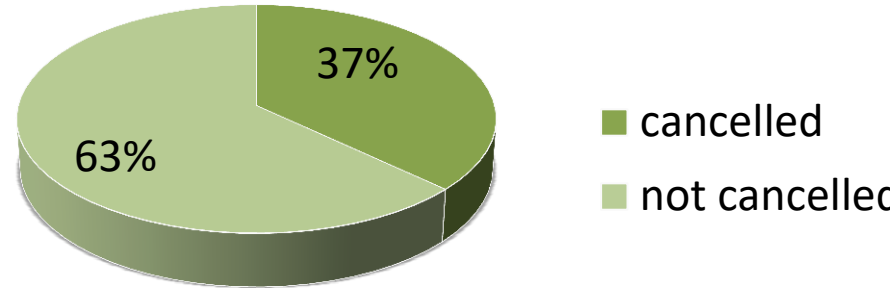
**From the given pie chart
We assumed the following
cases as mentioned below:**

- **City hotel comprises of about 66% of total share among the most preferred hotel type**
- **It is double the share of resort hotel type**

- **Resort hotel comprises of about 34% of share among the most preferred hotel type**
- **It is almost half of the share of the city hotels type**

Cancellation Rates

The rate of cancellation by the customers are accordingly distributed through pie chart



**Cancelled Rates are 37% of the total bookings
It is mostly due to customer inconvenience**

**Not Cancelled Rates are a bit impressive and is 63% of the total bookings
It raises the morale of the hotels**