**Cancelations Analysis – Conclusions**

To analyze all canceled orders, we have been asked to create the following graphs, from each we can come to different conclusions regarding marketing decisions, demographic targeting and customer experience.

By looking at the percentage of canceled bookings per market group, we can easily understand that ‘group’ bookings are the most canceled, with nearly 2 of every 3 bookings canceled. This of course is not too hard to understand why, probably due to individual constraints that arise, forcing groups to re-check and eventually cancel their bookings. In simpler terms ‘the larger the group – the higher the chance individual circumstances will occur’. Maybe it would be wise to increase the cancelation fee for higher member bookings.

Regarding families, we learn that children do not in fact lead their parents to eventually cancel their booking, due to the decrease in cancelation percentage when booking with a child, indicating that either the parents don’t want to disappoint their young one or rather they cannot afford to cancel something that was more lucrative and thought-out. This should indicate targeting adults with children rather than non-parents.

Cancelations are never something people want to do and most of the time they are forced into doing. This can be explained by the large number of cancelations of bookings that were on the waitlist for up to a month. They feel that nothing has changed in such a long time that they lose patience and hope, thus canceling their booking. Those that wait longer than a month on the waitlist are probably people who try enough time in advance to maybe afford the risk of waiting longer and we can see that it pays off for them with canceled bookings decreasing with time. Advertising to wait-list customers that the wait will eventually pay off can probably decrease the number of cancelations.

Workload and peace of mind are factors that should maybe be taken into consideration when customers decide whether to cancel their vacation trip or not. Most cancelations are made during the workdays of the week by a heavy proportion in comparison to the weekend. Stress related issues such as family matters and work overload can force people into thinking they don’t have time to clear for their future trip. Sending reminders of their relaxing cruise can have the ability to help preserve customers’ bookings.

There isn’t too much of a correlation between the number of days between the booking date to the actual cruise date and the number of cancellations, however we can understand that if there is too large a gap, the probability will be higher that they cancel. Thus, I believe the focus should be on trying to preserve those bookings more.

I have listed general insights regarding the requested graphs, with the conclusions I believe should be considered to further decrease the number of canceled bookings for our company.