



# Hotel Booking Cancellation Analytics





# Project Description

This project analyzes hotel booking data to identify the key drivers of booking cancellations and improve revenue quality and booking reliability.

Using KPI-based analysis and dashboard visualization, the project helps hotels understand which channels, guest segments, and booking behaviors are high-risk, and provides data-driven strategies to reduce cancellations without hurting demand.



# Project Description

The dataset consists of hotel booking records containing information such as:

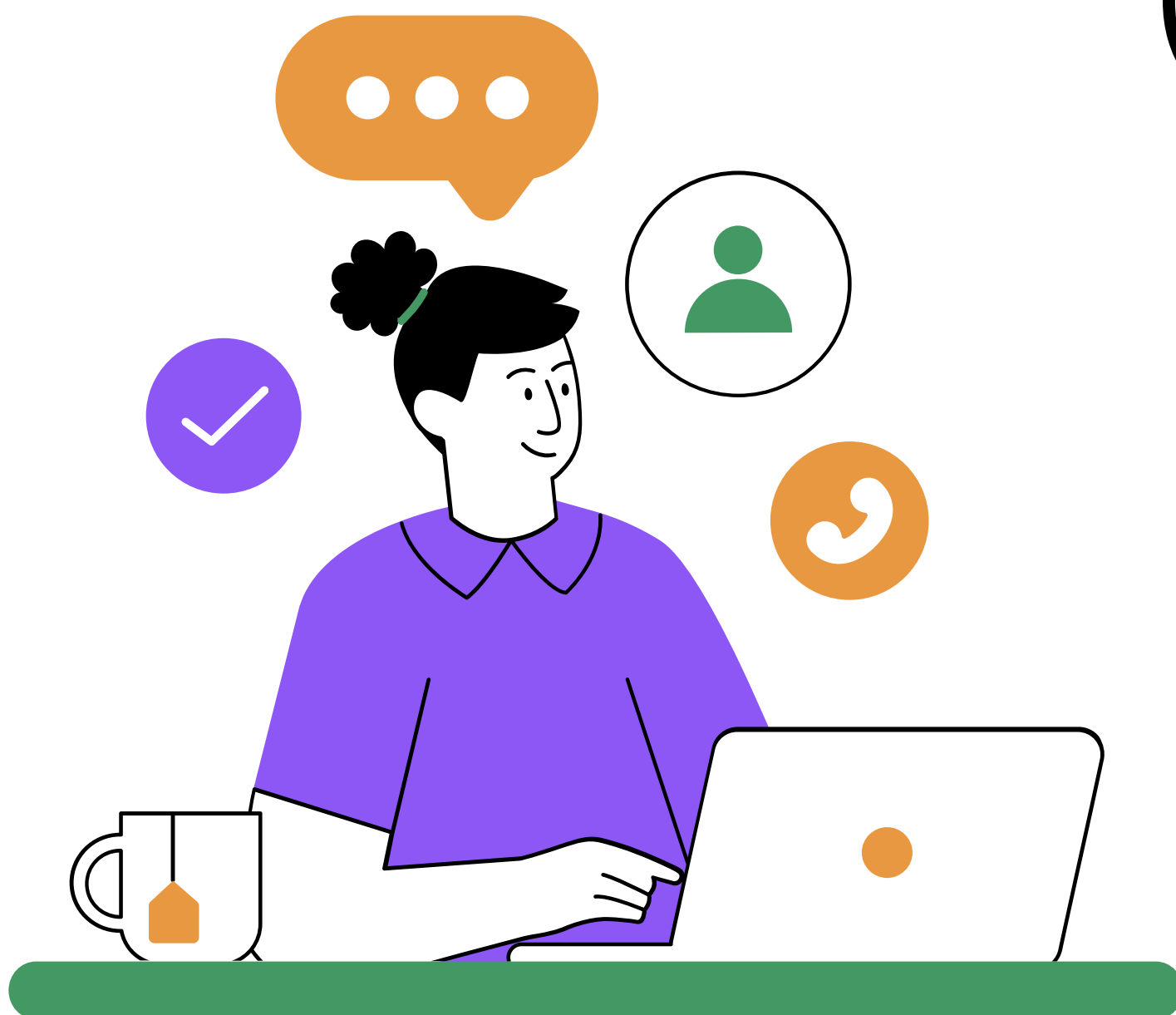
- Booking and check-in dates
- Booking channel (OTA, Direct, Corporate, Travel Agent)
- Guest type and repeat status
- Revenue (INR) and discount details
- Cancellation status and count



The data enables analysis of cancellation patterns, guest behavior, channel performance, and revenue impact.





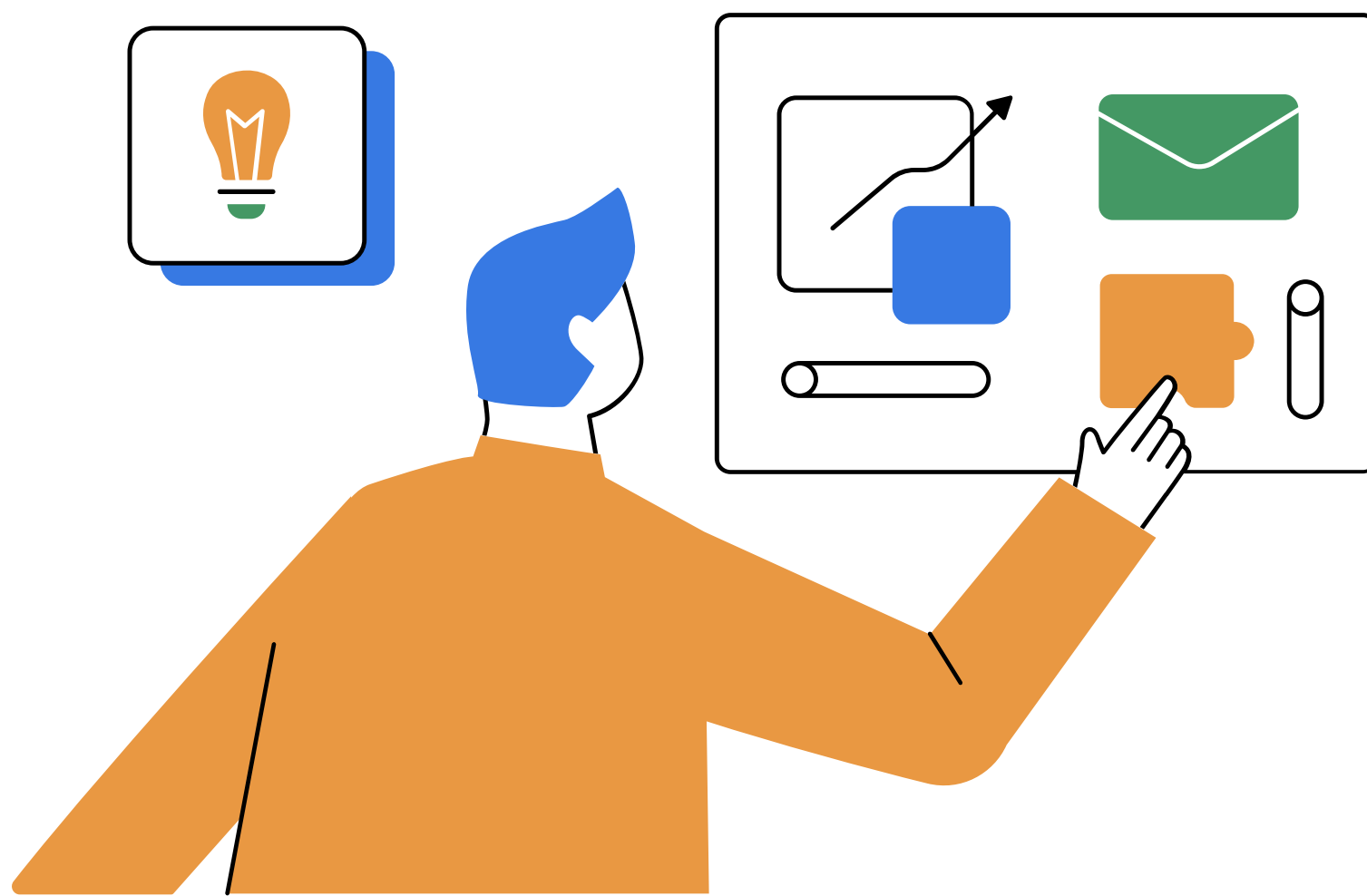
# KPIs (Key Questions)



- Which booking channels contribute the most to cancellations? 
- Do repeat guests cancel less than new guests?
- Which guest types generate higher revenue (ADR)?
- Which channels have the highest cancellation rate per booking?
- How does revenue quality differ across guest segments? 



# KPIs (Key Performance Indicators)

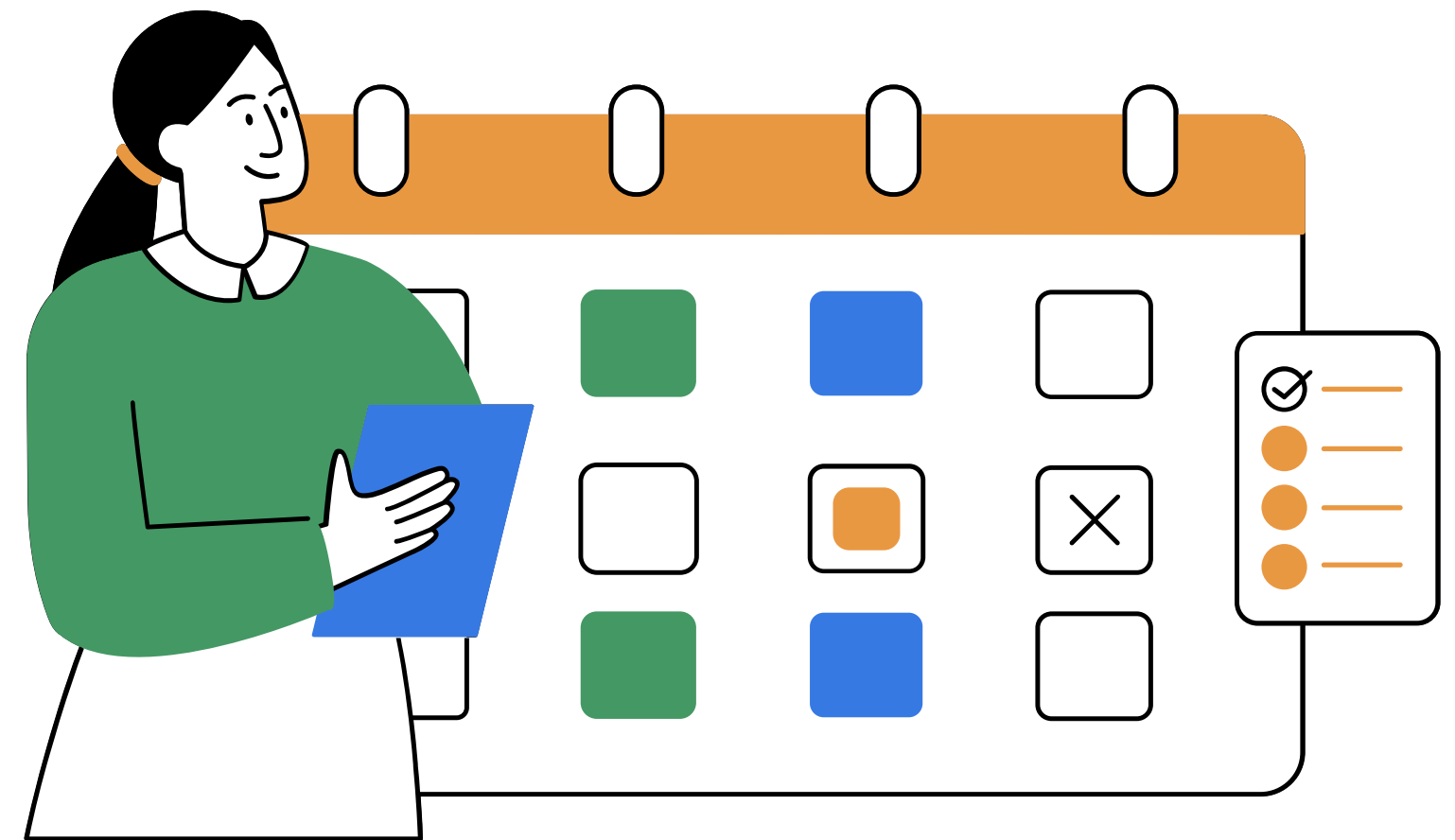


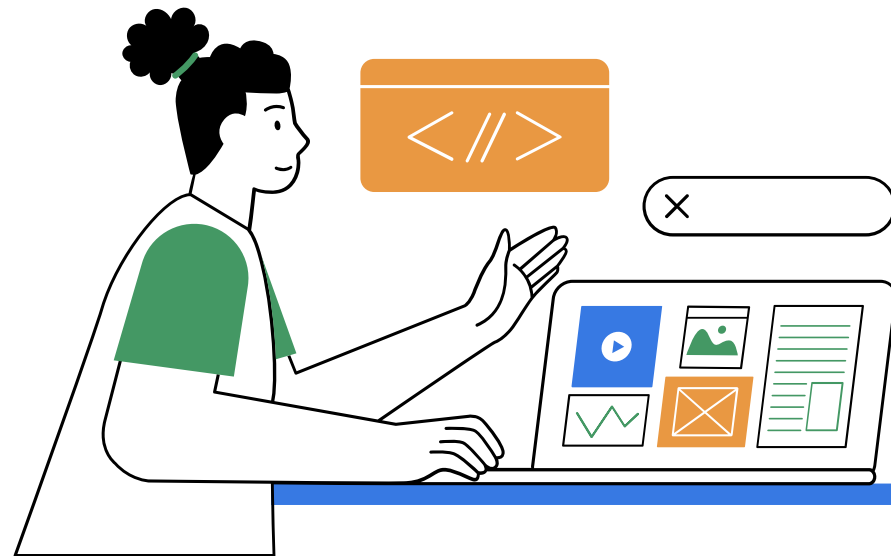
- Total number of bookings
- Total number of cancellations
- Cancellation rate by channel
- Repeat vs new guest cancellation behavior
- Guest type vs average revenue (ADR)
- Channel-wise cancellation risk
- Revenue quality by guest segment



# Process – Steps Taken

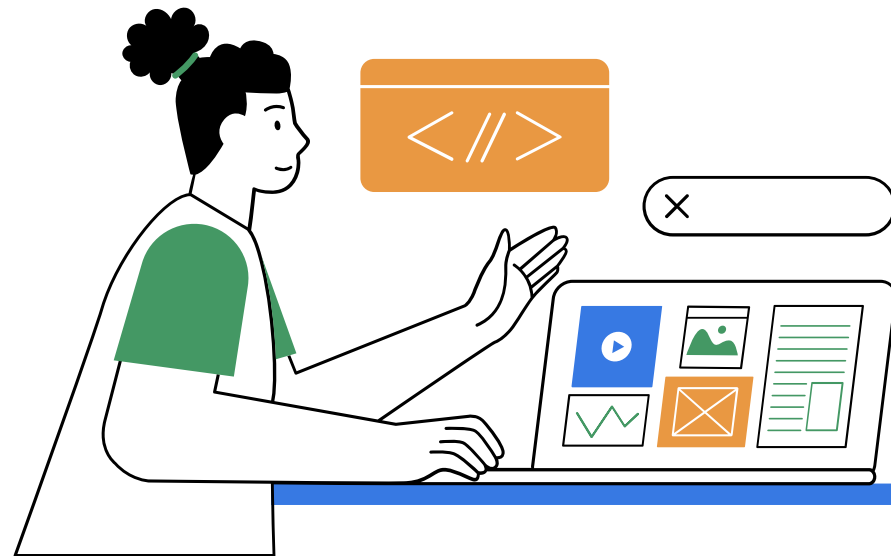
- Data cleaning and formatting
- Identification of cancellation flags
- Creation of pivot tables for KPI analysis
- Generation of charts for channel and guest behavior
- Dashboard creation for visualization
- Interpretation of insights for business decision-making





|  |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
|--|------------|--------------|------------|------------|-----------|------|-------------|------------|--------------|-----------|-------------------|---------------------|-----------------|-----------|------------------|---------------|
| docs.google.com/spreadsheets/d/1ykQ15JwMvEjOIQwAMgoV__YWxsn4ZH7rF8uUKH7ODos/edit?gid=416879634#gid=416879634 |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
| Hotel Bookings-Raw Data  |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
| File Edit View Insert Format Data Tools Extensions Help Gemini   |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
| Menus 100% 123 Default 10 B I A  |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
| CN 02/01/2025  |            |              |            |            |           |      |             |            |              |           |                   |                     |                 |           |                  |               |
|  | A          | B            | C          | D          | E         | F    | G           | H          | I            | J         | K                 | L                   | M               | N         | O                | P             |
| 1  | Booking ID | Booking Date | Check-In   | Check-Out  | Lead Time | INR  | Channel     | Guest Type | Guest repeat | Status    | Cancellation Rate | Cancellation Number | Number of Guest | Room Type | Discount Applied | Customer Ori  |
| 2  | 8459       | 02/11/2025   | 02/28/2025 | 03/04/2025 | 17        | 8900 | OTA         | Business   | Yes          | Confirmed | 96%               | 1523                | 1               | Standard  | 16%              | Europe        |
| 3  | 8460       | 02/11/2025   | 03/20/2025 | 03/23/2025 | 37        | 8400 | Direct      | Family     | Yes          | Cancelled | 95%               | 1526                | 3               | Standard  | 3%               | North America |
| 4  | 8461       | 02/11/2025   | 03/10/2025 | 03/12/2025 | 27        | 5000 | Direct      | Solo       | Yes          | Confirmed | 87%               | 1529                | 1               | Suite     | 14%              | Domestic      |
| 5  | 8462       | 02/12/2025   | 03/21/2025 | 03/25/2025 | 37        | 6500 | Corporate   | Business   | Yes          | Confirmed | 71%               | 1532                | 1               | Deluxe    | 1%               | North America |
| 6  | 8463       | 02/12/2025   | 02/27/2025 | 02/28/2025 | 15        | 5200 | OTA         | Family     | Yes          | Confirmed | 22%               | 1535                | 3               | Suite     | 5%               | Europe        |
| 7  | 8464       | 02/12/2025   | 03/19/2025 | 03/20/2025 | 35        | 6200 | Corporate   | Business   | Yes          | Confirmed | 65%               | 1538                | 1               | Deluxe    | 15%              | Europe        |
| 8  | 8465       | 02/12/2025   | 03/05/2025 | 03/09/2025 | 21        | 8900 | OTA         | Couple     | No           | Confirmed | 85%               | 1541                | 2               | Suite     | 15%              | Europe        |
| 9  | 8466       | 02/12/2025   | 02/28/2025 | 03/01/2025 | 14        | 7600 | TravelAgent | Couple     | Yes          | Cancelled | 95%               | 1544                | 2               | Suite     | 13%              | North America |
| 10   | 8467       | 02/12/2025   | 03/10/2025 | 03/12/2025 | 26        | 5200 | OTA         | Solo       | Yes          | Confirmed | 92%               | 1547                | 1               | Suite     | 10%              | Asia          |
| 11   | 8468       | 02/12/2025   | 03/06/2025 | 03/08/2025 |           |      | OTA         |            |              | Confirmed | 16%               |                     |                 | Deluxe    | 0%               | Asia          |
| 12   | 8469       | 02/12/2025   | 03/21/2025 | 03/24/2025 |           |      | OTA         |            |              | Cancelled | 85%               |                     |                 | Suite     | 2%               | Asia          |
| 13   | 82230      | 02/12/2025   | 03/06/2025 | 03/09/2025 |           |      | OTA         |            |              | Confirmed | 18%               |                     |                 | Standard  | 16%              | Asia          |
| 14   | 82231      | 02/12/2025   | 02/23/2025 | 02/26/2025 |           |      | Corporate   |            |              | Confirmed | 59%               |                     |                 | Standard  | 15%              | Asia          |
| 15   | 82232      | 02/12/2025   | 02/28/2025 | 03/04/2025 |           |      | OTA         |            |              | Confirmed | 60%               |                     |                 | Deluxe    | 19%              | Domestic      |
| 16   | 82233      | 02/12/2025   | 02/21/2025 | 02/24/2025 |           |      | Direct      |            |              | Cancelled | 48%               |                     |                 | Suite     | 0%               | Asia          |
| 17   | 82234      | 02/13/2025   | 03/13/2025 | 03/15/2025 |           |      | OTA         |            |              | Confirmed | 96%               |                     |                 | Deluxe    | 1%               | Domestic      |
| 18   | 82235      | 02/13/2025   | 03/02/2025 | 03/05/2025 |           |      | OTA         |            |              | Confirmed | 61%               |                     |                 | Deluxe    | 2%               | North America |
| 19   | 82236      | 02/13/2025   | 03/20/2025 | 03/21/2025 |           |      | Corporate   |            |              | Confirmed | 16%               |                     |                 | Suite     | 14%              | Asia          |
| 20   | 82237      | 02/13/2025   | 02/26/2025 | 03/01/2025 |           |      | Corporate   |            |              | Confirmed | 9%                |                     |                 | Deluxe    | 2%               | Asia          |
| 21   | 82238      | 02/13/2025   | 03/19/2025 | 03/21/2025 | 34        | 8800 | TravelAgent | Family     | Yes          | Confirmed | 13%               | 1560                | 3               | Deluxe    | 6%               | Asia          |
| 22   | 82239      | 02/13/2025   | 02/17/2025 | 02/21/2025 | 4         | 4500 | OTA         | Solo       | Yes          | Confirmed | 96%               | 1563                | 1               | Standard  | 10%              | Europe        |
| 23   | 84120      | 02/13/2025   | 02/26/2025 | 02/28/2025 | 13        | 6800 | Corporate   | Business   | Yes          | Confirmed | 87%               | 1566                | 1               | Standard  | 20%              | Asia          |
| 24   | 84121      | 02/13/2025   | 03/27/2025 | 03/31/2025 | 42        | 5200 | OTA         | Business   | No           | Confirmed | 64%               | 1569                | 1               | Suite     | 17%              | North America |
| 25   | 84122      | 02/13/2025   | 03/15/2025 | 03/17/2025 | 30        | 8500 | TravelAgent | Solo       | Yes          | Cancelled | 92%               | 1592                | 1               | Standard  | 7%               | Europe        |
| 26   | 84123      | 02/13/2025   | 03/20/2025 | 03/23/2025 | 35        | 4400 | Direct      | Family     | Yes          | Cancelled | 78%               | 1595                | 3               | Standard  | 1%               | North America |
| 27   | 84124      | 02/13/2025   | 03/27/2025 | 03/30/2025 | 42        | 6600 | OTA         | Couple     | Yes          | Confirmed | 31%               | 1598                | 2               | Suite     | 12%              | Asia          |
| 28   | 84125      | 02/13/2025   | 03/25/2025 | 03/29/2025 | 40        | 6500 | Corporate   | Business   | Yes          | Cancelled | 58%               | 1601                | 1               | Standard  | 9%               | North America |
| 29   | 84126      | 02/14/2025   | 03/02/2025 | 03/06/2025 | 16        | 4800 | Direct      | Family     | No           | Cancelled | 75%               | 1604                | 3               | Deluxe    | 3%               | North America |
| 30   | 84127      | 02/14/2025   | 03/14/2025 | 03/18/2025 | 28        | 6200 | OTA         | Business   | No           | Confirmed | 75%               | 1607                | 1               | Standard  | 17%              | Domestic      |
| 31   | 84128      | 02/14/2025   | 03/15/2025 | 03/17/2025 | 29        | 7700 | OTA         | Couple     | No           | Cancelled | 50%               | 1610                | 2               | Deluxe    | 20%              | North America |
| 32   | 84129      | 02/14/2025   | 03/23/2025 | 03/27/2025 | 37        | 5100 | Corporate   | Business   | Yes          | Cancelled | 51%               | 1613                | 1               | Suite     | 9%               | Domestic      |
| 33   | 84560      | 02/14/2025   | 03/06/2025 | 03/09/2025 | 22        | 4300 | OTA         | Business   | Yes          | Confirmed | 77%               | 1616                | 1               | Suite     | 1%               | Domestic      |
| 34   | 84561      | 02/14/2025   | 02/18/2025 | 02/19/2025 | 4         | 4900 | OTA         | Business   | Yes          | Confirmed | 35%               | 1619                | 1               | Suite     | 13%              | Europe        |
| 35   | 84562      | 02/14/2025   | 02/25/2025 | 02/27/2025 | 11        | 5900 | OTA         | Business   | No           | Confirmed | 62%               | 1622                | 1               | Deluxe    | 20%              | Domestic      |
| 36   | 84563      | 02/14/2025   | 03/15/2025 | 03/18/2025 | 29        | 7000 | OTA         | Business   | No           | Confirmed | 57%               | 1625                | 1               | Standard  | 16%              | North America |
| 37   | 84564      | 02/14/2025   | 03/24/2025 | 03/26/2025 | 38        | 8000 | Corporate   | Business   | Yes          | Cancelled | 32%               | 1628                | 1               | Deluxe    | 7%               | Domestic      |
| 38   | 84565      | 02/14/2025   | 03/26/2025 | 03/28/2025 | 40        | 7000 | Direct      | Business   | No           | Confirmed | 96%               | 1631                | 1               | Suite     | 18%              | Europe        |

*DUPLICATE VALUES*



Hotel cancellation analy: X | Hotel Bookings Project: X | For numerical data why: X | Booking Data For Hotel: X | Hotel Bookings-Raw Data: X | If we remove unique id: X

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Hotel Bookings-Raw Data

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Menu 100% Default 10

| Booking ID | Booking Date | Check-In   | Check-Out  | Lead Time | INR  | Channel     | Guest Type | Guest repeat | Status    | Cancellation Rate | Cancellation Number | Number of Guest | Room Type | Discount Applied | Customer Origin |
|------------|--------------|------------|------------|-----------|------|-------------|------------|--------------|-----------|-------------------|---------------------|-----------------|-----------|------------------|-----------------|
| 8501       | 02/11/2025   | 02/08/2025 | 02/04/2025 | 17        | 8900 | OTA         | Business   | Yes          | Confirmed | 95%               | 1523                | 1               | Suite     | 15%              | Asia            |
| 8502       | 02/11/2025   | 02/20/2025 | 02/23/2025 | 37        | 8400 | Direct      | Family     | Yes          | Cancelled | 37%               | 1526                | 3               | Suite     | 20%              | North America   |
| 8503       | 02/11/2025   | 02/10/2025 | 02/12/2025 | 27        | 8000 | Direct      | Solo       | Yes          | Confirmed | 50%               | 1529                | 1               | Standard  | 7%               | Asia            |
| 8504       | 02/12/2025   | 02/01/2025 | 02/05/2025 | 37        | 8600 | Corporate   | Business   | Yes          | Confirmed | 43%               | 1532                | 1               | Suite     | 8%               | Asia            |
| 8505       | 02/12/2025   | 02/07/2025 | 02/08/2025 | 55        | 8200 | OTA         | Family     | Yes          | Confirmed | 81%               | 1535                | 3               | Standard  | 18%              | Domestic        |
| 8506       | 02/12/2025   | 02/14/2025 | 02/20/2025 | 35        | 8200 | Corporate   | Business   | Yes          | Confirmed | 14%               | 1538                | 1               | Standard  | 0%               | Asia            |
| 8507       | 02/12/2025   | 02/05/2025 | 02/09/2025 | 21        | 8600 | OTA         | Couple     | No           | Confirmed | 86%               | 1541                | 2               | Standard  | 11%              | North America   |
| 8508       | 02/12/2025   | 02/08/2025 | 02/01/2025 | 14        | 7900 | TravelAgent | Couple     | Yes          | Cancelled | 81%               | 1544                | 2               | Suite     | 13%              | Domestic        |
| 8509       | 02/12/2025   | 02/10/2025 | 02/12/2025 | 28        | 8200 | OTA         | Solo       | Yes          | Confirmed | 54%               | 1547                | 1               | Standard  | 2%               | Asia            |
| 8510       | 02/12/2025   | 02/06/2025 | 02/08/2025 |           |      | OTA         |            |              | Confirmed | 89%               |                     |                 | Deluxe    | 19%              | Domestic        |
| 8511       | 02/12/2025   | 02/01/2025 | 02/04/2025 |           |      | OTA         |            |              | Cancelled | 52%               |                     |                 | Suite     | 4%               | North America   |
| 8512       | 02/12/2025   | 02/06/2025 | 02/09/2025 |           |      | OTA         |            |              | Confirmed | 84%               |                     |                 | Deluxe    | 20%              | North America   |
| 8513       | 02/12/2025   | 02/25/2025 | 02/06/2025 |           |      | Corporate   |            |              | Confirmed | 85%               |                     |                 | Standard  | 8%               | Domestic        |
| 8514       | 02/12/2025   | 02/06/2025 | 02/04/2025 |           |      | OTA         |            |              | Confirmed | 8%                |                     |                 | Deluxe    | 9%               | Europe          |
| 8515       | 02/12/2025   | 02/01/2025 | 02/04/2025 |           |      | Direct      |            |              |           |                   |                     |                 | Standard  | 20%              | Domestic        |
| 8516       | 02/12/2025   | 02/13/2025 | 02/16/2025 |           |      | OTA         |            |              |           |                   |                     |                 | Standard  | 19%              | Domestic        |
| 8517       | 02/12/2025   | 02/02/2025 | 02/05/2025 |           |      | OTA         |            |              |           |                   |                     |                 | Standard  | 4%               | Europe          |
| 8518       | 02/12/2025   | 02/20/2025 | 02/21/2025 |           |      | Corporate   |            |              |           |                   |                     |                 | Standard  | 11%              | North America   |
| 8519       | 02/12/2025   | 02/06/2025 | 02/01/2025 |           |      | Corporate   |            |              |           |                   |                     |                 | Suite     | 13%              | Asia            |
| 8520       | 02/12/2025   | 02/18/2025 | 02/21/2025 | 34        | 8800 | TravelAgent | Family     |              |           |                   |                     |                 | Deluxe    | 1%               | North America   |
| 8521       | 02/12/2025   | 02/11/2025 | 02/01/2025 | 4         | 4500 | OTA         | Solo       |              |           |                   |                     |                 | Suite     | 13%              | Domestic        |
| 8522       | 02/12/2025   | 02/06/2025 | 02/06/2025 | 13        | 8600 | Corporate   | Business   |              |           |                   |                     |                 | Deluxe    | 8%               | Europe          |
| 8523       | 02/12/2025   | 02/27/2025 | 02/31/2025 | 42        | 8200 | OTA         | Business   |              |           |                   |                     |                 | Standard  | 15%              | Asia            |
| 8524       | 02/12/2025   | 02/15/2025 | 02/17/2025 | 30        | 8500 | TravelAgent | Solo       |              |           |                   |                     |                 | Deluxe    | 8%               | Europe          |
| 8525       | 02/12/2025   | 02/20/2025 | 02/23/2025 | 35        | 4400 | Direct      | Family     | Yes          | Cancelled | 31%               | 1585                | 3               | Suite     | 11%              | Europe          |
| 8526       | 02/12/2025   | 02/27/2025 | 02/30/2025 | 42        | 8800 | OTA         | Couple     | Yes          | Confirmed | 90%               | 1588                | 2               | Suite     | 19%              | Domestic        |
| 8527       | 02/12/2025   | 02/25/2025 | 02/26/2025 | 40        | 8500 | Corporate   | Business   | Yes          | Cancelled | 30%               | 1601                | 1               | Deluxe    | 11%              | North America   |
| 8528       | 02/14/2025   | 02/02/2025 | 02/06/2025 | 14        | 4800 | Direct      | Family     | No           | Cancelled | 30%               | 1604                | 3               | Deluxe    | 7%               | North America   |
| 8529       | 02/14/2025   | 02/14/2025 | 02/18/2025 | 24        | 8200 | OTA         | Business   | No           | Confirmed | 12%               | 1607                | 1               | Standard  | 10%              | Domestic        |
| 8530       | 02/14/2025   | 02/15/2025 | 02/17/2025 | 29        | 7700 | OTA         | Couple     | No           | Cancelled | 5%                | 1610                | 2               | Standard  | 10%              | Europe          |
| 8531       | 02/14/2025   | 02/23/2025 | 02/27/2025 | 37        | 5100 | Corporate   | Business   | Yes          | Cancelled | 14%               | 1613                | 1               | Deluxe    | 10%              | Asia            |
| 8532       | 02/14/2025   | 02/08/2025 | 02/09/2025 | 22        | 4300 | OTA         | Business   | Yes          | Confirmed | 88%               | 1616                | 1               | Standard  | 10%              | Europe          |
| 8533       | 02/14/2025   | 02/14/2025 | 02/19/2025 | 4         | 4800 | OTA         | Business   | Yes          | Confirmed | 84%               | 1619                | 1               | Suite     | 0%               | Asia            |
| 8534       | 02/14/2025   | 02/25/2025 | 02/27/2025 | 11        | 8800 | OTA         | Business   | No           | Confirmed | 18%               | 1622                | 1               | Deluxe    | 11%              | Asia            |
| 8535       | 02/14/2025   | 02/15/2025 | 02/18/2025 | 29        | 7000 | OTA         | Business   | No           | Confirmed | 43%               | 1625                | 1               | Standard  | 13%              | Europe          |
| 8536       | 02/14/2025   | 02/24/2025 | 02/26/2025 | 38        | 8000 | Corporate   | Business   | Yes          | Cancelled | 94%               | 1628                | 1               | Suite     | 1%               | North America   |
| 8537       | 02/14/2025   | 02/26/2025 | 02/28/2025 | 40        | 7000 | Direct      | Business   | No           | Confirmed | 6%                | 1631                | 1               | Standard  | 4%               | Asia            |
| 8538       | 02/14/2025   | 02/20/2025 | 02/21/2025 | 6         | 5100 | TravelAgent | Couple     | Yes          | Confirmed | 82%               | 1634                | 2               | Standard  | 15%              | Europe          |
| 8539       | 02/14/2025   | 02/04/2025 | 02/05/2025 | 18        | 8700 | TravelAgent | Couple     | Yes          | Confirmed | 68%               | 1637                | 2               | Standard  | 1%               | Domestic        |
| 8540       | 02/15/2025   | 02/20/2025 | 04/02/2025 |           |      |             |            | No           | Confirmed | 28%               |                     |                 | Standard  | 0%               | Europe          |
| 8541       | 02/15/2025   | 02/18/2025 | 02/21/2025 |           |      |             |            | Yes          | Confirmed | 29%               |                     |                 | Standard  | 8%               | North America   |
| 8542       | 02/15/2025   | 02/21/2025 | 02/23/2025 |           |      |             |            | Yes          | Cancelled | 69%               |                     |                 | Standard  | 0%               | Domestic        |
| 8543       | 02/15/2025   | 02/21/2025 | 02/22/2025 |           |      |             |            | Yes          | Confirmed | 22%               |                     |                 | Standard  | 13%              | Asia            |
| 8544       | 02/15/2025   | 02/15/2025 | 02/19/2025 |           |      |             |            | No           | Confirmed | 9%                |                     |                 | Deluxe    | 10%              | Asia            |
| 8545       | 02/15/2025   | 02/26/2025 | 02/30/2025 |           |      |             |            | Yes          | Confirmed | 77%               |                     |                 | Standard  | 14%              | Asia            |

Remove duplicates

71 duplicate rows found and removed.

9500 unique rows remain.

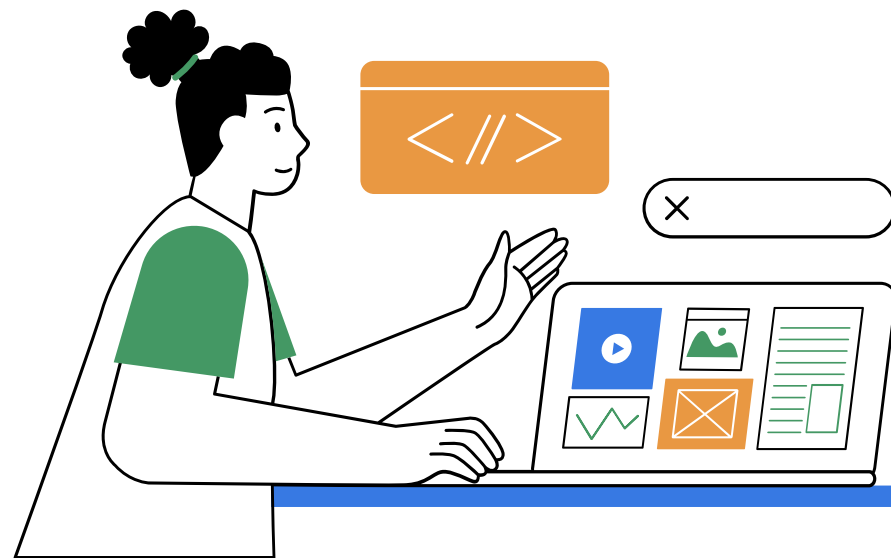
OK

Analyze this data

Count: 9,500

*DUPLICATE VALUES REMOVED*





Hotel cancellation analysis | Hotel Bookings Project | For numerical data why | Booking Data For Hotel | Hotel Bookings-Raw Data | If we remove unique id |

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Hotel Bookings-Raw Data

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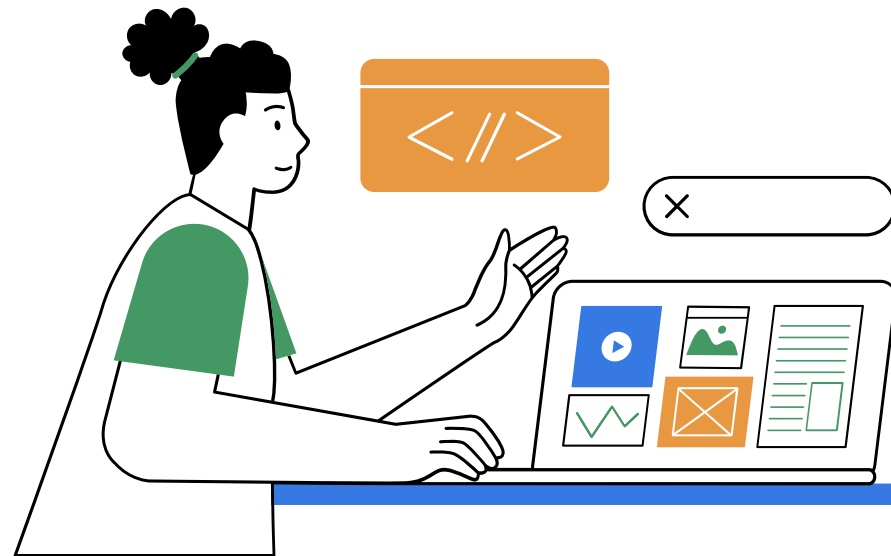
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|    | A          | B            | C          | D          | E         | F    | G           | H          | I            | J         | K                 | L                   | M               | N         | O                | P               | Q   |
|----|------------|--------------|------------|------------|-----------|------|-------------|------------|--------------|-----------|-------------------|---------------------|-----------------|-----------|------------------|-----------------|-----|
| 1  | CountBlank |              |            |            | 60        | 60   |             | 60         | 50           |           |                   | 60                  | 60              |           |                  |                 | 350 |
| 2  | Booking ID | Booking Date | Check-In   | Check-Out  | Lead Time | INR  | Channel     | Guest Type | Guest repeat | Status    | Cancellation Rate | Cancellation Number | Number of Guest | Room Type | Discount Applied | Customer Origin |     |
| 3  | B001       | 02/11/2025   | 02/26/2025 | 03/04/2025 | 17        | 8900 | OTA         | Business   | Yes          | Confirmed | 70%               | 1523                | 1               | Standard  | 8%               | Domestic        |     |
| 4  | B002       | 02/11/2025   | 03/29/2025 | 03/23/2025 | 37        | 8400 | Direct      | Family     | Yes          | Cancelled | 76%               | 1526                | 3               | Deluxe    | 1%               | Europe          |     |
| 5  | B003       | 02/11/2025   | 03/10/2025 | 03/12/2025 | 27        | 5000 | Direct      | Solo       | Yes          | Confirmed | 81%               | 1529                | 1               | Deluxe    | 4%               | Europe          |     |
| 6  | B004       | 02/12/2025   | 03/21/2025 | 03/25/2025 | 37        | 8500 | Corporate   | Business   | Yes          | Confirmed | 23%               | 1532                | 1               | Suite     | 5%               | Asia            |     |
| 7  | B005       | 02/12/2025   | 02/27/2025 | 02/28/2025 | 15        | 5200 | OTA         | Family     | Yes          | Confirmed | 96%               | 1535                | 3               | Deluxe    | 5%               | North America   |     |
| 8  | B006       | 02/12/2025   | 03/19/2025 | 03/20/2025 | 35        | 8200 | Corporate   | Business   | Yes          | Confirmed | 77%               | 1538                | 1               | Suite     | 9%               | Europe          |     |
| 9  | B007       | 02/12/2025   | 03/05/2025 | 03/09/2025 | 21        | 8900 | OTA         | Couple     | No           | Confirmed | 14%               | 1541                | 2               | Deluxe    | 1%               | Domestic        |     |
| 10 | B008       | 02/12/2025   | 02/26/2025 | 03/01/2025 | 16        | 7600 | TravelAgent | Couple     | Yes          | Cancelled | 87%               | 1544                | 2               | Standard  | 14%              | Europe          |     |
| 11 | B009       | 02/12/2025   | 03/10/2025 | 03/12/2025 | 26        | 5200 | OTA         | Solo       | Yes          | Confirmed | 20%               | 1547                | 1               | Suite     | 17%              | North America   |     |
| 12 | B010       | 02/12/2025   | 03/06/2025 | 03/08/2025 |           |      | OTA         |            |              | Confirmed | 46%               |                     |                 | Standard  | 8%               | Domestic        |     |
| 13 | B011       | 02/12/2025   | 03/21/2025 | 03/24/2025 |           |      | OTA         |            |              | Cancelled | 68%               |                     |                 | Standard  | 4%               | Asia            |     |
| 14 | B012       | 02/12/2025   | 03/06/2025 | 03/09/2025 |           |      | OTA         |            |              | Confirmed | 51%               |                     |                 | Standard  | 17%              | Europe          |     |
| 15 | B013       | 02/12/2025   | 02/23/2025 | 02/26/2025 |           |      | Corporate   |            |              | Confirmed | 56%               |                     |                 | Standard  | 1%               | Domestic        |     |
| 16 | B014       | 02/12/2025   | 02/26/2025 | 03/04/2025 |           |      | OTA         |            |              | Confirmed | 31%               |                     |                 | Standard  | 12%              | North America   |     |
| 17 | B015       | 02/12/2025   | 02/21/2025 | 02/24/2025 |           |      | Direct      |            |              | Cancelled | 37%               |                     |                 | Suite     | 13%              | Asia            |     |
| 18 | B016       | 02/12/2025   | 03/13/2025 | 03/15/2025 |           |      | OTA         |            |              | Confirmed | 80%               |                     |                 | Standard  | 13%              | Europe          |     |
| 19 | B017       | 02/12/2025   | 03/03/2025 | 03/05/2025 |           |      | OTA         |            |              | Confirmed | 81%               |                     |                 | Deluxe    | 15%              | Domestic        |     |
| 20 | B018       | 02/12/2025   | 03/26/2025 | 03/21/2025 |           |      | Corporate   |            |              | Confirmed | 49%               |                     |                 | Deluxe    | 15%              | Europe          |     |
| 21 | B019       | 02/12/2025   | 02/26/2025 | 03/01/2025 |           |      | Corporate   |            |              | Confirmed | 41%               |                     |                 | Suite     | 14%              | Asia            |     |
| 22 | B020       | 02/12/2025   | 03/19/2025 | 03/21/2025 | 34        | 8800 | TravelAgent | Family     | Yes          | Confirmed | 79%               | 1580                | 3               | Standard  | 19%              | Asia            |     |
| 23 | B021       | 02/12/2025   | 02/17/2025 | 02/21/2025 | 4         | 4500 | OTA         | Solo       | Yes          | Confirmed | 23%               | 1583                | 1               | Deluxe    | 17%              | Asia            |     |
| 24 | B022       | 02/12/2025   | 02/26/2025 | 02/28/2025 | 13        | 6800 | Corporate   | Business   | Yes          | Confirmed | 21%               | 1586                | 1               | Deluxe    | 8%               | North America   |     |
| 25 | B023       | 02/12/2025   | 03/27/2025 | 03/31/2025 | 42        | 5200 | OTA         | Business   | No           | Confirmed | 56%               | 1589                | 1               | Standard  | 1%               | Domestic        |     |
| 26 | B024       | 02/12/2025   | 03/15/2025 | 03/17/2025 | 30        | 8500 | TravelAgent | Solo       | Yes          | Cancelled | 57%               | 1592                | 1               | Standard  | 2%               | Asia            |     |
| 27 | B025       | 02/12/2025   | 03/20/2025 | 03/23/2025 | 35        | 4400 | Direct      | Family     | Yes          | Cancelled | 59%               | 1595                | 3               | Standard  | 2%               | Domestic        |     |
| 28 | B026       | 02/12/2025   | 03/27/2025 | 03/30/2025 | 42        | 6800 | OTA         | Couple     | Yes          | Confirmed | 19%               | 1598                | 2               | Suite     | 11%              | Domestic        |     |
| 29 | B027       | 02/12/2025   | 03/25/2025 | 03/29/2025 | 40        | 6500 | Corporate   | Business   | Yes          | Cancelled | 71%               | 1601                | 1               | Standard  | 1%               | North America   |     |
| 30 | B028       | 02/14/2025   | 03/02/2025 | 03/05/2025 | 16        | 4800 | Direct      | Family     | No           | Cancelled | 87%               | 1604                | 3               | Deluxe    | 11%              | Asia            |     |
| 31 | B029       | 02/14/2025   | 03/14/2025 | 03/18/2025 | 28        | 8200 | OTA         | Business   | No           | Confirmed | 98%               | 1607                | 1               | Deluxe    | 11%              | Europe          |     |
| 32 | B030       | 02/14/2025   | 03/15/2025 | 03/17/2025 | 29        | 7700 | OTA         | Couple     | No           | Cancelled | 57%               | 1610                | 2               | Deluxe    | 7%               | Domestic        |     |
| 33 | B031       | 02/14/2025   | 03/23/2025 | 03/27/2025 | 37        | 5100 | Corporate   | Business   | Yes          | Cancelled | 77%               | 1613                | 1               | Suite     | 20%              | Europe          |     |
| 34 | B032       | 02/14/2025   | 03/06/2025 | 03/09/2025 | 22        | 4300 | OTA         | Business   | Yes          | Confirmed | 23%               | 1616                | 1               | Suite     | 13%              | Asia            |     |
| 35 | B033       | 02/14/2025   | 02/18/2025 | 02/19/2025 | 4         | 4900 | OTA         | Business   | Yes          | Confirmed | 75%               | 1619                | 1               | Deluxe    | 0%               | North America   |     |
| 36 | B034       | 02/14/2025   | 02/25/2025 | 02/27/2025 | 11        | 5900 | OTA         | Business   | No           | Confirmed | 14%               | 1622                | 1               | Suite     | 10%              | Europe          |     |
| 37 | B035       | 02/14/2025   | 03/15/2025 | 03/18/2025 | 29        | 7000 | OTA         | Business   | No           | Confirmed | 70%               | 1625                | 1               | Deluxe    | 6%               | North America   |     |
| 38 | B036       | 02/14/2025   | 03/24/2025 | 03/26/2025 | 38        | 8000 | Corporate   | Business   | Yes          | Cancelled | 32%               | 1628                | 1               | Standard  | 8%               | Asia            |     |
| 39 | B037       | 02/14/2025   | 03/26/2025 | 03/28/2025 | 40        | 7000 | Direct      | Business   | No           | Confirmed | 74%               | 1631                | 1               | Suite     | 9%               |                 |     |
| 40 | B038       | 02/14/2025   | 03/26/2025 | 03/28/2025 | 40        | 7000 | Direct      | Business   | No           | Confirmed | 74%               | 1634                | 1               | Suite     | 9%               |                 |     |

Raw Data

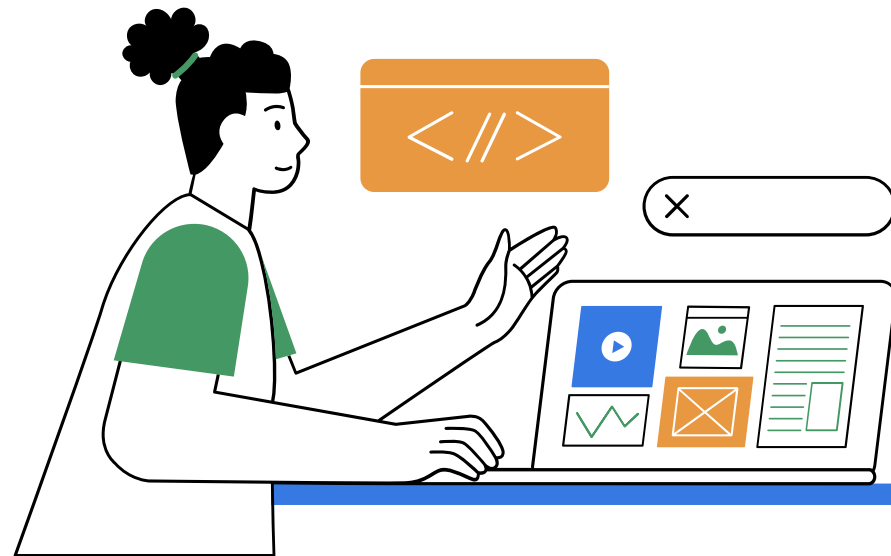
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MISSING VALUES



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| 5  | B501       | 02/11/2025   | 02/28/2025 | 03/04/2025 | 17             | 8900         | OTA         | Business   | Yes          | Confirmed | 97%               | 1523                | 1               | Suite     | 2%               | North America   |
| 6  | B502       | 02/11/2025   | 02/29/2025 | 03/03/2025 | 37             | 8400         | Direct      | Family     | Yes          | Cancelled | 72%               | 1526                | 3               | Deluxe    | 16%              | Europe          |
| 7  | B503       | 02/11/2025   | 03/19/2025 | 03/12/2025 | 37             | 5000         | Direct      | Solo       | Yes          | Confirmed | 79%               | 1529                | 1               | Deluxe    | 6%               | Europe          |
| 8  | B504       | 02/12/2025   | 03/21/2025 | 03/25/2025 | 37             | 8500         | Corporate   | Business   | Yes          | Confirmed | 58%               | 1532                | 1               | Suite     | 16%              | Europe          |
| 9  | B505       | 02/12/2025   | 02/27/2025 | 02/28/2025 | 15             | 5200         | OTA         | Family     | Yes          | Confirmed | 30%               | 1535                | 3               | Standard  | 16%              | Europe          |
| 10   | B506       | 02/12/2025   | 03/18/2025 | 03/20/2025 | 35             | 8200         | Corporate   | Business   | Yes          | Confirmed | 61%               | 1538                | 1               | Deluxe    | 6%               | North America   |
| 11   | B507       | 02/12/2025   | 03/05/2025 | 03/09/2025 | 21             | 8900         | OTA         | Couple     | No           | Confirmed | 10%               | 1541                | 2               | Standard  | 19%              | Asia            |
| 12   | B508       | 02/12/2025   | 02/28/2025 | 03/01/2025 | 16             | 7800         | TravelAgent | Couple     | Yes          | Cancelled | 28%               | 1544                | 2               | Deluxe    | 17%              | Asia            |
| 13   | B509       | 02/12/2025   | 03/19/2025 | 03/12/2025 | 26             | 5200         | OTA         | Solo       | Yes          | Confirmed | 4%                | 1547                | 1               | Standard  | 10%              | Domestic        |
| 14   | B510       | 02/12/2025   | 03/06/2025 | 03/08/2025 |                |              | OTA         |            |              | Confirmed | 9%                |                     |                 | Suite     | 18%              | North America   |
| 15   | B511       | 02/12/2025   | 03/21/2025 | 03/24/2025 |                |              | OTA         |            |              | Cancelled | 70%               |                     |                 | Standard  | 9%               | Asia            |
| 16   | B512       | 02/12/2025   | 03/06/2025 | 03/09/2025 |                |              | OTA         |            |              | Confirmed | 1%                |                     |                 | Standard  | 19%              | Domestic        |
| 17   | B513       | 02/12/2025   | 02/23/2025 | 02/26/2025 |                |              | Corporate   |            |              | Confirmed | 8%                |                     |                 | Standard  | 20%              | Asia            |
| 18   | B514       | 02/12/2025   | 02/28/2025 | 03/04/2025 |                |              | OTA         |            |              | Confirmed | 3%                |                     |                 | Suite     | 1%               | Domestic        |
| 19   | B515       | 02/12/2025   | 02/21/2025 | 02/24/2025 |                |              | Direct      |            |              | Cancelled | 50%               |                     |                 | Deluxe    | 8%               | North America   |
| 20   | B516       | 02/13/2025   | 03/13/2025 | 03/15/2025 |                |              | OTA         |            |              | Confirmed | 4%                |                     |                 | Deluxe    | 4%               | North America   |
| 21   | B517       | 02/13/2025   | 03/02/2025 | 03/05/2025 |                |              | OTA         |            |              | Confirmed | 46%               |                     |                 | Suite     | 16%              | Domestic        |
| 22   | B518       | 02/13/2025   | 03/29/2025 | 03/21/2025 |                |              | Corporate   |            |              | Confirmed | 91%               |                     |                 | Standard  | 16%              | Europe          |
| 23   | B519       | 02/13/2025   | 02/26/2025 | 03/01/2025 |                |              | Corporate   |            |              | Confirmed | 26%               |                     |                 | Suite     | 6%               | Europe          |
| 24   | B520       | 02/13/2025   | 03/18/2025 | 03/21/2025 | 34             | 8800         | TravelAgent | Family     | Yes          | Confirmed | 86%               | 1580                | 3               | Standard  | 11%              | Europe          |
| 25   | B521       | 02/13/2025   | 02/17/2025 | 02/21/2025 | 4              | 4500         | OTA         | Solo       | Yes          | Confirmed | 11%               | 1583                | 1               | Deluxe    | 0%               | Asia            |
| 26   | B522       | 02/13/2025   | 02/26/2025 | 02/28/2025 | 13             | 6800         | Corporate   | Business   | Yes          | Confirmed | 43%               | 1586                | 1               | Standard  | 0%               | Europe          |
| 27   | B523       | 02/13/2025   | 03/27/2025 | 03/31/2025 | 42             | 5200         | OTA         | Business   | No           | Confirmed | 23%               | 1589                | 1               | Standard  | 16%              | Europe          |
| 28   | B524       | 02/13/2025   | 03/15/2025 | 03/17/2025 | 30             | 8500         | TravelAgent | Solo       | Yes          | Cancelled | 52%               | 1592                | 1               | Deluxe    | 10%              | Europe          |
| 29   | B525       | 02/13/2025   | 03/29/2025 | 03/23/2025 | 35             | 4400         | Direct      | Family     | Yes          | Cancelled | 59%               | 1595                | 3               | Standard  | 13%              | North America   |
| 30   | B526       | 02/13/2025   | 03/27/2025 | 03/30/2025 | 42             | 6800         | OTA         | Couple     | Yes          | Confirmed | 95%               | 1598                | 2               | Deluxe    | 8%               | Europe          |
| 31   | B527       | 02/13/2025   | 03/25/2025 | 03/29/2025 | 40             | 6500         | Corporate   | Business   | Yes          | Cancelled | 83%               | 1601                | 1               | Deluxe    | 2%               | Asia            |
| 32   | B528       | 02/14/2025   | 03/02/2025 | 03/06/2025 | 16             | 4800         | Direct      | Family     | No           | Cancelled | 8%                | 1604                | 3               | Standard  | 13%              | Europe          |
| 33   | B529       | 02/14/2025   | 03/14/2025 | 03/18/2025 | 28             | 6200         | OTA         | Business   | No           | Confirmed | 5%                | 1607                | 1               | Standard  | 1%               | Asia            |
| 34   | B530       | 02/14/2025   | 03/15/2025 | 03/17/2025 | 29             | 7700         | OTA         | Couple     | No           | Cancelled | 30%               | 1610                | 2               | Suite     | 19%              | North America   |
| 35   | B531       | 02/14/2025   | 03/23/2025 | 03/27/2025 | 37             | 5100         | Corporate   | Business   | Yes          | Cancelled | 51%               | 1613                | 1               | Standard  | 3%               | Asia            |
| 36   | B532       | 02/14/2025   | 03/08/2025 | 03/09/2025 | 22             | 4300         | OTA         | Business   | Yes          | Confirmed | 67%               | 1616                | 1               | Suite     | 16%              | North America   |
| 37   | B533       | 02/14/2025   | 02/18/2025 | 02/19/2025 | 4              | 4900         | OTA         | Business   | Yes          | Confirmed | 2%                | 1619                | 1               | Suite     | 18%              | Asia            |
| 38   | B534       | 02/14/2025   | 02/25/2025 | 02/27/2025 | 11             | 5900         | OTA         | Business   | No           | Confirmed | 34%               | 1622                | 1               | Standard  | 18%              | Europe          |
| 39   | B535       | 02/14/2025   | 03/15/2025 | 03/18/2025 | 29             | 7000         | OTA         | Business   | No           | Confirmed | 73%               | 1625                | 1               | Standard  | 6%               | North America   |
| Raw Data   |            |              |            |            |                |              |             |            |              |           |                   |                     |                 |           |                  |                 |

*SKEDWNES AND AVERAGE*



Hotel Bookings-Raw Data

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Hotel Bookings-Raw Data

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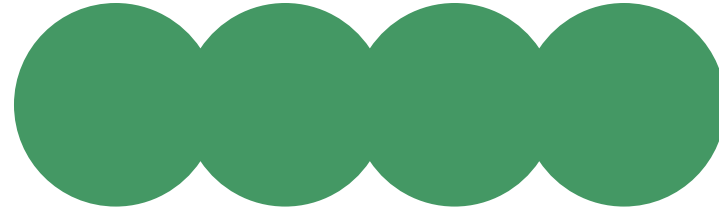
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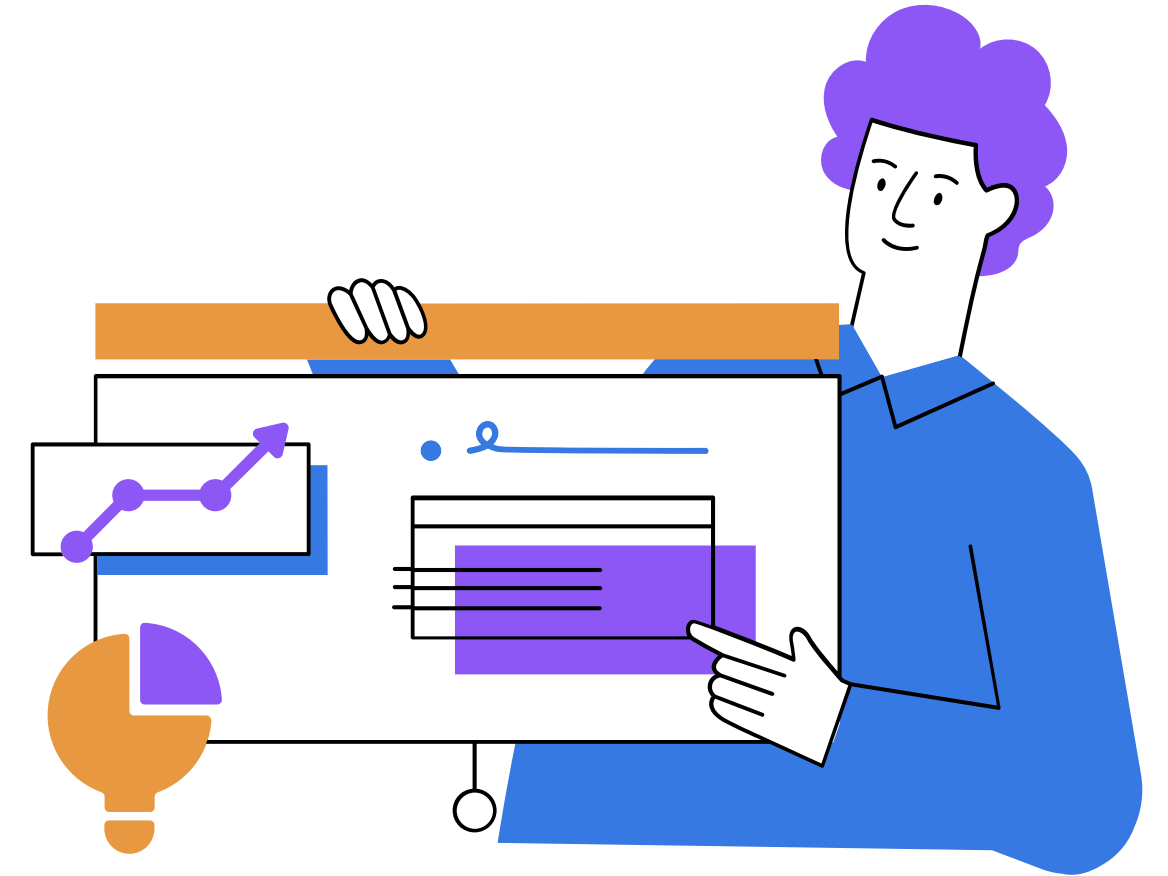
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|------------|--------------|------------|------------|-----------|------|-------------|------------|--------------|-----------|-------------------|---------------------|-----------------|-----------|------------------|-----------------|
| 8501       | 02/11/2025   | 02/08/2025 | 02/09/2025 | 17        | 8900 | OTA         | Business   | Yes          | Confirmed | 57%               | 1523                | 1               | Deluxe    | 20%              | Europe          |
| 8502       | 02/11/2025   | 02/09/2025 | 02/03/2025 | 37        | 8400 | Direct      | Family     | Yes          | Cancelled | 75%               | 1526                | 3               | Standard  | 10%              | Domestic        |
| 8503       | 02/11/2025   | 02/10/2025 | 02/12/2025 | 27        | 9000 | Direct      | Solo       | Yes          | Confirmed | 6%                | 1529                | 1               | Suite     | 15%              | North America   |
| 8504       | 02/12/2025   | 02/21/2025 | 02/25/2025 | 37        | 8500 | Corporate   | Business   | Yes          | Confirmed | 48%               | 1532                | 1               | Deluxe    | 2%               | North America   |
| 8505       | 02/12/2025   | 02/27/2025 | 02/28/2025 | 15        | 5200 | OTA         | Family     | Yes          | Confirmed | 45%               | 1535                | 3               | Standard  | 1%               | Domestic        |
| 8506       | 02/12/2025   | 02/18/2025 | 02/20/2025 | 35        | 6200 | Corporate   | Business   | Yes          | Confirmed | 66%               | 1538                | 1               | Suite     | 4%               | Asia            |
| 8507       | 02/12/2025   | 02/05/2025 | 02/09/2025 | 21        | 8900 | OTA         | Couple     | No           | Confirmed | 3%                | 1541                | 2               | Deluxe    | 16%              | Europe          |
| 8508       | 02/12/2025   | 02/08/2025 | 02/01/2025 | 16        | 7600 | TravelAgent | Couple     | Yes          | Cancelled | 35%               | 1544                | 2               | Suite     | 12%              | Europe          |
| 8509       | 02/12/2025   | 02/10/2025 | 02/12/2025 | 26        | 5200 | OTA         | Solo       | Yes          | Confirmed | 10%               | 1547                | 1               | Standard  | 0%               | Europe          |
| 8510       | 02/12/2025   | 02/06/2025 | 02/08/2025 | 23        | 8700 | OTA         | Business   | Yes          | Confirmed | 50%               | 15500               | 2               | Standard  | 12%              | North America   |
| 8511       | 02/12/2025   | 02/21/2025 | 02/24/2025 | 23        | 8700 | OTA         | Business   | Yes          | Cancelled | 90%               | 15550               | 2               | Suite     | 14%              | North America   |
| 8512       | 02/12/2025   | 02/06/2025 | 02/09/2025 | 23        | 8700 | OTA         | Business   | Yes          | Confirmed | 62%               | 15550               | 2               | Deluxe    | 14%              | Asia            |
| 8513       | 02/12/2025   | 02/23/2025 | 02/26/2025 | 23        | 8700 | Corporate   | Business   | Yes          | Confirmed | 74%               | 15550               | 2               | Suite     | 18%              | North America   |
| 8514       | 02/12/2025   | 02/08/2025 | 02/04/2025 | 23        | 8700 | OTA         | Business   | Yes          | Confirmed | 72%               | 15550               | 2               | Standard  | 14%              | Asia            |
| 8515       | 02/12/2025   | 02/21/2025 | 02/24/2025 | 23        | 8700 | Direct      | Business   | Yes          | Cancelled | 53%               | 15550               | 2               | Suite     | 17%              | North America   |
| 8516       | 02/12/2025   | 02/13/2025 | 02/15/2025 | 23        | 8700 | OTA         | Business   | Yes          | Confirmed | 45%               | 15550               | 2               | Standard  | 16%              | North America   |
| 8517       | 02/12/2025   | 02/02/2025 | 02/05/2025 | 23        | 8700 | OTA         | Business   | Yes          | Confirmed | 32%               | 15550               | 2               | Deluxe    | 2%               | North America   |
| 8518       | 02/12/2025   | 02/20/2025 | 02/21/2025 | 23        | 8700 | Corporate   | Business   | Yes          | Confirmed | 38%               | 15550               | 2               | Standard  | 4%               | Domestic        |
| 8519       | 02/12/2025   | 02/26/2025 | 02/01/2025 | 23        | 8700 | Corporate   | Business   | Yes          | Confirmed | 37%               | 15550               | 2               | Deluxe    | 17%              | Domestic        |
| 8520       | 02/12/2025   | 02/18/2025 | 02/21/2025 | 34        | 8800 | TravelAgent | Family     | Yes          | Confirmed | 84%               | 15580               | 3               | Suite     | 0%               | Asia            |
| 8521       | 02/12/2025   | 02/17/2025 | 02/21/2025 | 4         | 4300 | OTA         | Solo       | Yes          | Confirmed | 22%               | 1563                | 1               | Standard  | 5%               | Europe          |
| 8522       | 02/12/2025   | 02/26/2025 | 02/28/2025 | 13        | 6800 | Corporate   | Business   | Yes          | Confirmed | 14%               | 1566                | 1               | Standard  | 8%               | North America   |
| 8523       | 02/12/2025   | 02/27/2025 | 02/31/2025 | 42        | 5200 | OTA         | Business   | No           | Confirmed | 35%               | 1569                | 1               | Standard  | 18%              | Europe          |
| 8524       | 02/12/2025   | 02/15/2025 | 02/17/2025 | 30        | 8500 | TravelAgent | Solo       | Yes          | Cancelled | 25%               | 1592                | 1               | Deluxe    | 0%               | Domestic        |
| 8525       | 02/12/2025   | 02/25/2025 | 02/23/2025 | 35        | 4400 | Direct      | Family     | Yes          | Cancelled | 4%                | 1595                | 3               | Deluxe    | 12%              | Asia            |
| 8526       | 02/12/2025   | 02/27/2025 | 02/30/2025 | 42        | 6800 | OTA         | Couple     | Yes          | Confirmed | 75%               | 1598                | 2               | Standard  | 8%               | Domestic        |
| 8527       | 02/12/2025   | 02/25/2025 | 02/29/2025 | 40        | 8500 | Corporate   | Business   | Yes          | Cancelled | 3%                | 1601                | 1               | Suite     | 5%               | Domestic        |
| 8528       | 02/14/2025   | 02/02/2025 | 02/06/2025 | 16        | 4800 | Direct      | Family     | No           | Cancelled | 98%               | 1604                | 3               | Suite     | 14%              | Domestic        |
| 8529       | 02/14/2025   | 02/14/2025 | 02/18/2025 | 28        | 8200 | OTA         | Business   | No           | Confirmed | 17%               | 1607                | 1               | Standard  | 7%               | North America   |
| 8530       | 02/14/2025   | 02/13/2025 | 02/17/2025 | 29        | 7700 | OTA         | Couple     | No           | Cancelled | 74%               | 1610                | 2               | Deluxe    | 6%               | Asia            |
| 8531       | 02/14/2025   | 02/23/2025 | 02/27/2025 | 37        | 9100 | Corporate   | Business   | Yes          | Cancelled | 49%               | 1613                | 1               | Suite     | 18%              | Asia            |
| 8532       | 02/14/2025   | 02/08/2025 | 02/09/2025 | 22        | 4300 | OTA         | Business   | Yes          | Confirmed | 90%               | 1616                | 1               | Standard  | 19%              | Asia            |
| 8533       | 02/14/2025   | 02/18/2025 | 02/19/2025 | 4         | 4900 | OTA         | Business   | Yes          | Confirmed | 86%               | 1619                | 1               | Deluxe    | 12%              | North America   |
| 8534       | 02/14/2025   | 02/25/2025 | 02/27/2025 | 11        | 5900 | OTA         | Business   | No           | Confirmed | 85%               | 1622                | 1               | Deluxe    | 20%              | Asia            |
| 8535       | 02/14/2025   | 02/15/2025 | 02/18/2025 | 29        | 7000 | OTA         | Business   | No           | Confirmed | 36%               | 1625                | 1               | Deluxe    | 16%              | Europe          |
| 8536       | 02/14/2025   | 02/24/2025 | 02/26/2025 | 38        | 8000 | Corporate   | Business   | Yes          | Cancelled | 50%               | 1628                | 1               | Suite     | 2%               | Asia            |
| 8537       | 02/14/2025   | 02/26/2025 | 02/28/2025 | 40        | 7000 | Direct      | Business   | No           | Confirmed | 10%               | 1631                | 1               | Deluxe    | 16%              | Domestic        |
| 8538       | 02/14/2025   | 02/25/2025 | 02/21/2025 | 6         | 9100 | TravelAgent | Couple     | Yes          | Confirmed | 84%               | 1634                | 2               | Deluxe    | 9%               | North America   |

Data Pivot Table 1 Dashboard KPI's Questions

MISSING VALUES REPLACED



# Business Interpretation & Key Insights

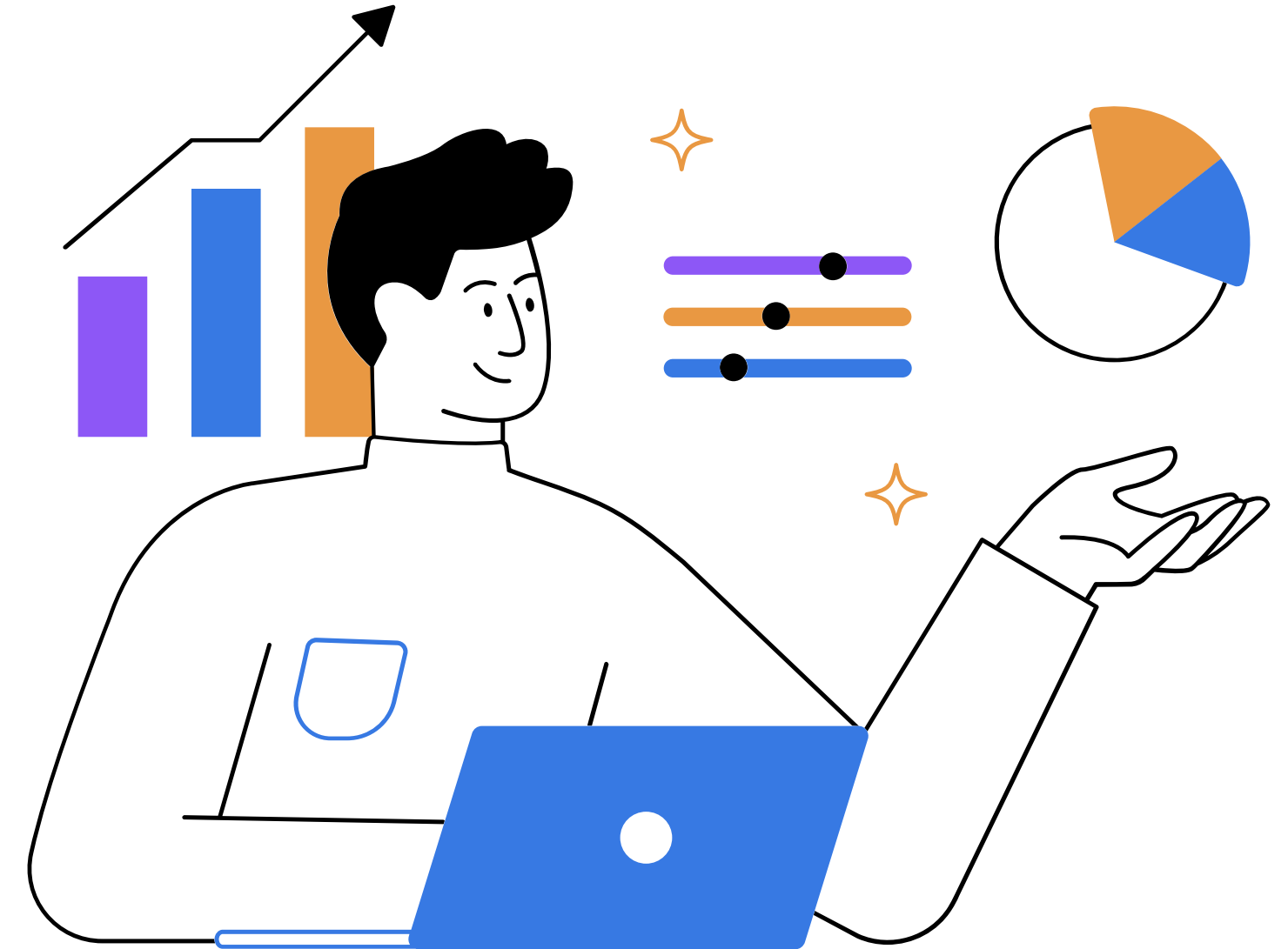


- Cancellations are not random — they are concentrated in specific channels and guest segments.
- OTA channels contribute the highest cancellation exposure due to low booking commitment.
- New guests cancel more frequently than repeat guests, proving loyalty reduces risk.
- Repeat guests show stronger booking reliability and higher lifetime value.
- High-value guest types deliver better ADR with more stable booking behavior.
- Booking volume  $\neq$  booking quality — revenue reliability matters more than quantity.
- Treating all bookings with the same policy increases revenue uncertainty.
- Different channels and guest types carry different levels of cancellation risk.
- A risk-based, data-driven approach is essential to reduce cancellations effectively.



# Recommendations

- Apply risk-based cancellation policies instead of one-size-fits-all rules.
- Introduce deposits or stricter windows for high-risk OTA and agent bookings.
- Reward repeat guests with flexible policies to strengthen loyalty.
- Protect pricing for high-ADR guest types; replace discounts with value-adds.
- Allocate inventory by reliability, not just volume.





# Thank You

