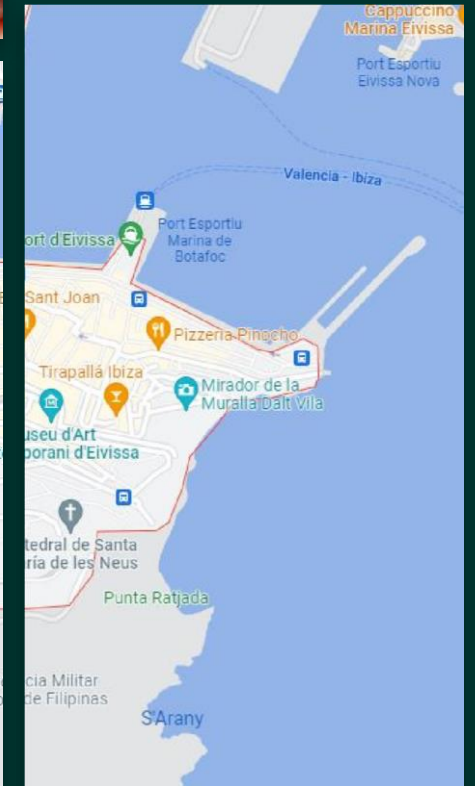
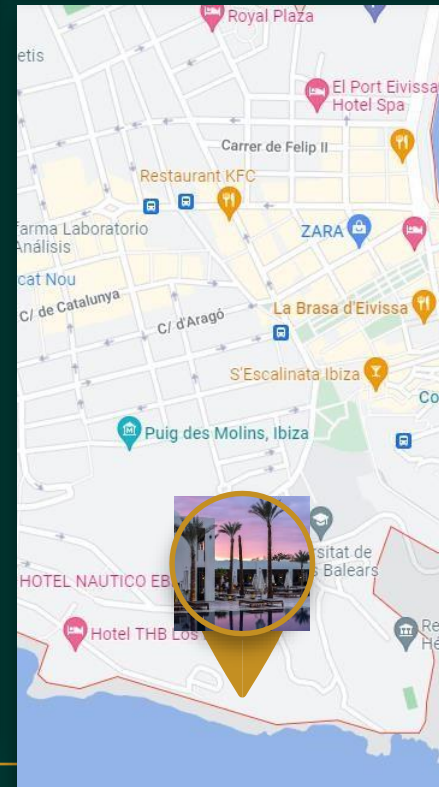


Hotel Bookings



Content

- 📍 Introduction
- 📍 KPI/Objectives
- 📍 Insights
- 📍 Conclusions



Introduction

el bookings of a city and a resort hotel containing details like bookings, cancellations, guest details, etc. from 2015 to 2017. The datasets from the hotel and customer point of view i.e.

- ✦ reasons for booking cancellations across various parameters

- ✦ Peak season

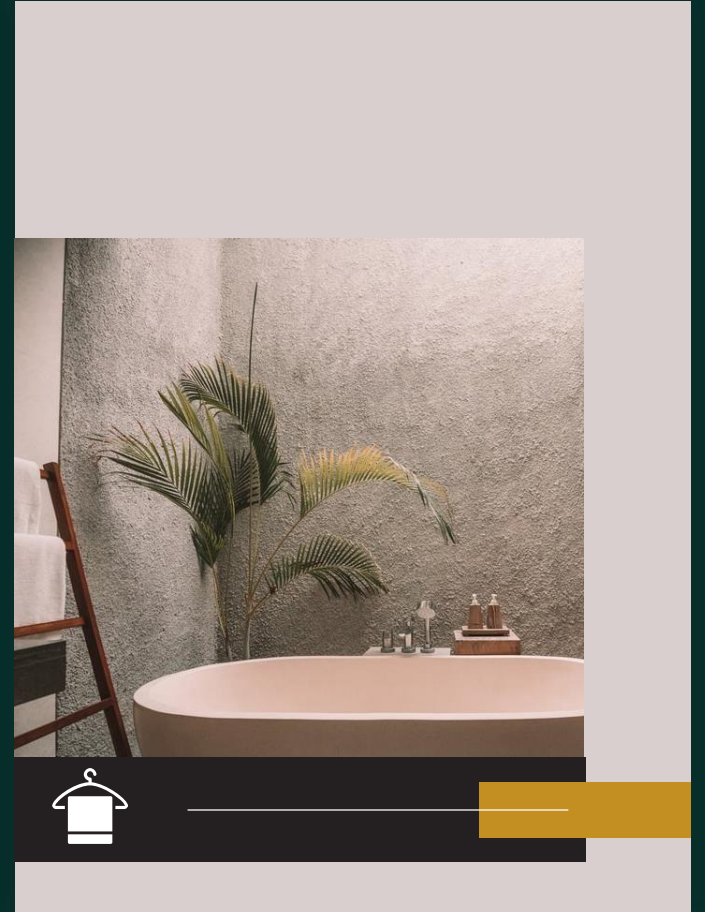


✦ best time to book a hotel

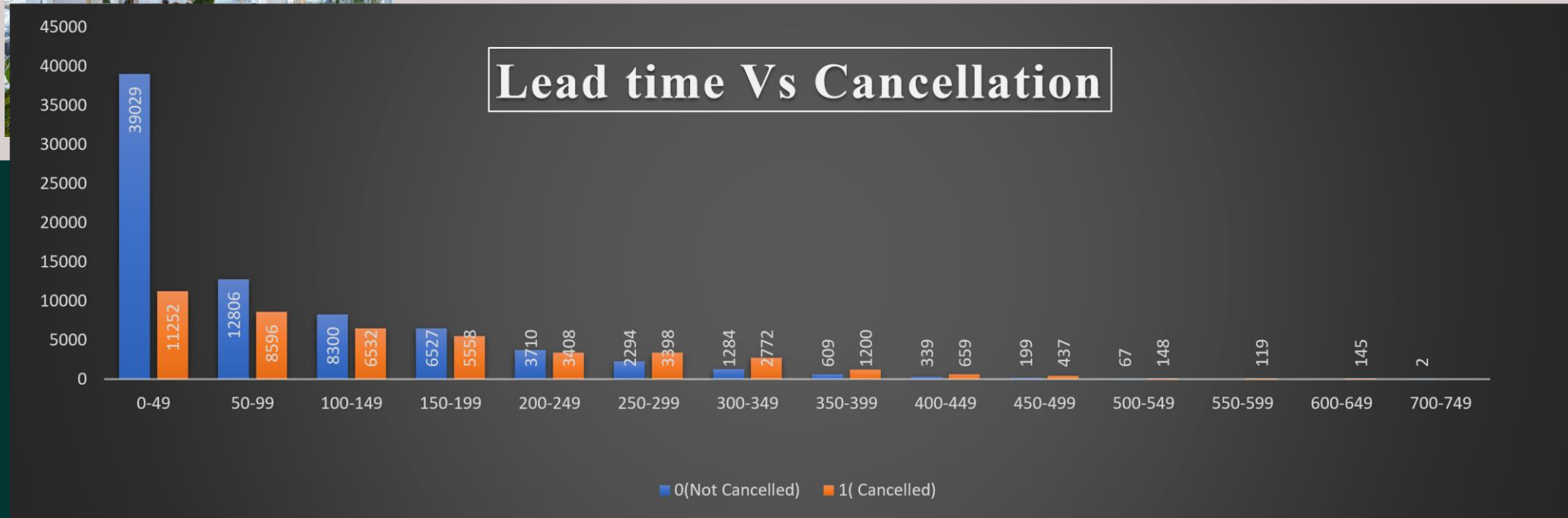
KPI/Objectives

- ✦ What is the relationship between lead time and cancellation?
- ✦ What is the relationship between deposit type and cancellation?

- ✚ What is the relationship between market segment and cancellation?
- ✚ What is the relationship between previous cancellations and cancellations?
- ✚ How much does the price in hotels vary over the year?



❖ What is the relationship between lead time and cancellation?



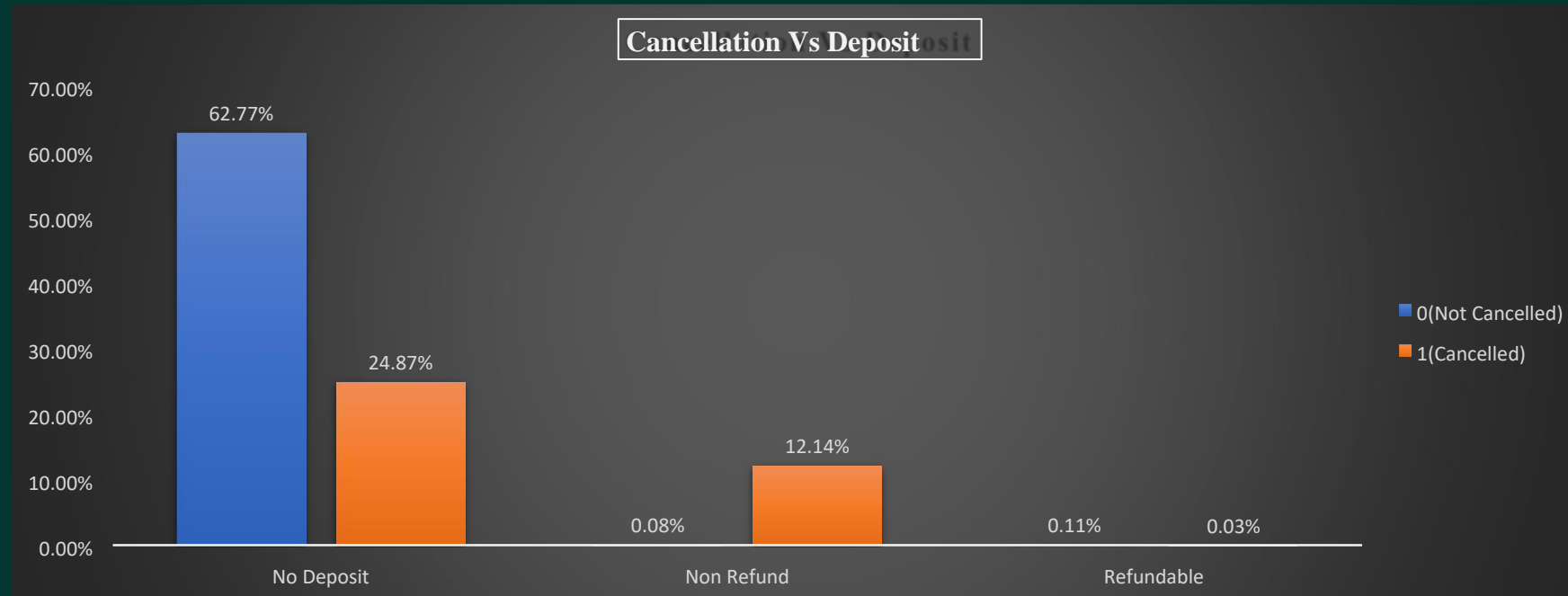
✈ It has been discovered that there is a relationship between lead time and cancellation in which cancellation is currently lower for hotel reservations at 249 days, but increases as soon as it exceeds 249 days.

✈ Due to the proven correlation between deposit and cancellation, in the case of No Deposit of Money, 62.7% of people do not cancel hotel reservations, as opposed to 24.87% of persons who do. Bookings that are non-refundable have been canceled by 12.14%



Insights

✚ What is the relationship between deposit type and cancellation?



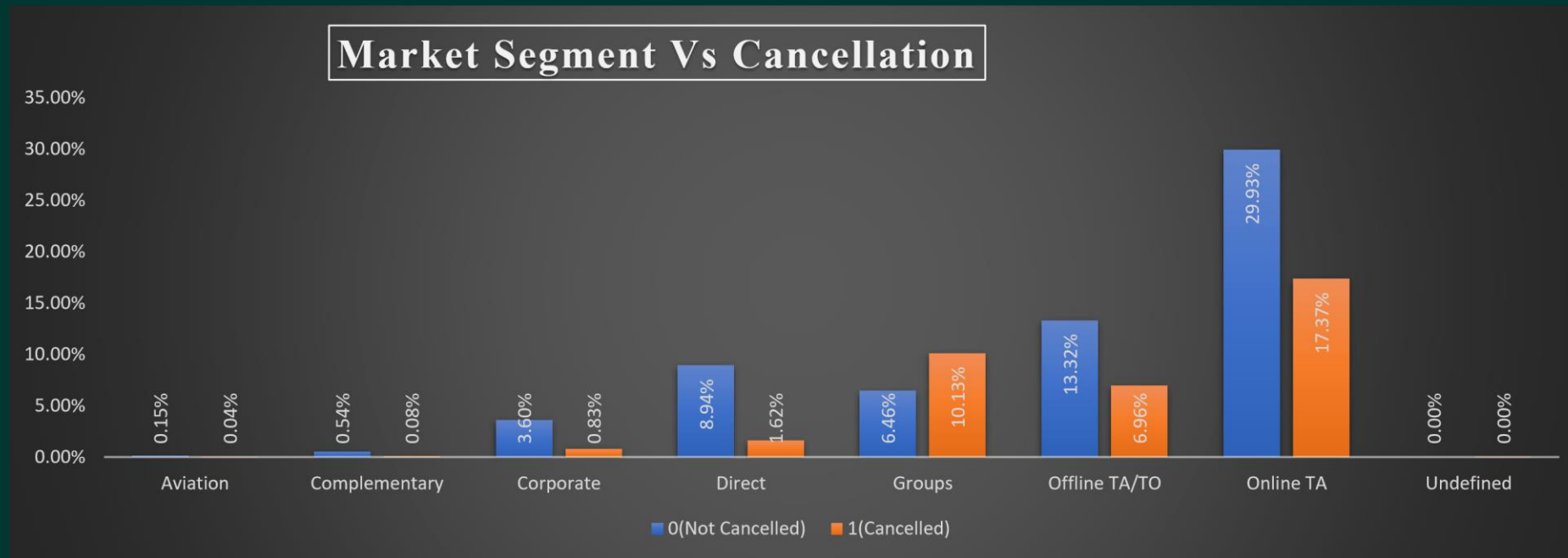
compared to 0.08% who have not. Refundable transactions have 0.11% who do not cancel and 0.03% who cancel hotel reservations.

✈ There is a correlation between market segment and cancellation: In the case of aviation, 0.15% of people do not cancel hotel reservations, compared to 0.04% of people. In the case of complimentary bookings, 0.54% of consumers have not cancelled their reservations compared to 0.08% of persons who did. In the case of corporate reservations, 3.60% of people have not cancelled their reservations, while 0.83% have done so. In the case of direct bookings, 8.94% of customers have not cancelled their reservations, while 1.62% have done so. In the case of group reservations, 6.46% of guests have not cancelled while 10.13% have done so. When it comes to



Insights

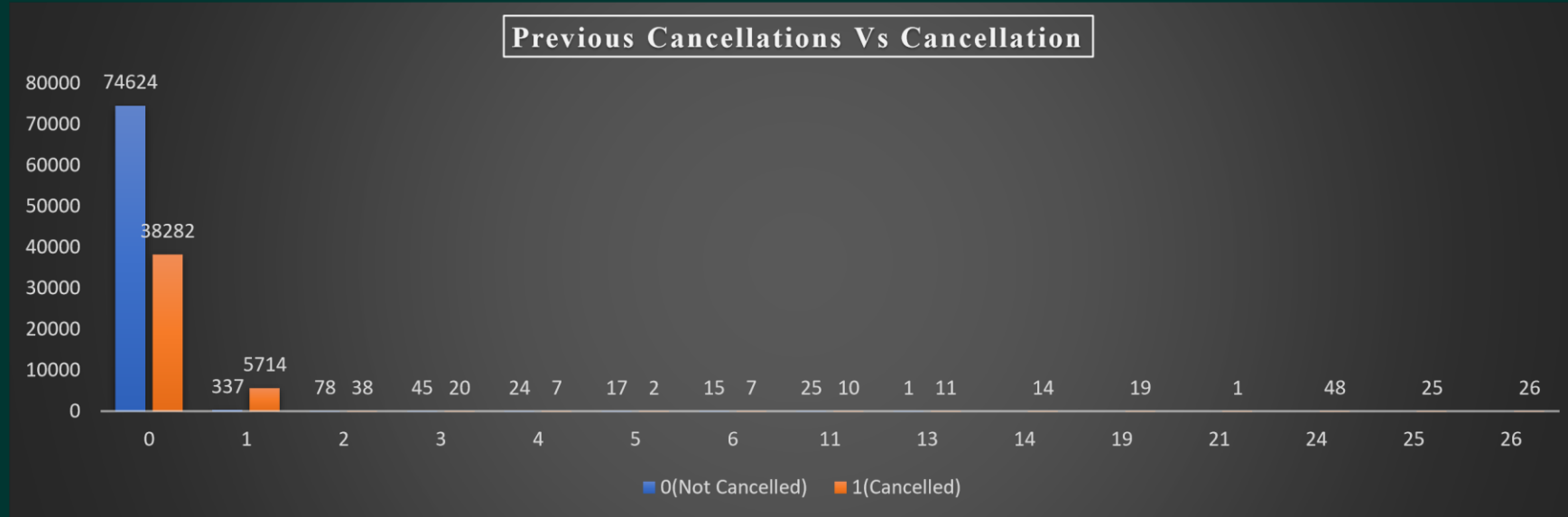
❖ What is the relationship between market segment and cancellation?



offline TA/TO bookings, 13.32% of people have not cancelled their reservations, while 6.96% have. In the case of online TA/TO reservations, 17.37% of people have cancelled their reservations compared to 29.93% who have not.

Insights

❖ What is the relationship between previous cancellations and cancellations?

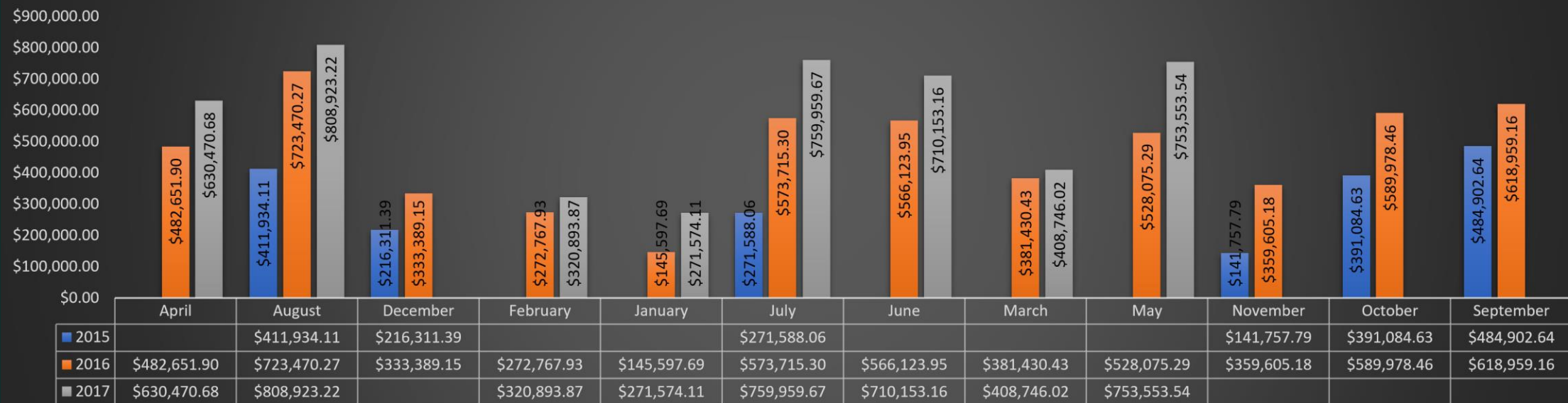


✈ The number of cancellation days decreases as the number of previous cancellation days rises.

Insights

❖ How much does the price in hotels vary over the year?

Total Revenue



❑ Revenue for each year is displayed in column charts.



Conclusion

Excel was utilised in the study to find patterns and trends in the data, including the comedy genre's highest rating count and differences between Tomato-meter and audience ratings for select films. The data also revealed the studios with the lowest and greatest ratings, providing studios with a benchmark against which to measure their success and raise their ratings. The analysis helps studios improve their performance and have more success in the film industry by offering insightful information about the elements that

