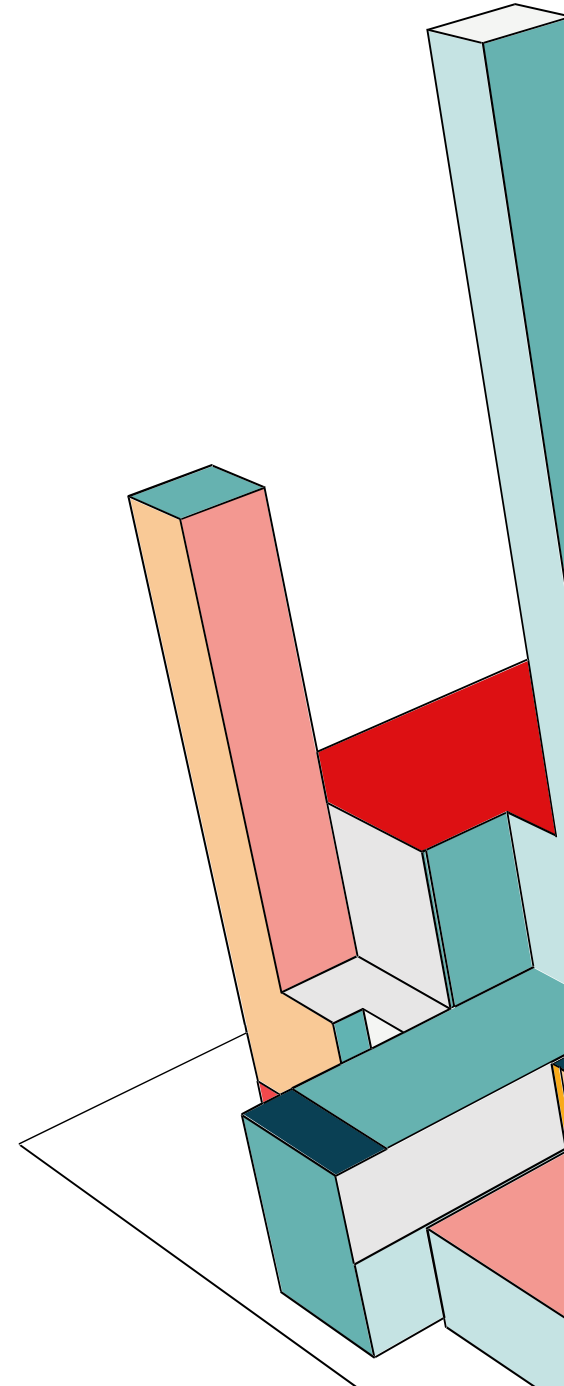


HOTEL BOOKING TRENDS

Francisco Rodríguez
Eduardo Casas
Miguel Rodríguez
Daniela Rojas

AGENDA

- Project Description/Outline
- What are the trends per country?
- What are the trends per type of hotel?
- What are the trends per type of customer?
- Conclusions



WORLDWIDE HOTEL RESERVATION TRENDS

- Project Description/Outline:

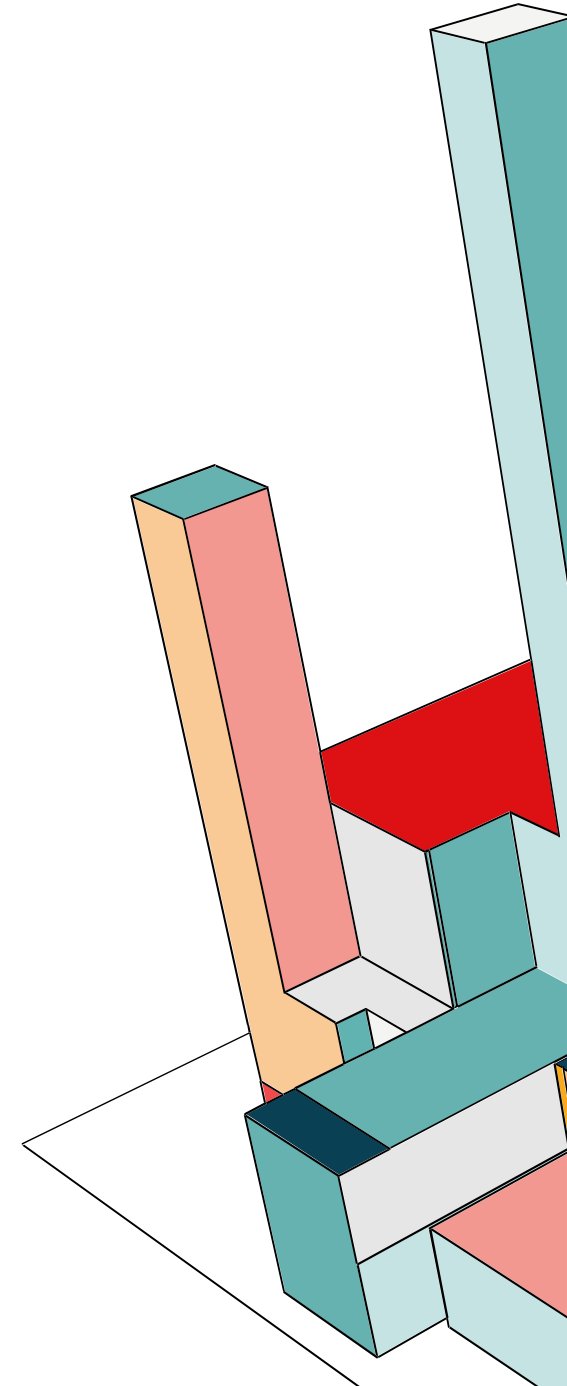
The current project aims to analyze the booking trends worldwide from 2015 to 2017. We will explore insights on 3 axis mainly: country, type of customer and type of hotel.

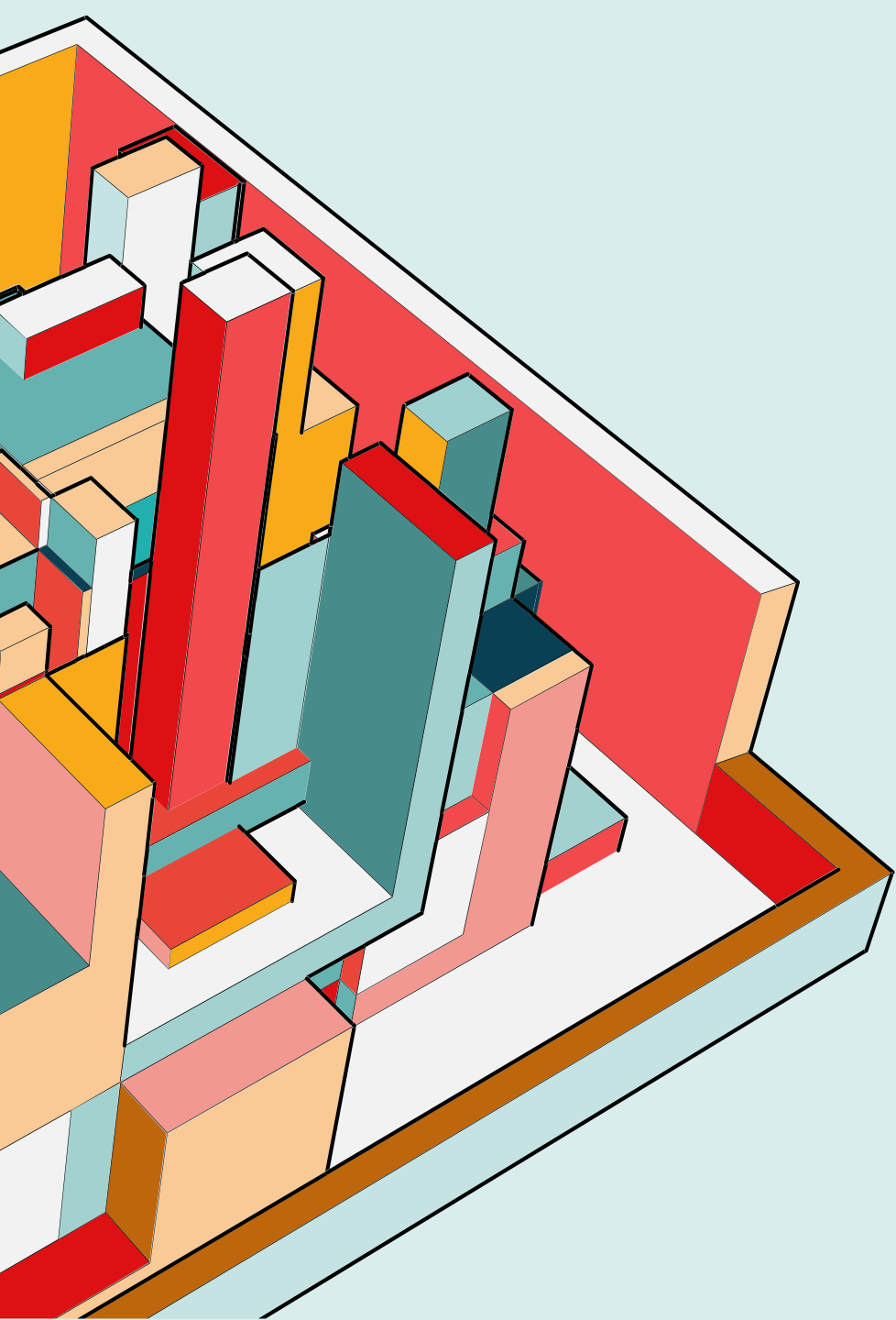
- Research Questions to Answer

- What are the trends per country?
- What are the trends per type of hotel?
- What are the trends per type of customer?

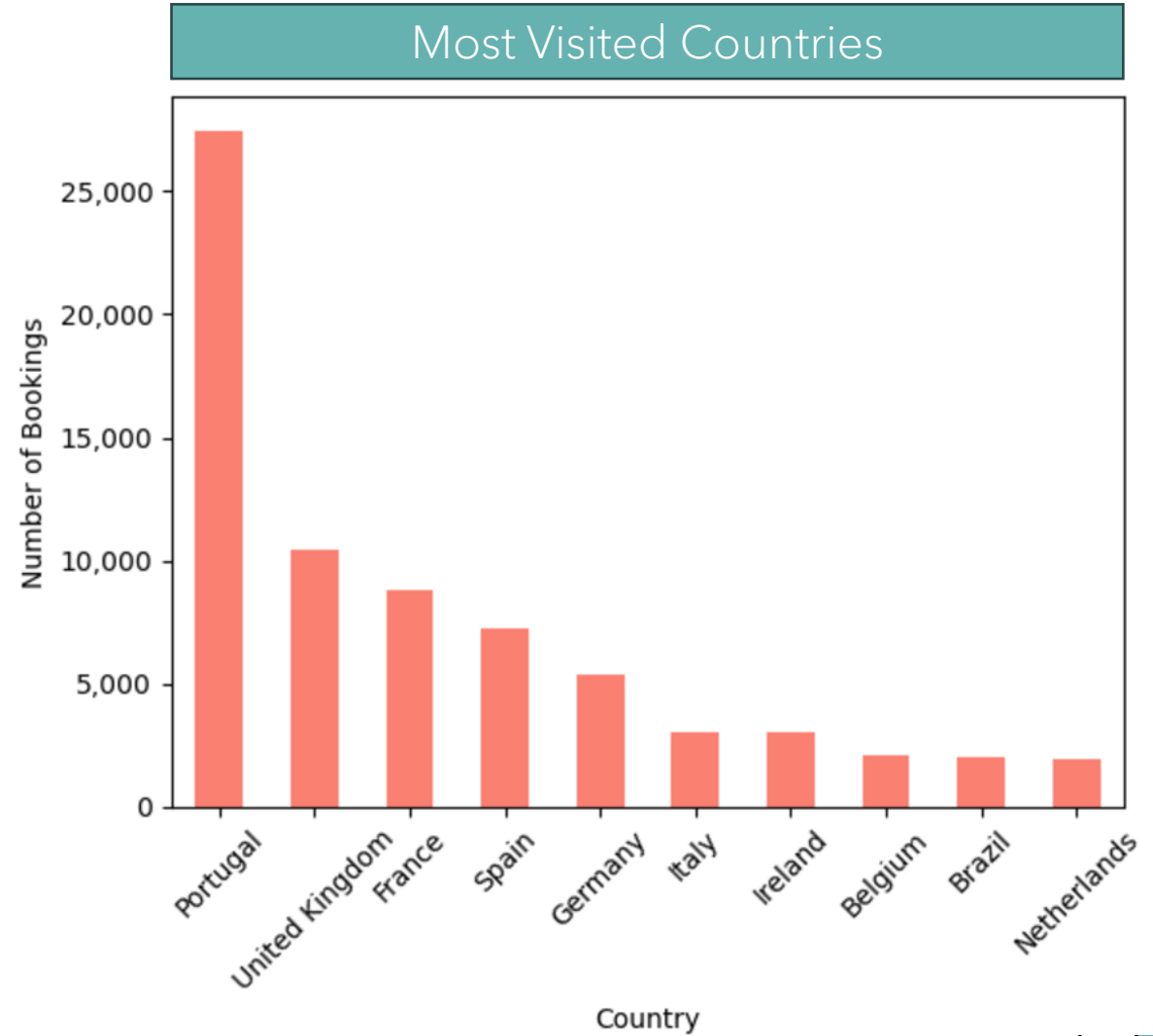
- Datasets to Be Used

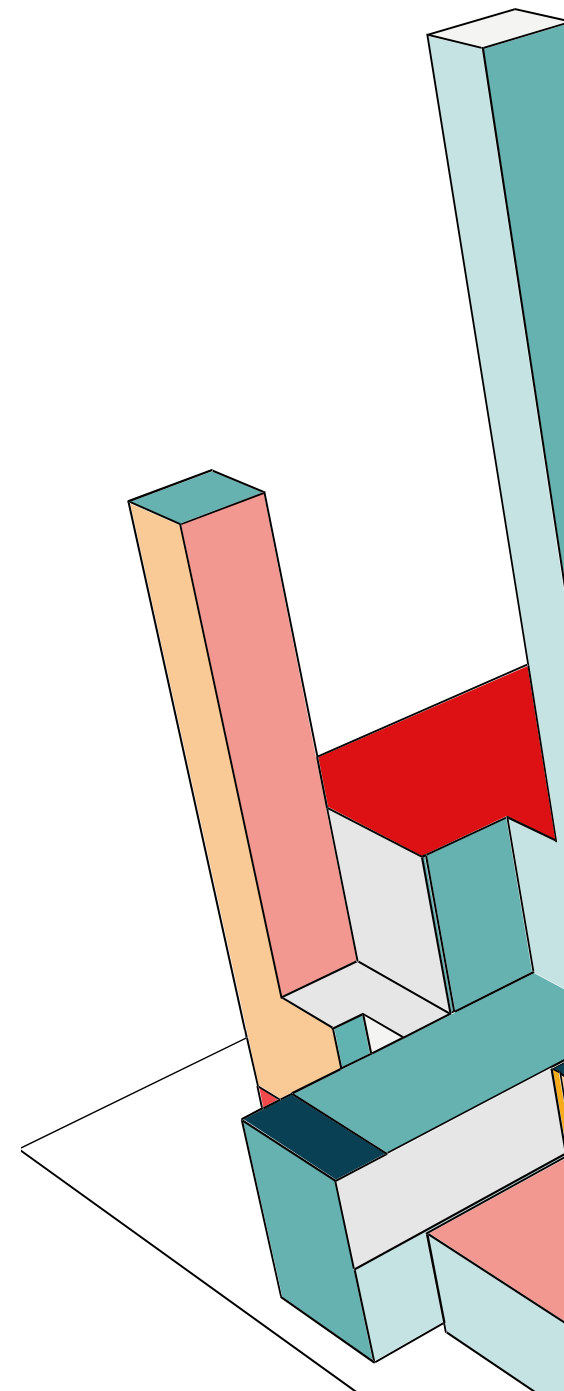
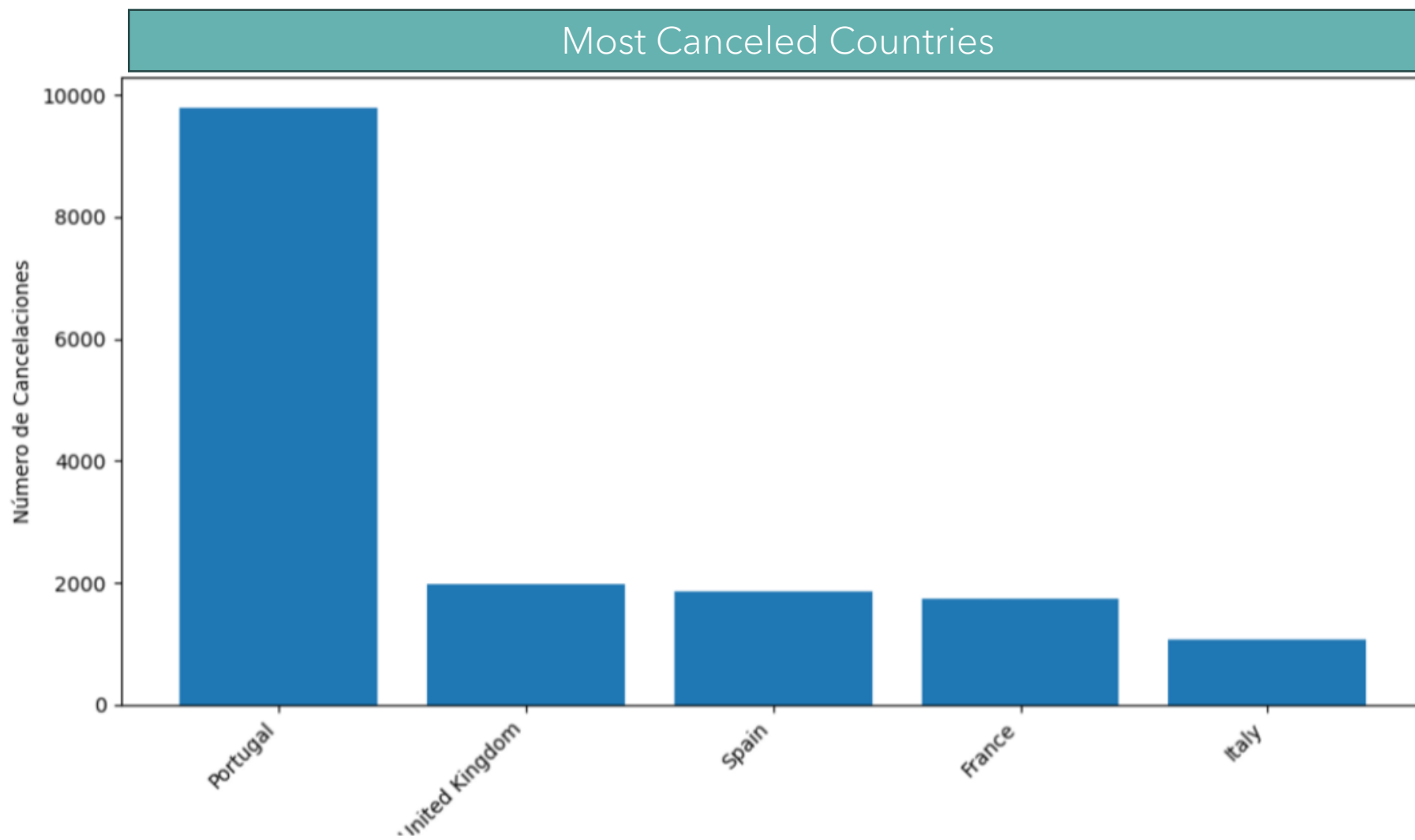
- Hotel booking demand

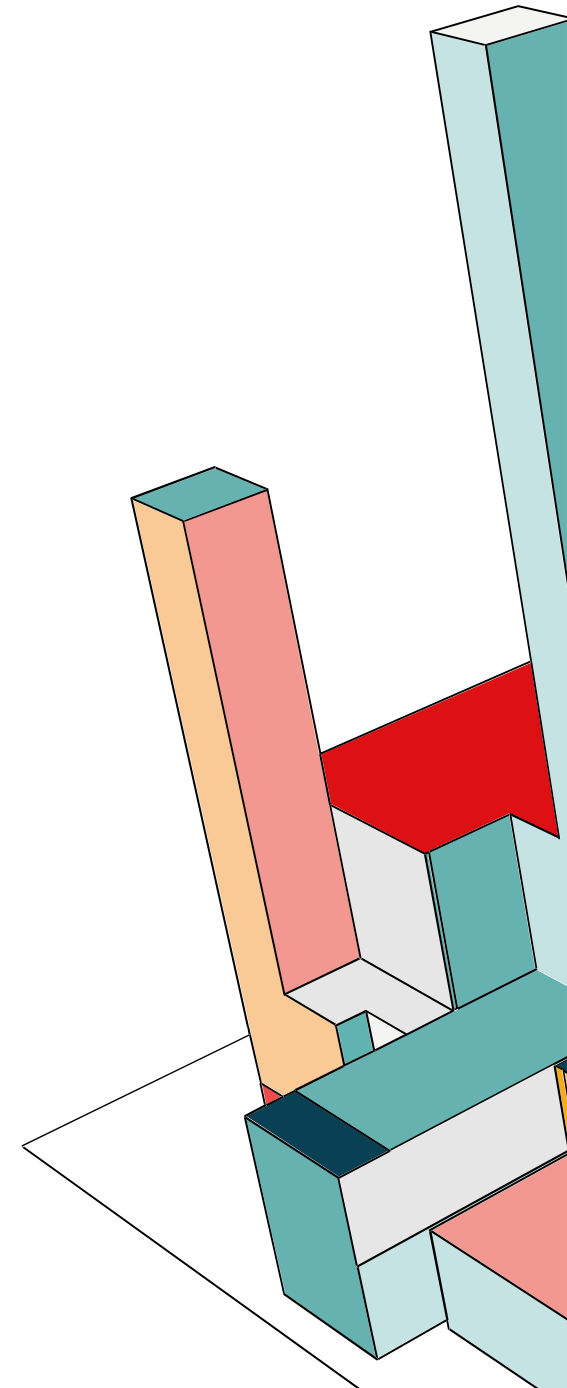
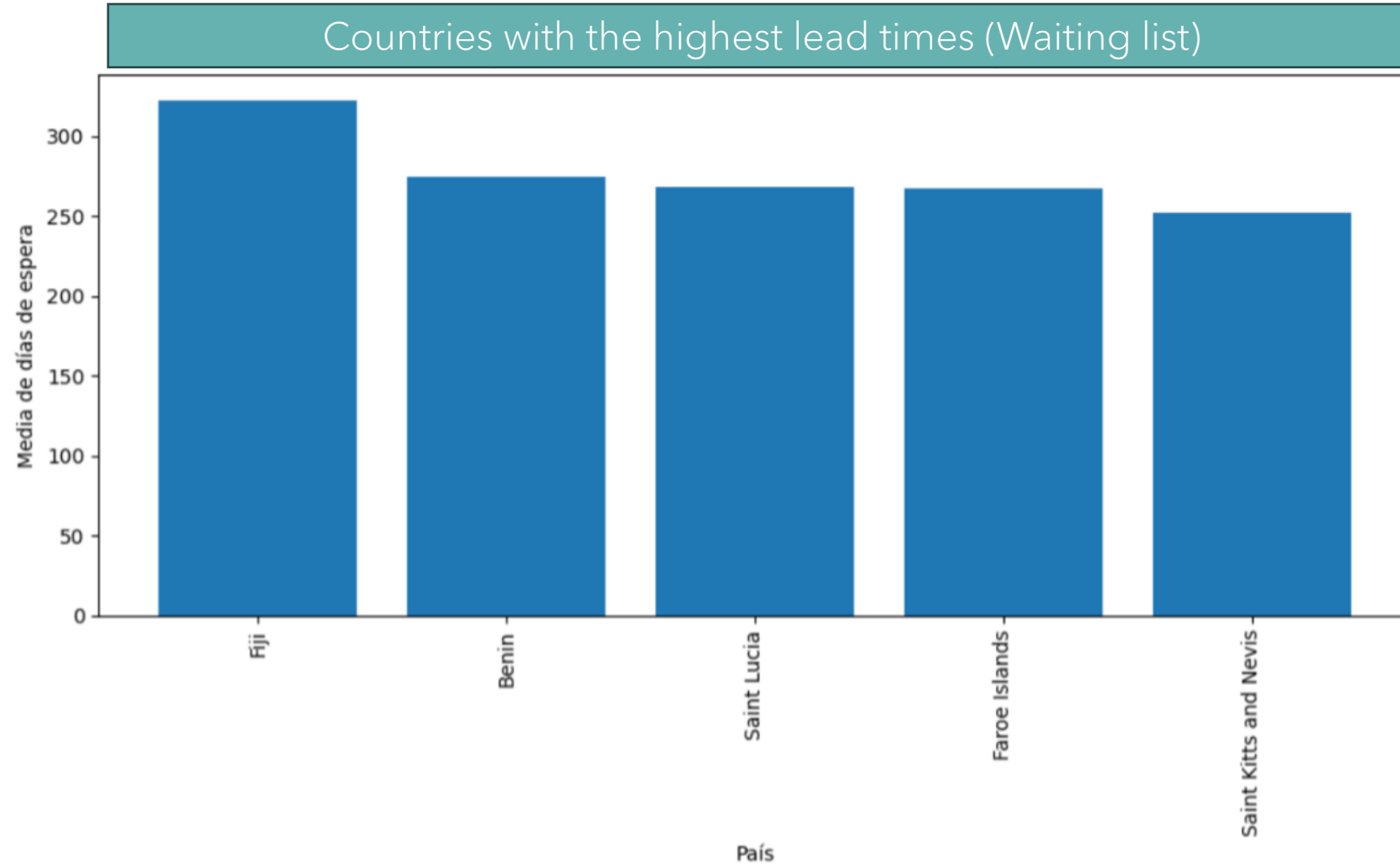


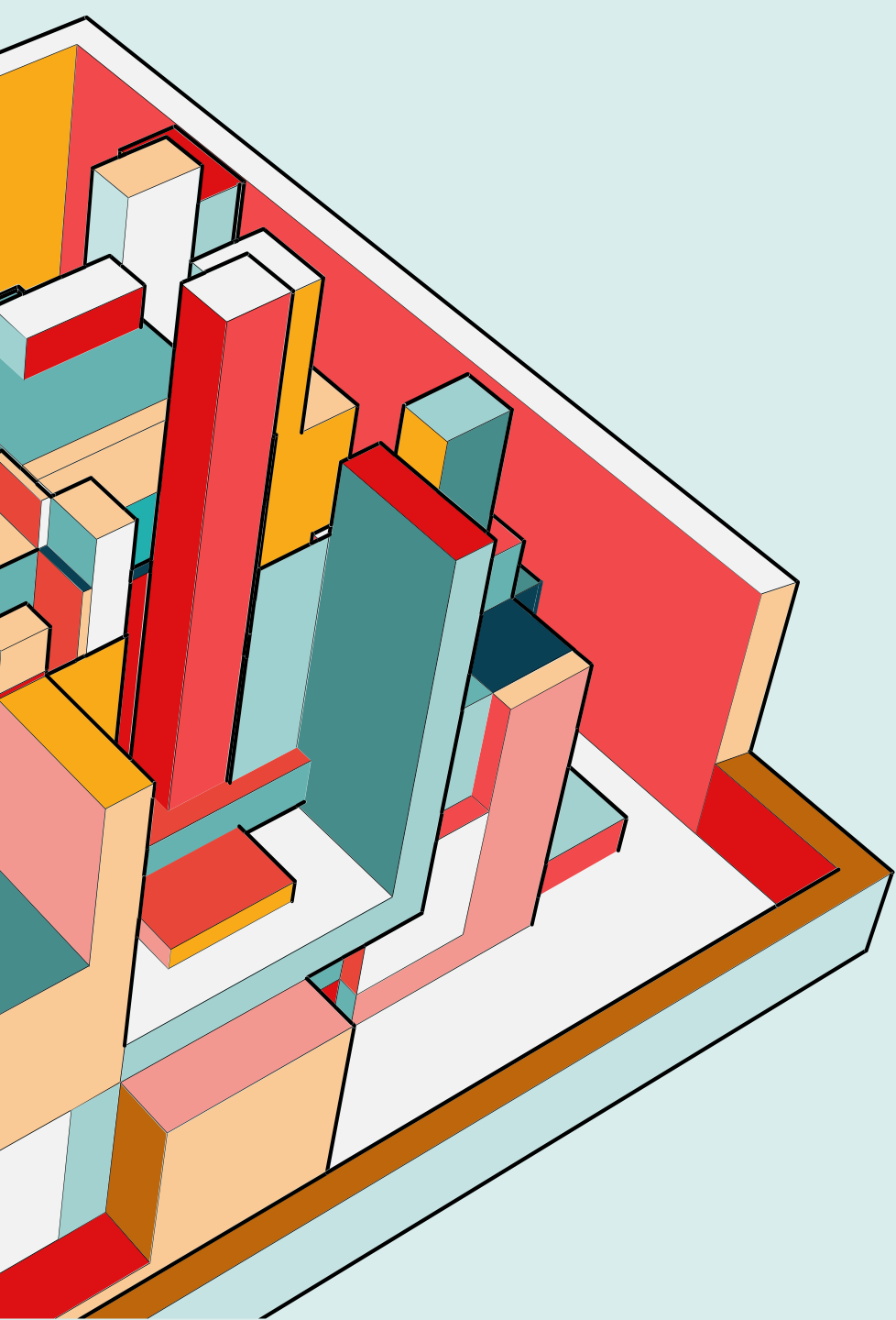


**WHAT ARE THE
TRENDS PER
COUNTRY?**

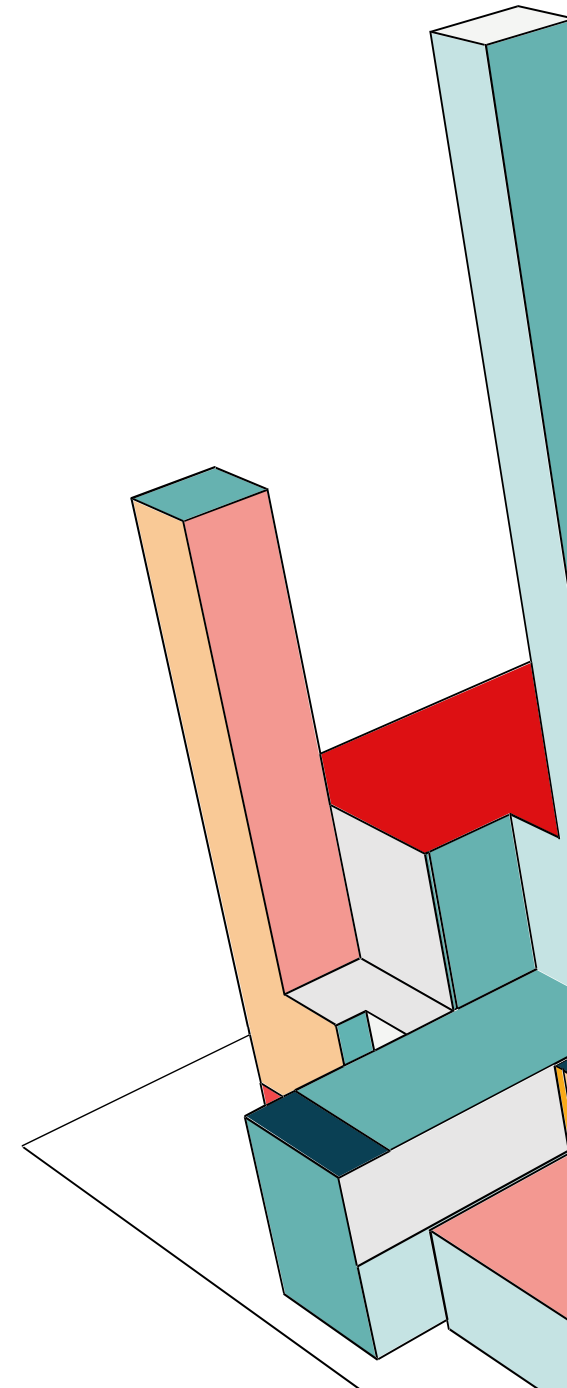
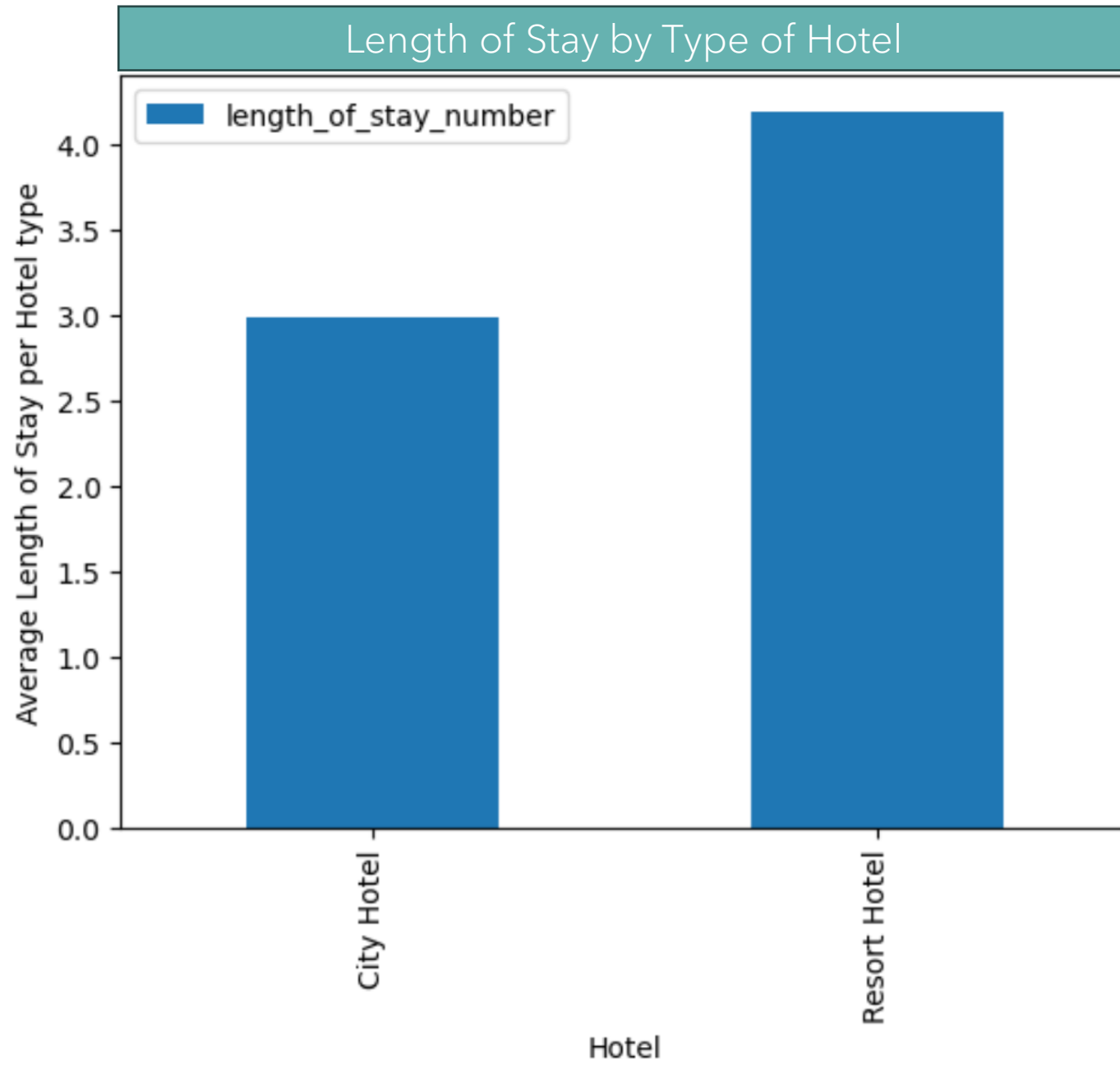


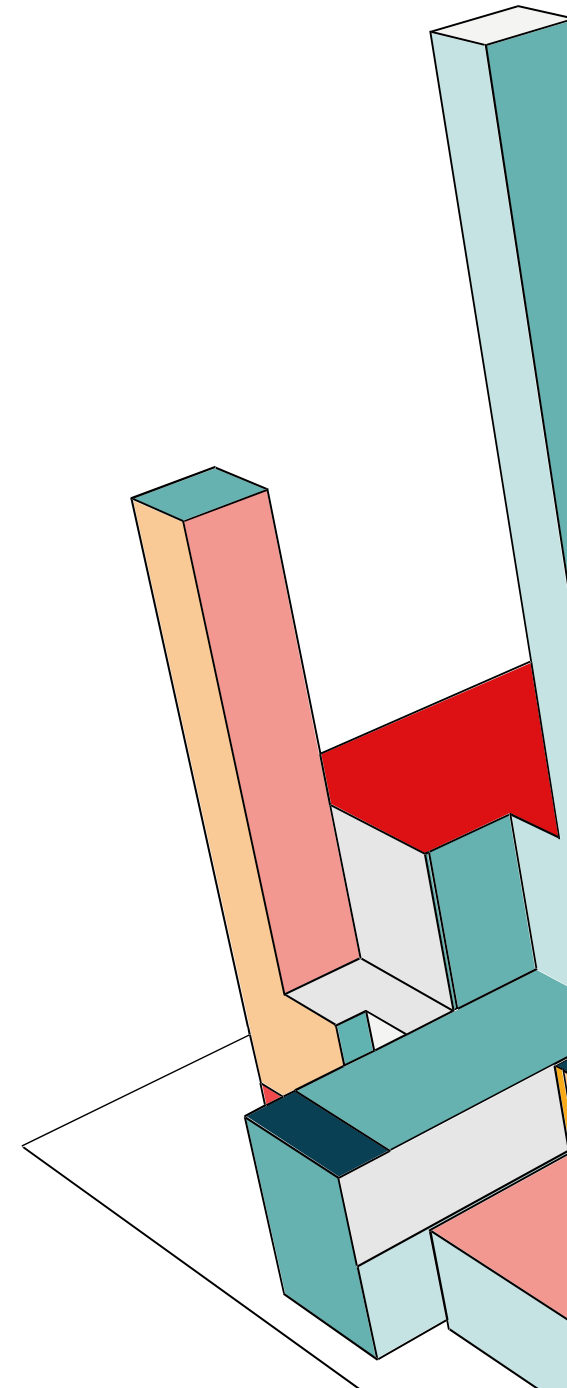
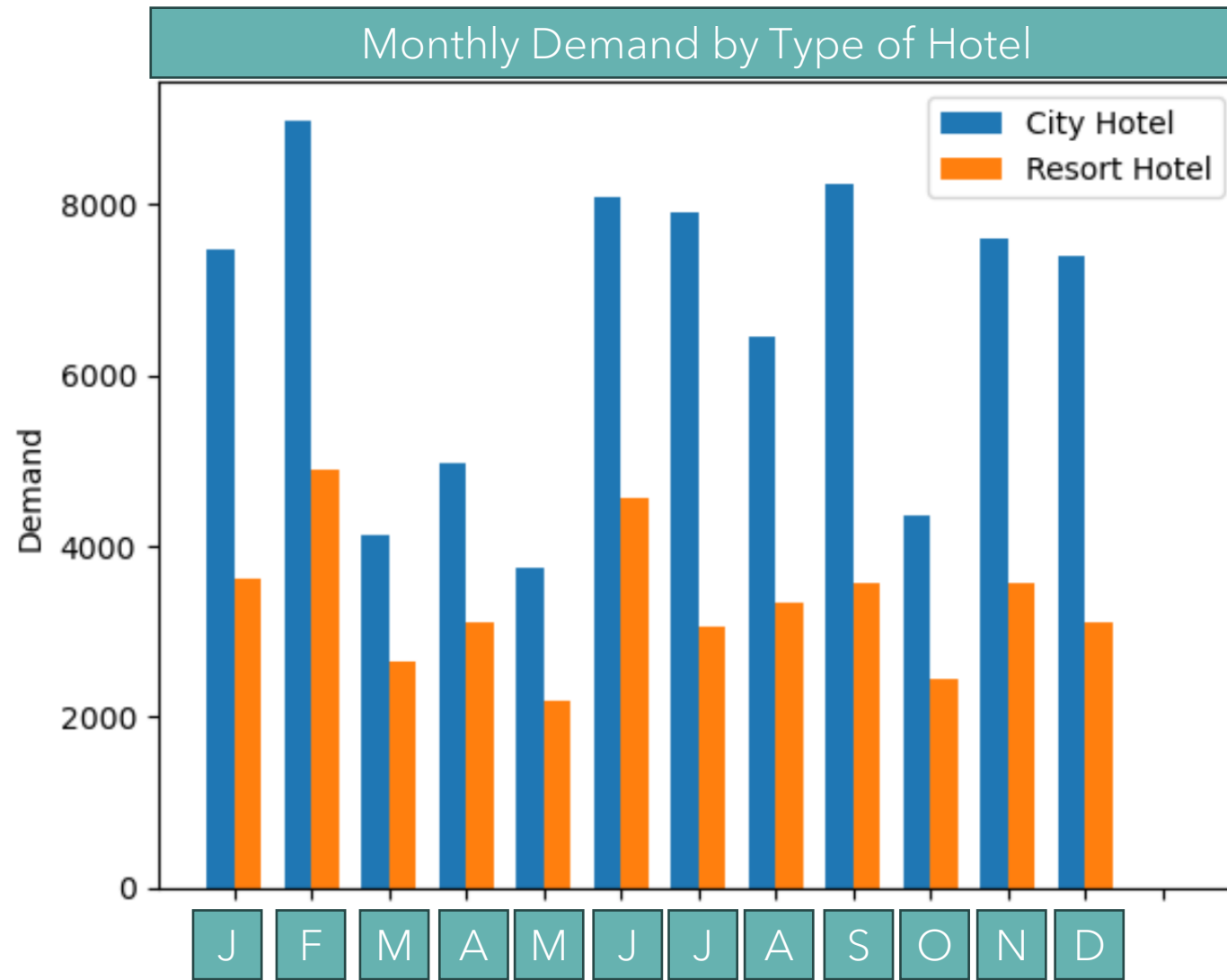


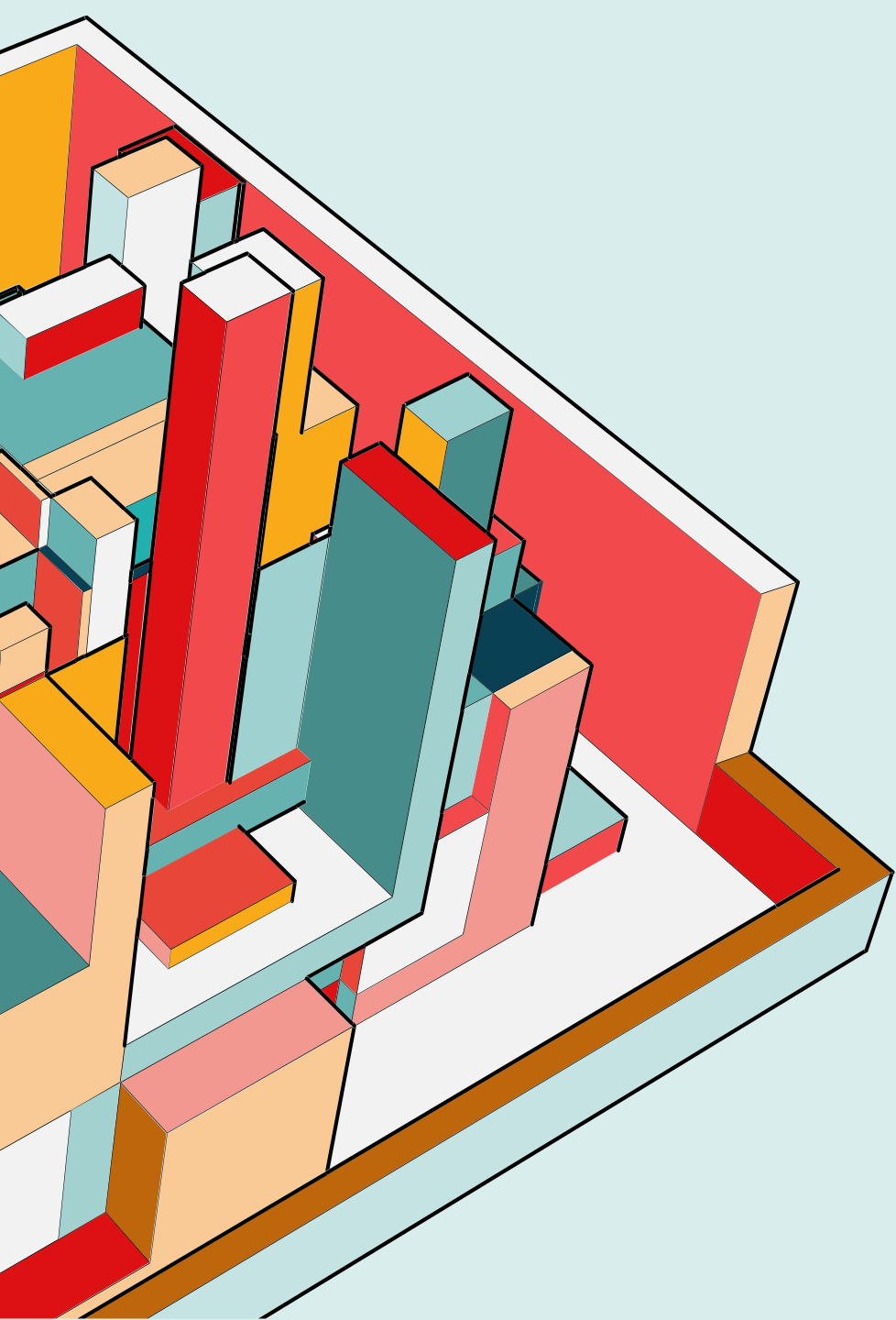




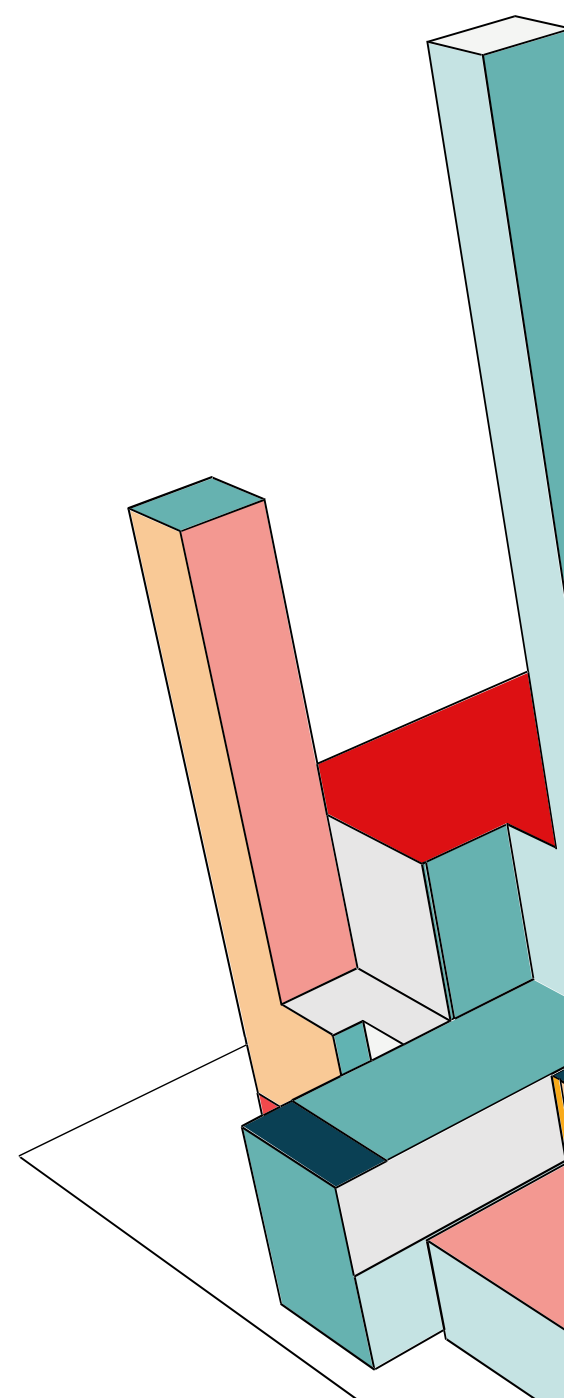
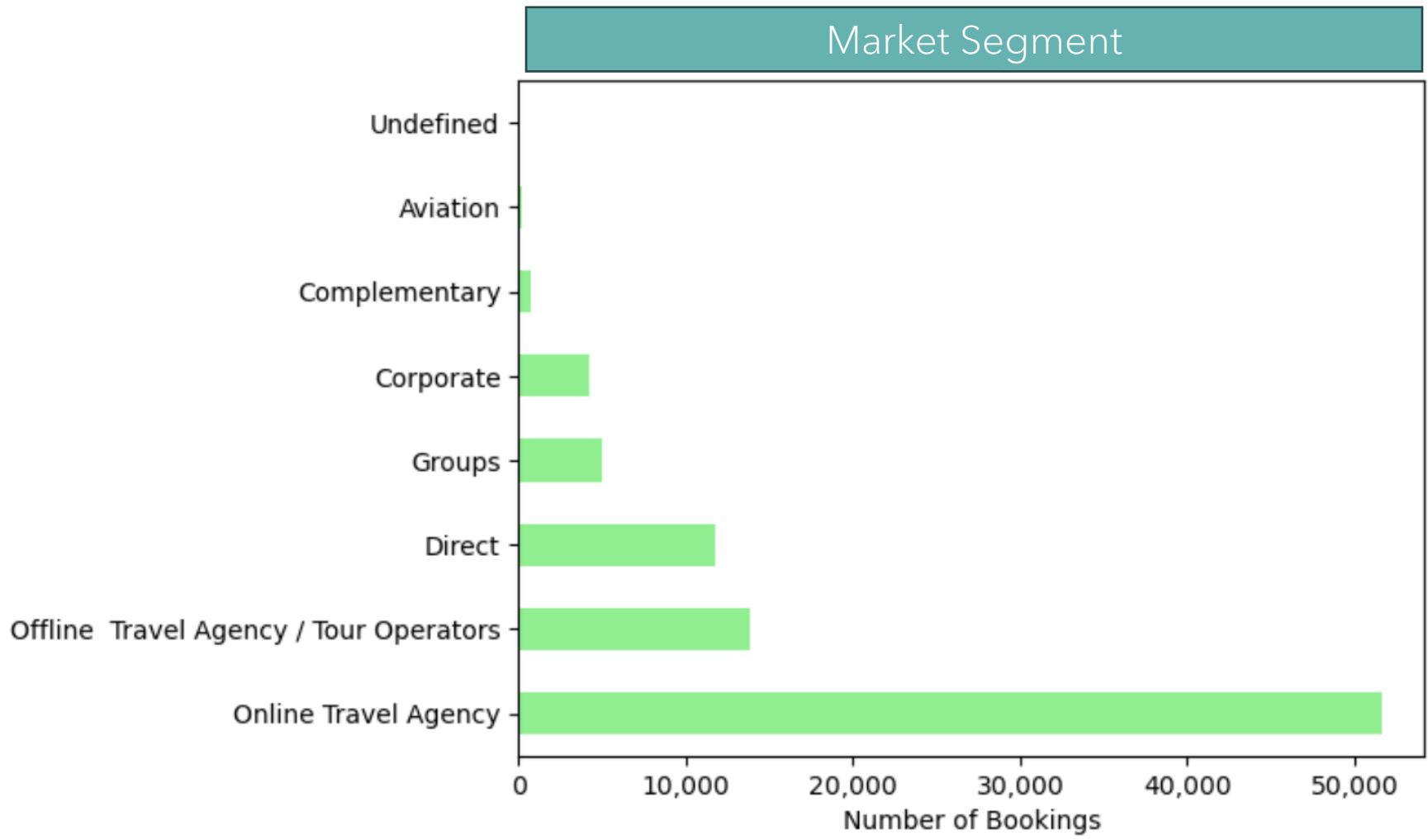
**WHAT ARE THE
TRENDS PER TYPE OF
HOTEL?**



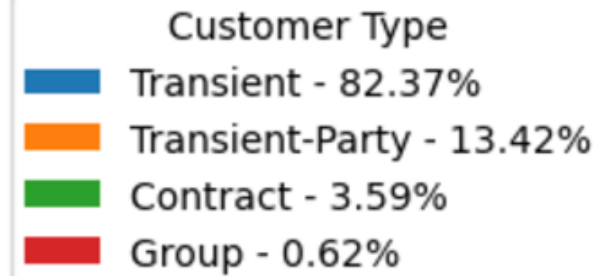
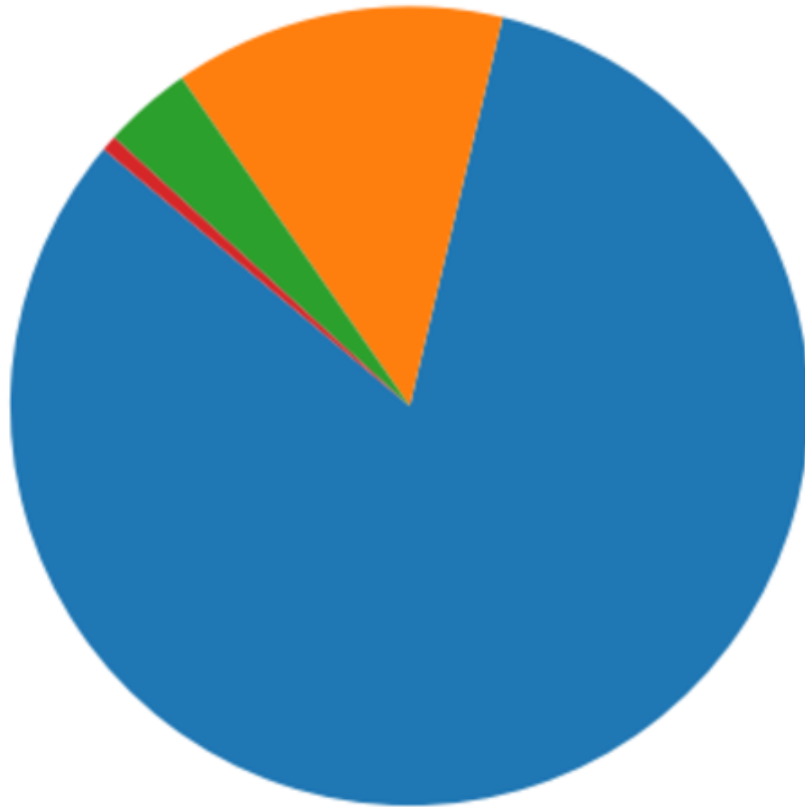




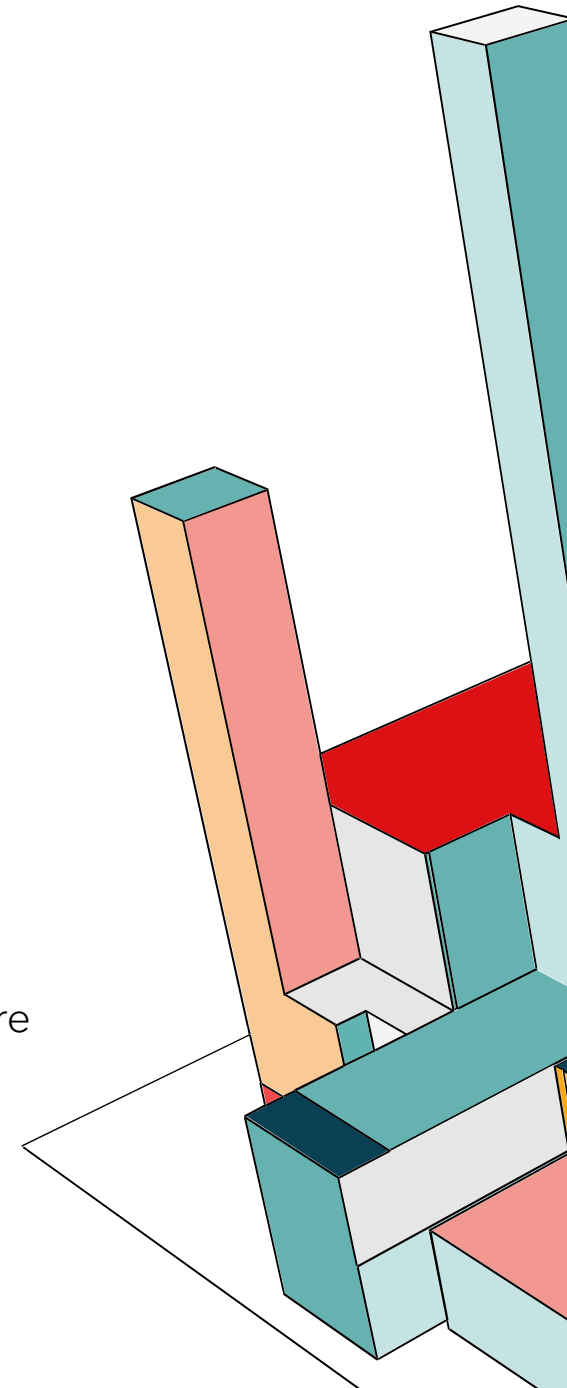
**WHAT ARE THE
TRENDS PER TYPE OF
CUSTOMER?**

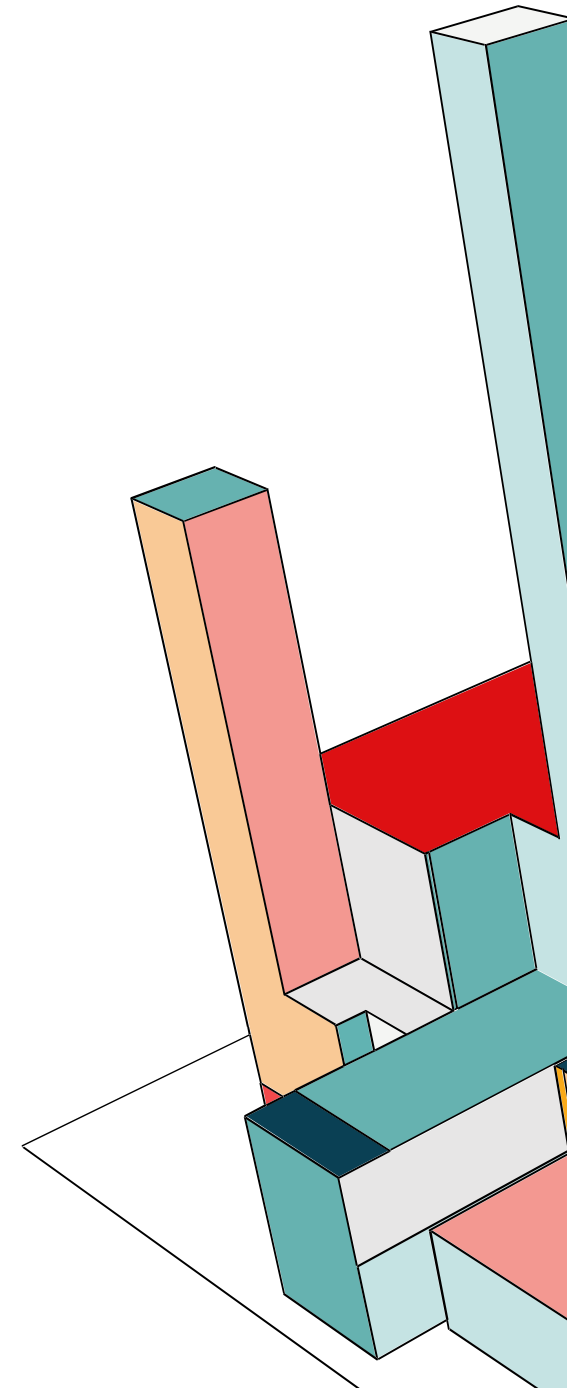
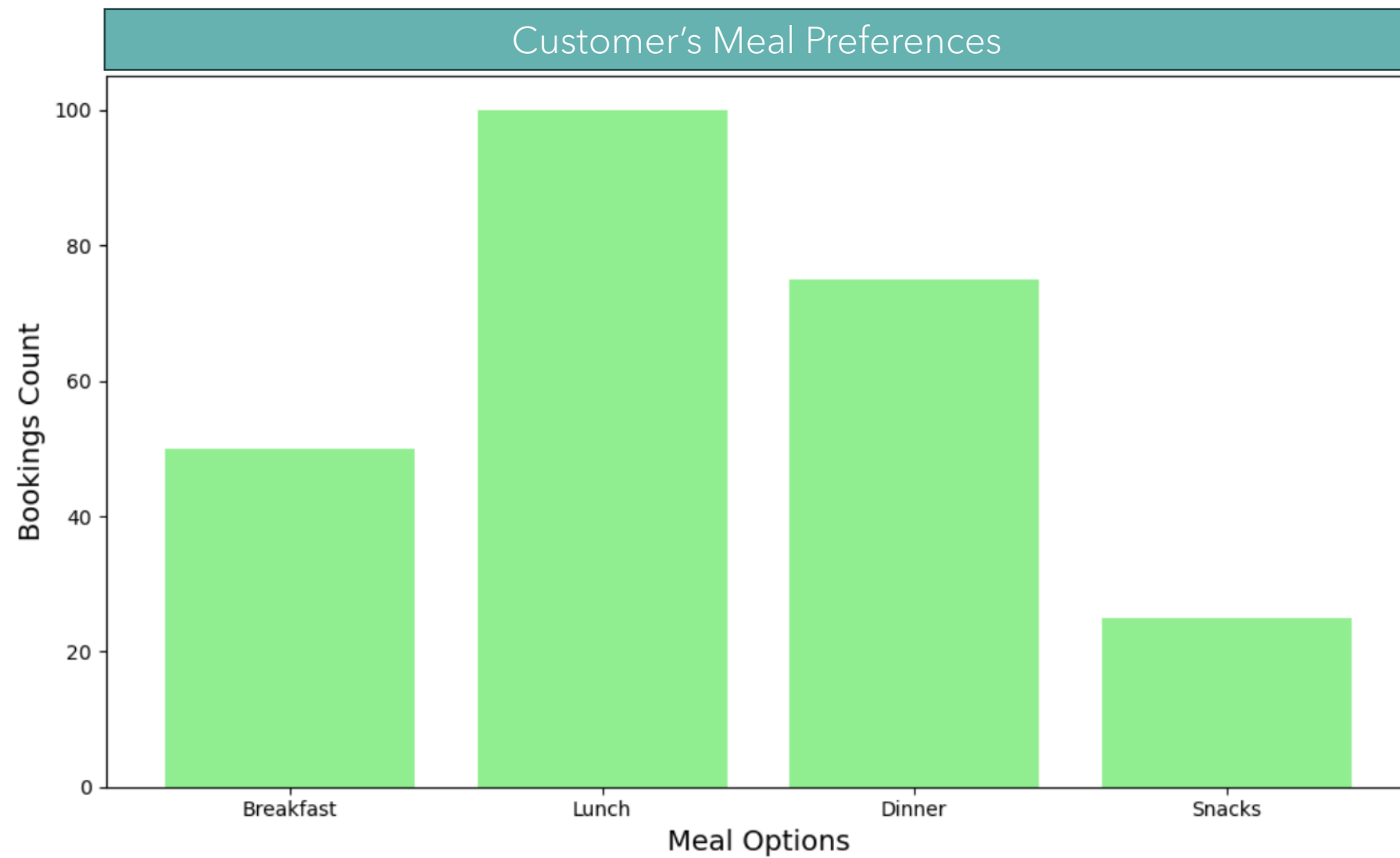


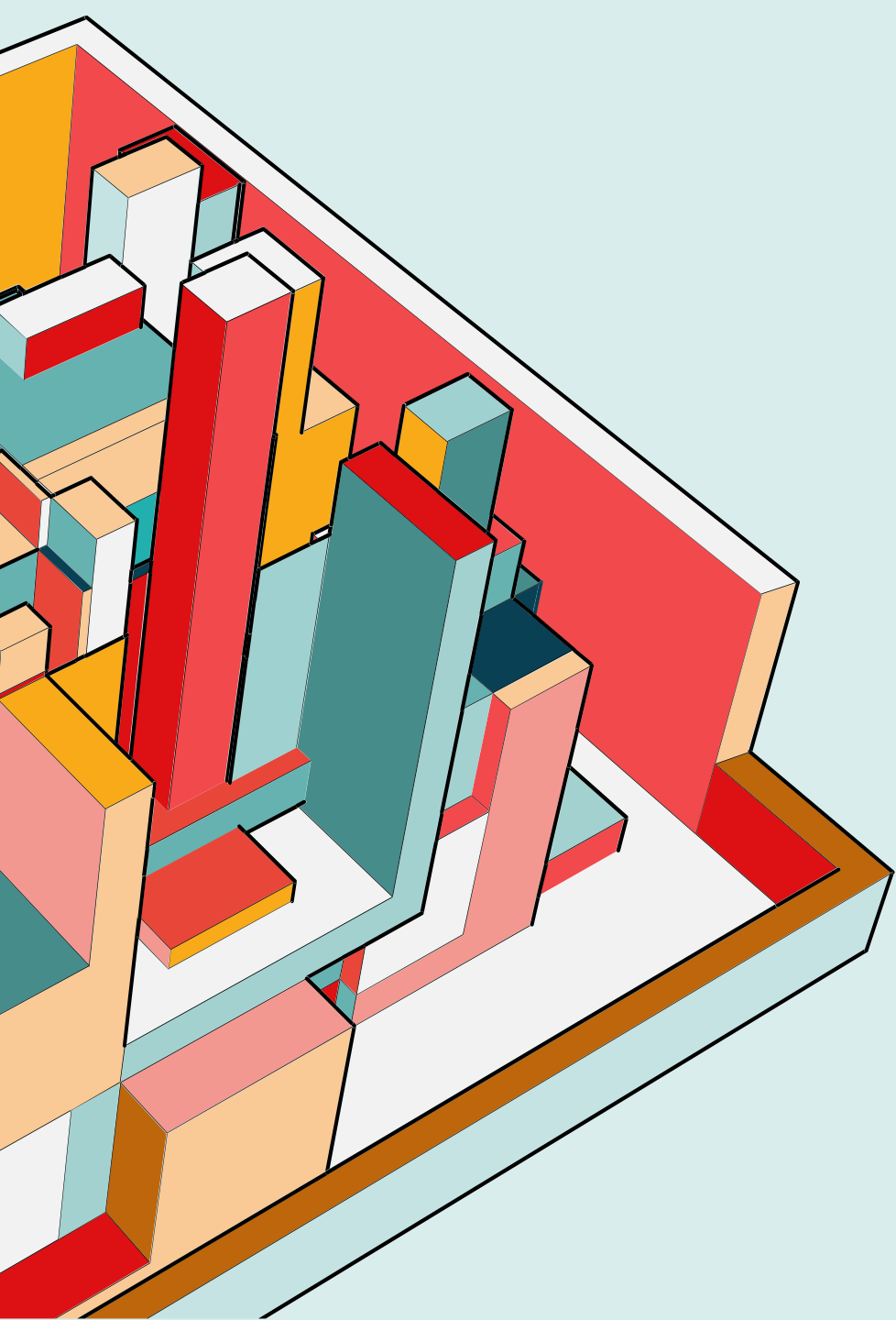
Customer Type Distribution



- Transient - short stays
- Transient-Party - short stays and more rooms are associated to the reservation
- Contract - Last Room Availability
- Group - More than 10 rooms reserved







CONCLUSIONS

Q&A

