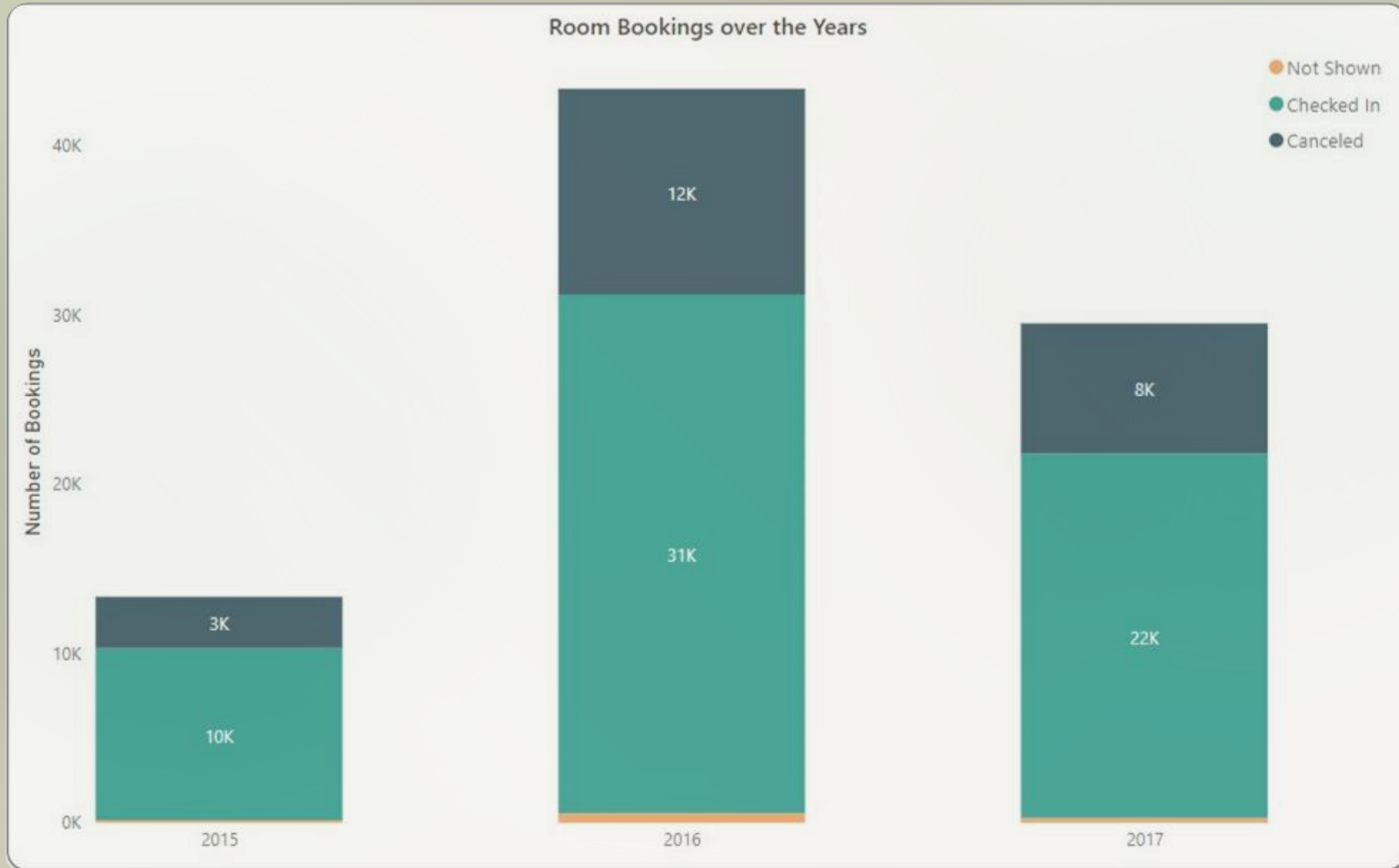
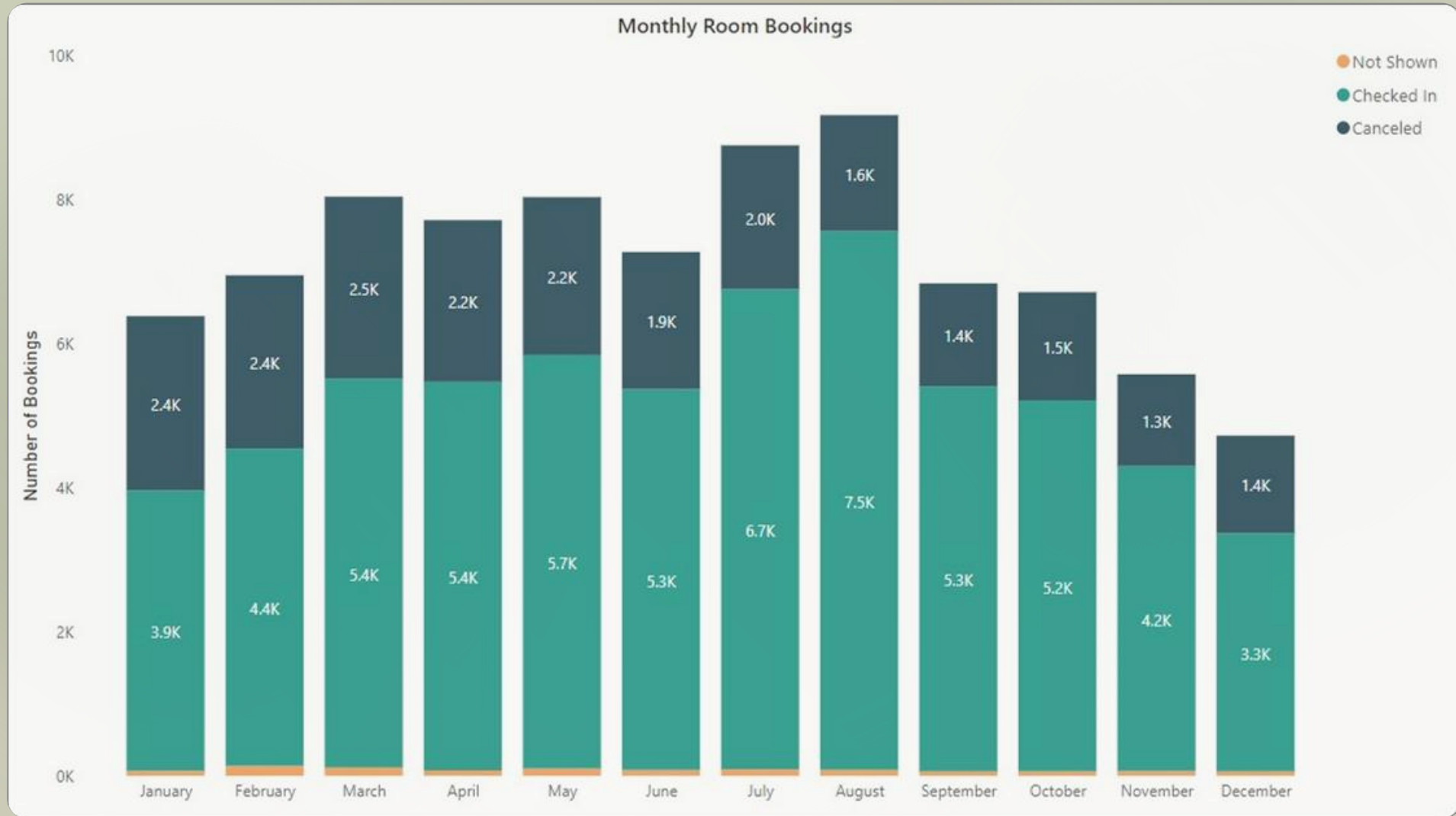
A vibrant nighttime photograph of New York City, featuring the Statue of Liberty, the Empire State Building, and the Chrysler Building, with light trails from traffic in the foreground.

Hotel Booking Exploratory Data Analysis

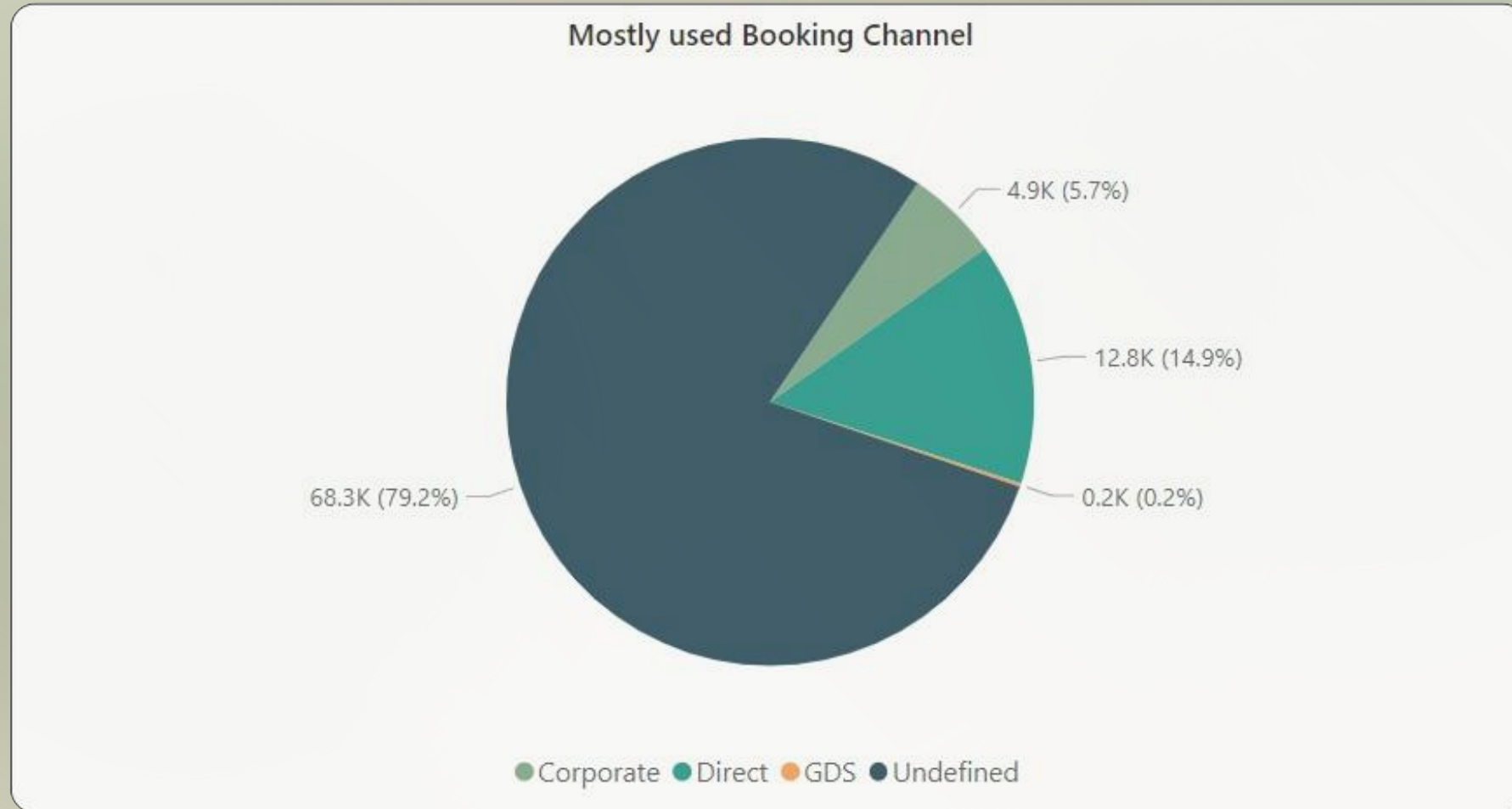
1. What is the big picture of room booking over the year and month?



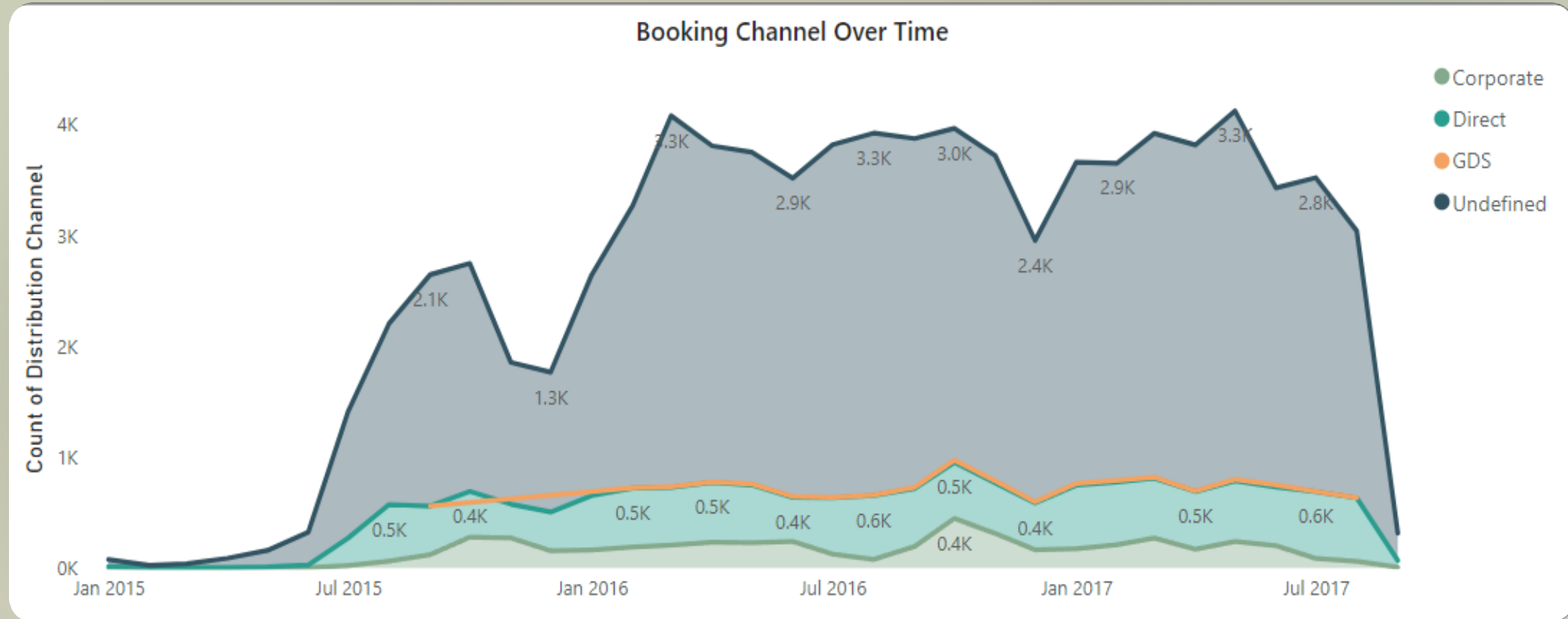
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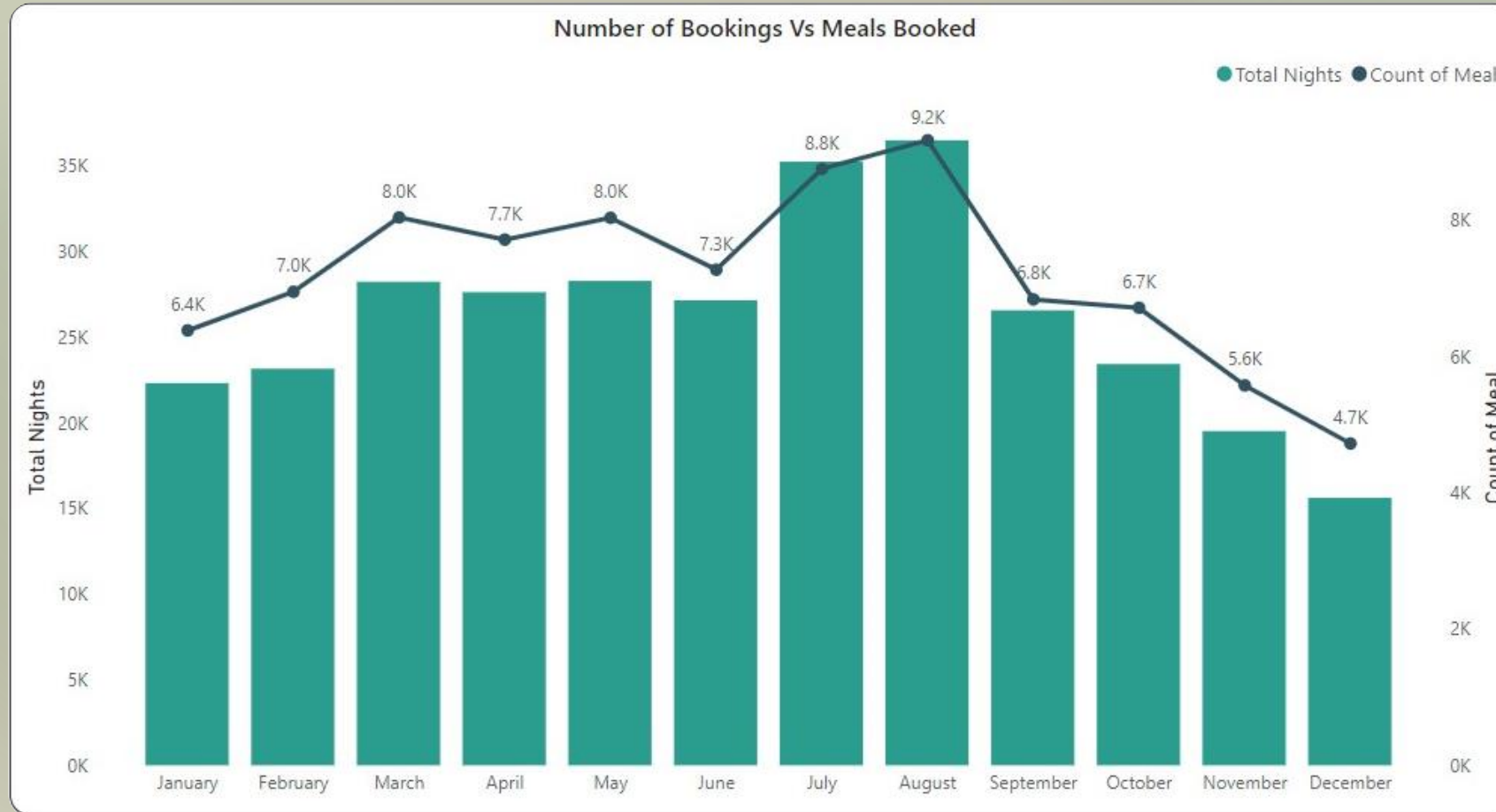
2. What are the most effective booking channels?



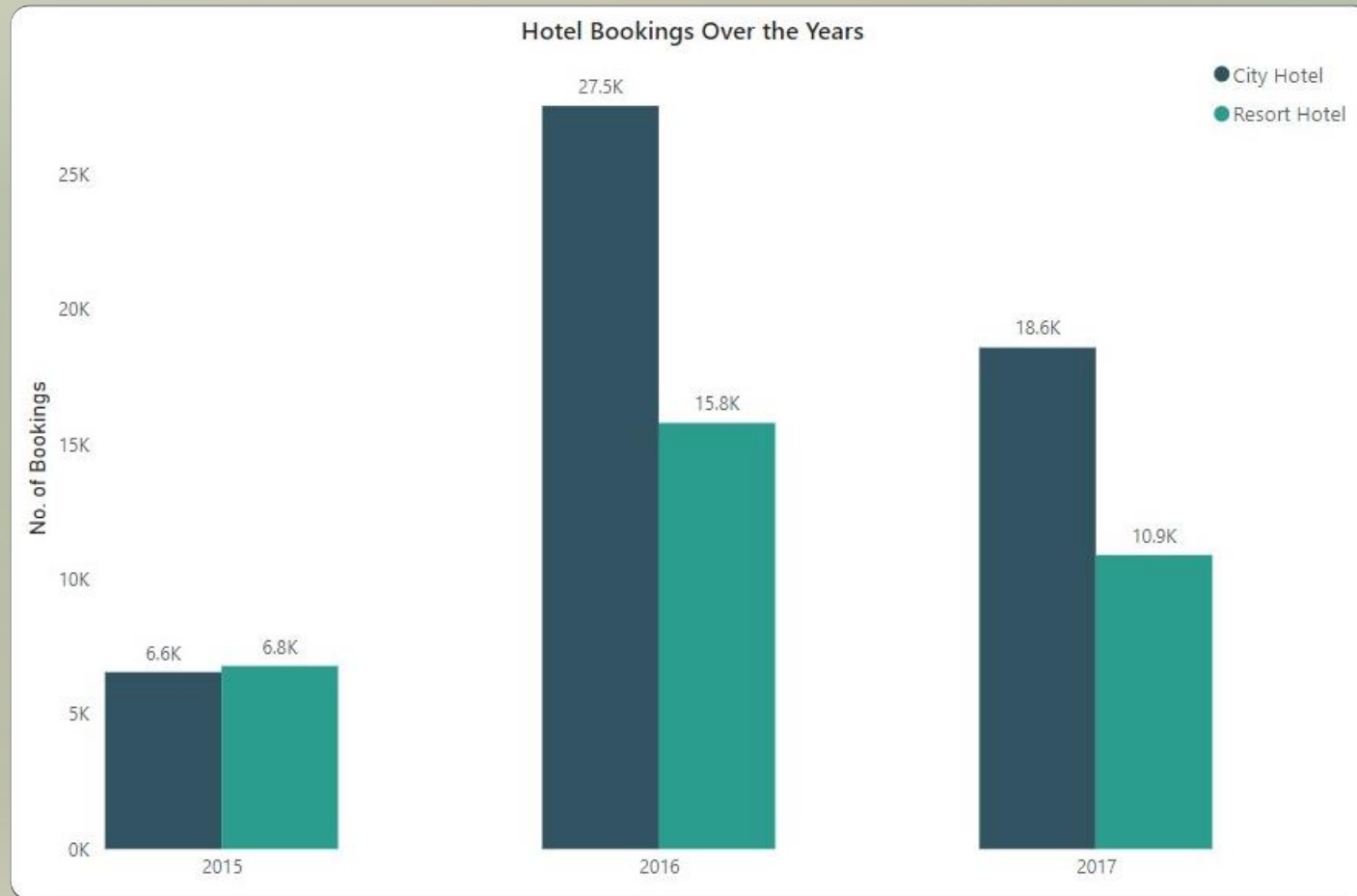
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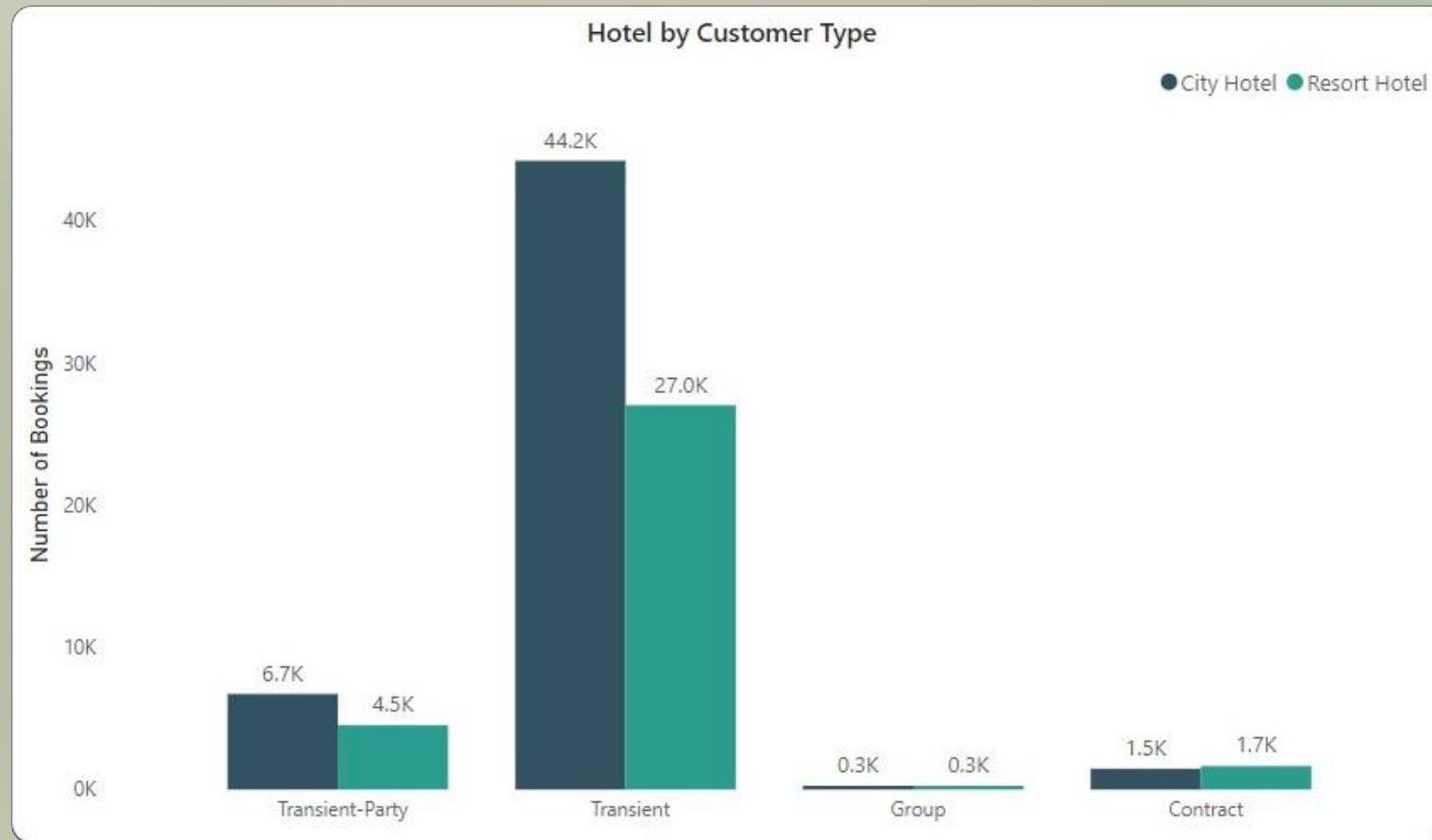
3. Are the guest interested in booking meals along with their room service?



4. What are the most popular hotels and how many bookings they have had over the year?



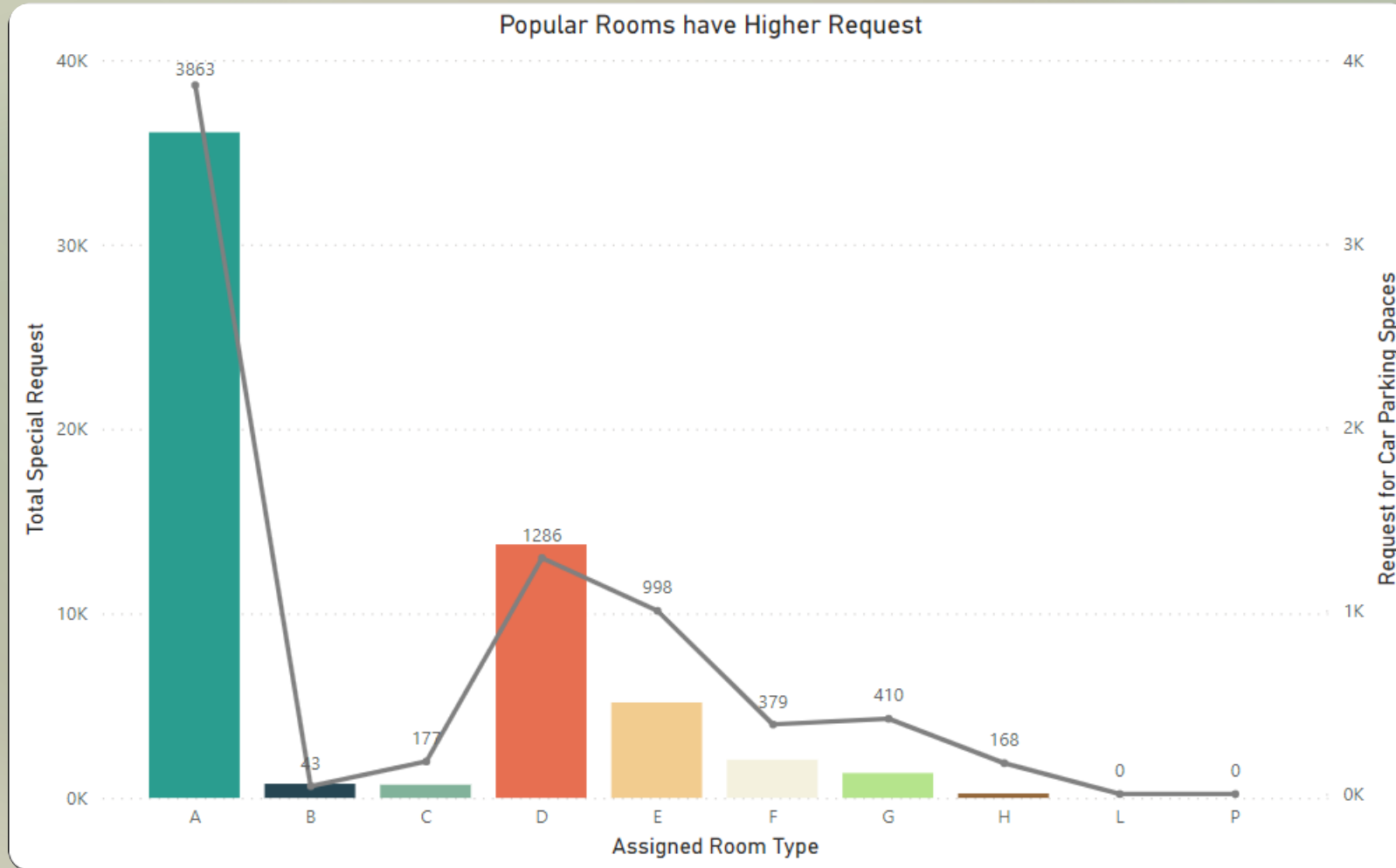
5. Compare those hotels on the type of customers.



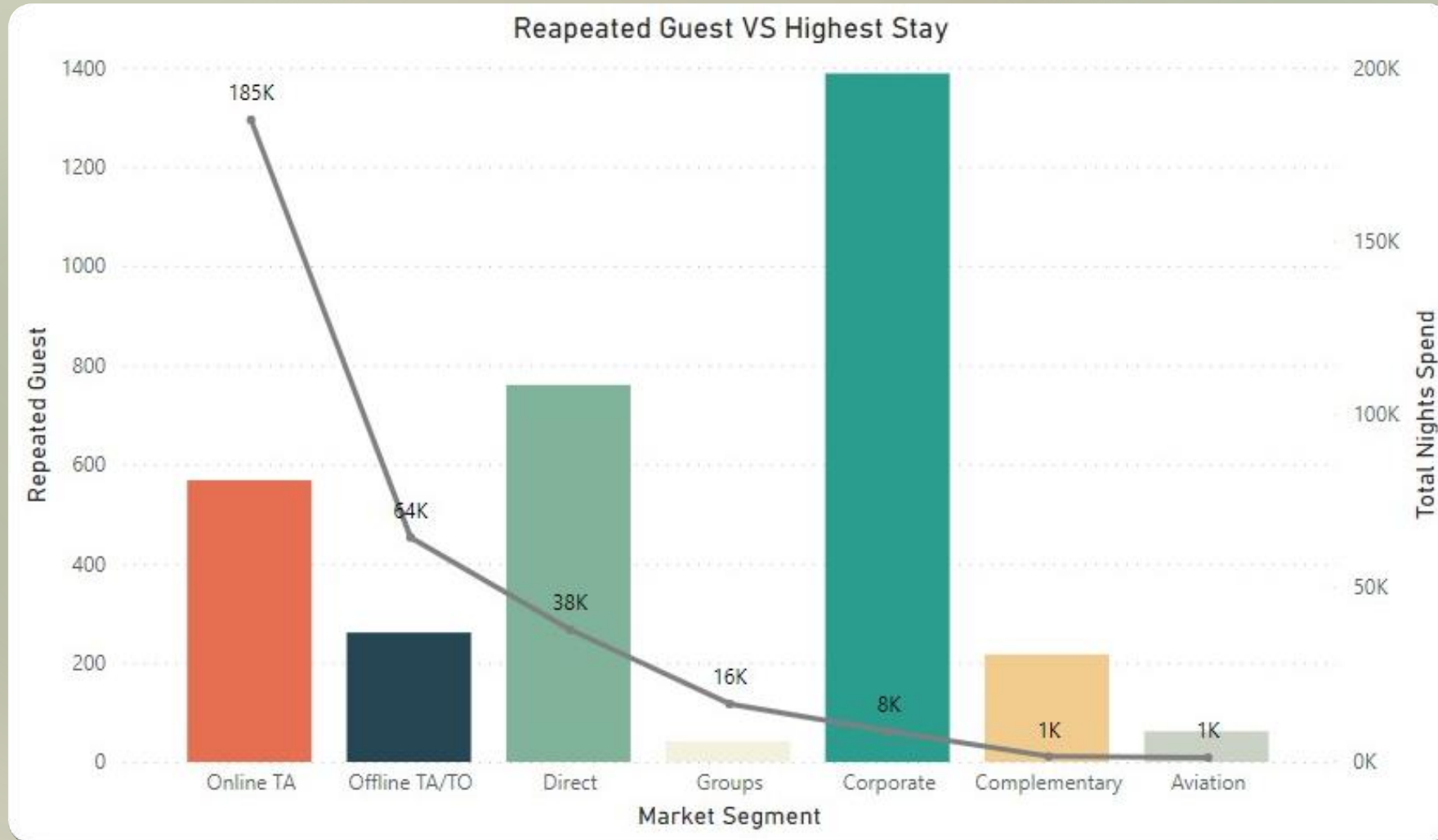
6. Compare those hotels to customer group?



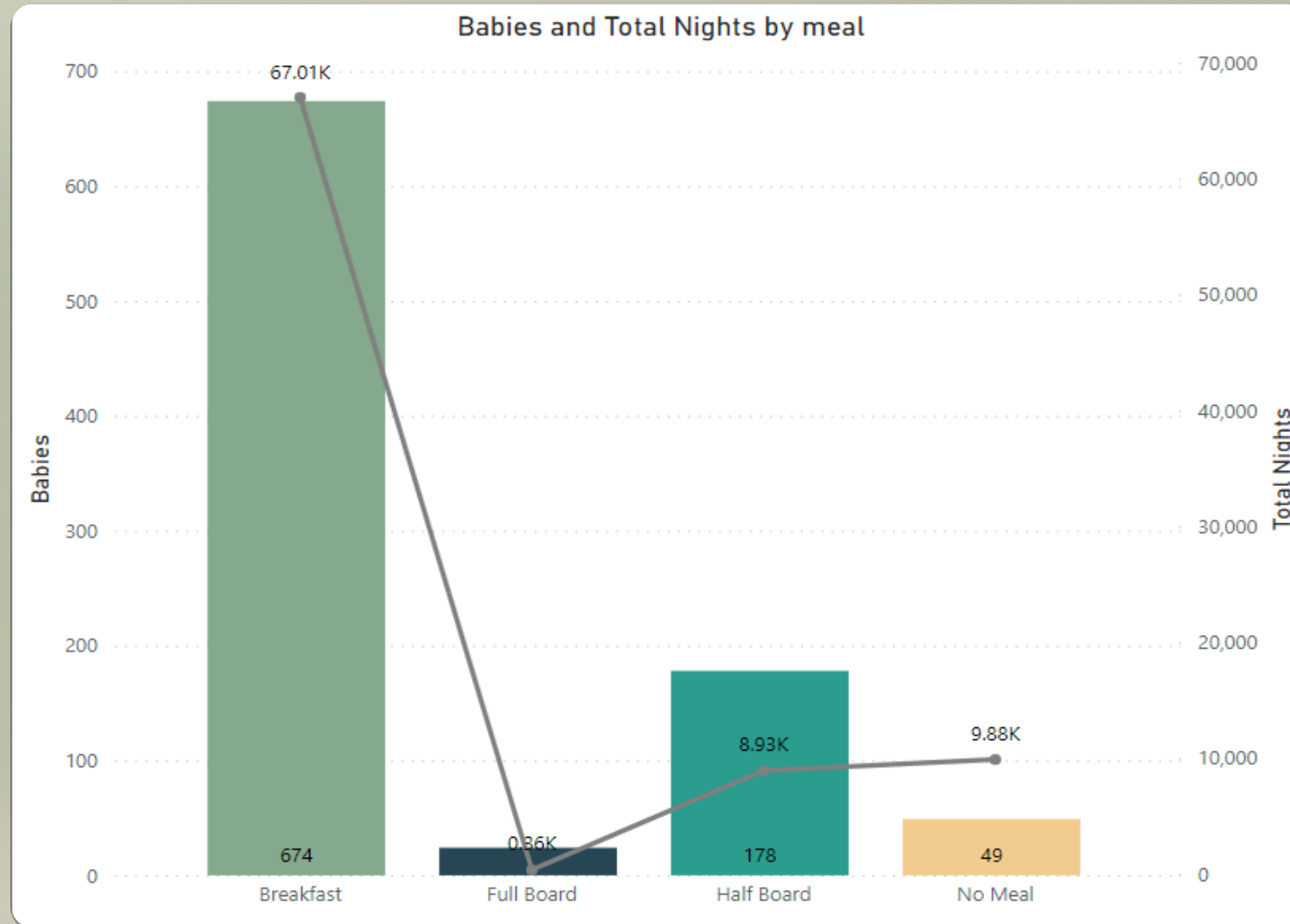
7. What is the trend of customer requests during their stay in different room types?



8. What market segment has the highest repeated guest rate and the highest stay duration?



9. Does the number of customers in the baby group affect their parents' decision in booking meals and stay duration?



Key Takeaways



Bookings in 2016 increased by 331% compared to 2015, making it the year with the most bookings.



Guests who stay for more nights tend to book more meals. Meals and room reservations are most in demand in July and August.



Popular rooms lead to a higher number of requests being made.



City hotels are 1.7 times more popular than resort hotels.



Corporate guests have the highest number of repeated stays (close to 1400), but their total spending on accommodation is low (only 8K). On the other hand, online travel agencies have 580 repeated guests, but their total stay duration is the highest (185K nights).



Families with babies tend to book more breakfast but fewer full board and no meal options. Additionally, they tend to stay for longer periods than other guests.