

Investigate Business Hotel using Data Visualization



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Data Science enthusiast with a bachelor's degree in information systems at STMIK Pontianak. Passionate in data science, data analysis, machine learning and loves learning new things related to technology. Have experience in warehousing field for 4 years. Currently looking for an opportunity to work in the data field.

“It is very important for a company to always analyze its business performance. On this occasion, we will explore the business in the hospitality sector. The focus we are aiming for is to find out our customers' behavior in making hotel reservations, and its relationship to the hotel booking cancellation rate. The results of the insights we find will be presented in the form of data visualization to make it easier to understand and more persuasive. ”

Handle Missing Values

There are several columns that have null values, namely `company`, `agent`, `city` and `children`. For the `company`, `agent` and `children` columns, the null value will be filled with 0 because some rows have NaN values that indicate unknown values, and for the `city` column, the null value will be filled with 'unknown'.

Replace inappropriate values

- Replace the 'Undefined' value in `meal` column to 'No Meal'
- Replace `'children'`, `'agent'`, `'company'`, `'days_in_waiting_list'`, `'required_car_parking_spaces'`, `'total_of_special_requests'` columns data type from float64 to int64

Drop unnecessary data

- Drop data rows that have 0 `total_guest` and `total_stay_duration` values because it means the booking is invalid.