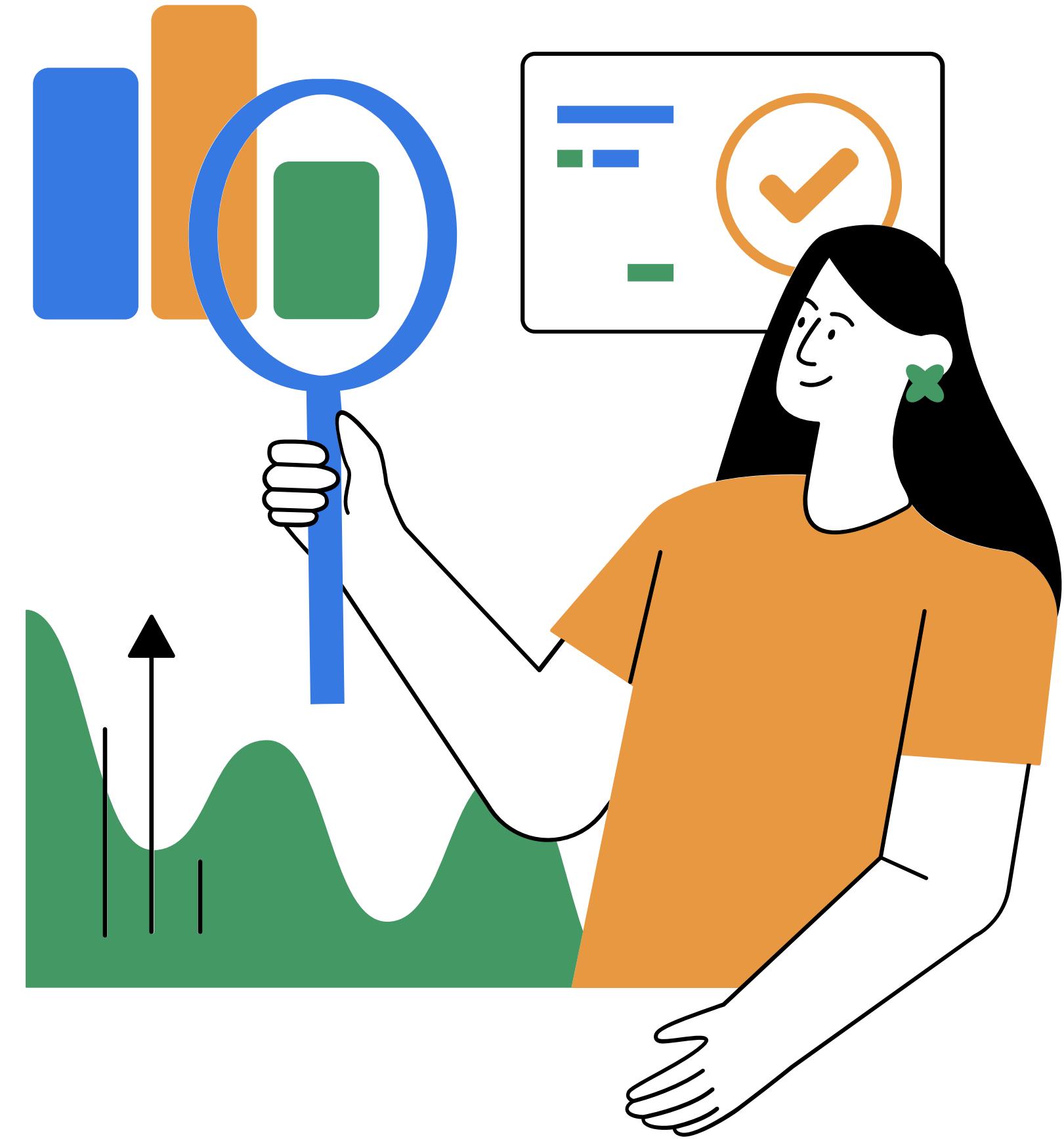
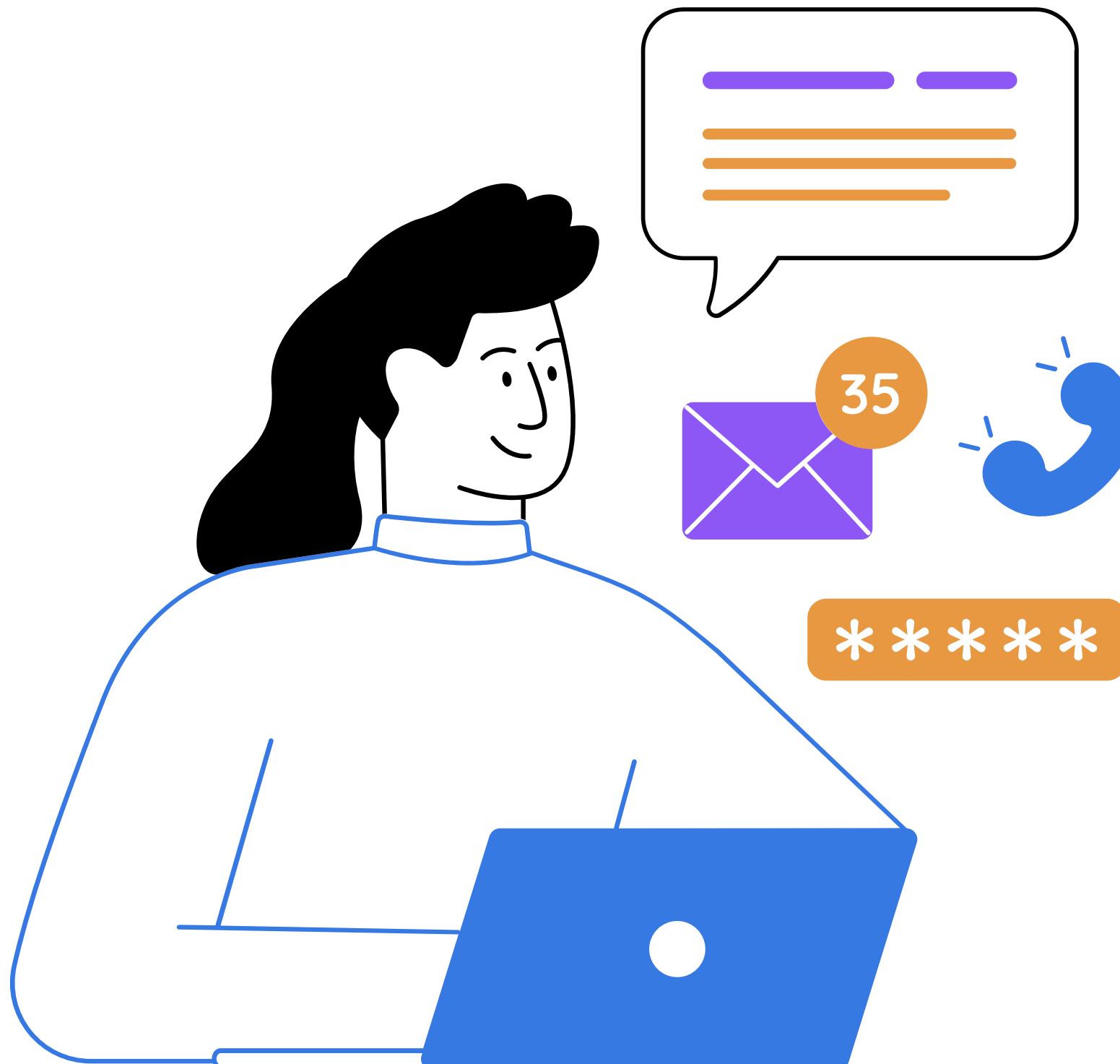
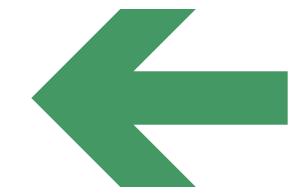




Hotel Booking Cancellation Analytics

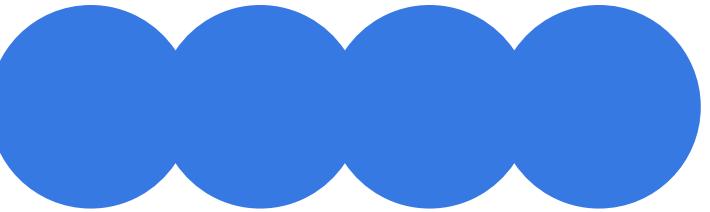




Project Description

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.

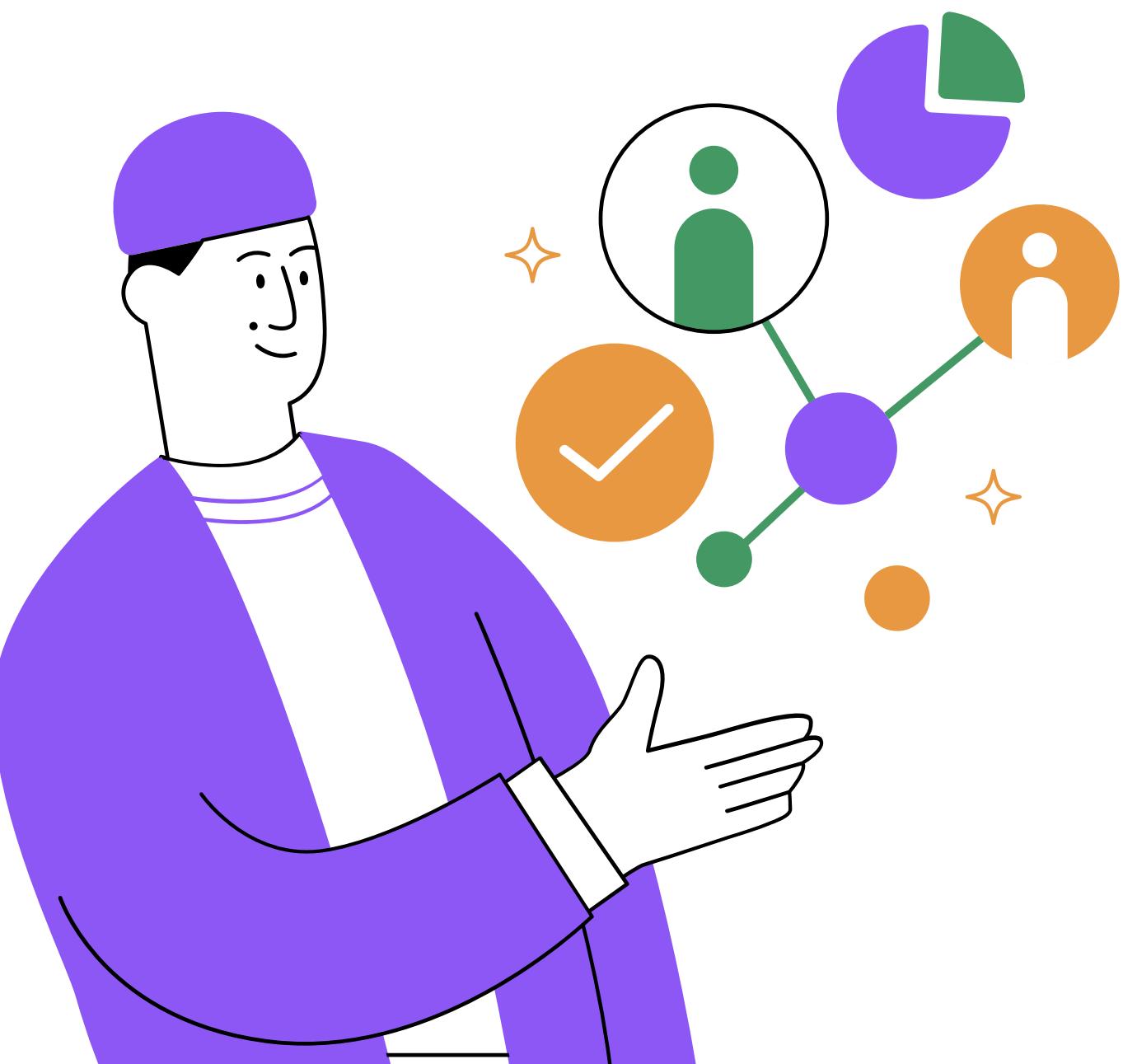


Project Description

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

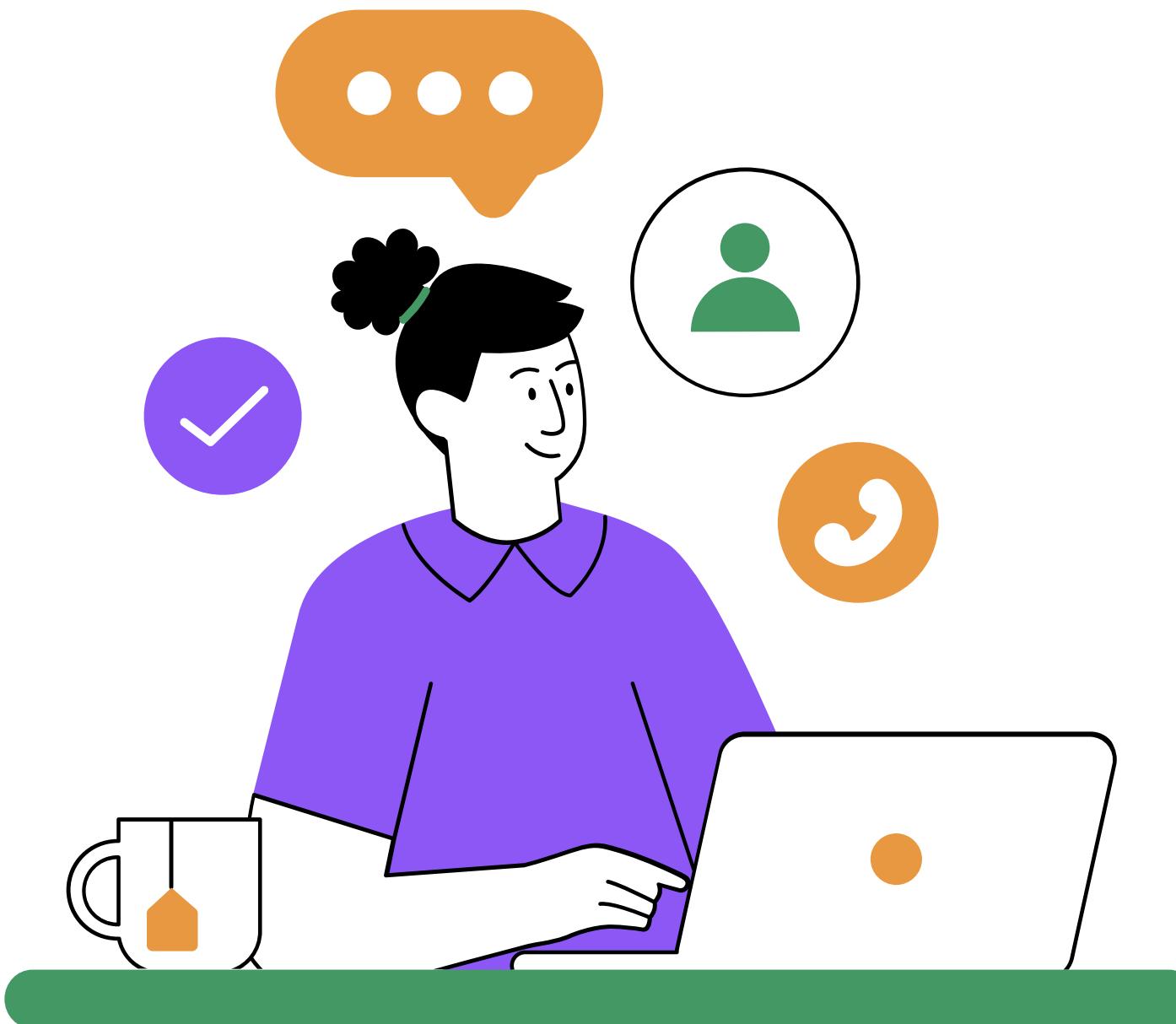
- Booking and check-in dates
- Booking channel (OTA, Direct, Corporate, Travel Agent)
- Guest type and repeat status
- Revenue (INR) and discount details
- Cancellation status and count

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





KPIs (Key Questions)

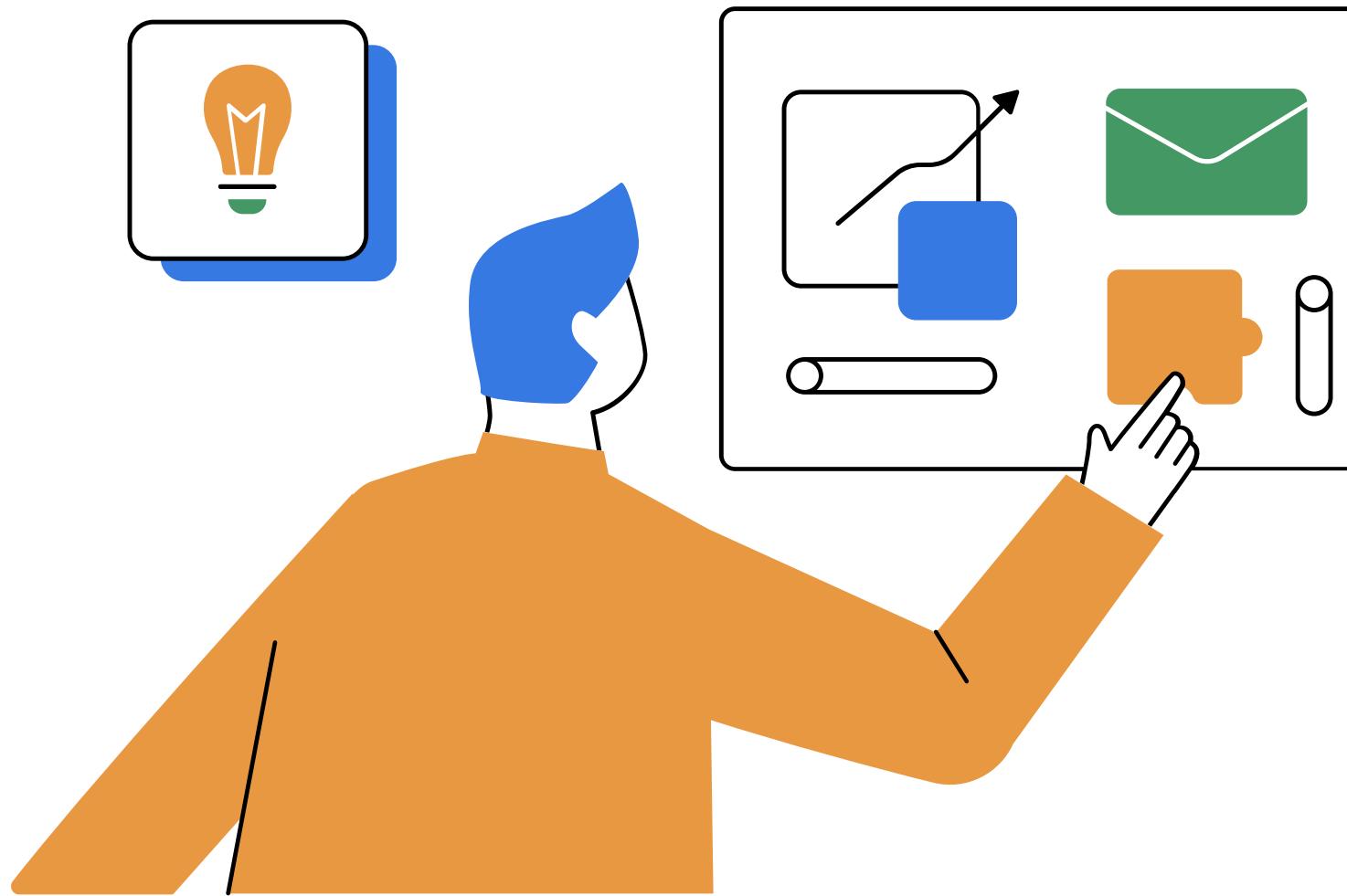


- Which booking channels contribute the most to cancellations?
- Do repeat guests cancel less than new guests?
- Which guest types generate higher revenue (ADR)?
- Which channels have the highest cancellation rate per booking?
- How does revenue quality differ across guest segments?



KPIs

(Key Performance Indicators)

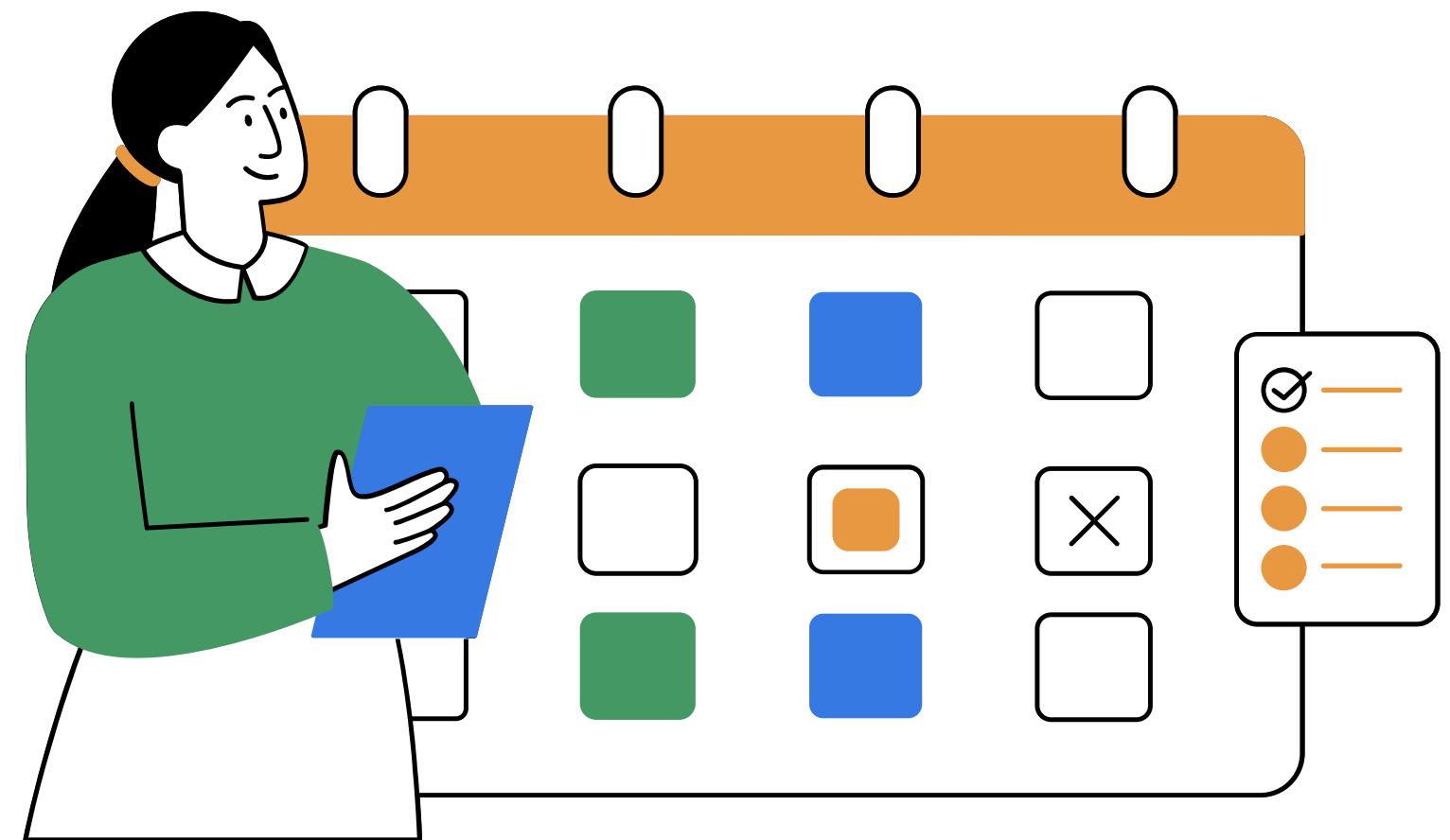


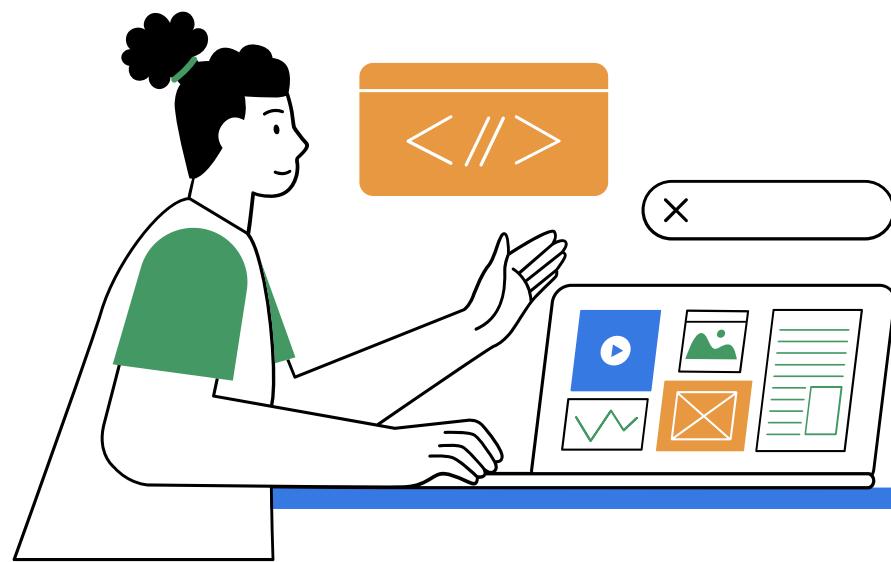
- Total number of bookings
- Total number of cancellations
- Cancellation rate by channel
- Repeat vs new guest cancellation behavior
- Guest type vs average revenue (ADR)
- Channel-wise cancellation risk
- Revenue quality by guest segment



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





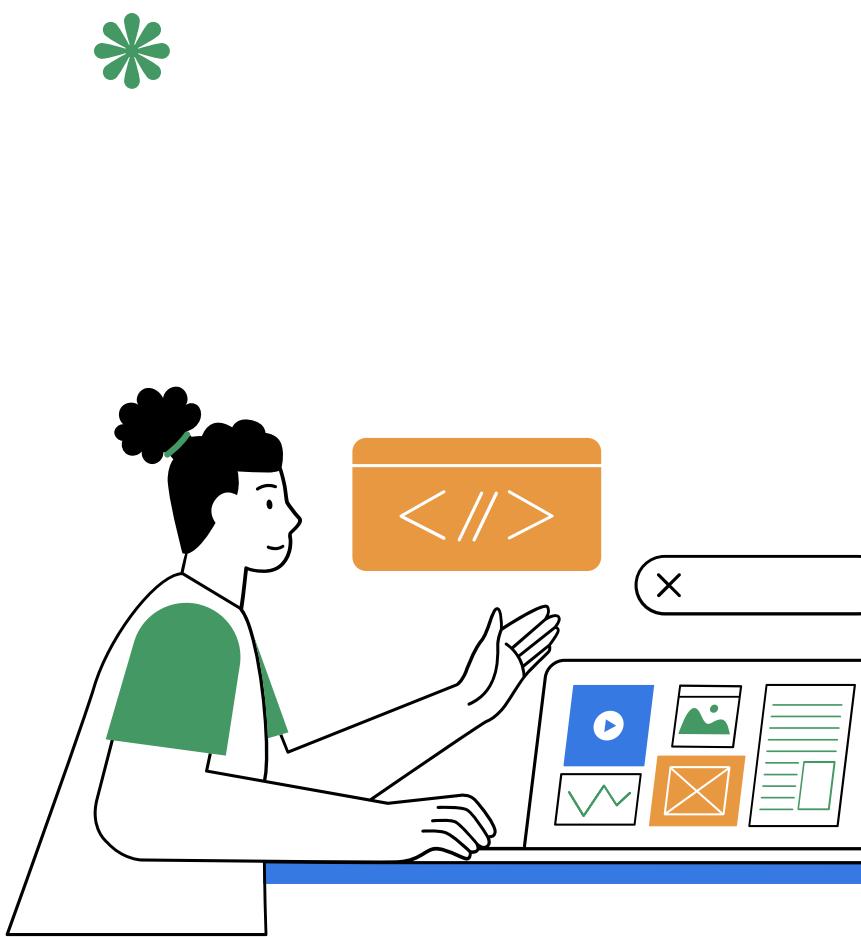
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File Edit View Insert Format Data Tools Extensions Help Gemini

C8 | 100% | A B C D E F G H I J K L M N O P

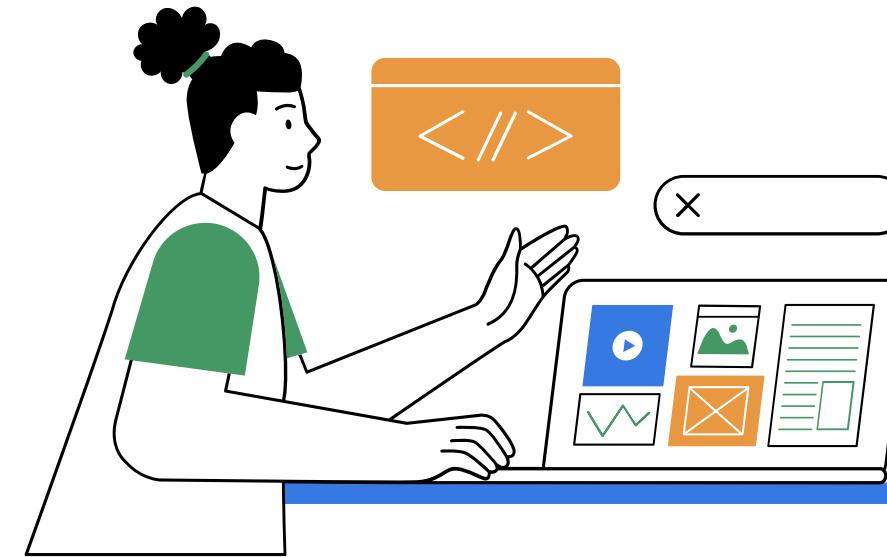
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Booking ID	Booking Date	Check-In	Check-Out	Lead Time	INR	Channel	Guest Type	Guest repeat	Status	Cancellation Rate	Cancellation Number	Number of Guest	Room Type	Discount Applied	Customer Ori
2	B4559	02/11/2025	03/08/2025	03/04/2025	17	8900	OTA	Business	Yes	Confirmed	96%	1523	1	Standard	10%	Europe
3	B4660	02/11/2025	03/20/2025	03/23/2025	37	8400	Direct	Family	Yes	Cancelled	95%	1526	3	Standard	3%	North America
4	B4661	02/11/2025	03/10/2025	03/12/2025	27	5000	Direct	Solo	Yes	Confirmed	67%	1529	1	Suite	14%	Domestic
5	B4662	02/12/2025	03/21/2025	03/29/2025	37	6500	Corporate	Business	Yes	Confirmed	71%	1532	1	Deluxe	7%	North America
6	B4663	02/12/2025	02/27/2025	02/28/2025	15	5200	OTA	Family	Yes	Confirmed	22%	1535	3	Suite	9%	Europe
7	B4664	02/12/2025	03/18/2025	03/20/2025	35	6200	Corporate	Business	Yes	Confirmed	65%	1538	1	Deluxe	15%	Europe
8	B4665	02/12/2025	03/05/2025	03/09/2025	21	8900	OTA	Couple	No	Confirmed	85%	1541	2	Suite	15%	Europe
9	B4666	02/12/2025	02/28/2025	03/01/2025	16	7600	TravelAgent	Couple	Yes	Cancelled	95%	1544	2	Suite	13%	North America
10	B4667	02/12/2025	03/10/2025	03/12/2025	26	5200	OTA	Solo	Yes	Confirmed	92%	1547	1	Suite	10%	Asia
11	B4668	02/12/2025	03/06/2025				OTA			Confirmed	16%			Deluxe	0%	Asia
12	B4669	02/12/2025	03/21/2025	03/24/2025			OTA			Cancelled	85%			Suite	2%	Asia
13	B4230	02/12/2025	03/06/2025	03/09/2025			OTA			Confirmed	18%			Standard	16%	Asia
14	B4231	02/12/2025	02/23/2025	02/26/2025			Corporate			Confirmed	59%			Standard	15%	Asia
15	B4232	02/12/2025	02/28/2025	03/04/2025			OTA			Confirmed	60%			Deluxe	19%	Domestic
16	B4233	02/12/2025	02/21/2025	02/24/2025			Direct			Cancelled	48%			Suite	0%	Asia
17	B4234	02/13/2025	03/13/2025	03/15/2025			OTA			Confirmed	96%			Deluxe	1%	Domestic
18	B4235	02/13/2025	03/02/2025	03/05/2025			OTA			Confirmed	61%			Deluxe	2%	North America
19	B4236	02/13/2025	03/20/2025	03/21/2025			Corporate			Confirmed	16%			Suite	14%	Asia
20	B4237	02/13/2025	02/26/2025	03/01/2025			Corporate			Confirmed	91%			Deluxe	2%	Asia
21	B4238	02/13/2025	03/21/2025	03/24/2025	34	8800	TravelAgent	Family	Yes	Confirmed	13%	1580	3	Deluxe	6%	Asia
22	B4239	02/13/2025	02/21/2025	02/21/2025	4	4500	OTA	Solo	Yes	Confirmed	96%	1583	1	Standard	10%	Europe
23	B4120	02/13/2025	02/26/2025	02/28/2025	13	6800	Corporate	Business	Yes	Confirmed	87%	1586	1	Standard	20%	Asia
24	B4121	02/13/2025	03/27/2025	03/31/2025	42	5200	OTA	Business	No	Confirmed	64%	1589	1	Suite	17%	North America
25	B4122	02/13/2025	02/16/2025	03/17/2025	30	8500	TravelAgent	Solo	Yes	Cancelled	92%	1592	1	Standard	7%	Europe
26	B4123	02/13/2025	02/20/2025	02/23/2025	35	4400	Direct	Family	Yes	Cancelled	78%	1595	3	Standard	1%	North America
27	B4124	02/13/2025	02/27/2025	03/30/2025	42	6800	OTA	Couple	Yes	Confirmed	31%	1598	2	Suite	12%	Asia
28	B4125	02/13/2025	02/28/2025	03/09/2025	40	6500	Corporate	Business	Yes	Cancelled	58%	1601	1	Standard	9%	North America
29	B4126	02/14/2025	03/02/2025	03/06/2025	16	4800	Direct	Family	No	Cancelled	78%	1604	3	Deluxe	2%	North America
30	B4127	02/14/2025	03/14/2025	03/18/2025	26	6200	OTA	Business	No	Confirmed	78%	1607	1	Standard	17%	Domestic
31	B4128	02/14/2025	03/15/2025	03/17/2025	29	7700	OTA	Couple	No	Cancelled	90%	1610	2	Deluxe	20%	North America
32	B4129	02/14/2025	03/23/2025	03/27/2025	37	5100	Corporate	Business	Yes	Cancelled	51%	1613	1	Suite	9%	Domestic
33	B4560	02/14/2025	03/08/2025	03/09/2025	22	4300	OTA	Business	Yes	Confirmed	77%	1616	1	Suite	1%	Domestic
34	B4561	02/14/2025	02/18/2025	02/19/2025	4	4900	OTA	Business	Yes	Confirmed	38%	1619	1	Suite	13%	Europe
35	B4562	02/14/2025	02/25/2025	02/27/2025	11	5900	OTA	Business	No	Confirmed	62%	1622	1	Deluxe	20%	Domestic
36	B4563	02/14/2025	03/15/2025	03/18/2025	29	7000	OTA	Business	No	Confirmed	57%	1625	1	Standard	16%	North America
37	B4564	02/14/2025	03/24/2025	03/26/2025	38	8000	Corporate	Business	Yes	Cancelled	32%	1628	1	Deluxe	7%	Domestic
38	B4565	02/14/2025	03/26/2025	03/28/2025	40	7000	Direct	Business	No	Confirmed	98%	1631	1	Suite	18%	Europe

DUPPLICATE VALUES



Hotel Bookings-Raw Data																	
Booking ID	Booking Date	Check-In	Check-Out	Lead Time	Adult	Channel	Guest Type	Guest repeat	Status	Cancellation Rate	Cancellation Number	Number of Guest	Room Type	Discount Applied	Customer Origin		
B001	02/11/2025	02/28/2025	03/04/2025	17	8000	OTA	Business	No	Confirmed	0%	1023	1	Suite	10%	Asia		
B002	02/11/2025	02/29/2025	03/03/2025	27	8000	Direct	Family	No	Cancelled	37%	1024	2	Suite	20%	North America		
B003	02/11/2025	02/29/2025	03/12/2025	27	8000	Direct	Scen.	No	Confirmed	0%	1025	1	Standard	7%	Asia		
B004	02/12/2025	02/21/2025	02/29/2025	37	8000	Corporate	Business	No	Confirmed	43%	1026	1	Suite	8%	Asia		
B005	02/12/2025	02/21/2025	02/28/2025	36	8000	OTA	Family	No	Confirmed	0%	1027	2	Standard	10%	Domestic		
B006	02/12/2025	02/29/2025	03/04/2025	36	8000	Corporate	Business	No	Confirmed	14%	1028	1	Standard	0%	Asia		
B007	02/13/2025	02/29/2025	03/04/2025	21	8000	OTA	Couple	No	Confirmed	0%	1029	2	Standard	11%	North America		
B008	02/13/2025	02/28/2025	03/01/2025	14	7000	TravelAgent	Couple	No	Cancelled	0%	1030	1	Suite	12%	Domestic		
B009	02/13/2025	02/29/2025	03/12/2025	26	8000	OTA	Scen.	No	Confirmed	0%	1031	1	Standard	7%	Asia		
B010	02/13/2025	02/29/2025	03/06/2025		8000	OTA			Confirmed	0%	1032		Deluxe	15%	Domestic		
B011	02/13/2025	02/21/2025	02/24/2025		8000	OTA			Cancelled	0%	1033		Suite	4%	North America		
B012	02/13/2025	02/29/2025	03/08/2025		8000	OTA			Confirmed	0%	1034		Deluxe	20%	North America		
B013	02/13/2025	02/29/2025	02/26/2025		8000	Corporate			Confirmed	0%	1035		Standard	6%	Domestic		
B014	02/13/2025	02/28/2025	03/04/2025		8000	OTA			Confirmed	0%	1036		Deluxe	9%	Europe		
B015	02/13/2025	02/21/2025	02/24/2025		8000	Direct					1037		Standard	20%	Domestic		
B016	02/13/2025	02/29/2025	03/17/2025		8000	OTA					1038		Standard	18%	Domestic		
B017	02/13/2025	02/29/2025	03/05/2025		8000	OTA					1039		Standard	4%	Europe		
B018	02/13/2025	02/29/2025	03/12/2025		8000	Corporate					1040		Standard	11%	North America		
B019	02/13/2025	02/26/2025	03/01/2025		8000	Corporate					1041		Suite	12%	Asia		
B020	02/13/2025	02/29/2025	03/12/2025	34	8000	TravelAgent	Family	No	Cancelled	0%	1042		Deluxe	11%	North America		
B021	02/13/2025	02/21/2025	02/21/2025	4	8000	OTA	Scen.	No	Confirmed	0%	1043		Suite	13%	Domestic		
B022	02/13/2025	02/26/2025	02/26/2025	13	8000	Corporate	Business	No	Confirmed	0%	1044		Deluxe	9%	Europe		
B023	02/13/2025	02/29/2025	03/01/2025	42	8000	OTA	Business	No	Confirmed	0%	1045		Standard	15%	Asia		
B024	02/13/2025	02/29/2025	03/17/2025	30	8000	TravelAgent	Scen.	No	Confirmed	0%	1046		Deluxe	8%	Europe		
B025	02/13/2025	02/29/2025	03/07/2025	35	8000	Direct	Family	No	Cancelled	37%	1047		Suite	11%	Europe		
B026	02/13/2025	02/21/2025	02/20/2025	42	8000	OTA	Couple	No	Confirmed	0%	1048		Suite	18%	Domestic		
B027	02/13/2025	02/26/2025	03/04/2025	43	8000	Corporate	Business	No	Cancelled	30%	1049		Deluxe	11%	North America		
B028	02/14/2025	02/02/2025	02/06/2025	14	8000	Direct	Family	No	Cancelled	30%	1050		Deluxe	7%	North America		
B029	02/14/2025	02/14/2025	02/18/2025	26	8000	OTA	Business	No	Confirmed	12%	1051		Standard	10%	Domestic		
B030	02/14/2025	02/17/2025	02/17/2025	29	7700	OTA	Couple	No	Cancelled	0%	1052		Standard	10%	Europe		
B031	02/14/2025	02/21/2025	02/21/2025	37	8000	Corporate	Business	No	Cancelled	0%	1053		Deluxe	10%	Asia		
B032	02/14/2025	02/04/2025	02/09/2025	22	8000	OTA	Business	No	Confirmed	0%	1054		Standard	10%	Europe		
B033	02/14/2025	02/18/2025	02/18/2025	4	8000	OTA	Business	No	Confirmed	0%	1055		Suite	9%	Asia		
B034	02/14/2025	02/24/2025	02/21/2025	11	8000	OTA	Business	No	Confirmed	0%	1056		Deluxe	11%	Asia		
B035	02/14/2025	02/15/2025	02/18/2025	29	7000	OTA	Business	No	Confirmed	0%	1057		Standard	13%	Europe		
B036	02/14/2025	02/24/2025	02/06/2025	34	8000	Corporate	Business	No	Cancelled	0%	1058		Suite	7%	North America		
B037	02/14/2025	02/06/2025	02/06/2025	40	7000	Direct	Business	No	Confirmed	0%	1059		Standard	4%	Asia		
B038	02/14/2025	02/20/2025	02/11/2025	5	8000	TravelAgent	Couple	No	Confirmed	0%	1060		Standard	15%	Europe		
B039	02/14/2025	02/14/2025	02/05/2025	18	8000	TravelAgent	Couple	No	Confirmed	0%	1061		Standard	0%	Domestic		
B040	02/14/2025	02/03/2025	04/03/2025		8000				No	Confirmed	28%		Standard	0%	Europe		
B041	02/14/2025	02/18/2025	02/21/2025		8000				No	Confirmed	29%		Standard	8%	North America		
B042	02/14/2025	02/21/2025	02/21/2025		8000				No	Cancelled	0%		Standard	0%	Domestic		
B043	02/15/2025	02/21/2025	02/03/2025		8000				No	Confirmed	27%		Standard	13%	Asia		
B044	02/14/2025	02/19/2025	02/19/2025		8000				No	Confirmed	0%		Deluxe	15%	Asia		
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DUPLICATE VALUES REMOVED



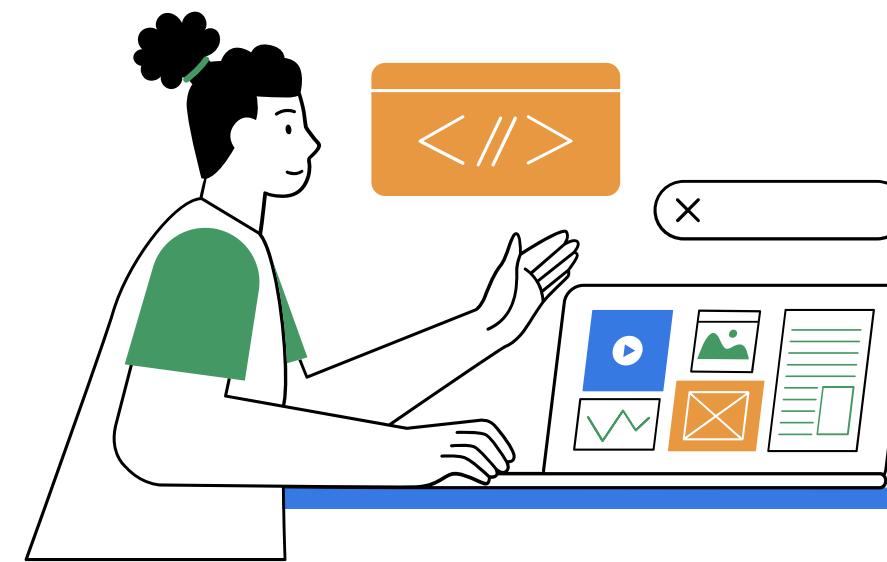
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A2 Booking ID

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
B501	02/11/2025	02/28/2025	03/04/2025	17	8900	OTA	Business	Yes	Confirmed	70%	1523	1	Standard	8%	Domestic
B502	02/11/2025	02/29/2025	03/23/2025	37	8400	Direct	Family	Yes	Cancelled	76%	1526	3	Deluxe	15%	Europe
B503	02/11/2025	03/10/2025	03/12/2025	27	5000	Direct	Solo	Yes	Confirmed	81%	1529	1	Deluxe	4%	Europe
B504	02/12/2025	03/21/2025	03/05/2025	37	6500	Corporate	Business	Yes	Confirmed	23%	1532	1	Suite	5%	Asia
B505	02/12/2025	02/27/2025	02/28/2025	15	5200	OTA	Family	Yes	Confirmed	90%	1535	3	Deluxe	9%	North America
B506	02/12/2025	03/19/2025	03/20/2025	35	4200	Corporate	Business	Yes	Confirmed	77%	1538	1	Suite	9%	Europe
B507	02/12/2025	03/05/2025	03/09/2025	21	8900	OTA	Couple	No	Confirmed	14%	1541	2	Deluxe	1%	Domestic
B508	02/12/2025	03/28/2025	03/01/2025	16	7600	TravelAgent	Couple	Yes	Cancelled	87%	1544	2	Standard	14%	Europe
B509	02/12/2025	03/16/2025	03/12/2025	26	5200	OTA	Solo	Yes	Confirmed	20%	1547	1	Suite	17%	North America
B510	02/12/2025	03/06/2025	03/08/2025			OTA			Confirmed	46%			Standard	8%	Domestic
B511	02/12/2025	03/21/2025	03/04/2025			OTA			Cancelled	68%			Standard	4%	Asia
B512	02/12/2025	03/06/2025	03/08/2025			OTA			Confirmed	51%			Standard	17%	Europe
B513	02/12/2025	02/23/2025				Corporate			Confirmed	56%			Standard	1%	Domestic
B514	02/12/2025	02/28/2025	03/04/2025			OTA			Confirmed	31%			Standard	12%	North America
B515	02/12/2025	02/21/2025	03/04/2025			Direct			Cancelled	37%			Suite	13%	Asia
B516	02/12/2025	03/13/2025	03/15/2025			OTA			Confirmed	80%			Standard	13%	Europe
B517	02/12/2025	03/03/2025	03/05/2025			OTA			Confirmed	81%			Deluxe	15%	Domestic
B518	02/12/2025	03/29/2025	03/21/2025			Corporate			Confirmed	40%			Deluxe	15%	Europe
B519	02/12/2025	02/28/2025	03/01/2025			Corporate			Confirmed	41%			Suite	14%	Asia
B520	02/12/2025	03/19/2025	03/21/2025	34	8800	TravelAgent	Family	Yes	Confirmed	79%	1580	3	Standard	19%	Asia
B521	02/12/2025	02/11/2025	02/21/2025	4	4500	OTA	Solo	Yes	Confirmed	23%	1583	1	Deluxe	17%	Asia
B522	02/12/2025	02/26/2025	02/28/2025	13	5800	Corporate	Business	Yes	Confirmed	21%	1586	1	Deluxe	8%	North America
B523	02/12/2025	03/07/2025	03/01/2025	42	5200	OTA	Business	No	Confirmed	58%	1589	1	Standard	1%	Domestic
B524	02/12/2025	03/15/2025	03/17/2025	30	8500	TravelAgent	Solo	Yes	Cancelled	57%	1592	1	Standard	2%	Asia
B525	02/12/2025	03/20/2025	03/23/2025	35	4400	Direct	Family	Yes	Cancelled	59%	1595	3	Standard	2%	Domestic
B526	02/12/2025	03/27/2025	03/30/2025	42	6800	OTA	Couple	Yes	Confirmed	19%	1598	2	Suite	11%	Domestic
B527	02/12/2025	03/25/2025	03/06/2025	40	6500	Corporate	Business	Yes	Cancelled	71%	1601	1	Standard	1%	North America
B528	02/12/2025	03/03/2025	03/06/2025	16	4800	Direct	Family	No	Cancelled	67%	1604	3	Deluxe	11%	Asia
B529	02/12/2025	03/14/2025	03/18/2025	28	6200	OTA	Business	No	Confirmed	98%	1607	1	Deluxe	11%	Europe
B530	02/12/2025	03/15/2025	03/17/2025	29	7700	OTA	Couple	No	Cancelled	57%	1610	2	Deluxe	7%	Domestic
B531	02/12/2025	03/23/2025	03/01/2025	37	5100	Corporate	Business	Yes	Cancelled	77%	1613	1	Suite	20%	Europe
B532	02/12/2025	03/06/2025	03/08/2025	23	4300	OTA	Business	Yes	Confirmed	23%	1616	1	Suite	13%	Asia
B533	02/12/2025	02/18/2025	02/19/2025	4	4800	OTA	Business	Yes	Confirmed	75%	1619	1	Deluxe	8%	North America
B534	02/12/2025	03/26/2025	03/01/2025	11	5800	OTA	Business	No	Confirmed	14%	1622	1	Suite	13%	Europe
B535	02/12/2025	03/18/2025	03/18/2025	29	7000	OTA	Business	No	Confirmed	70%	1625	1	Deluxe	8%	North America
B536	02/12/2025	03/26/2025	03/06/2025	38	8000	Corporate	Business	Yes	Cancelled	32%	1628	1	Standard	8%	Asia
B537	02/12/2025	03/26/2025	03/06/2025	40	7000	Direct	Business	No	Confirmed	74%	1631	1	Suite	9%	Europe
B538	02/12/2025	03/26/2025	03/06/2025	4	4100	TravelAgent	Business	No	Confirmed	99%	1634	1	Deluxe	8%	Asia

MISSING VALUES



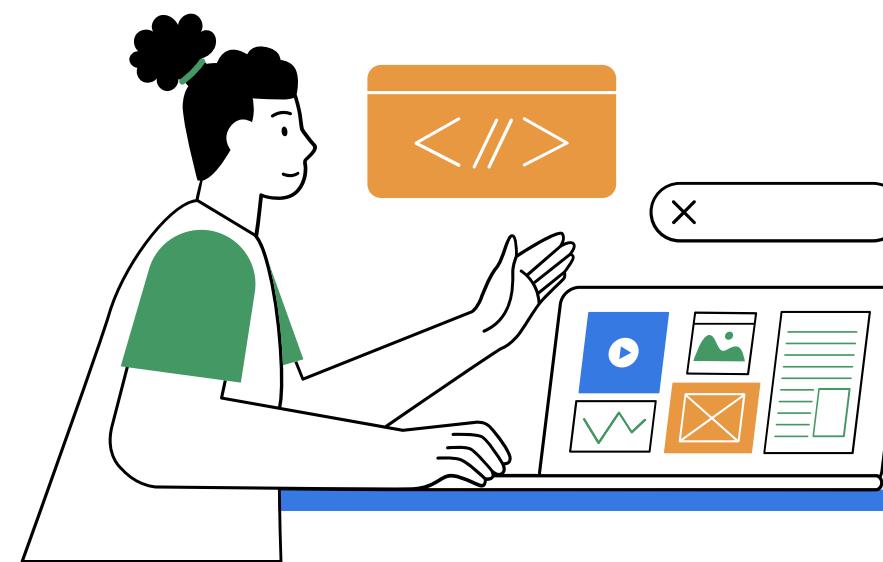
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B501	02/11/2025	02/28/2025	03/04/2025	17	8500	OTA	Business	Yes	Confirmed	97%	1523	1	Suite	2%	North America
B502	02/11/2025	03/09/2025	03/23/2025	37	8400	Direct	Family	Yes	Cancelled	72%	1520	3	Deluxe	10%	Europe
B503	02/11/2025	03/10/2025	03/12/2025	37	5000	Direct	Solo	Yes	Confirmed	79%	1529	1	Deluxe	8%	Europe
B504	02/12/2025	03/21/2025	03/05/2025	37	6500	Corporate	Business	Yes	Confirmed	58%	1532	1	Suite	10%	Europe
B505	02/12/2025	02/27/2025	03/08/2025	15	5200	OTA	Family	Yes	Confirmed	30%	1535	3	Standard	10%	Europe
B506	02/12/2025	03/03/2025	03/18/2025	35	6200	Corporate	Business	Yes	Confirmed	61%	1538	1	Deluxe	8%	North America
B507	02/12/2025	03/08/2025	03/08/2025	21	8300	OTA	Couple	No	Confirmed	10%	1541	2	Standard	10%	Asia
B508	02/12/2025	03/08/2025	03/01/2025	16	7600	TravelAgent	Couple	Yes	Cancelled	28%	1544	2	Deluxe	10%	Asia
B509	02/12/2025	03/10/2025	03/12/2025	26	5200	OTA	Solo	Yes	Confirmed	4%	1547	1	Standard	10%	Domestic
B510	02/12/2025	03/06/2025				OTA			Confirmed	9%			Suite	10%	North America
B511	02/12/2025	03/21/2025				OTA			Cancelled	70%			Standard	8%	Asia
B512	02/12/2025	03/06/2025				OTA			Confirmed	1%			Standard	10%	Domestic
B513	02/12/2025	03/23/2025				Corporate			Confirmed	8%			Standard	20%	Asia
B514	02/12/2025	03/28/2025				OTA			Confirmed	3%			Suite	1%	Domestic
B515	02/12/2025	02/21/2025				Direct			Cancelled	60%			Deluxe	8%	North America
B516	02/13/2025	03/13/2025				OTA			Confirmed	4%			Deluxe	8%	North America
B517	02/13/2025	03/03/2025				OTA			Confirmed	48%			Suite	10%	Domestic
B518	02/13/2025	03/20/2025				Corporate			Confirmed	91%			Standard	10%	Europe
B519	02/13/2025	03/01/2025				Corporate			Confirmed	26%			Suite	8%	Europe
B520	02/13/2025	03/19/2025				TravelAgent	Family	Yes	Confirmed	66%	1540	3	Standard	10%	Europe
B521	02/13/2025	02/17/2025				OTA	Solo	Yes	Confirmed	11%	1543	1	Deluxe	0%	Asia
B522	02/13/2025	02/26/2025				Corporate	Business	Yes	Confirmed	43%	1546	1	Standard	8%	Europe
B523	02/13/2025	03/27/2025				OTA	Business	No	Confirmed	23%	1549	1	Standard	10%	Europe
B524	02/13/2025	03/17/2025				TravelAgent	Solo	Yes	Cancelled	52%	1552	1	Deluxe	10%	Europe
B525	02/13/2025	03/29/2025				Direct	Family	Yes	Cancelled	59%	1555	3	Standard	10%	North America
B526	02/13/2025	03/27/2025				OTA	Couple	Yes	Confirmed	66%	1558	2	Deluxe	8%	Europe
B527	02/13/2025	03/25/2025				Corporate	Business	Yes	Cancelled	63%	1561	1	Deluxe	2%	Asia
B528	02/14/2025	03/03/2025				Direct	Family	No	Cancelled	8%	1564	3	Standard	10%	Europe
B529	02/14/2025	03/18/2025				OTA	Business	No	Confirmed	5%	1567	1	Standard	1%	Asia
B530	02/14/2025	03/15/2025				OTA	Couple	No	Cancelled	30%	1570	2	Suite	10%	North America
B531	02/14/2025	03/23/2025				Corporate	Business	Yes	Cancelled	51%	1573	1	Standard	2%	Asia
B532	02/14/2025	03/09/2025				OTA	Business	Yes	Confirmed	67%	1576	1	Suite	10%	North America
B533	02/14/2025	02/18/2025				OTA	Business	Yes	Confirmed	2%	1579	1	Suite	8%	Asia
B534	02/14/2025	03/25/2025				OTA	Business	No	Confirmed	34%	1582	1	Standard	10%	Europe
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SKEWNESS AND AVERAGE



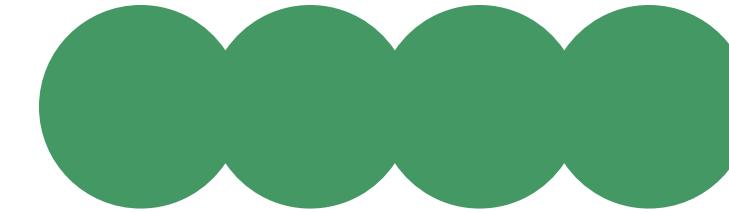
Hotel Bookings-Raw Data - 0 +

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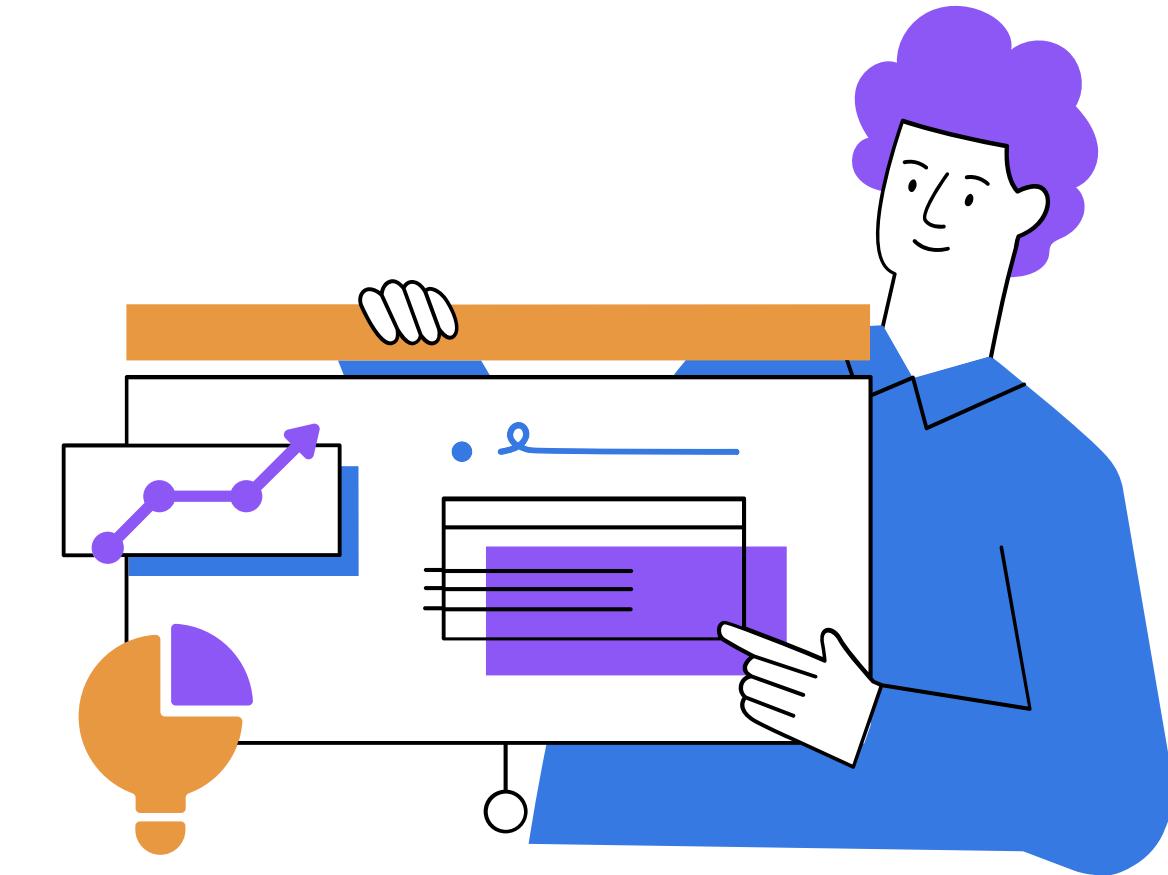
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AI Mean

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3	CountBlank					0	0							0	0		0	0								
4	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	359									
5	8501	2011/09/29	2011/09/29	17	8400	OTA	Business	No	Confirmed	5%	1523	1	Deluxe	20%	Europe											
6	8502	2011/09/29	2011/09/29	37	8400	Direct	Family	No	Cancelled	75%	1529	3	Standard	10%	Domestic											
7	8503	2011/09/29	2011/09/29	37	8400	Direct	Solo	No	Confirmed	5%	1529	1	Suite	15%	North America											
8	8504	2011/09/29	2011/09/29	37	8400	Corporate	Business	No	Confirmed	40%	1532	1	Deluxe	2%	North America											
9	8505	2011/09/29	2011/09/29	15	8200	OTA	Family	No	Confirmed	5%	1535	3	Standard	1%	Domestic											
10	8506	2011/09/29	2011/09/29	35	8200	Corporate	Business	No	Confirmed	60%	1538	1	Suite	8%	Asia											
11	8507	2011/09/29	2011/09/29	21	8400	OTA	Couple	No	Confirmed	3%	1541	2	Deluxe	10%	Europe											
12	8508	2011/09/29	2011/09/29	16	7400	TravelAgent	Couple	No	Cancelled	35%	1544	2	Suite	12%	Europe											
13	8509	2011/09/29	2011/09/29	26	8200	OTA	Solo	No	Confirmed	10%	1547	1	Standard	0%	Europe											
14	8510	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Confirmed	50%	1550	2	Standard	12%	North America											
15	8511	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Cancelled	50%	1553	2	Suite	14%	North America											
16	8512	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Confirmed	60%	1556	2	Deluxe	14%	Asia											
17	8513	2011/09/29	2011/09/29	23	8705	Corporate	Business	No	Confirmed	70%	1559	2	Suite	16%	North America											
18	8514	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Confirmed	70%	1562	2	Standard	14%	Asia											
19	8515	2011/09/29	2011/09/29	23	8705	Direct	Business	No	Cancelled	50%	1565	2	Suite	15%	North America											
20	8516	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Confirmed	45%	1568	2	Standard	16%	North America											
21	8517	2011/09/29	2011/09/29	23	8705	OTA	Business	No	Confirmed	32%	1570	2	Deluxe	2%	North America											
22	8518	2011/09/29	2011/09/29	23	8705	Corporate	Business	No	Confirmed	38%	1573	2	Standard	6%	Domestic											
23	8519	2011/09/29	2011/09/29	23	8705	Corporate	Business	No	Confirmed	37%	1576	2	Deluxe	11%	Domestic											
24	8520	2011/09/29	2011/09/29	24	8400	TravelAgent	Family	No	Confirmed	84%	1580	3	Suite	8%	Asia											
25	8521	2011/09/29	2011/09/29	8	8500	OTA	Solo	No	Confirmed	20%	1583	1	Standard	3%	Europe											
26	8522	2011/09/29	2011/09/29	13	8400	Corporate	Business	No	Confirmed	16%	1586	1	Standard	8%	North America											
27	8523	2011/09/29	2011/09/29	42	8200	OTA	Business	No	Confirmed	36%	1589	1	Standard	10%	Europe											
28	8524	2011/09/29	2011/09/29	30	8500	TravelAgent	Solo	No	Cancelled	25%	1592	1	Deluxe	9%	Domestic											
29	8525	2011/09/29	2011/09/29	35	8400	Direct	Family	No	Cancelled	4%	1595	2	Deluxe	12%	Asia											
30	8526	2011/09/29	2011/09/29	42	8500	OTA	Couple	No	Confirmed	75%	1598	2	Standard	8%	Domestic											
31	8527	2011/09/29	2011/09/29	40	8500	Corporate	Business	No	Cancelled	3%	1601	1	Suite	9%	Domestic											
32	8528	2011/09/29	2011/09/29	16	8400	Direct	Family	No	Cancelled	66%	1604	2	Suite	14%	Domestic											
33	8529	2011/09/29	2011/09/29	26	8200	OTA	Business	No	Confirmed	17%	1607	1	Standard	7%	North America											
34	8530	2011/09/29	2011/09/29	29	7700	OTA	Couple	No	Cancelled	74%	1610	2	Deluxe	9%	Asia											
35	8531	2011/09/29	2011/09/29	37	8100	Corporate	Business	No	Cancelled	49%	1613	1	Suite	10%	Asia											
36	8532	2011/09/29	2011/09/29	22	8400	OTA	Business	No	Confirmed	90%	1616	1	Standard	10%	Asia											
37	8533	2011/09/29	2011/09/29	4	8400	OTA	Business	No	Confirmed	66%	1619	1	Deluxe	12%	North America											
38	8534	2011/09/29	2011/09/29	11	8400	OTA	Business	No	Confirmed	65%	1622	1	Deluxe	20%	Asia											
39	8535	2011/09/29	2011/09/29	29	8200	OTA	Business	No	Confirmed	36%	1625	1	Deluxe	10%	Europe											
40	8536	2011/09/29	2011/09/29	38	8400	Corporate	Business	No	Cancelled	50%	1628	1	Suite	2%	Asia											
41	8537	2011/09/29	2011/09/29	40	8400	Direct	Business	No	Confirmed	10%	1631	1	Deluxe	14%	Domestic											
42	8538	2011/09/29	2011/09/29	8	8100	TravelAgent	Couple	No	Confirmed	84%	1634	2	Deluxe	9%	North America											



Business Interpretation & Key Insights

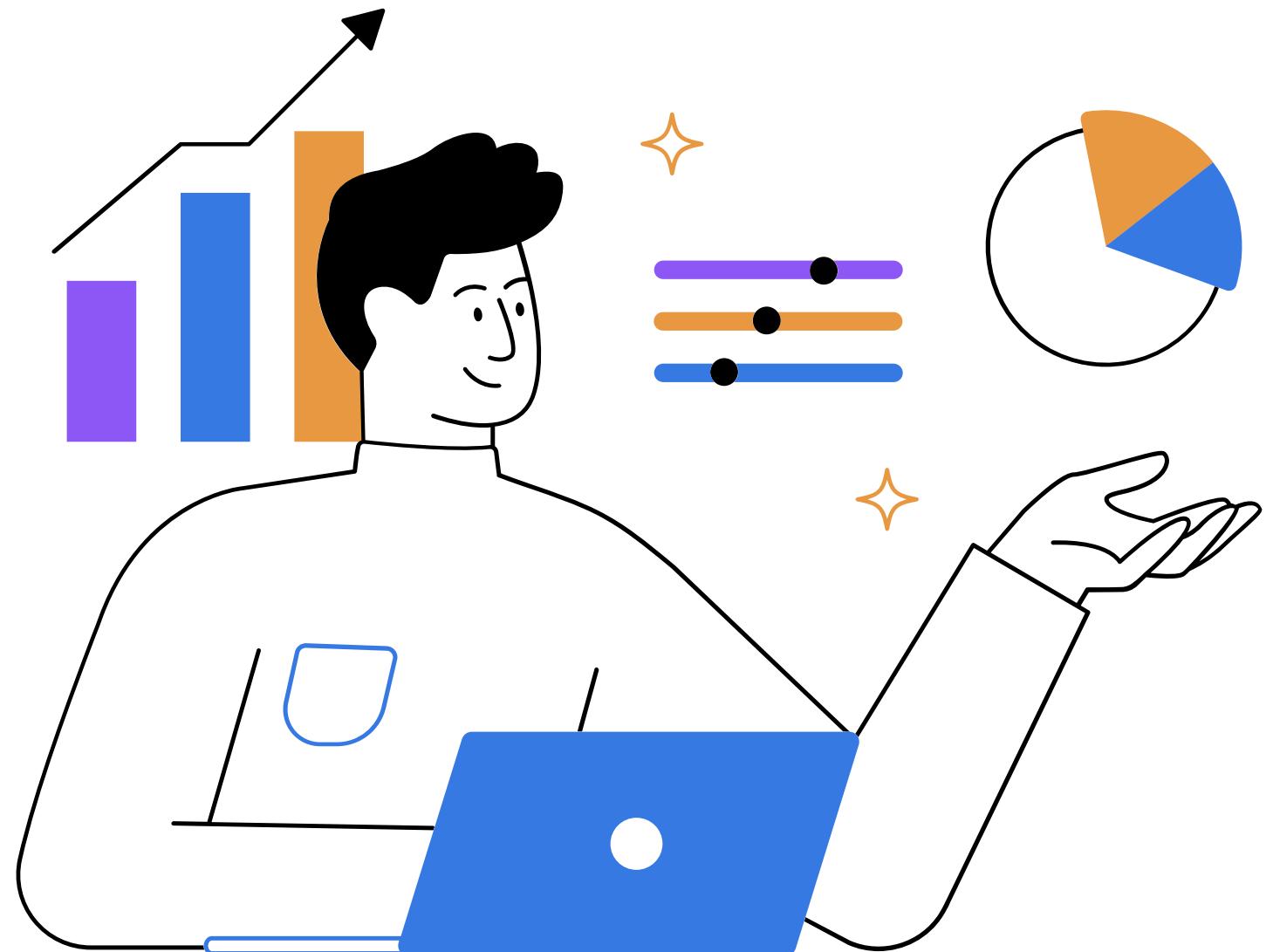


- Cancellations are not random – they are concentrated in specific channels and guest segments.
- OTA channels contribute the highest cancellation exposure due to low booking commitment.
- New guests cancel more frequently than repeat guests, proving loyalty reduces risk.
- Repeat guests show stronger booking reliability and higher lifetime value.
- High-value guest types deliver better ADR with more stable booking behavior.
- Booking volume ≠ 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

