

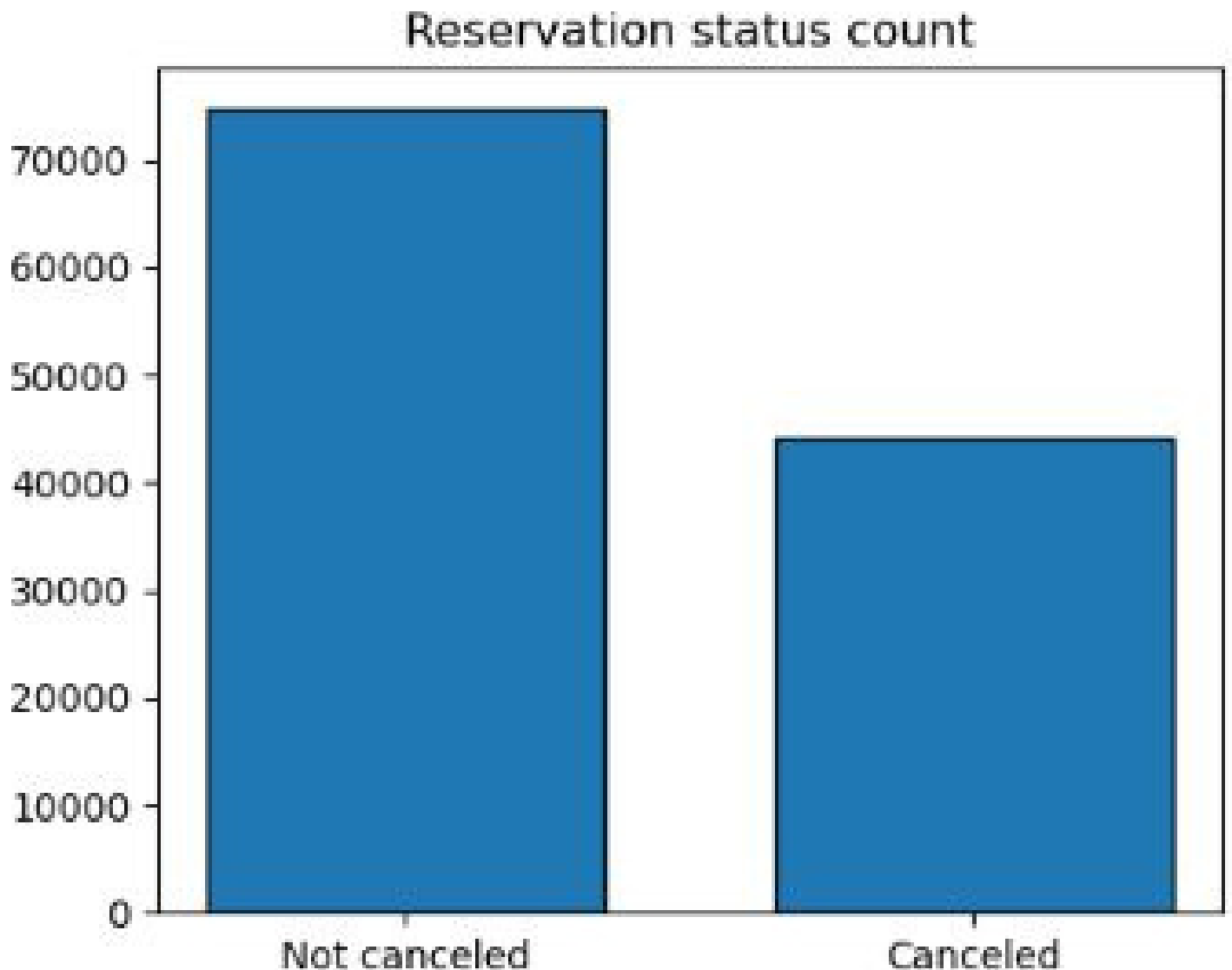


Project To Analyse Hotel Booking Cancellation Data

High cancellation rates have been reported for City Hotel and Resort Hotel recently. As a result, each hotel is currently coping with a variety of problems, such as decreased revenues and less-than-optimum hotel room usage. In order to boost their effectiveness in producing income, hotels must therefore minimize cancellation rates. To address this issue, we provide extensive business guidance.

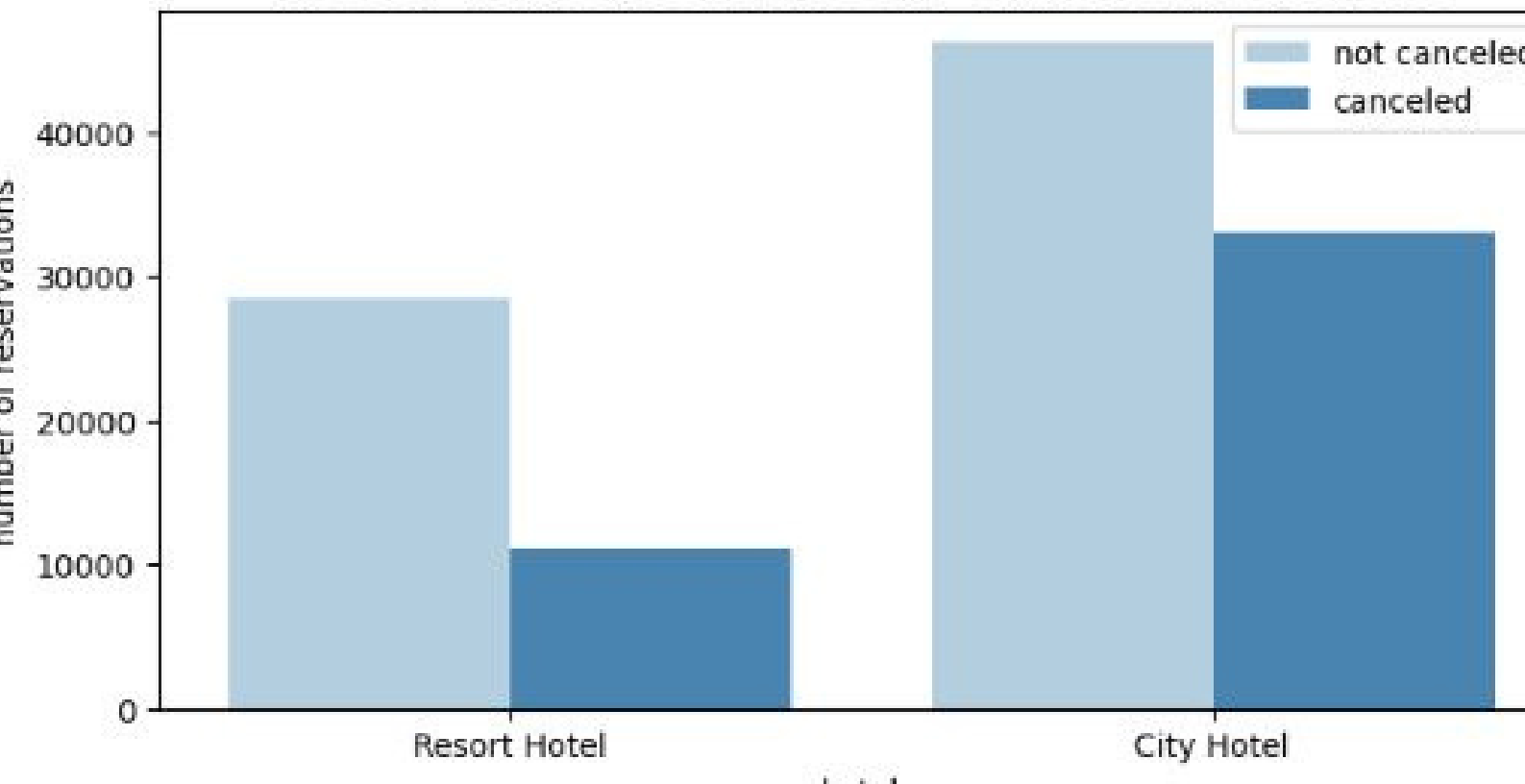
The primary subjects of this research are an investigation of hotel booking cancellations as well as other issues that don't affect their business or yearly revenue creation.

Analysis and finding suitable solutions



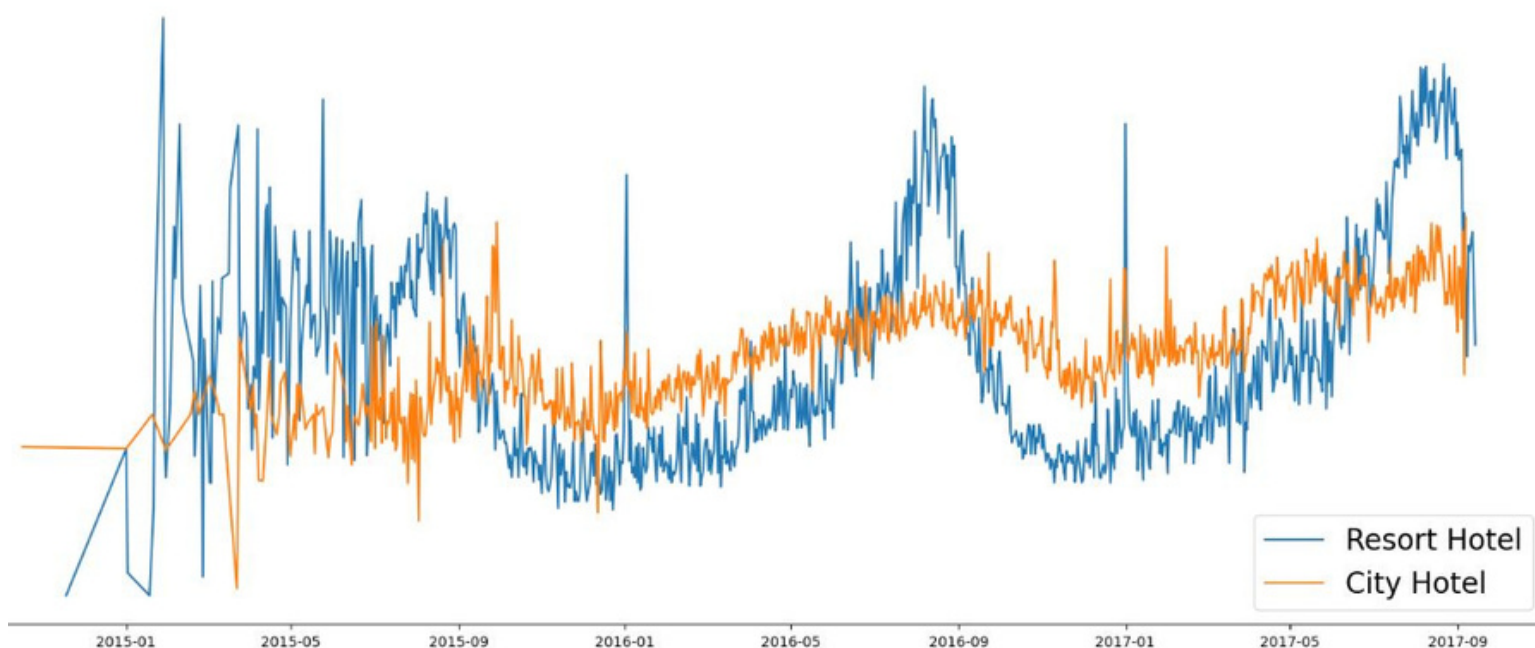
The accompanying bar graph shows the ratio of bookings that are canceled to those that are not. There are still a substantial amount of reservations that have not been canceled. 37% of clients still want confirmation of their bookings. It has a major impact on the hotel industry's income.

Reservation statue in different hotels

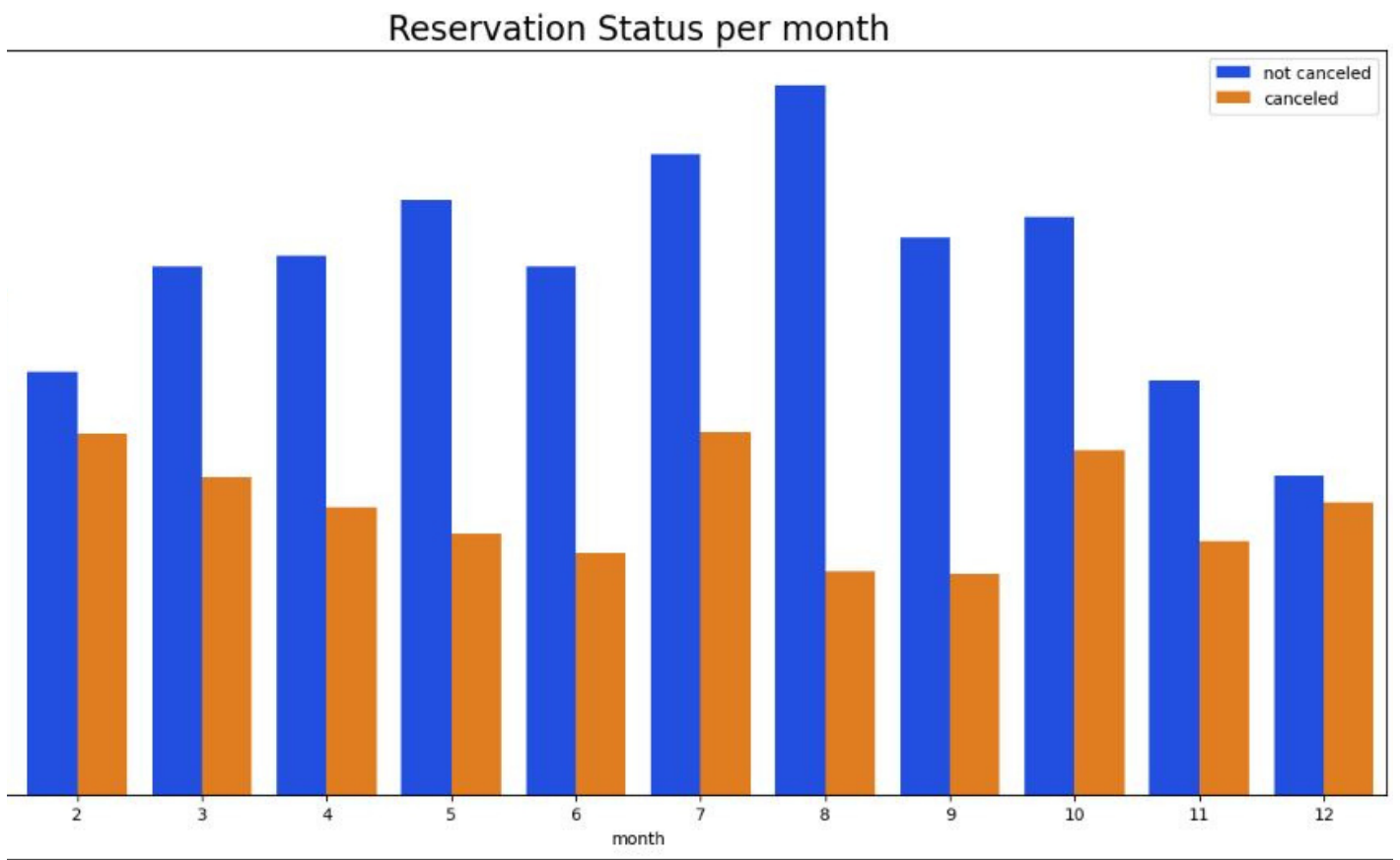


The adjacent bar graph displays the percentage of resort hotels and city hotels with more reservations. There's a chance that resort hotels cost more than those in cities.

Average Daily Rate in City and Resort Hotel

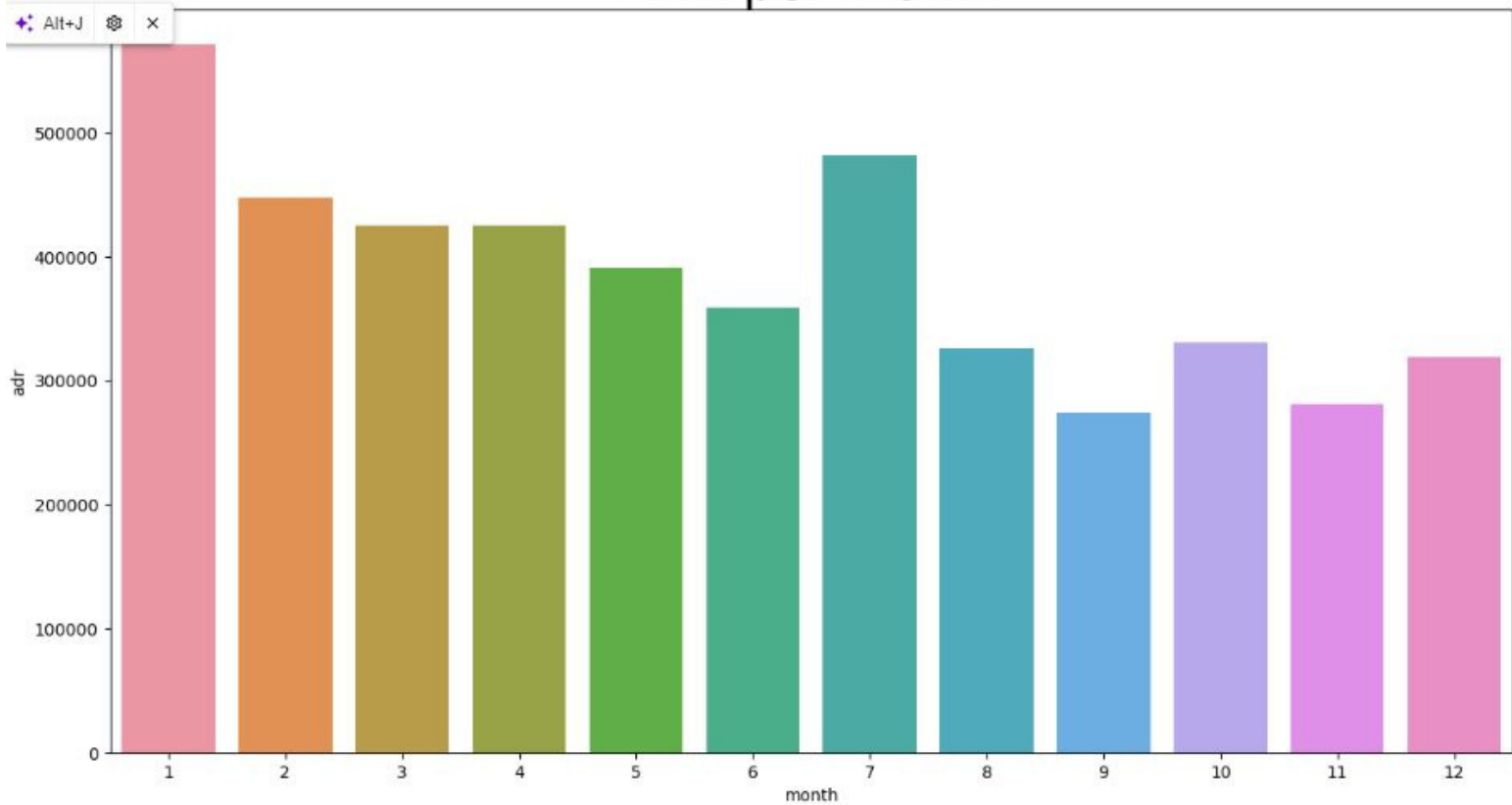


According to the above line graph, there are certain days when a city hotel's average daily tariff is less than a resort hotel's, and there are other days when it is even less. It goes without saying that prices at resort hotels may increase on weekends and during special occasions.



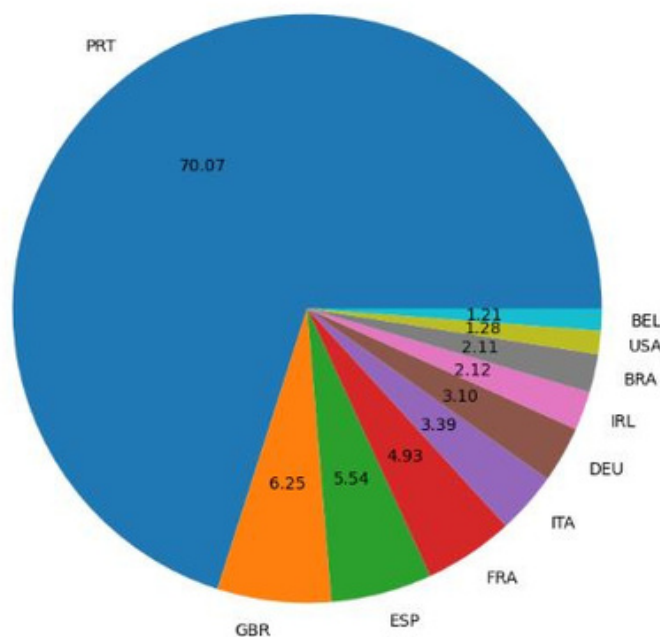
We created the grouped bar graph to examine the months with the highest and lowest reservation levels based on the state of the reservations. As can be seen, August is the month with the most confirmed bookings as well as the most canceled reservations. While January has the highest number of bookings that are canceled.

ADR per month

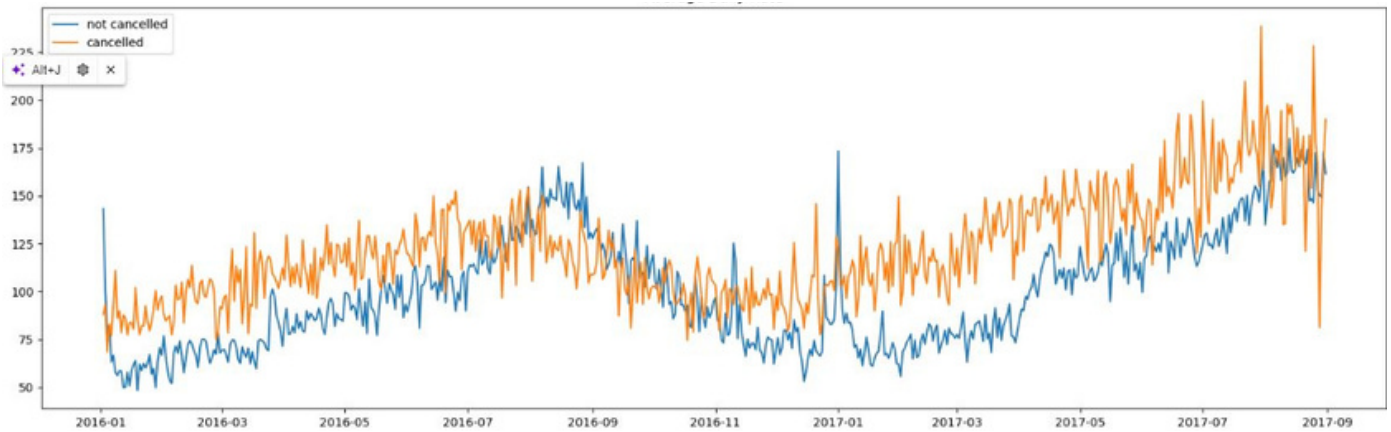


This bar graph shows that cancellations occur more frequently when prices are highest and less frequently when prices are lowest. Consequently, the only factor causing the cancellation is the price of the accommodation.

Top 10 countries with reservation canceled



Let's look at the region from where visitors to hotels are coming and making bookings. Is it coming from Online or Offline Travel Agents, Direct or Groups? 27% of the customers are groups, while 46% come via online travel agencies. Only 4% of customers make direct reservations at hotels by going there in person.



The graph shows that bookings are cancelled more frequently than they are not, depending on the average daily charge. It amply supports the prior study that higher prices result in more cancellations.