

## DATA EXPLORATION

```
library('tidyverse')

## -- Attaching packages ----- tidyverse 1.3.1 --

## v ggplot2 3.3.5      v purrr  0.3.4
## v tibble  3.1.4      v dplyr  1.0.7
## v tidyr   1.1.3      v stringr 1.4.0
## v readr   2.0.2      v forcats 0.5.1

## -- Conflicts ----- tidyverse_conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()    masks stats::lag()

library('readr')

rawData <- data.frame(read_csv('https://intro-datascience.s3.us-east-2.amazonaws.com/Resort01.csv'))

## Rows: 40060 Columns: 20

## -- Column specification -----
## Delimiter: ","
## chr  (7): Meal, Country, MarketSegment, ReservedRoomType, AssignedRoomType, ...
## dbl  (13): IsCanceled, LeadTime, StaysInWeekendNights, StaysInWeekNights, Adu...

##
## i Use 'spec()' to retrieve the full column specification for this data.
## i Specify the column types or set 'show_col_types = FALSE' to quiet this message.

str(rawData)

## 'data.frame':    40060 obs. of  20 variables:
## $ IsCanceled      : num  0 0 0 0 0 0 0 0 1 1 ...
## $ LeadTime        : num  342 737 7 13 14 14 0 9 85 75 ...
## $ StaysInWeekendNights : num  0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights  : num  0 0 1 1 2 2 2 2 3 3 ...
## $ Adults           : num  2 2 1 1 2 2 2 2 2 2 ...
## $ Children          : num  0 0 0 0 0 0 0 0 0 0 ...
## $ Babies            : num  0 0 0 0 0 0 0 0 0 0 ...
## $ Meal              : chr   "BB" "BB" "BB" "BB" ...
## $ Country            : chr   "PRT" "PRT" "GBR" "GBR" ...
## $ MarketSegment      : chr   "Direct" "Direct" "Direct" "Corporate" ...
## $ IsRepeatedGuest    : num  0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num  0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num  0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType   : chr   "C" "C" "A" "A" ...
## $ AssignedRoomType    : chr   "C" "C" "C" "A" ...
## $ BookingChanges      : num  3 4 0 0 0 0 0 0 0 0 ...
## $ DepositType         : chr   "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType        : chr   "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num  0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num  0 0 0 0 1 1 0 1 1 0 ...
```

```
summary(rawData)
```

```
##      IsCanceled      LeadTime      StaysInWeekendNights StaysInWeekNights
## Min.   :0.0000    Min.   : 0.00    Min.   : 0.00      Min.   : 0.000
## 1st Qu.:0.0000    1st Qu.: 10.00    1st Qu.: 0.00      1st Qu.: 1.000
## Median :0.0000    Median : 57.00    Median : 1.00      Median : 3.000
## Mean   :0.2776    Mean   : 92.68    Mean   : 1.19      Mean   : 3.129
## 3rd Qu.:1.0000    3rd Qu.:155.00    3rd Qu.: 2.00      3rd Qu.: 5.000
## Max.   :1.0000    Max.   :737.00    Max.   :19.00      Max.   :50.000
##      Adults      Children      Babies      Meal
## Min.   : 0.000    Min.   : 0.0000    Min.   :0.0000    Length:40060
## 1st Qu.: 2.000    1st Qu.: 0.0000    1st Qu.:0.0000    Class :character
## Median : 2.000    Median : 0.0000    Median :0.0000    Mode  :character
## Mean    : 1.867    Mean    : 0.1287    Mean    :0.0139
## 3rd Qu.: 2.000    3rd Qu.: 0.0000    3rd Qu.:0.0000
## Max.    :55.000    Max.    :10.0000    Max.    :2.0000
##      Country      MarketSegment      IsRepeatedGuest      PreviousCancellations
## Length:40060      Length:40060      Min.   :0.00000      Min.   : 0.0000
## Class :character   Class :character   1st Qu.:0.00000      1st Qu.: 0.0000
## Mode  :character   Mode  :character   Median :0.00000      Median : 0.0000
##                                     Mean    :0.04438      Mean    : 0.1017
##                                     3rd Qu.:0.00000      3rd Qu.: 0.0000
##                                     Max.    :1.00000      Max.    :26.0000
## PreviousBookingsNotCanceled ReservedRoomType AssignedRoomType
## Min.   : 0.0000      Length:40060      Length:40060
## 1st Qu.: 0.0000      Class :character   Class :character
## Median : 0.0000      Mode  :character   Mode  :character
## Mean    : 0.1465
## 3rd Qu.: 0.0000
## Max.    :30.0000
## BookingChanges      DepositType      CustomerType
## Min.   : 0.000      Length:40060      Length:40060
## 1st Qu.: 0.000      Class :character   Class :character
## Median : 0.000      Mode  :character   Mode  :character
## Mean    : 0.288
## 3rd Qu.: 0.000
## Max.    :17.000
## RequiredCarParkingSpaces TotalOfSpecialRequests
## Min.   :0.0000      Min.   :0.0000
## 1st Qu.:0.0000      1st Qu.:0.0000
## Median :0.0000      Median :0.0000
## Mean    :0.1381      Mean    :0.6198
## 3rd Qu.:0.0000      3rd Qu.:1.0000
## Max.    :8.0000      Max.    :5.0000
```

```
#View(rawData)
```

```
#Check for NA values in all columns
```

```
table(is.na(rawData$IsCanceled))
```

```
##
```

```
## FALSE
## 40060
```

```
table(is.na(rawData$LeadTime))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$StaysInWeekendNights))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$StaysInWeekNights))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$Adults))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$Children))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$Babies))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$Meal))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$Country))
```

```
##
## FALSE
## 40060
```

```
table(rawData$Country) #NULL values
```

```
##
## AGO ALB AND ARE ARG ARM AUS AUT AZE BDI BEL BGR BHR
## 24 3 5 11 57 2 87 210 3 1 448 5 1
## BHS BIH BLR BRA BWA CAF CHE CHL CHN CIV CMR CN COL
## 1 1 7 430 1 3 435 17 134 2 2 710 16
## COM CPV CRI CUB CYM CYP CZE DEU DJI DNK DOM DZA ECU
## 1 5 2 4 1 8 27 1203 1 65 3 12 2
## EGY ESP EST FIN FJI FRA GBR GEO GGY GIB GRC HKG HRV
## 1 3957 33 151 1 1611 6814 11 1 13 10 4 11
## HUN IDN IND IRL IRN ISL ISR ITA JAM JEY JOR JPN KAZ
## 47 5 37 2166 5 6 28 459 5 3 2 9 5
## KOR KWT LBN LKA LTU LUX LVA MAC MAR MDG MDV MEX MKD
## 9 3 6 1 46 80 33 1 75 1 6 6 1
## MLT MOZ MUS MWI MYS NGA NLD NOR NPL NULL NZL OMN PAK
## 2 6 1 2 10 10 514 123 1 464 14 11 4
## PER PHL PLW POL PRI PRT QAT ROU RUS SAU SEN SGP SMR
## 1 16 1 333 9 17630 1 177 189 1 1 4 1
## SRB SUR SVK SVN SWE SYC SYR TGO THA TUN TUR TWN UGA
## 7 4 12 11 304 1 1 1 6 1 23 12 1
## UKR URY USA UZB VEN VNM ZAF ZMB ZWE
## 23 8 479 1 3 2 18 1 2
```

```
table(is.na(rawData$MarketSegment))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$IsRepeatedGuest))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$PreviousCancellations))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$PreviousBookingsNotCanceled))
```

```
##
## FALSE
## 40060
```

```
table(is.na(rawData$ReservedRoomType))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$AssignedRoomType))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$BookingChanges))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$DepositType))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$CustomerType))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$RequiredCarParkingSpaces))
```

```
##  
## FALSE  
## 40060
```

```
table(is.na(rawData$TotalOfSpecialRequests))
```

```
##  
## FALSE  
## 40060
```

## DATA CLEANING

```
#Data Cleaning
```

```
#Data cleansing Meal and Country column, change lead time column name  
#to days since booking  
str(rawData)
```

```
## 'data.frame': 40060 obs. of 20 variables:
## $ IsCanceled : num 0 0 0 0 0 0 0 0 1 1 ...
## $ LeadTime : num 342 737 7 13 14 14 0 9 85 75 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 0 0 1 1 2 2 2 2 3 3 ...
## $ Adults : num 2 2 1 1 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "PRT" "PRT" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Direct" "Direct" "Corporate" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "C" "C" "A" "A" ...
## $ AssignedRoomType : chr "C" "C" "C" "A" ...
## $ BookingChanges : num 3 4 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 0 0 1 1 0 1 1 0 ...
```

```
table(rawData$Meal)
```

```
##
##      BB      FB      HB      SC Undefined
## 30005    754    8046    86      1169
```

```
#1169 undefined in Meal column
```

```
table(rawData$Country)
```

```
##
## AGO ALB AND ARE ARG ARM AUS AUT AZE BDI BEL BGR BHR
## 24 3 5 11 57 2 87 210 3 1 448 5 1
## BHS BIH BLR BRA BWA CAF CHE CHL CHN CIV CMR CN COL
## 1 1 7 430 1 3 435 17 134 2 2 710 16
## COM CPV CRI CUB CYM CYP CZE DEU DJI DNK DOM DZA ECU
## 1 5 2 4 1 8 27 1203 1 65 3 12 2
## EGY ESP EST FIN FJI FRA GBR GEO GGY GIB GRC HKG HRV
## 1 3957 33 151 1 1611 6814 11 1 13 10 4 11
## HUN IDN IND IRL IRN ISL ISR ITA JAM JEY JOR JPN KAZ
## 47 5 37 2166 5 6 28 459 5 3 2 9 5
## KOR KWT LBN LKA LTU LUX LVA MAC MAR MDG MDV MEX MKD
## 9 3 6 1 46 80 33 1 75 1 6 6 1
## MLT MOZ MUS MWI MYS NGA NLD NOR NPL NULL NZL OMN PAK
## 2 6 1 2 10 10 514 123 1 464 14 11 4
## PER PHL PLW POL PRI PRT QAT ROU RUS SAU SEN SGP SMR
## 1 16 1 333 9 17630 1 177 189 1 1 4 1
## SRB SUR SVK SVN SWE SYC SYR TGO THA TUN TUR TWN UGA
## 7 4 12 11 304 1 1 1 6 1 23 12 1
## UKR URY USA UZB VEN VNM ZAF ZMB ZWE
## 23 8 479 1 3 2 18 1 2
```

```
table(rawData$MarketSegment)
```

```
##  
## Complementary      Corporate      Direct      Groups Offline TA/TO  
##      201          2309          6513          5836          7472  
##      Online TA  
##      17729
```

```
table(rawData$ReservedRoomType)
```

```
##  
##      A      B      C      D      E      F      G      H      L      P  
## 23399      3    918   7433   4982   1106   1610   601      6      2
```

```
table(rawData$AssignedRoomType)
```

```
##  
##      A      B      C      D      E      F      G      H      I      L      P  
## 17046    159   2214  10339   5638   1733   1853   712   363      1      2
```

```
table(rawData$DepositType)
```

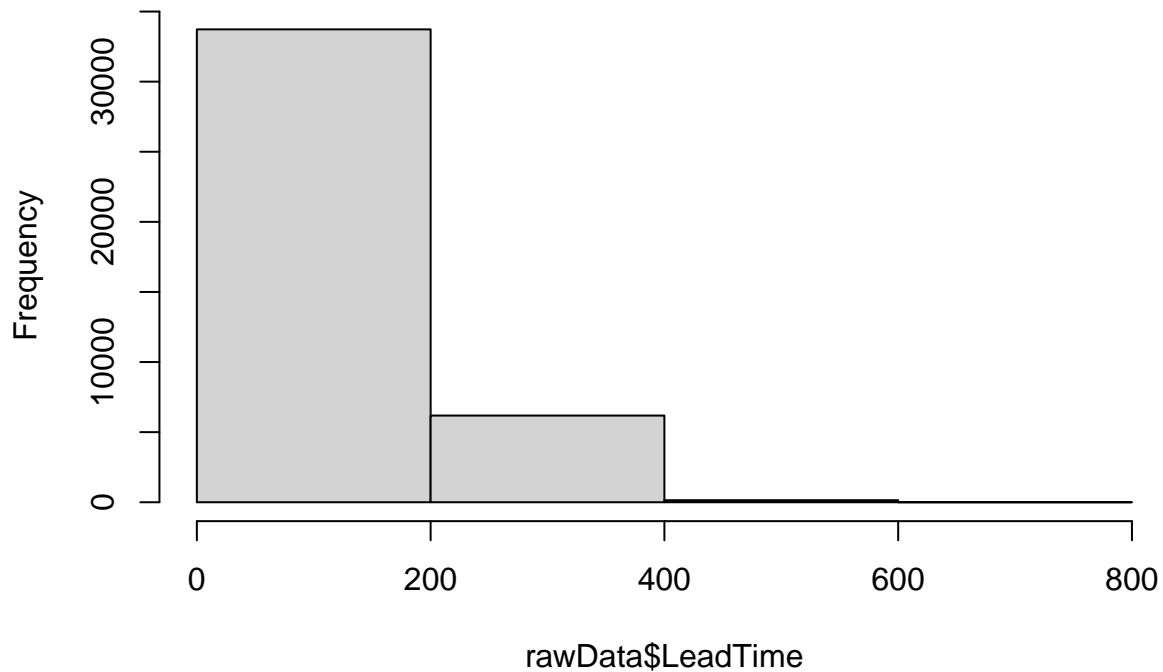
```
##  
## No Deposit Non Refund Refundable  
##      38199          1719          142
```

```
table(rawData$CustomerType)
```

```
##  
##      Contract      Group      Transient Transient-Party  
##      1776          284      30209          7791
```

```
hist(rawData$LeadTime,breaks=5)
```

# Histogram of rawData\$LeadTime



```
#Cleaning
#Filter out rows where the number of adults is less than one
newData1 <- rawData[select(rawData,Adults) >= 1,]

#To standardize the dataset values, we replaced rows that contain "Undefined"
#values for the "meal" column with "SC", as they mean the same thing
#(mentioned by the contributor of the dataset).
newData1$Meal[newData1$Meal=="Undefined"]<-"SC"
table(newData1$Meal)
```

```
##
##      BB      FB      HB      SC
## 30003    754   8046   1244
```

```
#The Country attribute has NULL values that are filtered out
newData2 <- newData1[select(newData1,Country)!="NULL",]
table(newData2$Country)
```

```
##
##  AGO  ALB  AND  ARE  ARG  ARM  AUS  AUT  AZE  BDI  BEL  BGR  BHR
##   24   3   5   11   57   2   87  210   3   1  448   5   1
##  BHS  BIH  BLR  BRA  BWA  CAF  CHE  CHL  CHN  CIV  CMR  CN   COL
##   1   1   7  430   1   3  435   17  134   2   2  710  16
```



```
## COM CPV CRI CUB CYM CYP CZE DEU DJI DNK DOM DZA ECU
## 1 5 2 4 1 8 27 1203 1 65 3 12 2
## EGY ESP EST FIN FJI FRA GBR GEO GGY GIB GRC HKG HRV
## 1 3956 33 151 1 1610 6813 11 1 13 10 4 11
## HUN IDN IND IRL IRN ISL ISR ITA JAM JEY JOR JPN KAZ
## 47 5 37 2166 5 6 28 459 5 3 2 9 5
## KOR KWT LBN LKA LTU LUX LVA MAC MAR MDG MDV MEX MKD
## 9 3 6 1 46 80 33 1 75 1 6 6 1
## MLT MOZ MUS MWI MYS NGA NLD NOR NPL NZL OMN PAK PER
## 2 6 1 2 10 10 514 123 1 14 11 4 1
## PHL PLW POL PRI PRT QAT ROU RUS SAU SEN SGP SMR SRB
## 16 1 333 9 17622 1 177 189 1 1 4 1 7
## SUR SVK SVN SWE SYC SYR TGO THA TUN TUR TWN UGA UKR
## 4 12 11 304 1 1 1 6 1 23 12 1 23
## URY USA UZB VEN VNM ZAF ZMB ZWE
## 8 479 1 3 2 18 1 2
```

```
#Rename column LeadTime to make it easier to understand the context of the
#column
```

```
colnames(newData2)[2] <- "DaysSinceBooking"
```

```
rough <- newData2[newData2$StaysInWeekendNights==0 &
  newData2$StaysInWeekNights==0 , ]
```

```
newData3 <- anti_join(newData2,rough)
```

```
## Joining, by = c("IsCanceled", "DaysSinceBooking", "StaysInWeekendNights", "StaysInWeekNights", "Adults")
```

```
table(newData3$Country)
```

```
##
## AGO ALB AND ARE ARG ARM AUS AUT AZE BDI BEL BGR BHR
## 23 3 5 11 57 2 87 210 3 1 444 5 1
## BHS BIH BLR BRA BWA CAF CHE CHL CHN CIV CMR CN COL
## 1 1 7 429 1 3 433 17 134 2 2 709 16
## COM CPV CRI CUB CYM CYP CZE DEU DJI DNK DOM DZA ECU
## 1 5 2 4 1 8 27 1203 1 65 3 12 2
## EGY ESP EST FIN FJI FRA GBR GEO GGY GIB GRC HKG HRV
## 1 3942 33 151 1 1603 6794 11 1 13 10 4 11
## HUN IDN IND IRL IRN ISL ISR ITA JAM JEY JOR JPN KAZ
## 47 5 37 2165 5 6 28 456 5 3 2 9 5
## KOR KWT LBN LKA LTU LUX LVA MAC MAR MDG MDV MEX MKD
## 9 3 6 1 46 80 33 1 75 1 6 6 1
## MLT MOZ MUS MWI MYS NGA NLD NOR NPL NZL OMN PAK PER
## 2 6 1 2 10 10 513 123 1 14 11 4 1
## PHL PLW POL PRI PRT ROU RUS SAU SEN SGP SMR SRB SUR
## 16 1 331 9 17306 177 188 1 1 4 1 7 4
## SVK SVN SWE SYC SYR TGO THA TUN TUR TWN UGA UKR URY
## 12 11 304 1 1 1 6 1 23 12 1 23 8
## USA UZB VEN VNM ZAF ZMB ZWE
## 477 1 3 2 18 1 2
```

```
hotelData <- newData3
str(hotelData)
```

```
## 'data.frame': 39209 obs. of 20 variables:
## $ IsCanceled : num 0 0 0 0 0 0 1 1 1 0 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 1 1 2 2 2 2 3 3 4 4 ...
## $ Adults : num 1 1 2 2 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
```

```
table(hotelData$ModifiedCountryCode)
```

```
## < table of extent 0 >
```

```
#View(hotelData)
```

## DATA TRANSFORMATION

```
newData3$ModifiedCountryCode<- newData3$Country
newData3$ModifiedCountryCode[newData3$ModifiedCountryCode=="CN"] <- "CHN"
table(hotelData$ModifiedCountryCode)
```

```
## < table of extent 0 >
```

```
#New detractor column created
```

```
hotelData$Detractor <- as.factor(hotelData$PreviousCancellations>12)
hotelData <- newData3
str(hotelData)
```

```
## 'data.frame': 39209 obs. of 21 variables:
## $ IsCanceled : num 0 0 0 0 0 0 1 1 1 0 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 1 1 2 2 2 2 3 3 4 4 ...
## $ Adults : num 1 1 2 2 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
```

```
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
## $ ModifiedCountryCode : chr "GBR" "GBR" "GBR" "GBR" ...
```

```
table(hotelData$ModifiedCountryCode)
```

```
##
## AGO ALB AND ARE ARG ARM AUS AUT AZE BDI BEL BGR BHR
## 23 3 5 11 57 2 87 210 3 1 444 5 1
## BHS BIH BLR BRA BWA CAF CHE CHL CHN CIV CMR COL COM
## 1 1 7 429 1 3 433 17 843 2 2 16 1
## CPV CRI CUB CYM CYP CZE DEU DJI DNK DOM DZA ECU EGY
## 5 2 4 1 8 27 1203 1 65 3 12 2 1
## ESP EST FIN FJI FRA GBR GEO GGY GIB GRC HKG HRV HUN
## 3942 33 151 1 1603 6794 11 1 13 10 4 11 47
## IDN IND IRL IRN ISL ISR ITA JAM JEY JOR JPN KAZ KOR
## 5 37 2165 5 6 28 456 5 3 2 9 5 9
## KWT LBN LKA LTU LUX LVA MAC MAR MDG MDV MEX MKD MLT
## 3 6 1 46 80 33 1 75 1 6 6 1 2
## MOZ MUS MWI MYS NGA NLD NOR NPL NZL OMN PAK PER PHL
## 6 1 2 10 10 513 123 1 14 11 4 1 16
## PLW POL PRI PRT ROU RUS SAU SEN SGP SMR SRB SUR SVK
## 1 331 9 17306 177 188 1 1 4 1 7 4 12
## SVN SWE SYC SYR TGO THA TUN TUR TWN UGA UKR URY USA
## 11 304 1 1 1 6 1 23 12 1 23 8 477
## UZB VEN VNM ZAF ZMB ZWE
## 1 3 2 18 1 2
```

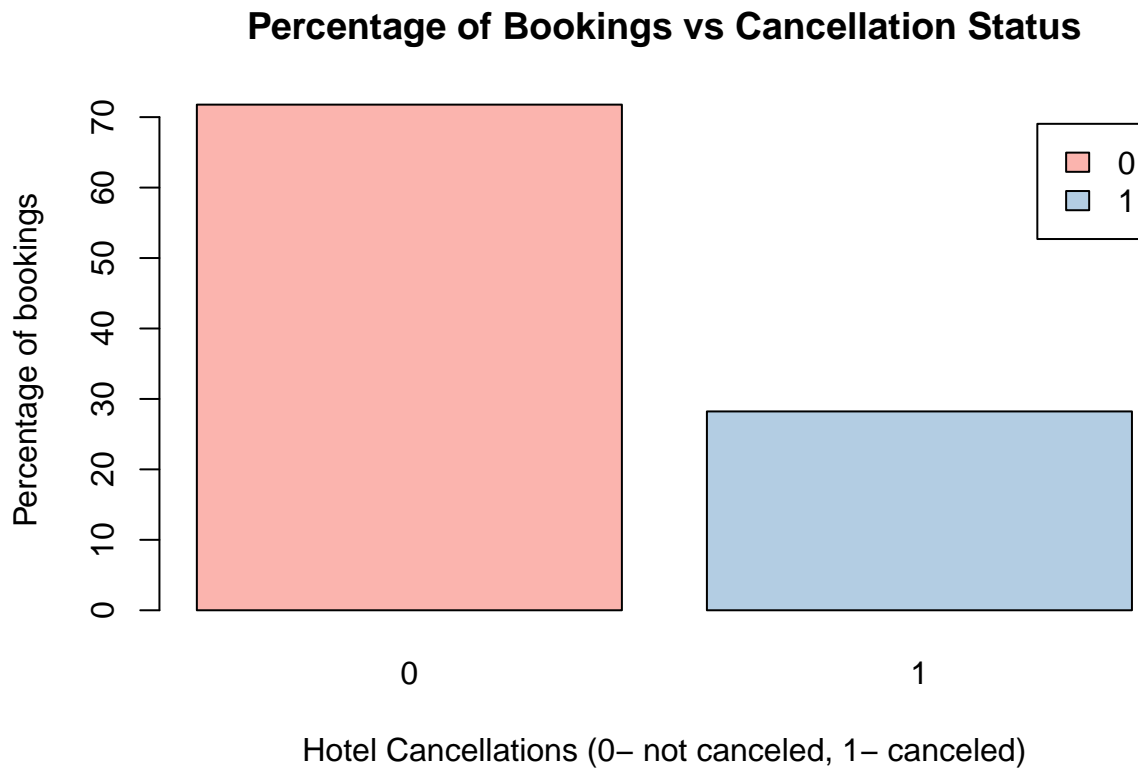
```
#install.packages("viridis")
library(viridis)
```

```
## Loading required package: viridisLite
```

```
#Percentage of Bookings vs Cancellation Status
#Here we are figuring out the percentage of cancellations in the whole dataset
#about 28%
```

```
counts3 <- table(hotelData$IsCanceled)
library(RColorBrewer)
coul <- brewer.pal(5, "Pastel1")
```

```
barplot(prop.table(counts3) * 100, main="Percentage of Bookings vs Cancellation Status",
        xlab="Hotel Cancellations (0- not canceled, 1- canceled)", ylab="Percentage of bookings", col=coul,
        legend = rownames(counts3), beside=TRUE)
```



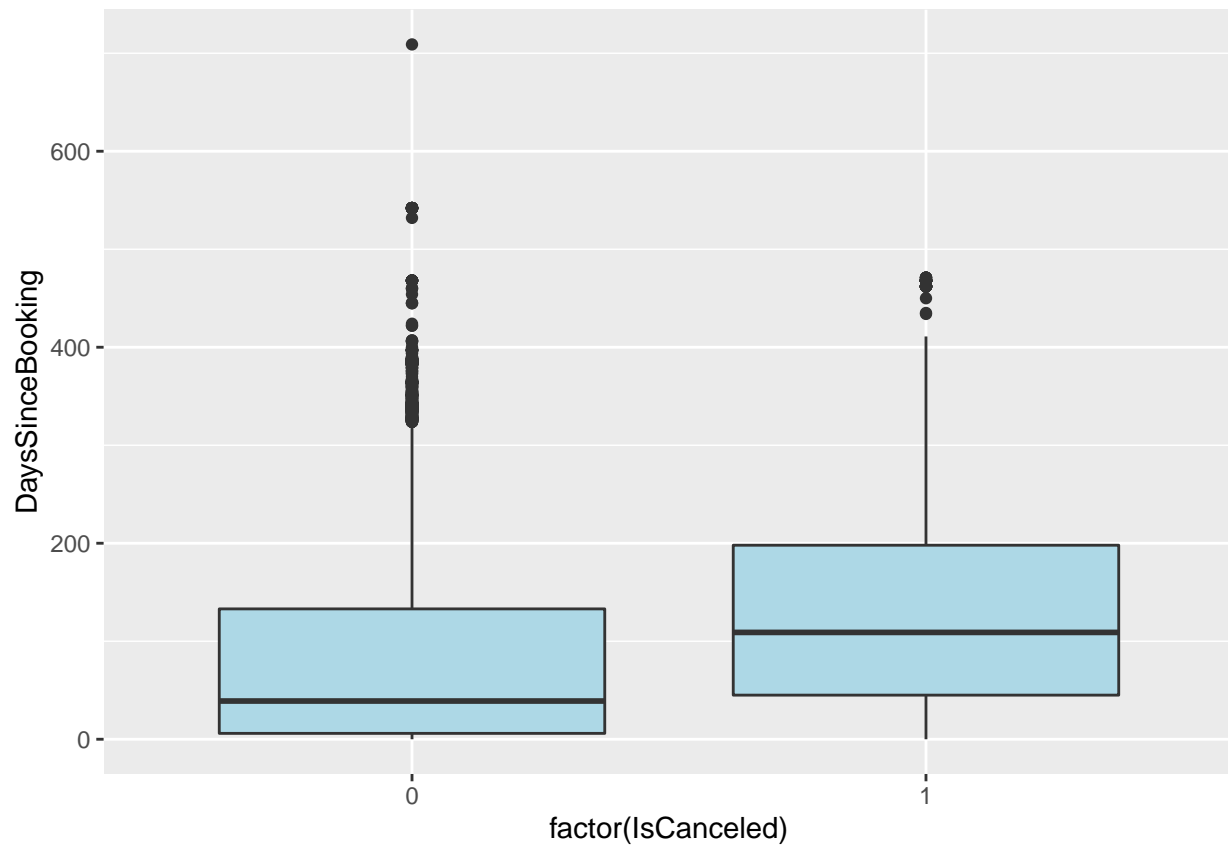
*#Boxplot and histogram of the numerical variables*  
 str(hotelData)

```
## 'data.frame': 39209 obs. of 21 variables:
## $ IsCanceled : num 0 0 0 0 0 0 1 1 1 0 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 1 1 2 2 2 2 3 3 4 4 ...
## $ Adults : num 1 1 2 2 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
```

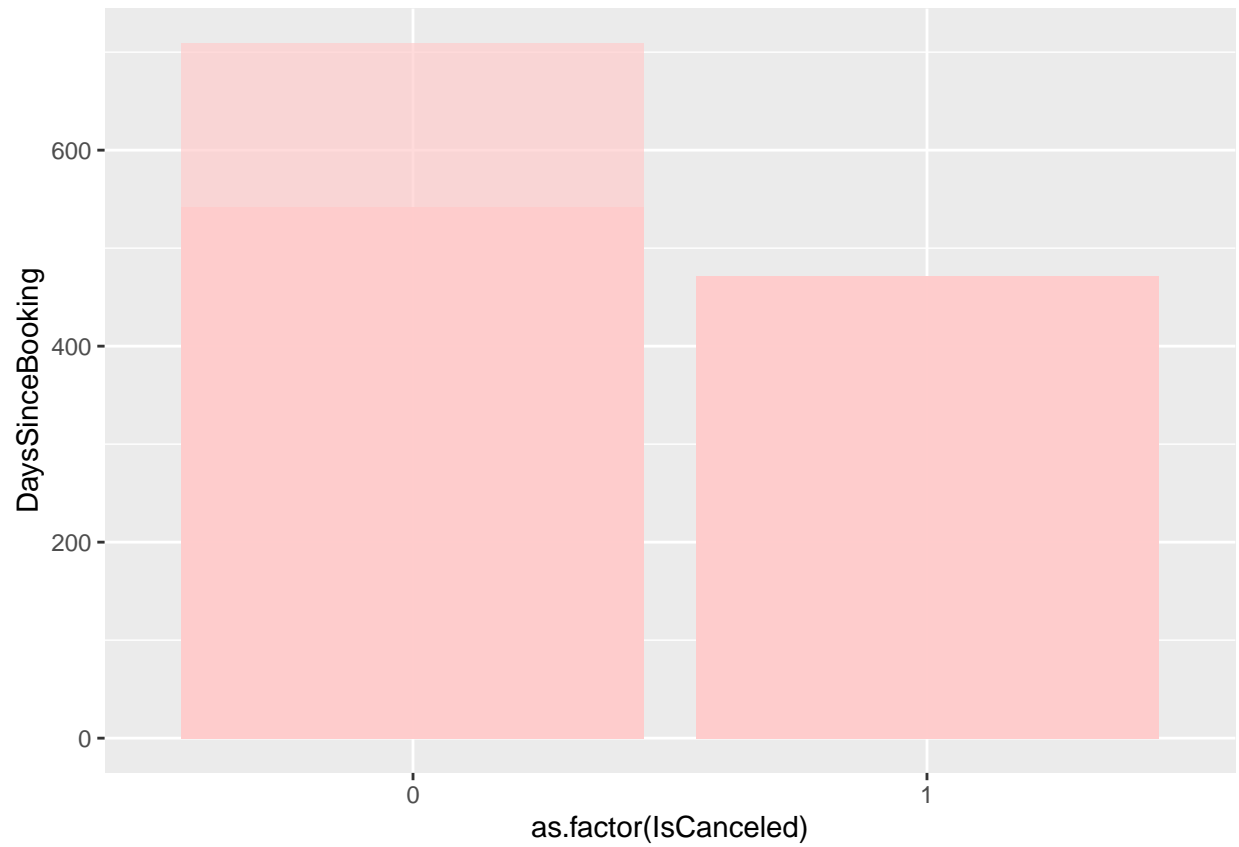
```
## $ CustomerType      : chr  "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num  0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num  0 0 1 1 0 1 1 0 0 0 ...
## $ ModifiedCountryCode  : chr  "GBR" "GBR" "GBR" "GBR" ...
```

*#DaysSinceBooking*

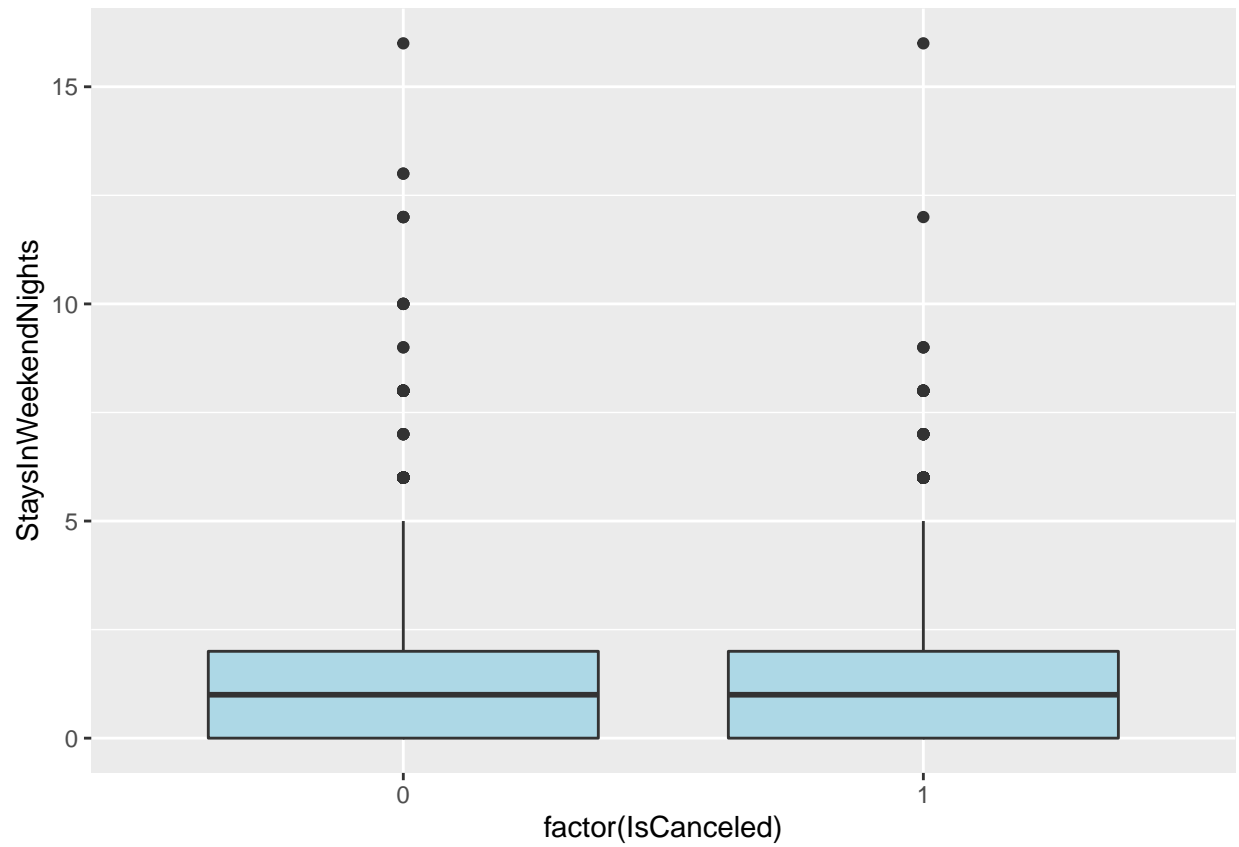
```
g1 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=DaysSinceBooking, fill=IsCanceled)) + geom_boxplot(
g1
```



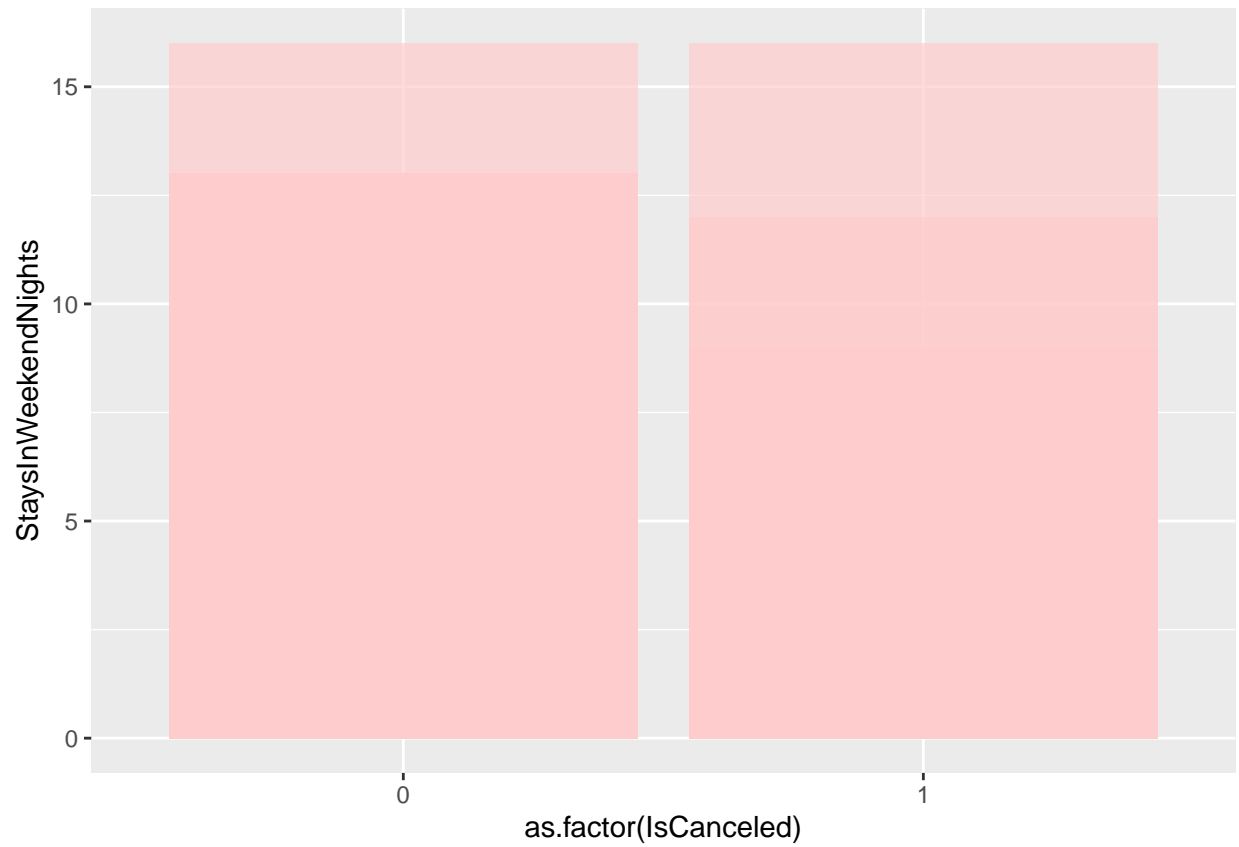
```
ggplot(data = hotelData )+
  aes(x = as.factor(IsCanceled), y = DaysSinceBooking) +
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```



```
#StaysInWeekendNights  
g2 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=StaysInWeekendNights, fill=IsCanceled)) + geom_boxp  
g2
```

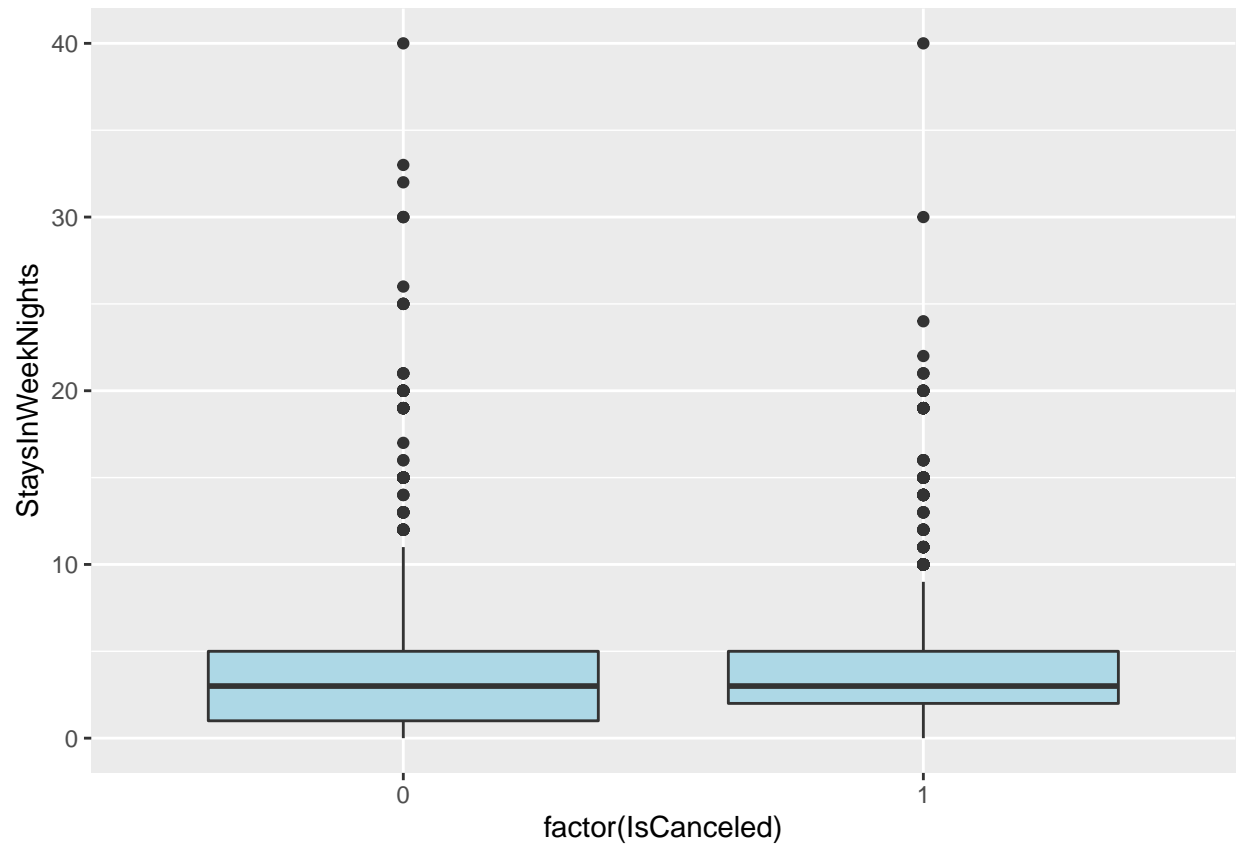


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = StaysInWeekendNights) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

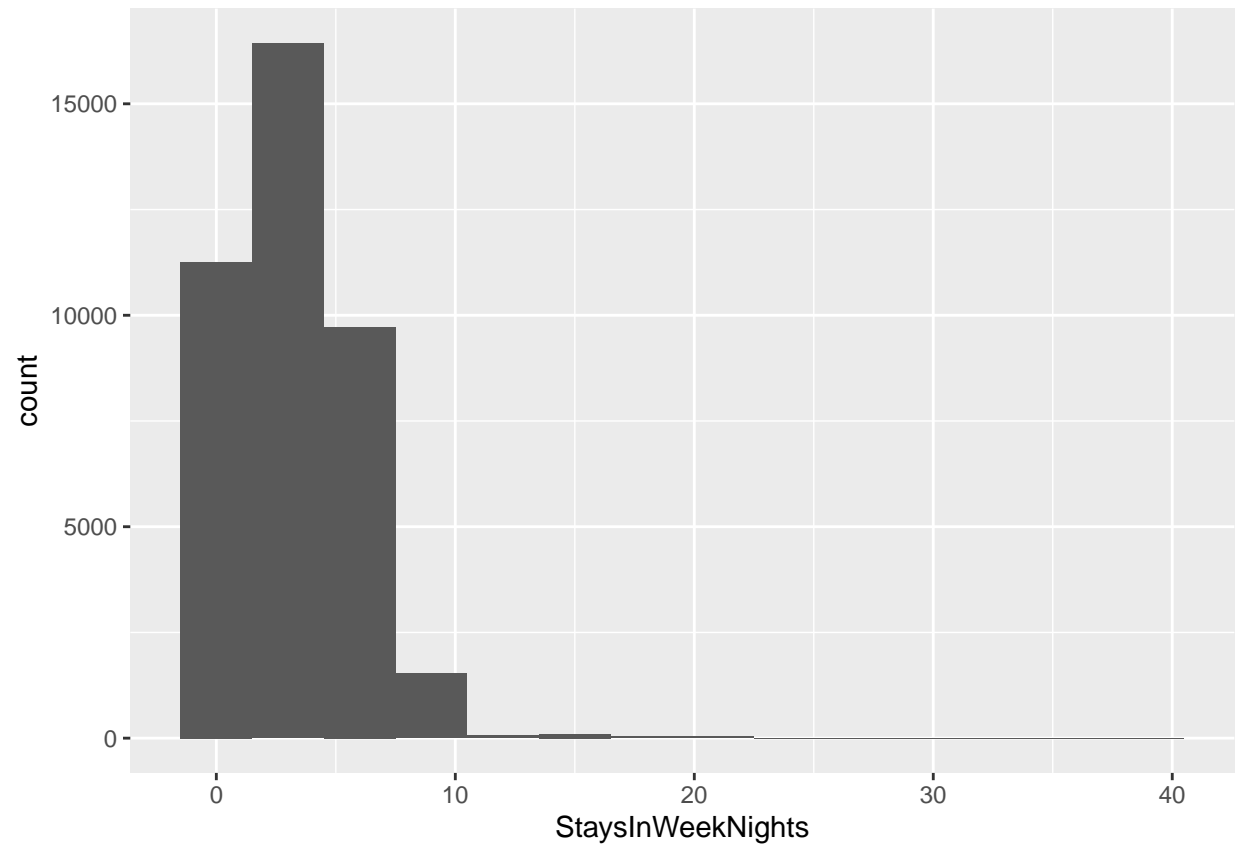


```
#StaysInWeekNights  
g3 <- ggplot(hotelData, aes(x=as.factor(IsCanceled), y=StaysInWeekNights, fill=IsCanceled)) + geom_boxplot  
g3
```



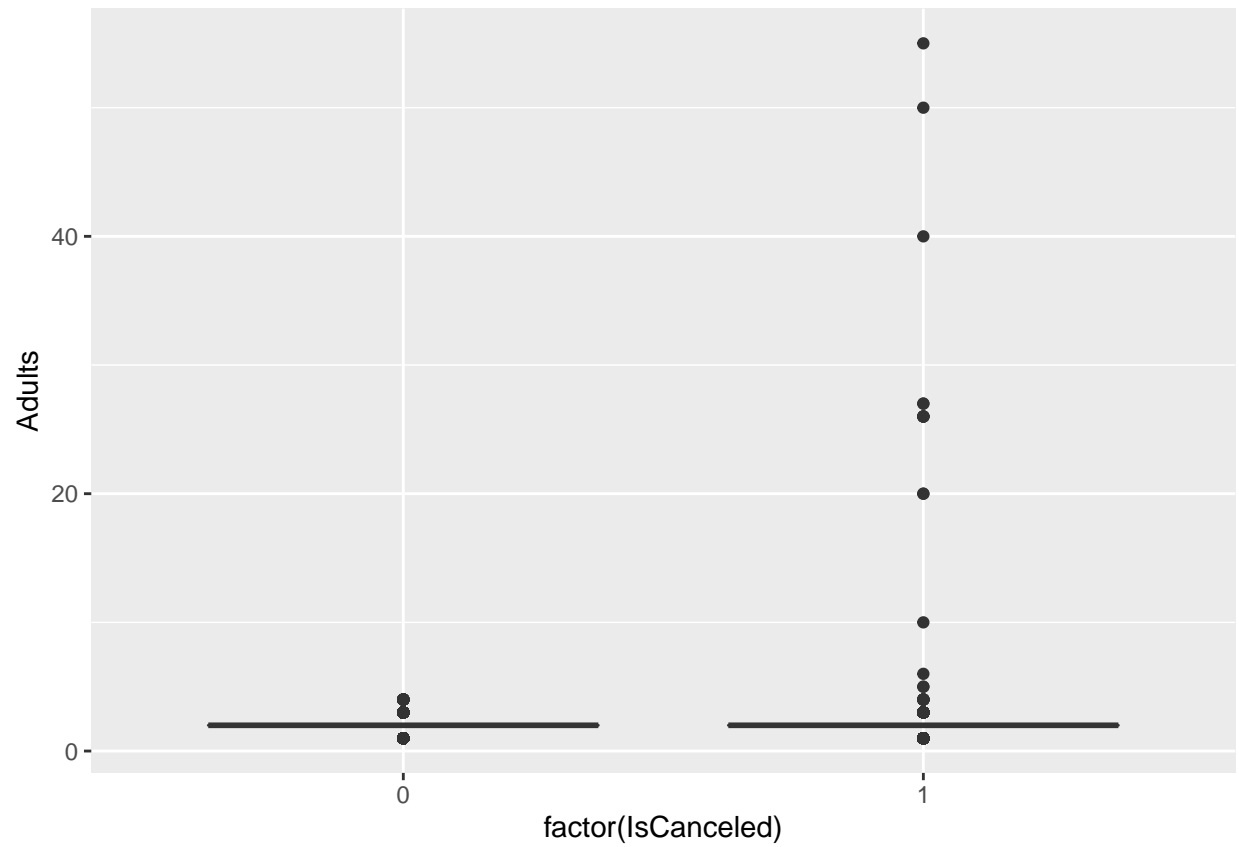


```
ggplot(data=hotelData,aes(StaysInWeekNights)) +geom_histogram(binwidth=3)
```

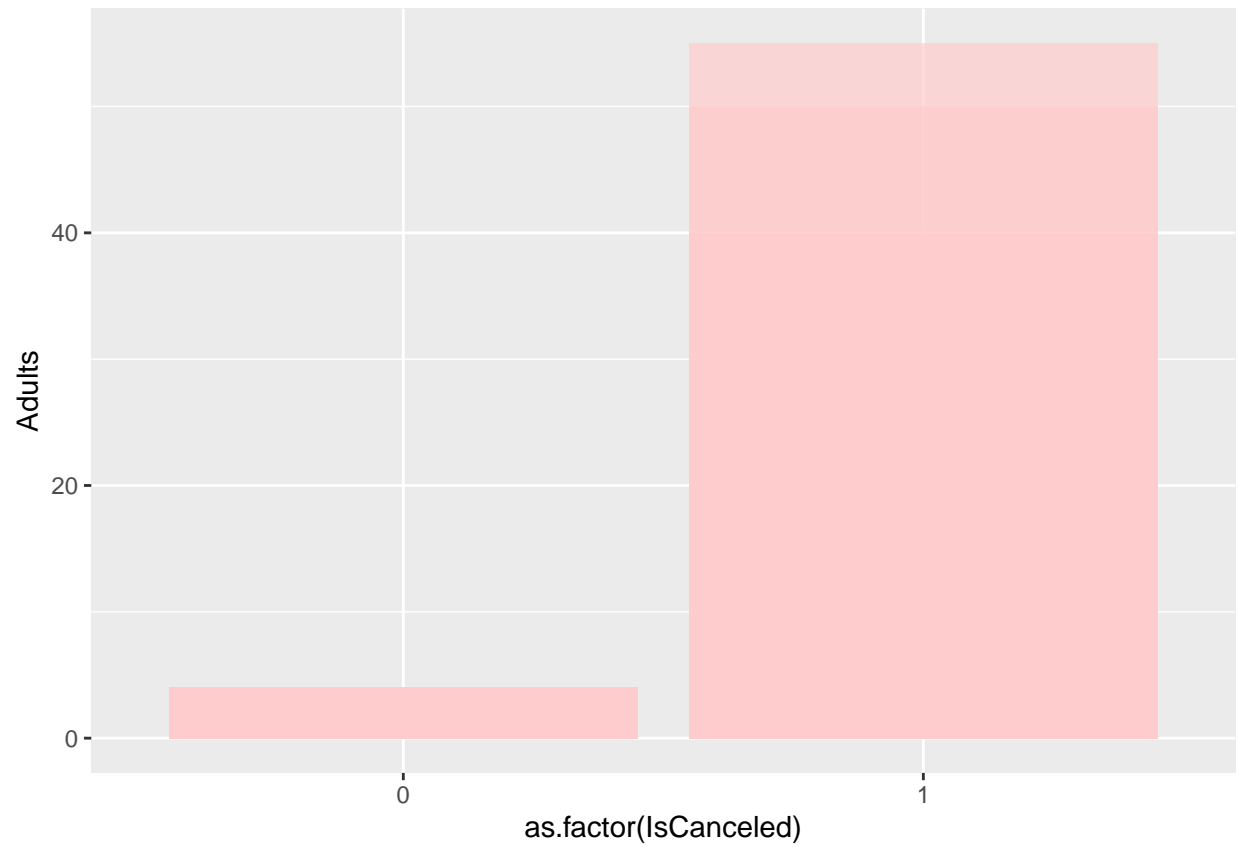


```
#Adults
```

```
g4 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=Adults, fill=IsCanceled)) + geom_boxplot(fill="lightgray")  
g4
```

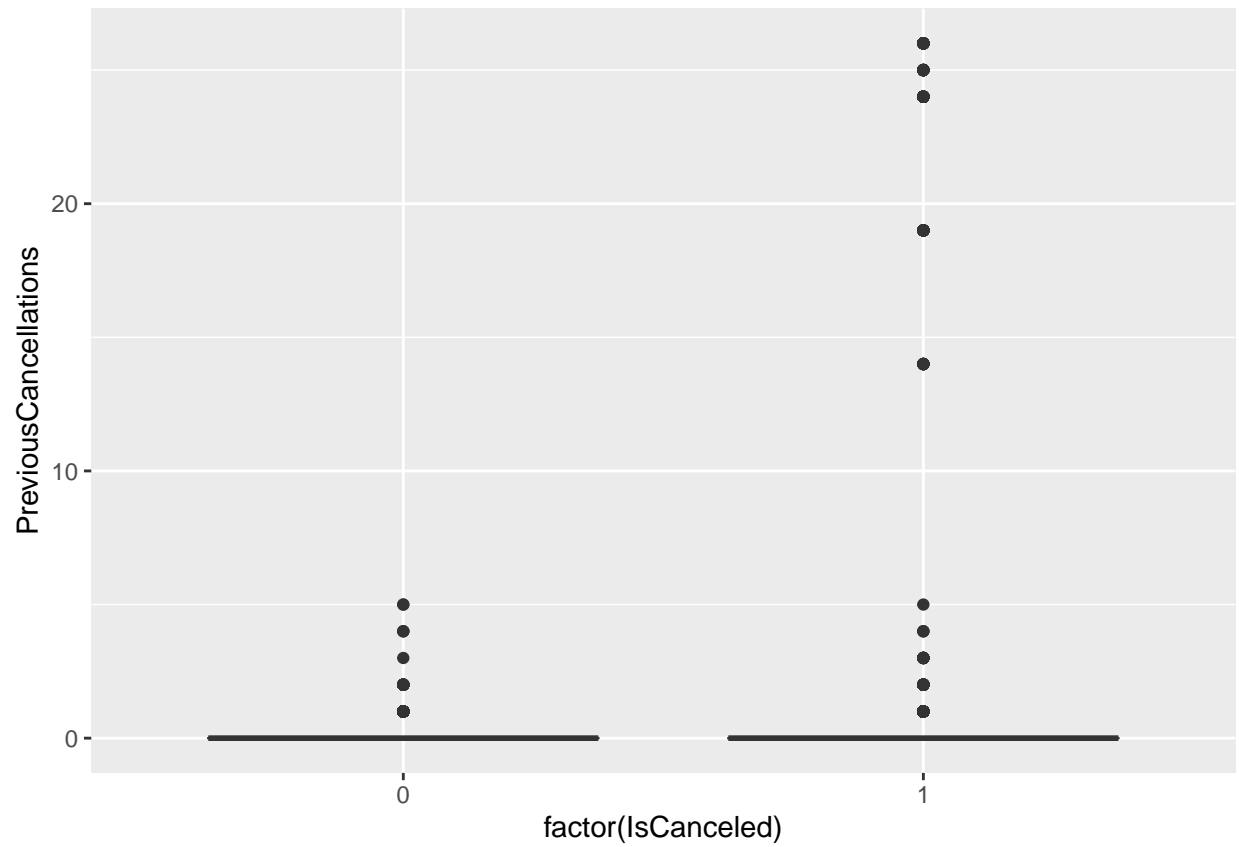


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = Adults) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

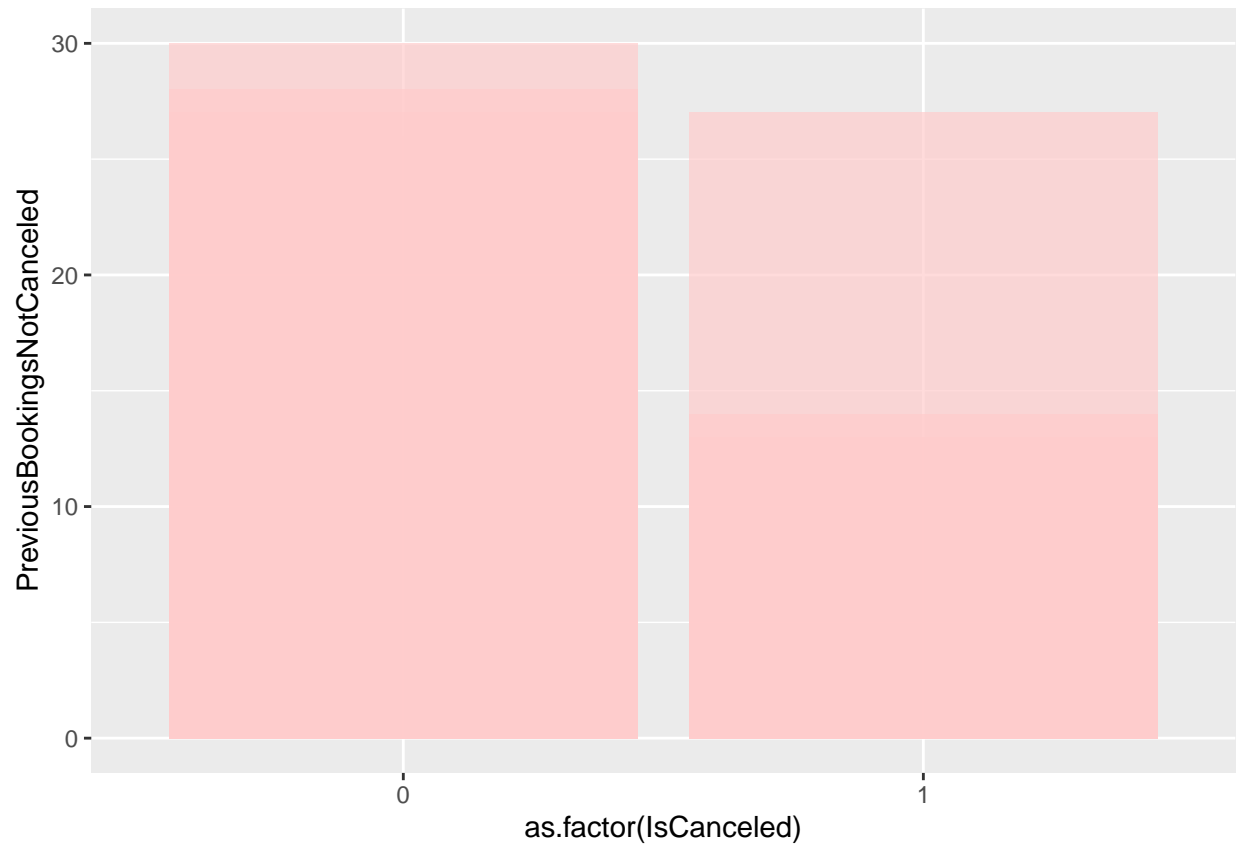


```
#PreviousCancellations
```

```
g5 <- ggplot(hotelData, aes(x=as.factor(IsCanceled), y=PreviousCancellations, fill=IsCanceled)) + geom_boxplot()
g5
```

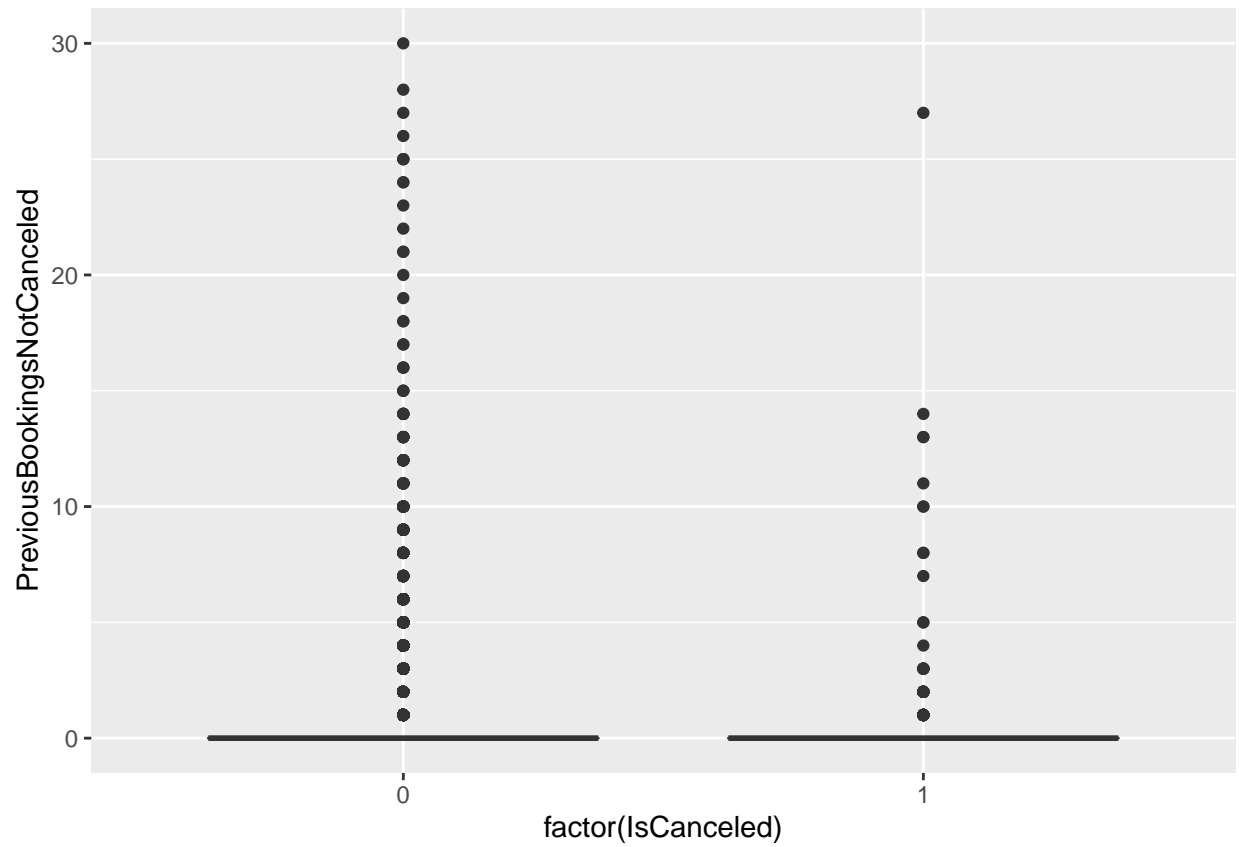


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = PreviousBookingsNotCanceled) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

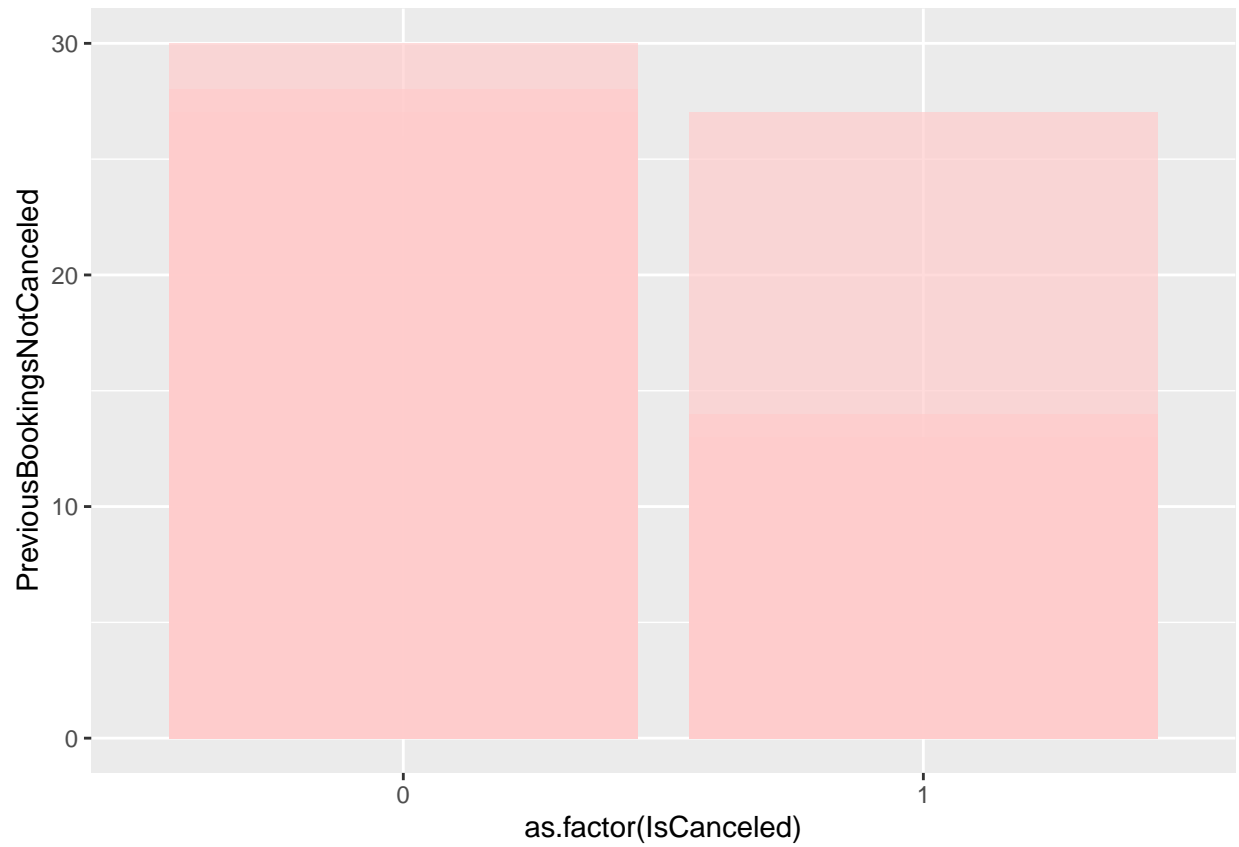


```
#PreviousBookingsNotCanceled
```

```
g6 <- ggplot(hotelData, aes(x=as.factor(IsCanceled), y=PreviousBookingsNotCanceled, fill=IsCanceled)) + geom_bar()
g6
```

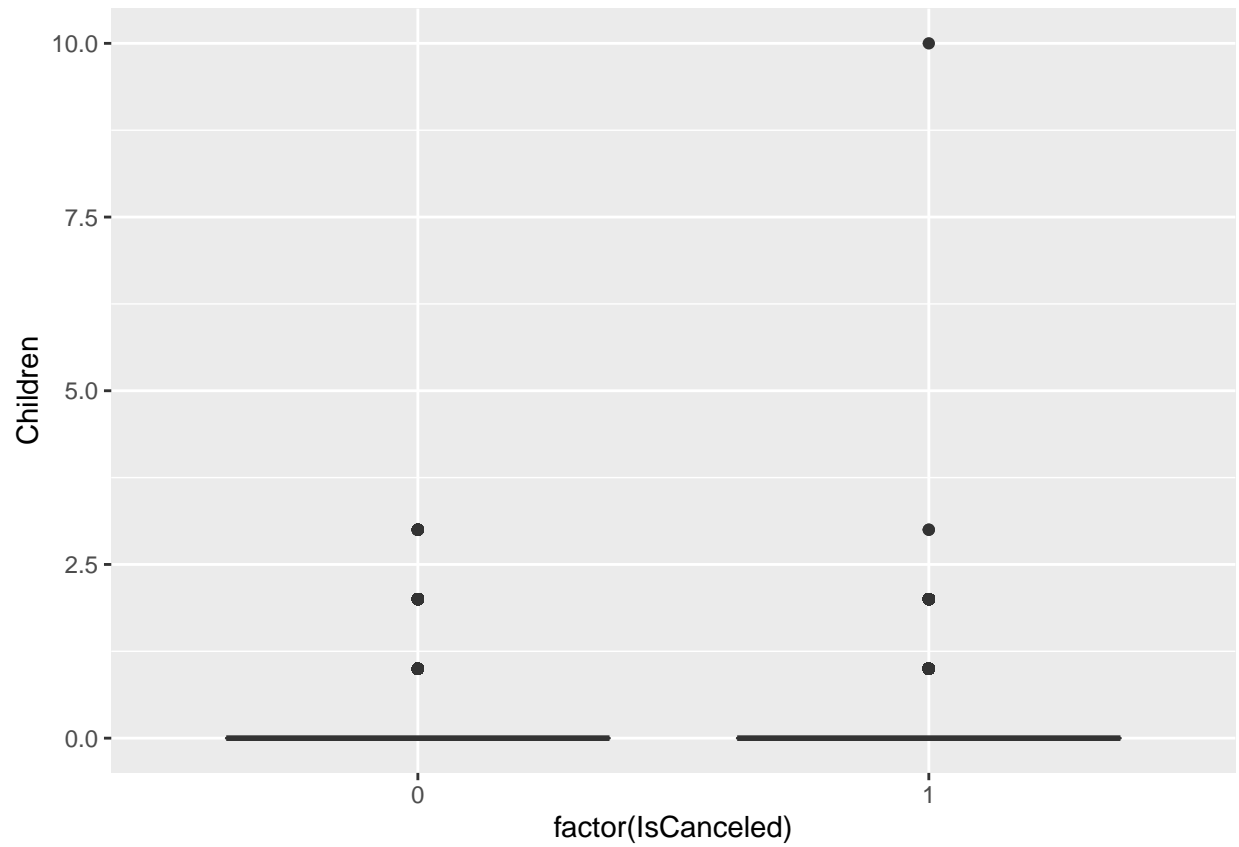


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = PreviousBookingsNotCanceled) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

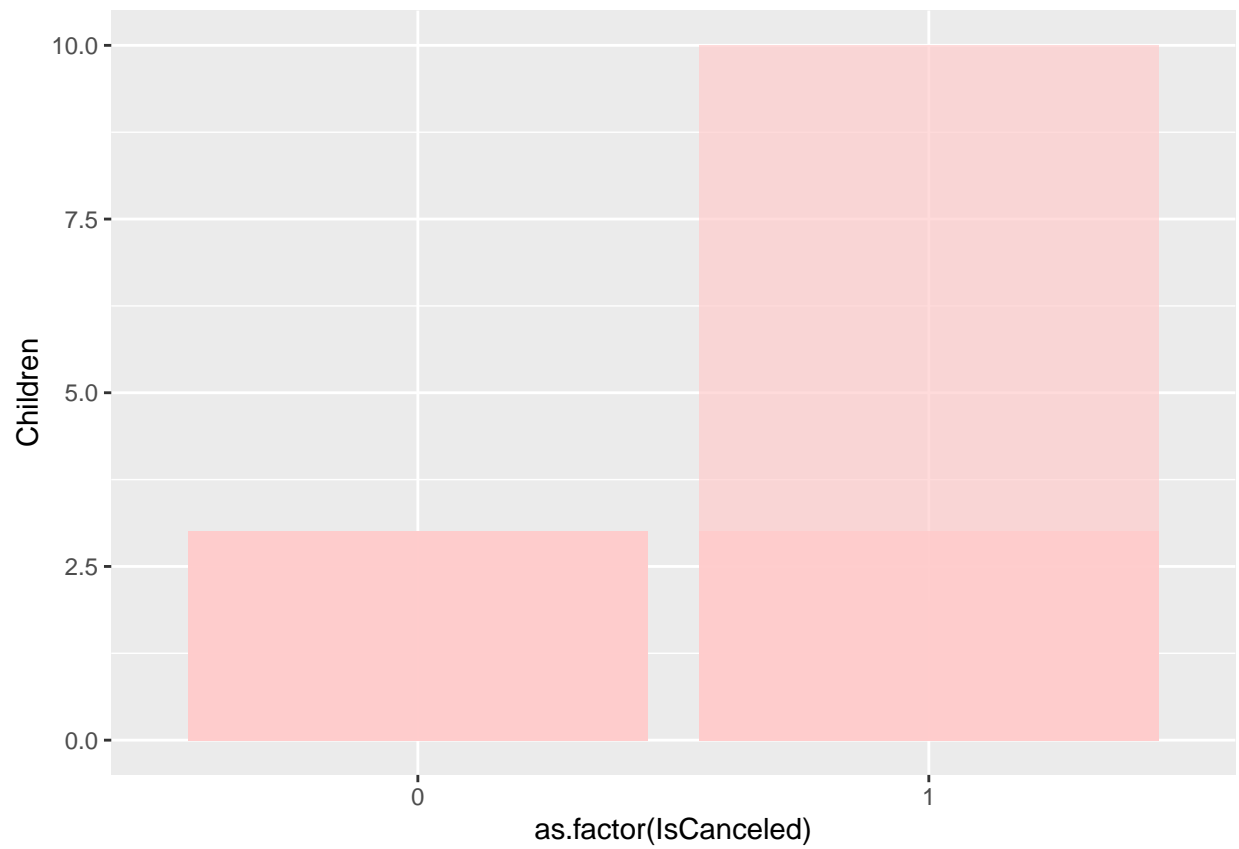


```
#Children  
g7 <- ggplot(hotelData, aes(x=as.factor(IsCanceled), y=Children, fill=IsCanceled)) + geom_boxplot(fill="lightcoral")  
g7
```

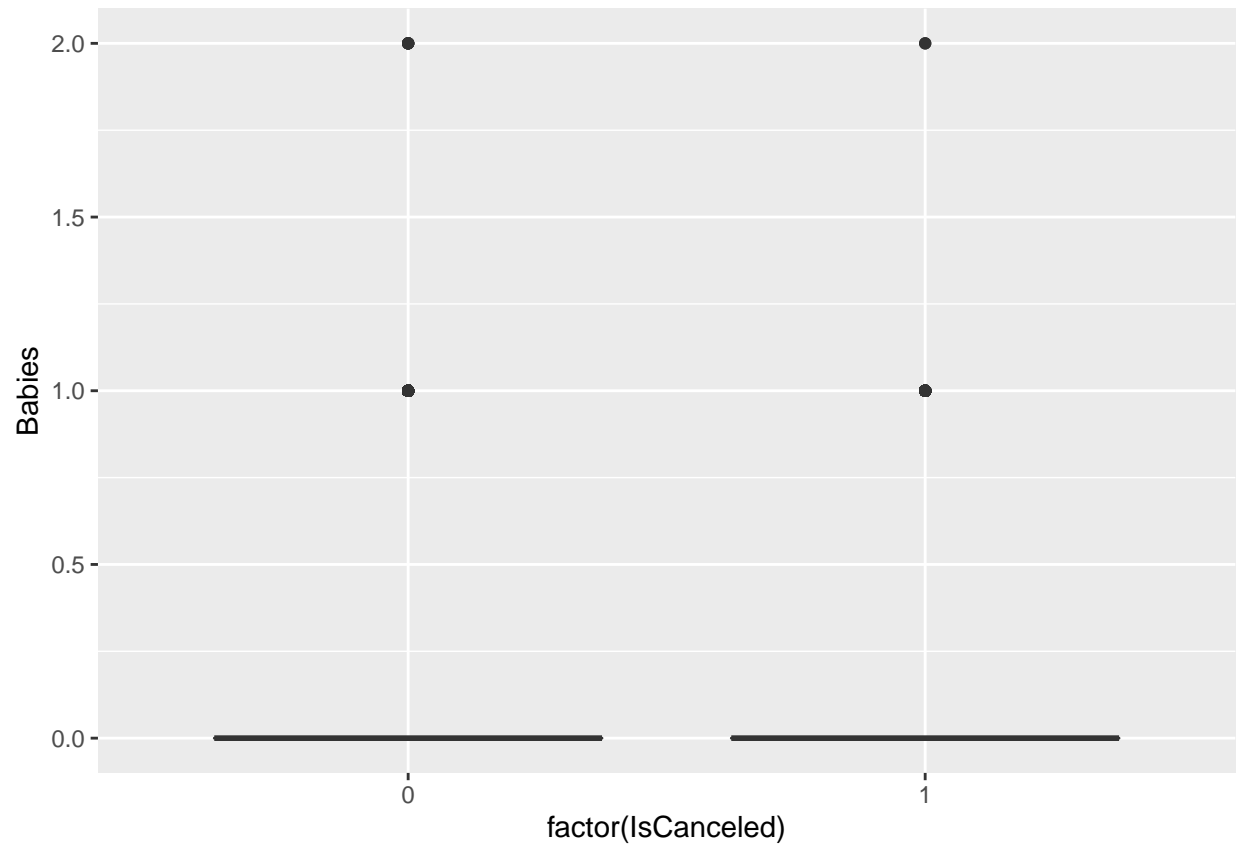




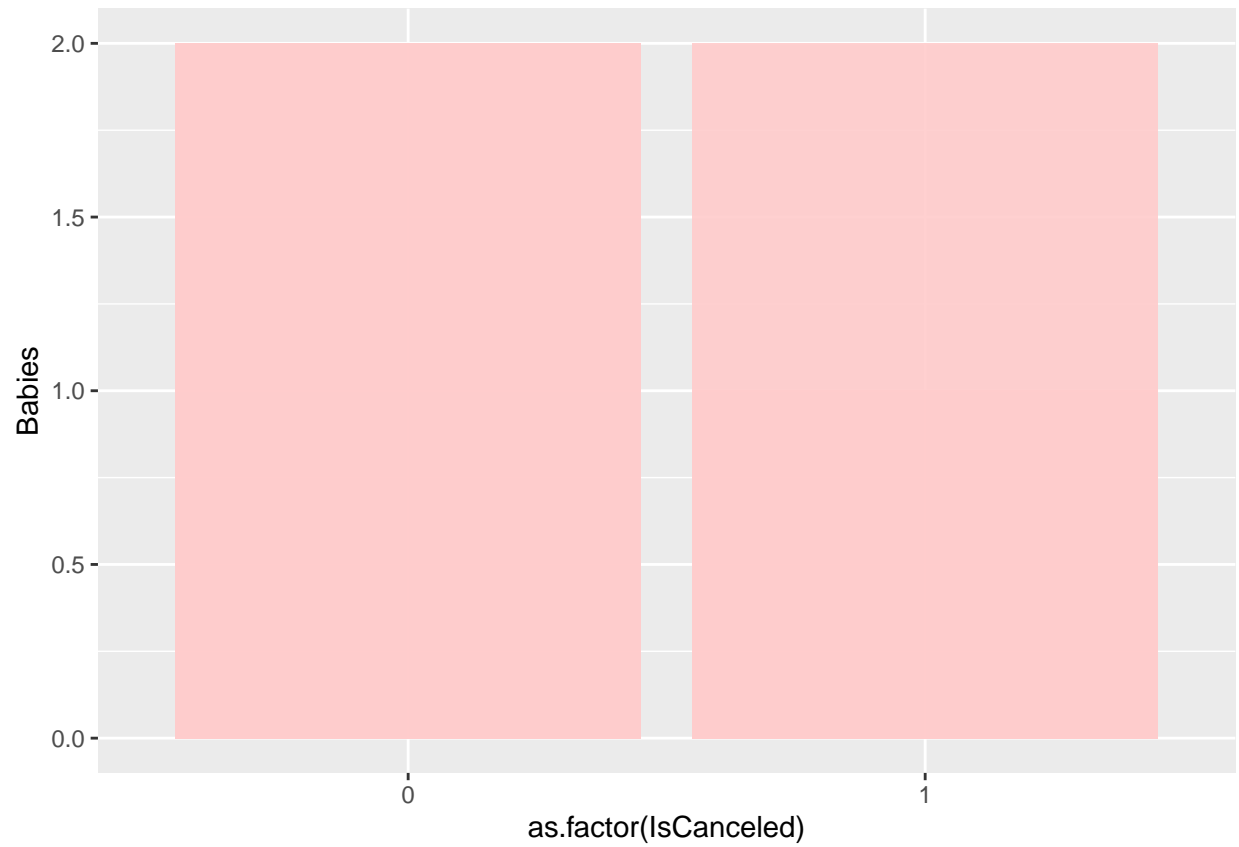
```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = Children) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```



```
#Babies  
g8 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=Babies, fill=IsCanceled)) + geom_boxplot(fill="lightcoral")  
g8
```

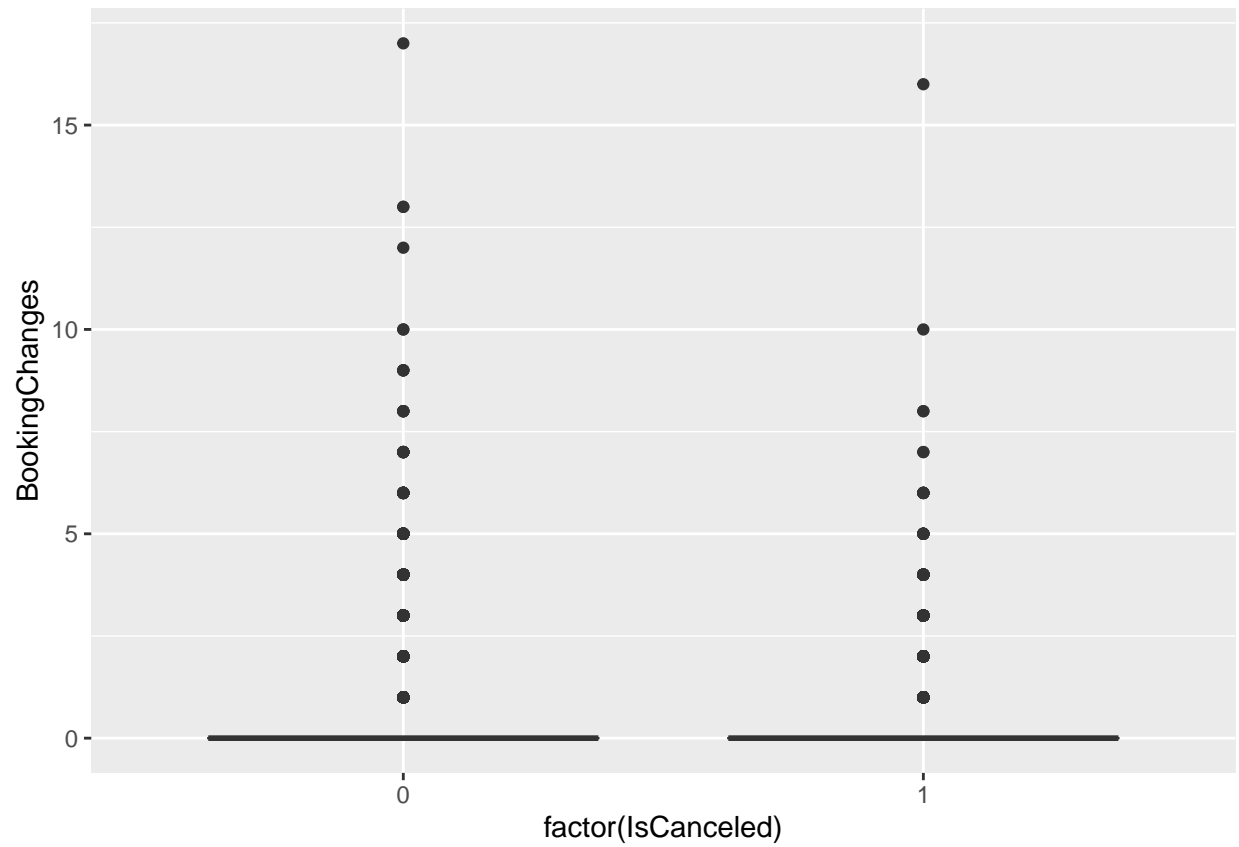


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = Babies) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

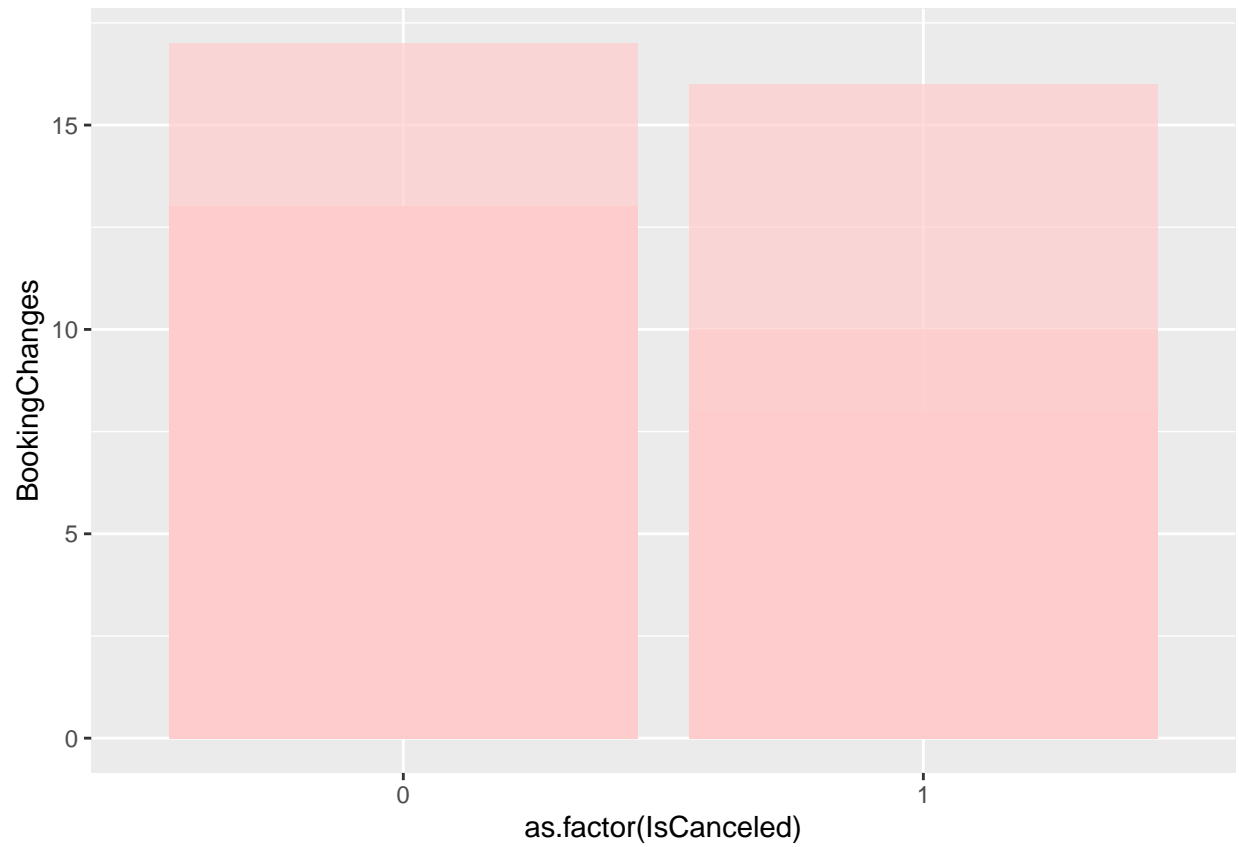


```
#BookingChanges
```

```
g9 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=BookingChanges, fill=IsCanceled)) + geom_boxplot(fill="red")  
g9
```

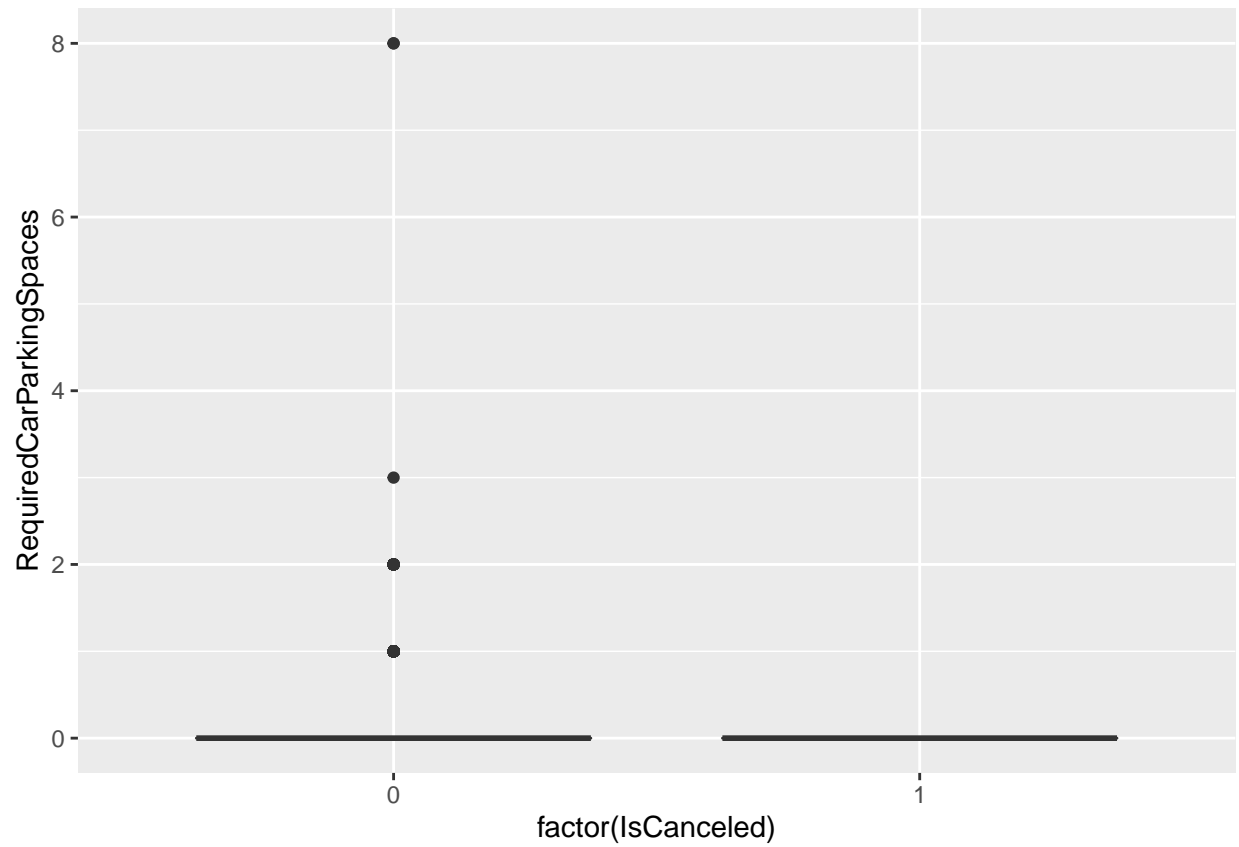


```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = BookingChanges) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```

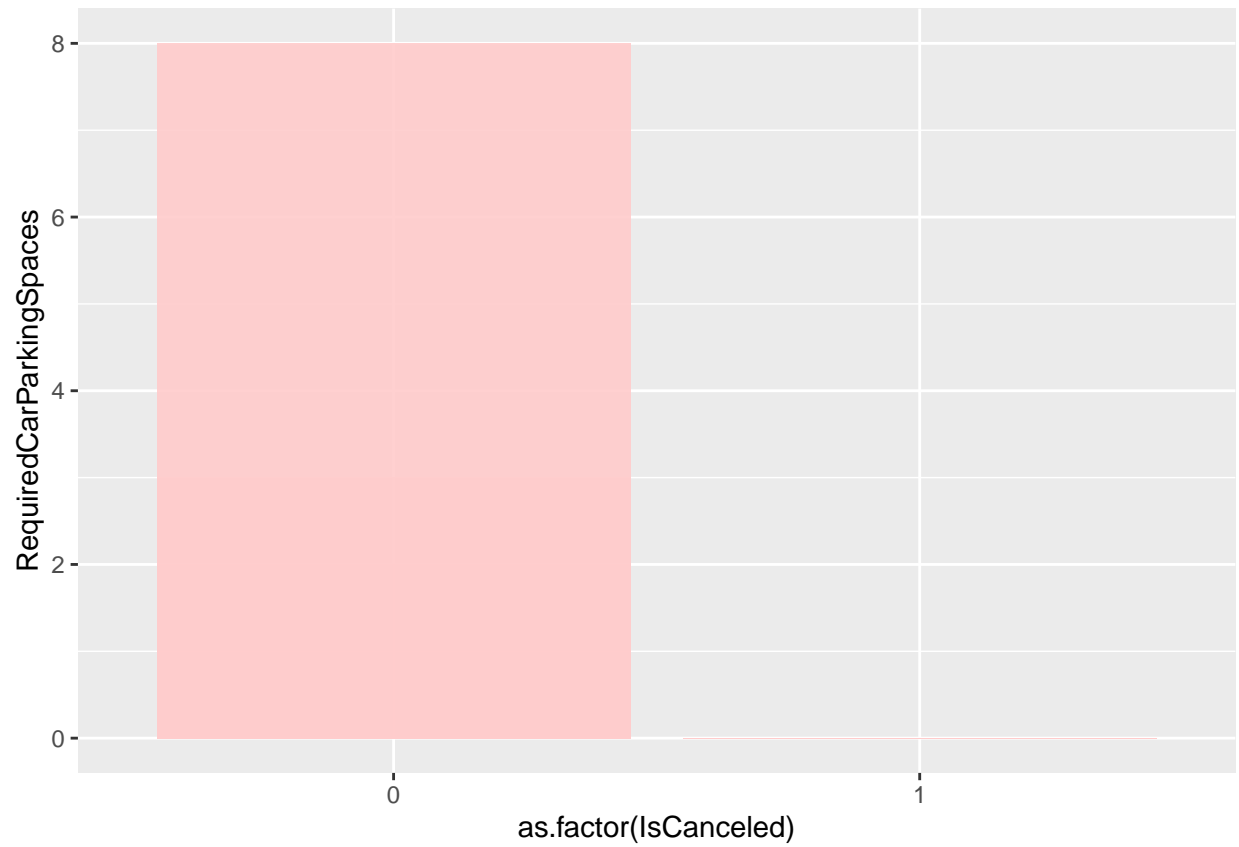


```
#RequiredCarParkingSpaces
```

```
g10 <- ggplot(hotelData, aes(x=factor(IsCanceled), y=RequiredCarParkingSpaces, fill=IsCanceled)) + geom_bar()
g10
```



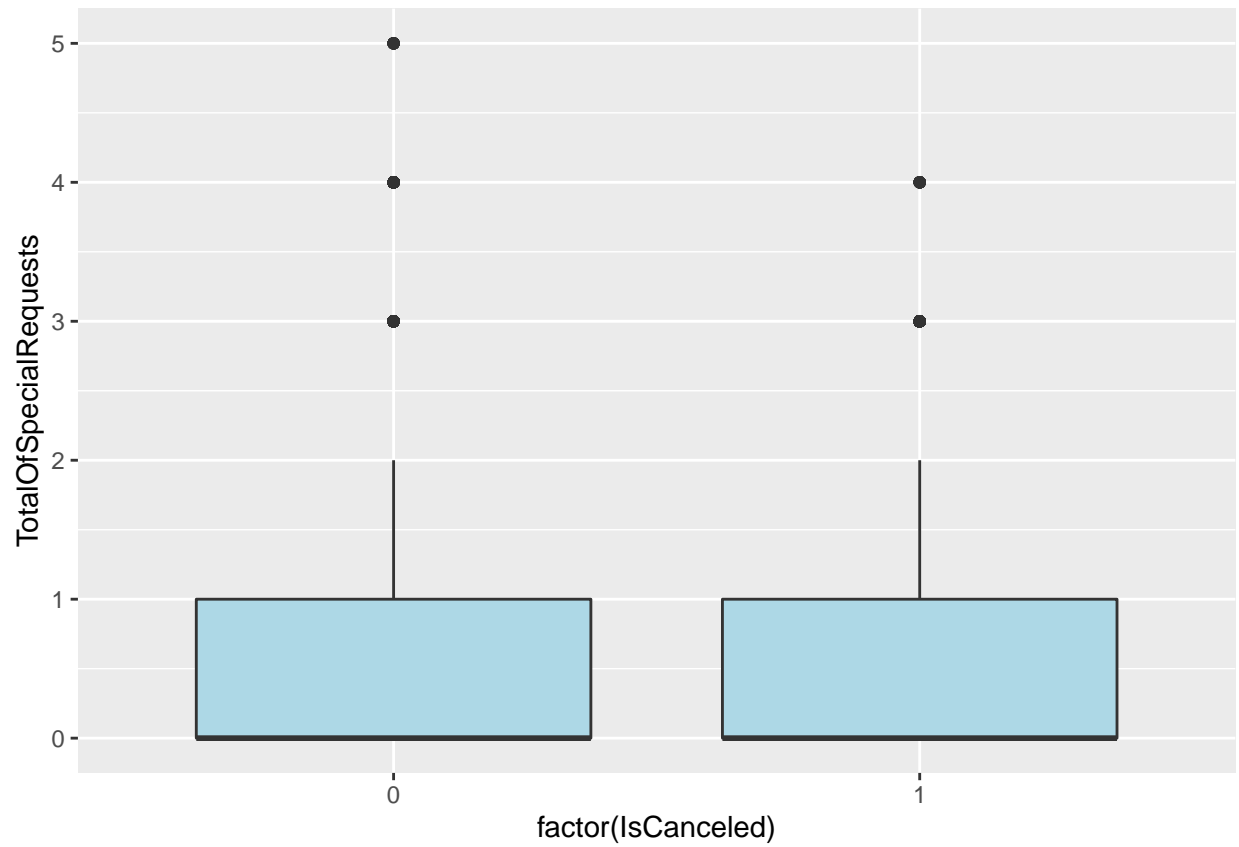
```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = RequiredCarParkingSpaces) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```



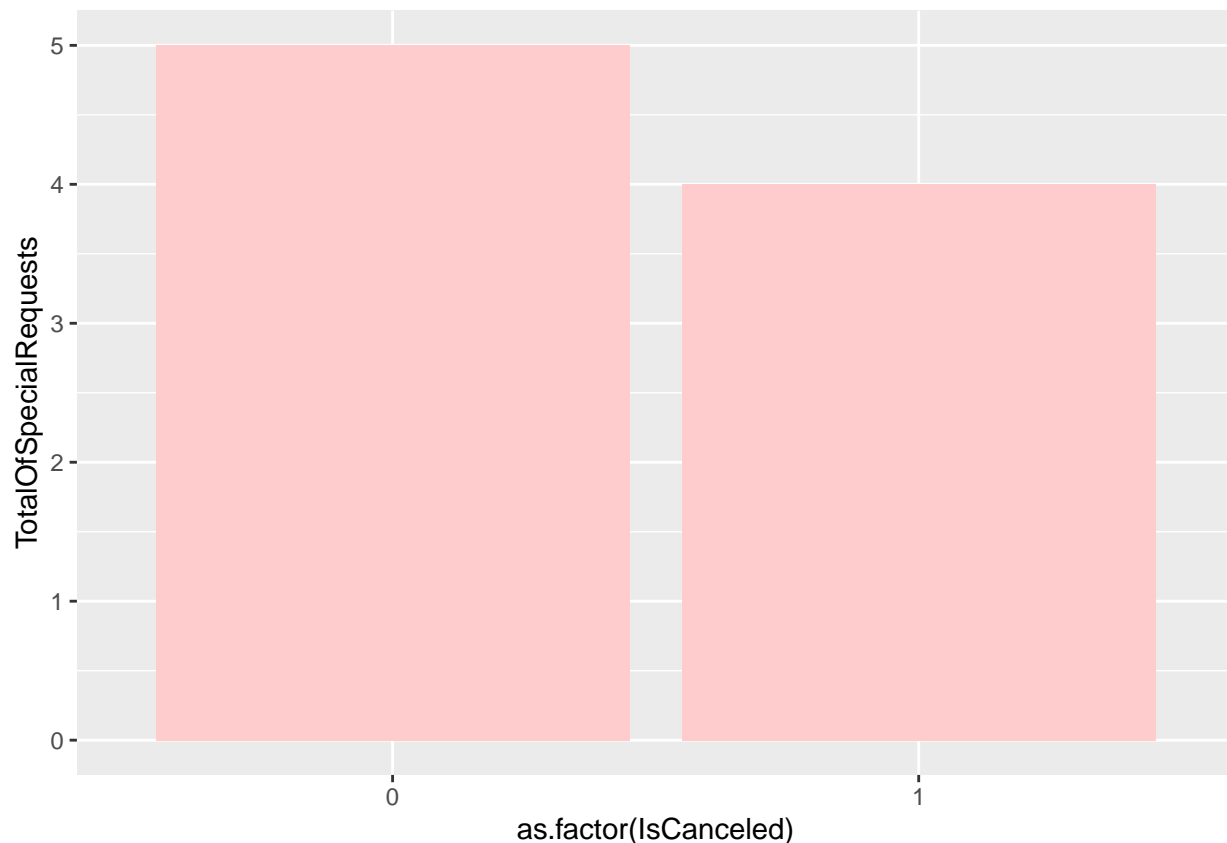
```
#TotalOfSpecialRequests
```

```
g11 <- ggplot(hotelData, aes(x=as.factor(IsCanceled), y=TotalOfSpecialRequests, fill=IsCanceled)) + geom_bar()
g11
```





```
ggplot(data = hotelData )+  
  aes(x = as.factor(IsCanceled), y = TotalOfSpecialRequests) +  
  geom_bar(stat = 'identity', position = 'dodge', fill=rgb(1,0.8,0.8,0.7))
```



*#dividing data into subsets of cancelled and not cancelled*

```
str(hotelData)
```

```
## 'data.frame': 39209 obs. of 21 variables:
## $ IsCanceled : num 0 0 0 0 0 0 1 1 1 0 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 1 1 2 2 2 2 3 3 4 4 ...
## $ Adults : num 1 1 2 2 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
## $ ModifiedCountryCode : chr "GBR" "GBR" "GBR" "GBR" ...
```

```
cancelData <- hotelData[hotelData$IsCanceled==1,]
notCancelData <- hotelData[hotelData$IsCanceled==0,]
```

```
#Map visualization
```

```
#install.packages('rworldmap')
library('rworldmap')
```

```
## Loading required package: sp
```

```
## ### Welcome to rworldmap ###
```

```
## For a short introduction type : vignette('rworldmap')
```

```
cancelData$IsCanceled <- as.factor(cancelData$IsCanceled)
```

```
## Warning in Ops.factor(as.factor(cancelData$IsCanceled)): '-' not meaningful for
## factors
```

```
##      [1] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##     [25] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##     [49] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##     [73] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##     [97] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [121] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [145] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [169] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [193] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [217] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [241] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [265] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [289] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [313] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [337] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [361] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [385] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [409] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [433] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [457] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [481] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [505] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [529] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [553] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [577] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [601] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [625] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [649] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [673] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [697] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [721] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
##    [745] NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA NA
```

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



[illegible]

[illegible]

[illegible]

```

help(joinCountryData2Map)
sPDF <- joinCountryData2Map(hotelData,joinCode = "ISO3",nameJoinColumn = "ModifiedCountryCode",mapResol

```

```

## 39196 codes from your data successfully matched countries in the map
## 13 codes from your data failed to match with a country code in the map
##      failedCodes failedCountries
## [1,] "GIB"      "GIB"
## [2,] "GIB"      "GIB"
## [3,] "GIB"      "GIB"
## [4,] "GIB"      "GIB"
## [5,] "GIB"      "GIB"
## [6,] "GIB"      "GIB"
## [7,] "GIB"      "GIB"
## [8,] "GIB"      "GIB"
## [9,] "GIB"      "GIB"
## [10,] "GIB"     "GIB"
## [11,] "GIB"     "GIB"
## [12,] "GIB"     "GIB"
## [13,] "GIB"     "GIB"
## 121 codes from the map weren't represented in your data

```

```

#CN and GIB country codes could not be mapped

```

```

mapParams <- mapCountryData( sPDF, nameColumnToPlot="IsCanceled",addLegend = FALSE)

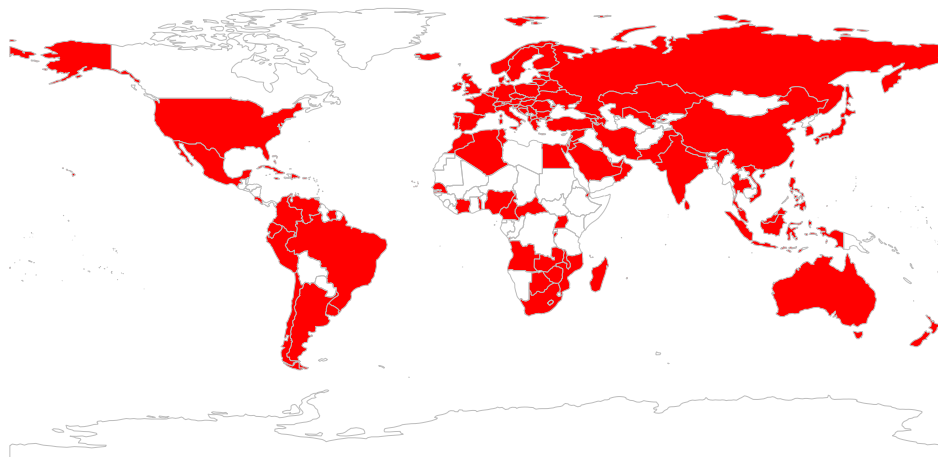
```

```

## You asked for 7 quantiles, only 1 could be created in quantiles classification

```

## IsCanceled



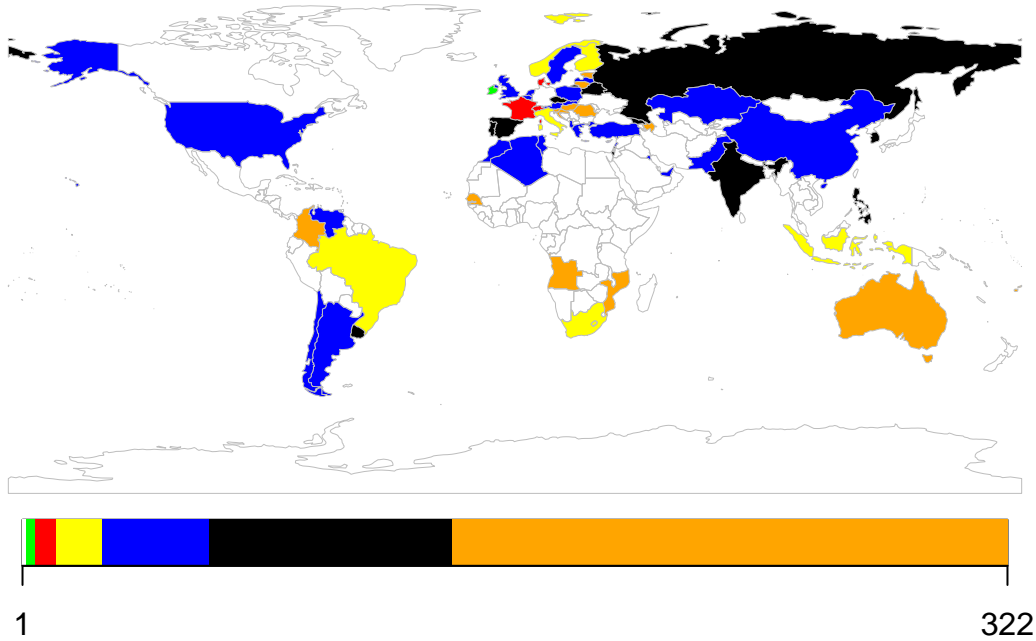
*#The above map gives a color graded country wise representation based on the number of days since booking*

```
par(mar=c(2,2,2,2))  
worldmap <- joinCountryData2Map(cancelData, joinCode="ISO3", nameJoinColumn="Country",)
```

```
## 10965 codes from your data successfully matched countries in the map  
## 102 codes from your data failed to match with a country code in the map  
## 174 codes from the map weren't represented in your data
```

```
map<-mapCountryData(worldmap, nameColumnToPlot='DaysSinceBooking', catMethod="logFixedWidth", colourPa
```

## DaysSinceBooking

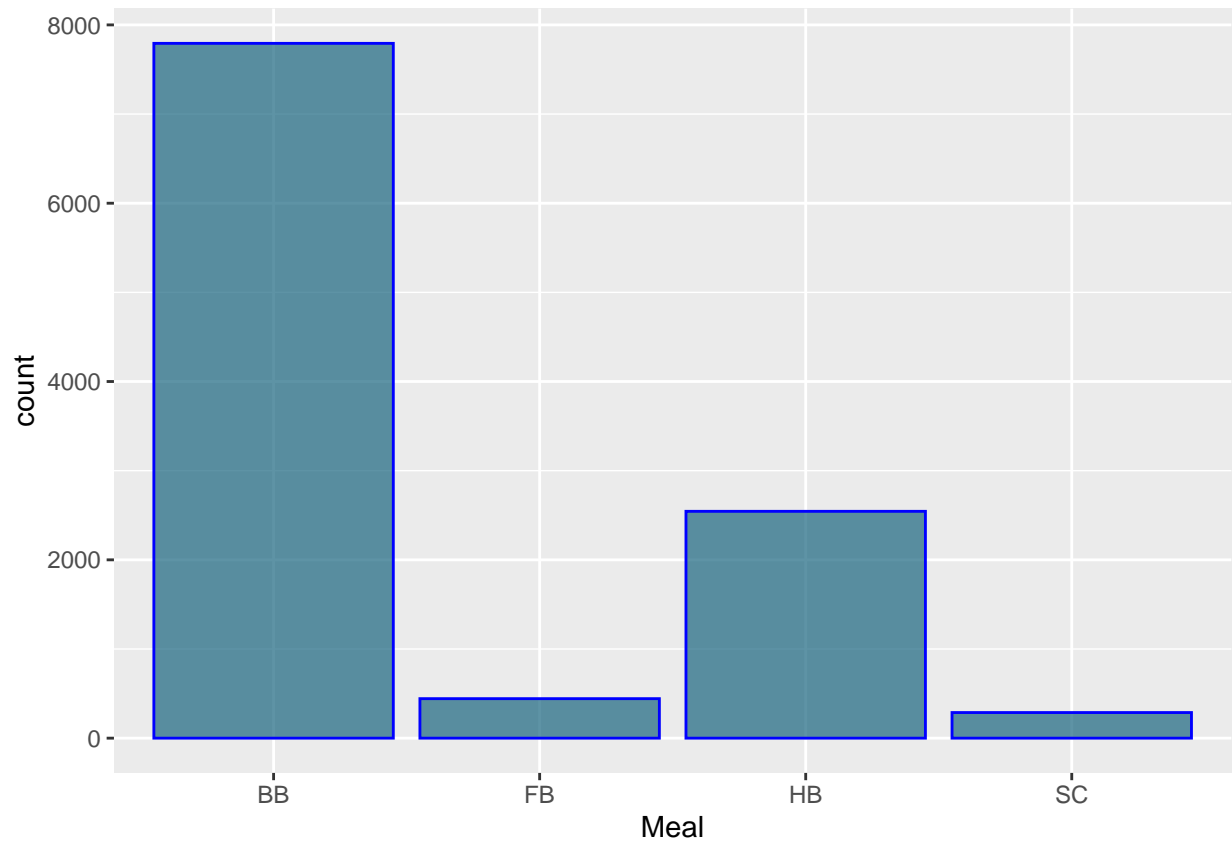


*#Bar-plots*

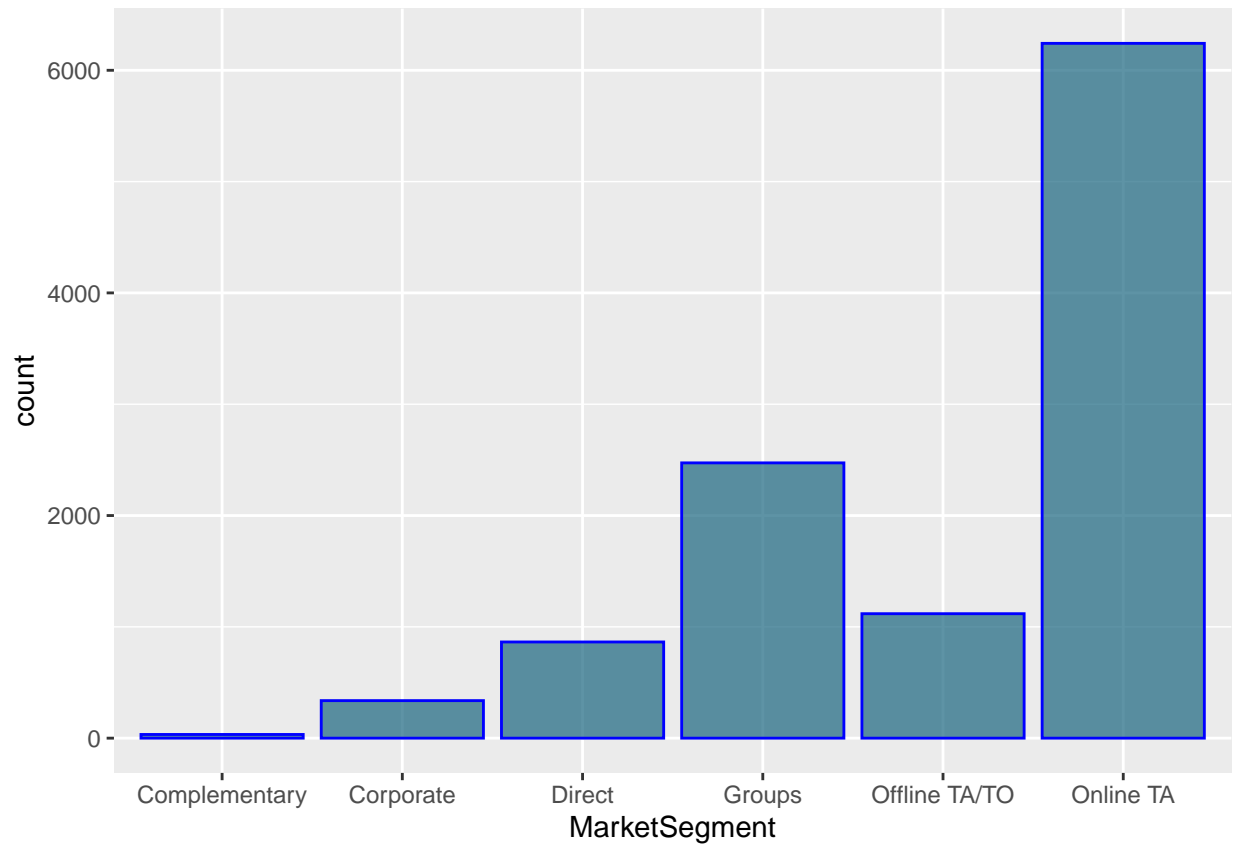
*#Identifying trends between the different categories in categorical type data in Cancelled Bookings*

*#Meal type*

```
ggplot(cancelData, aes(x=Meal)) +  
  geom_bar(color="blue", fill=rgb(0.1,0.4,0.5,0.7) )
```

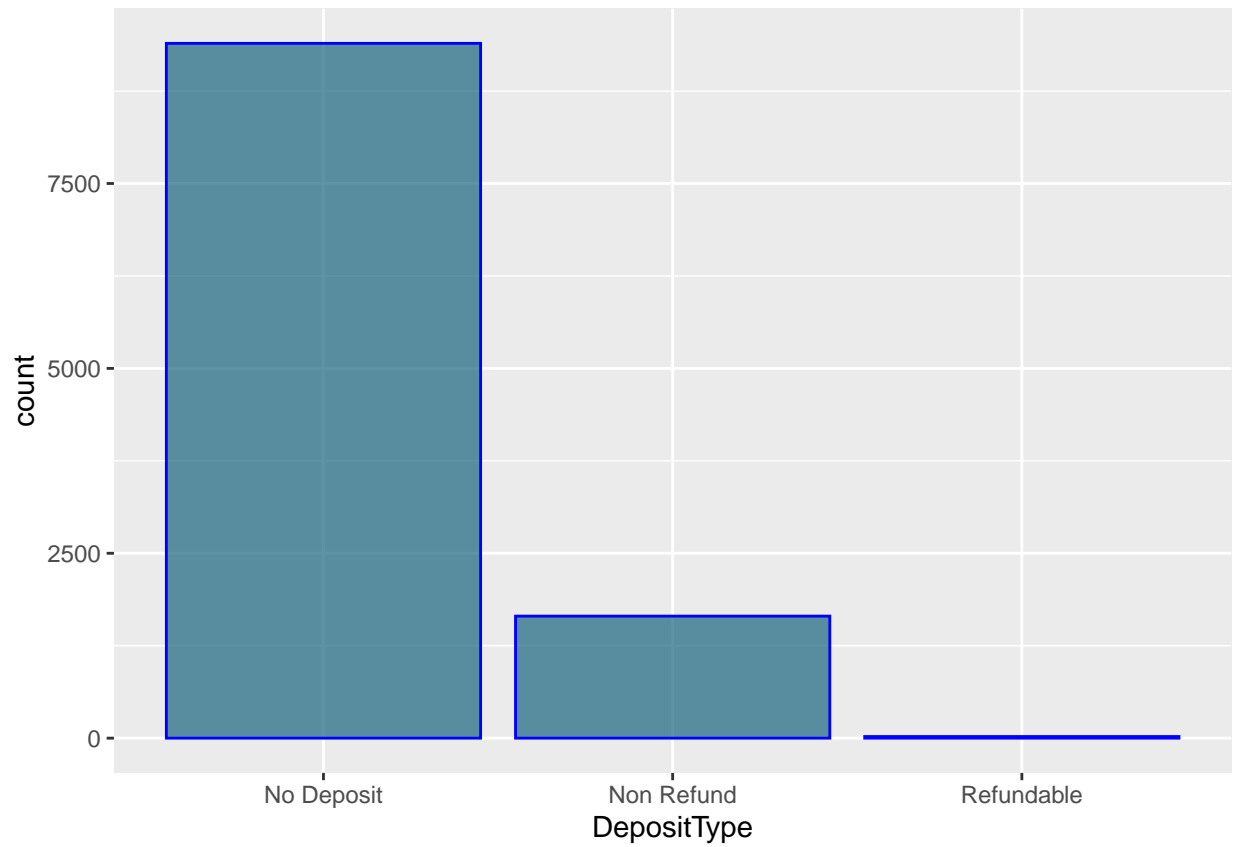


```
#Market Segment  
ggplot(cancelData, aes(x=MarketSegment)) +  
  geom_bar(color="blue", fill=rgb(0.1,0.4,0.5,0.7) )
```

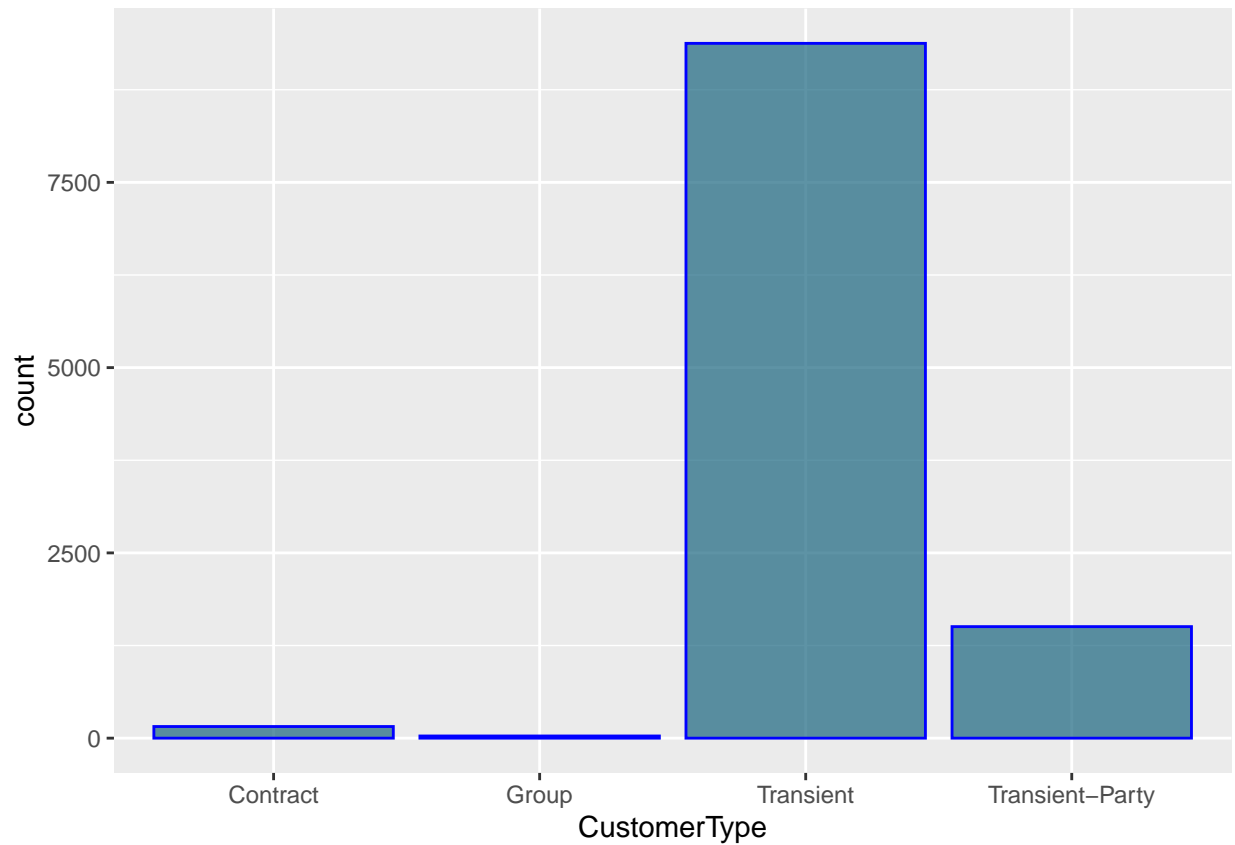


```
#DepositType  
ggplot(cancelData, aes(x=DepositType)) +  
  geom_bar(color="blue", fill=rgb(0.1,0.4,0.5,0.7) )
```

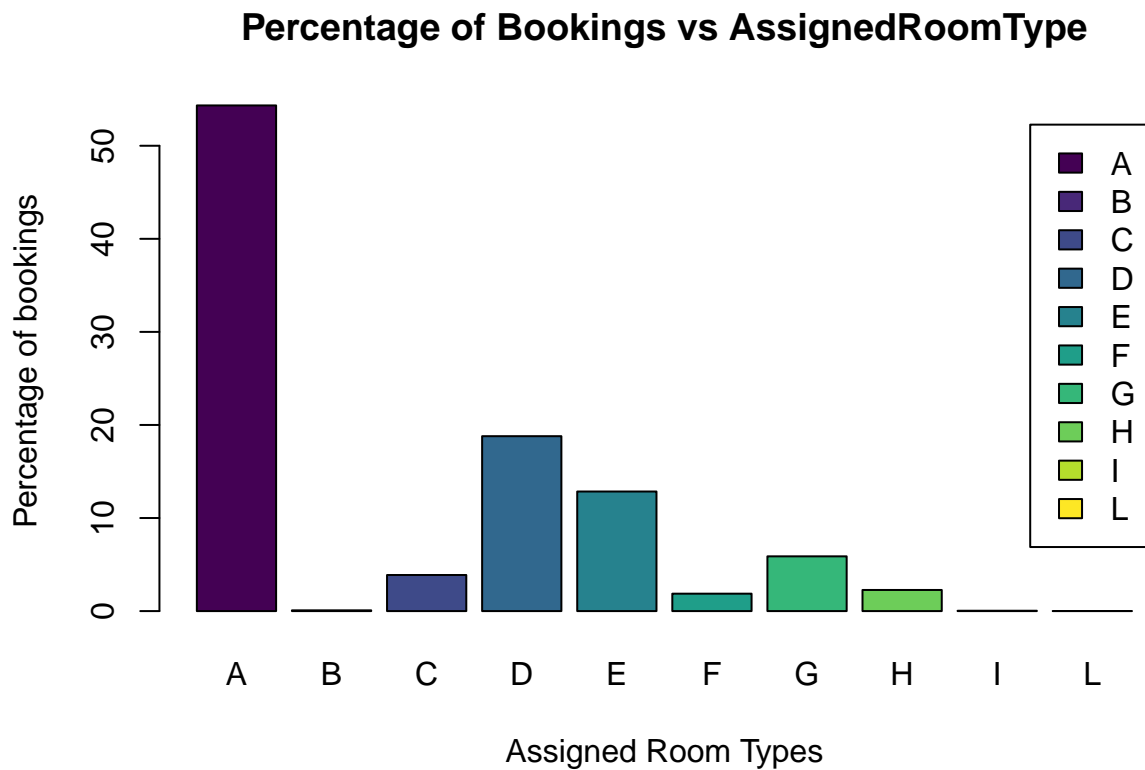




```
#CustomerType  
ggplot(cancelData, aes(x=CustomerType)) +  
  geom_bar(color="blue", fill=rgb(0.1,0.4,0.5,0.7) )
```



```
#Assigned Room Types
counts6 <- table(cancelData$AssignedRoomType)
library(RColorBrewer)
coul <- brewer.pal(5, "Set2")
barplot(prop.table(counts6) * 100, main="Percentage of Bookings vs AssignedRoomType",
  xlab="Assigned Room Types",ylab="Percentage of bookings",col=viridis(10),
  legend = rownames(counts6), beside=TRUE)
```



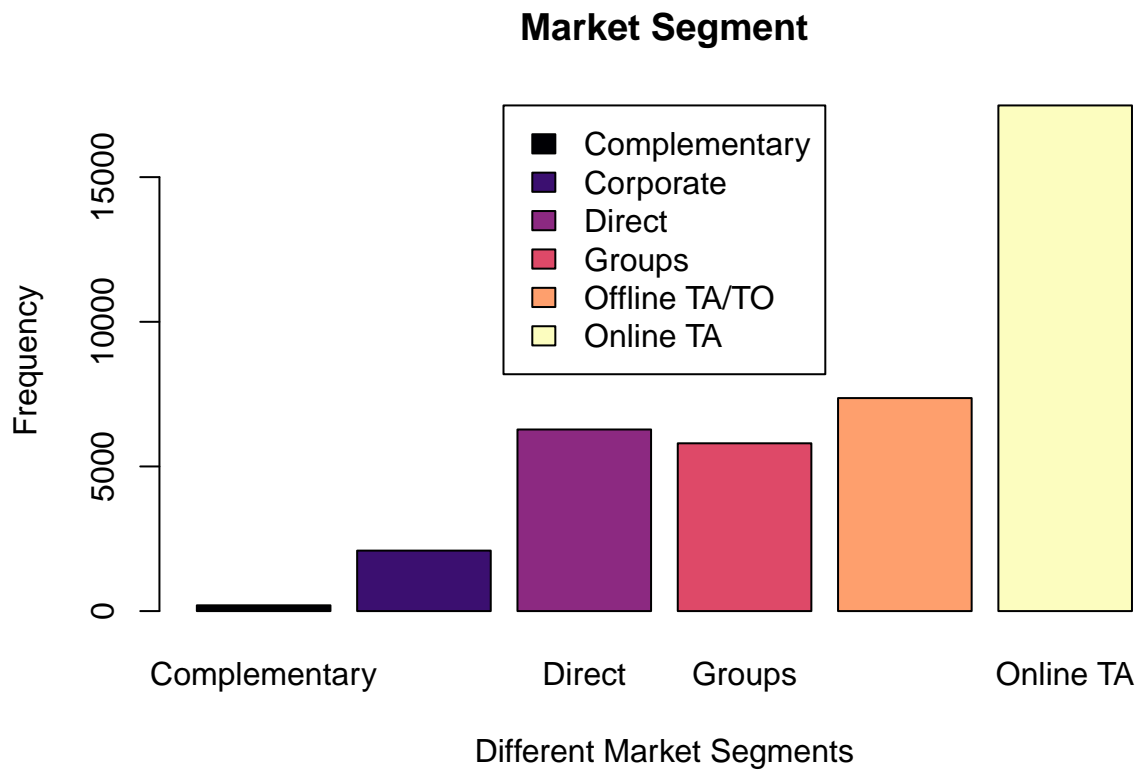
Market segment frequency in entire dataset

```
library(ggplot2)
```

```
table1<-table(hotelData$MarketSegment)
table1
```

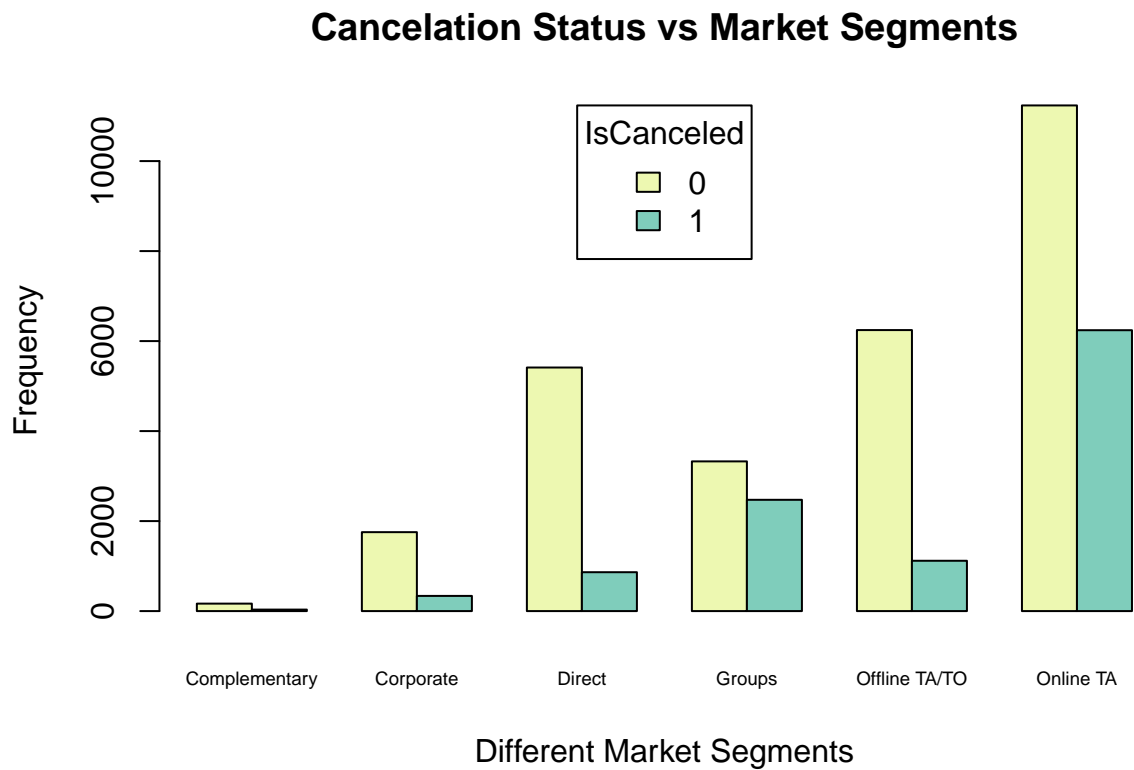
```
##
## Complementary      Corporate      Direct      Groups Offline TA/TO
##           199           2091           6277           5800           7363
##      Online TA
##           17479
```

```
barplot(table1,col=magma(6),main="Market Segment",xlab="Different Market Segments",ylab="Frequency",border=1,
        legend.text = rownames(table1),args.legend = list(x = "top"))
```



Not Cancelled/ Cancelled Rooms W.R.T Market Segment

```
df9<-hotelData[,c('IsCanceled','MarketSegment')]
table2<-table(df9$IsCanceled,df9$MarketSegment)
barplot(table2,beside = T, col=c("#edf8b1","#7fcdbb"),main="Cancellation Status vs Market Segments",xlab="Market Segment",
        cex.names =.6,legend.text =rownames(table2),args.legend = list(x = "top",title="IsCanceled"))
```

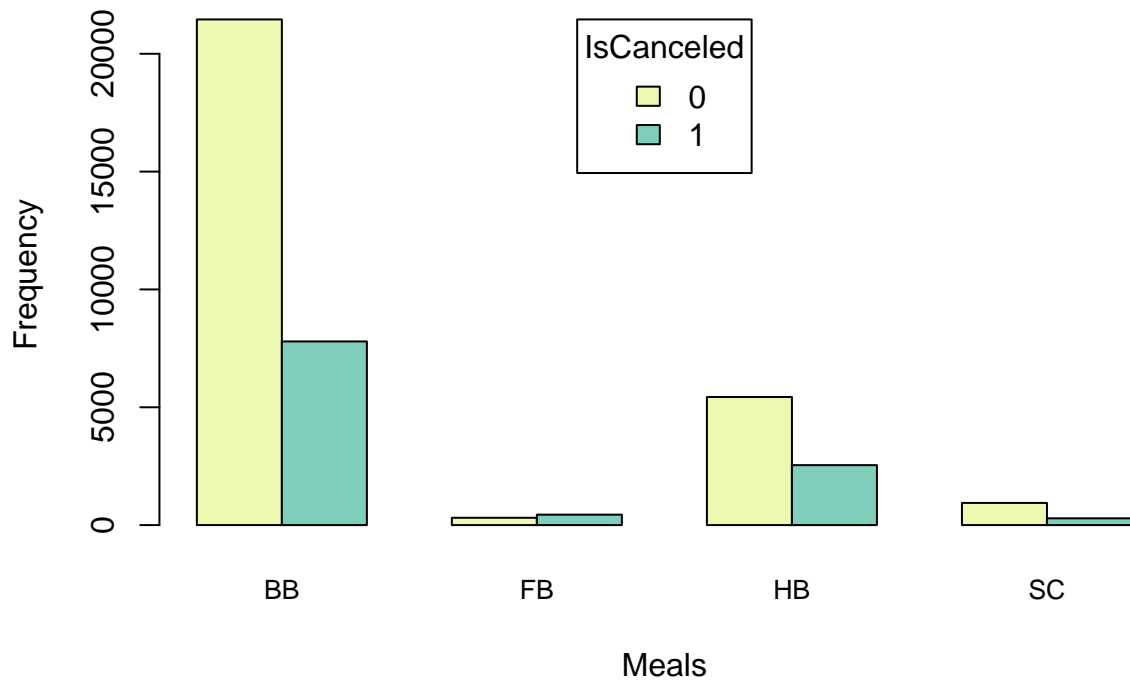


Market segment frequency wrt StaysInWeekendNights and StaysInWeekNights could or could not be cancelled

*#Not Cancelled/ Cancelled Rooms W.R.T Meals*

```
df10<-hotelData[,c('IsCanceled','Meal')]
table3<-table(df10$IsCanceled,df10$Meal)
barplot(table3,beside = T, col=c("#edf8b1","#7fcdbb"),main="Cancellation Status vs Meals",xlab="Meals",y=
      cex.names =.8,legend.text =rownames(table3),args.legend = list(x = "top",title="IsCanceled"))
```

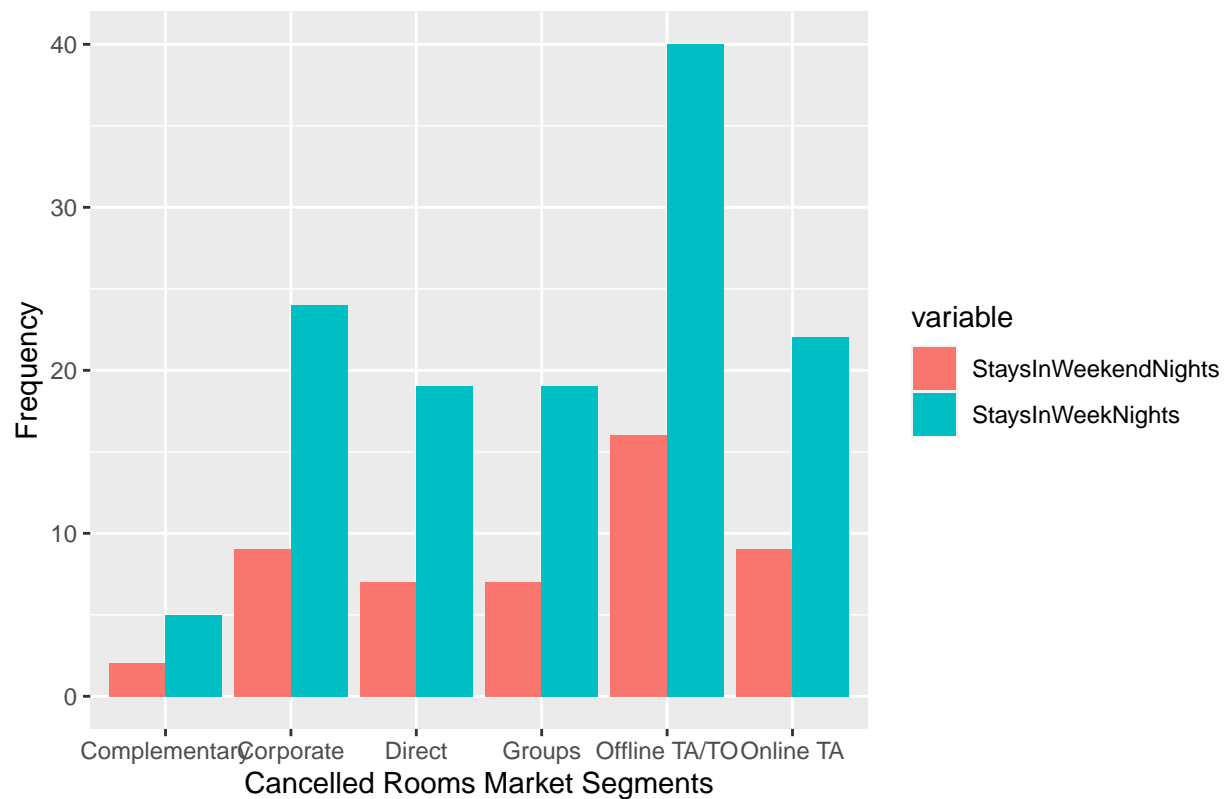
## Cancelation Status vs Meals



Cancelled Rooms market segment frequency wrt StaysInWeekendNights and StaysInWeekNights

```
df3<-cancelData[,c('StaysInWeekendNights','StaysInWeekNights','MarketSegment')]
dfplot3<-pivot_longer(df3, -MarketSegment, names_to="variable", values_to="value")
ggplot(dfplot3,aes(x = MarketSegment,y = value)) +
  geom_bar(aes(fill = variable),stat = "identity",position = "dodge") +ggtitle("Cancelled Rooms Marke
```

## Cancelled Rooms Market Segment for Stays during Weekday or Weekend

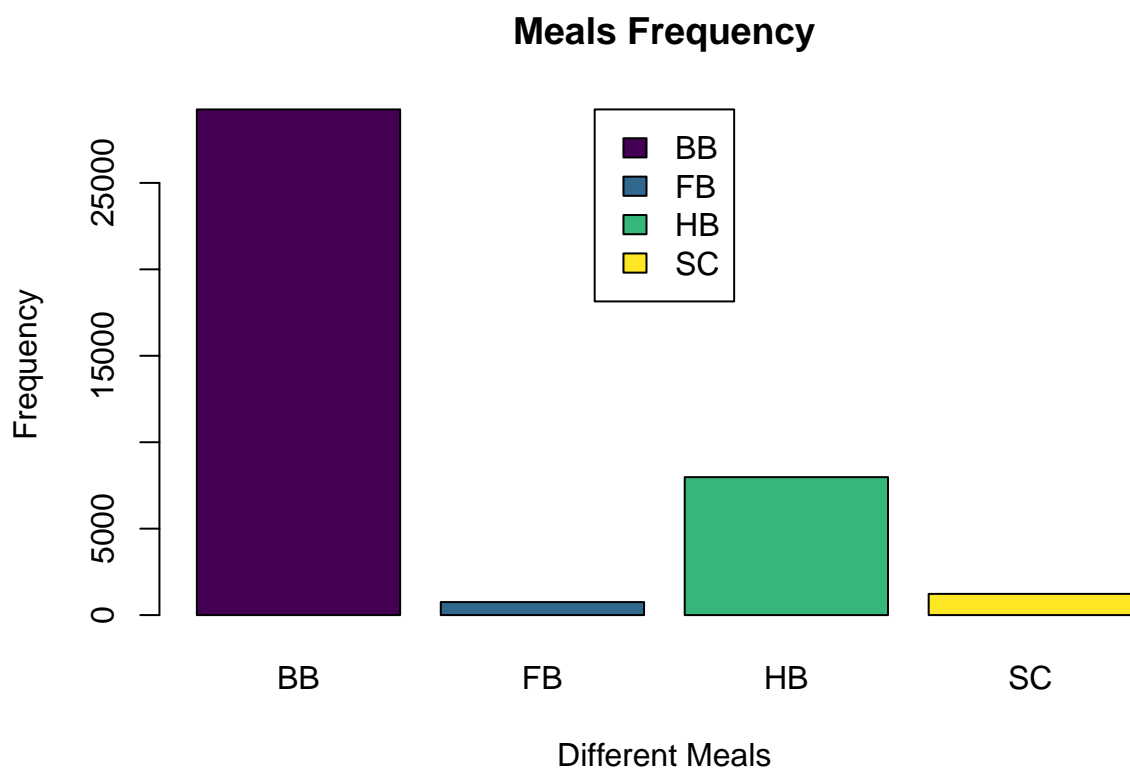


Meal frequency in entire Hotel data

```
table4 <- table(hotelData$Meal)
table4
```

```
##
##      BB      FB      HB      SC
## 29250   753  7979  1227
```

```
barplot(table4,col=viridis(4),main="Meals Frequency",xlab="Different Meals",ylab="Frequency",border="black",
        legend.text = rownames(table4),args.legend = list(x = "top"))
```

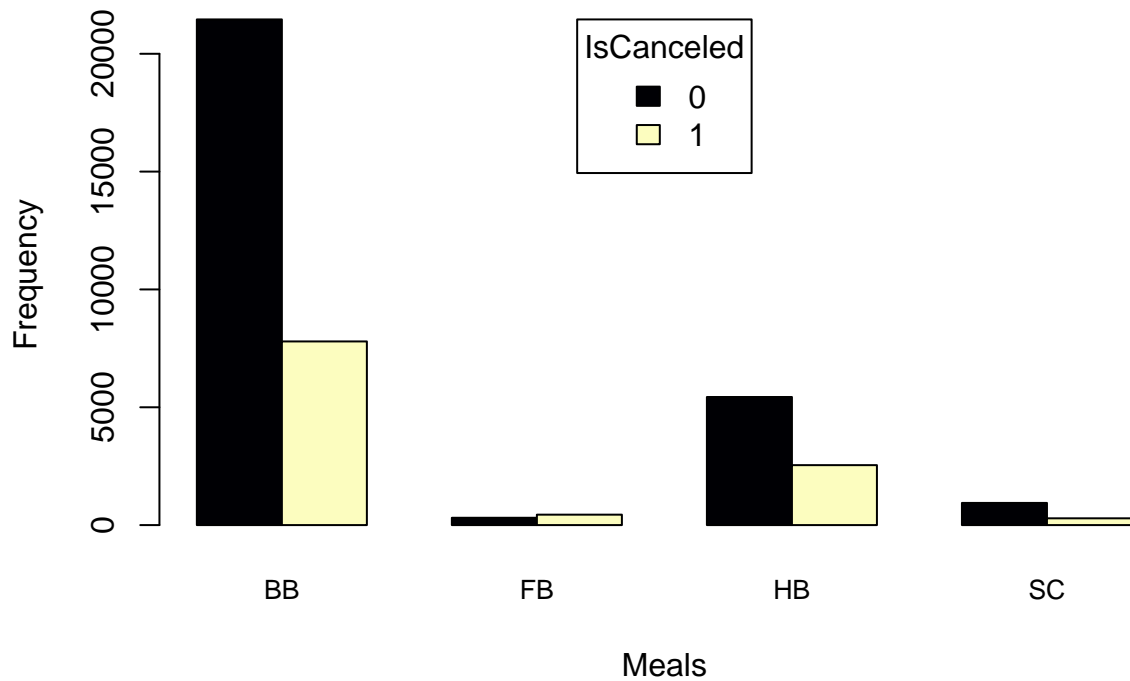


Not Cancelled/ Cancelled Rooms W.R.T Meals

```
df10<-hotelData[,c('IsCanceled','Meal')]
table3<-table(df10$IsCanceled,df10$Meal)
barplot(table3,beside = T, col=magma(2),main="Not Cancelled/ Cancelled Rooms W.R.T Meals",xlab="Meals",
        cex.names =.8,legend.text =rownames(table3),args.legend = list(x = "top",title="IsCanceled"))
```

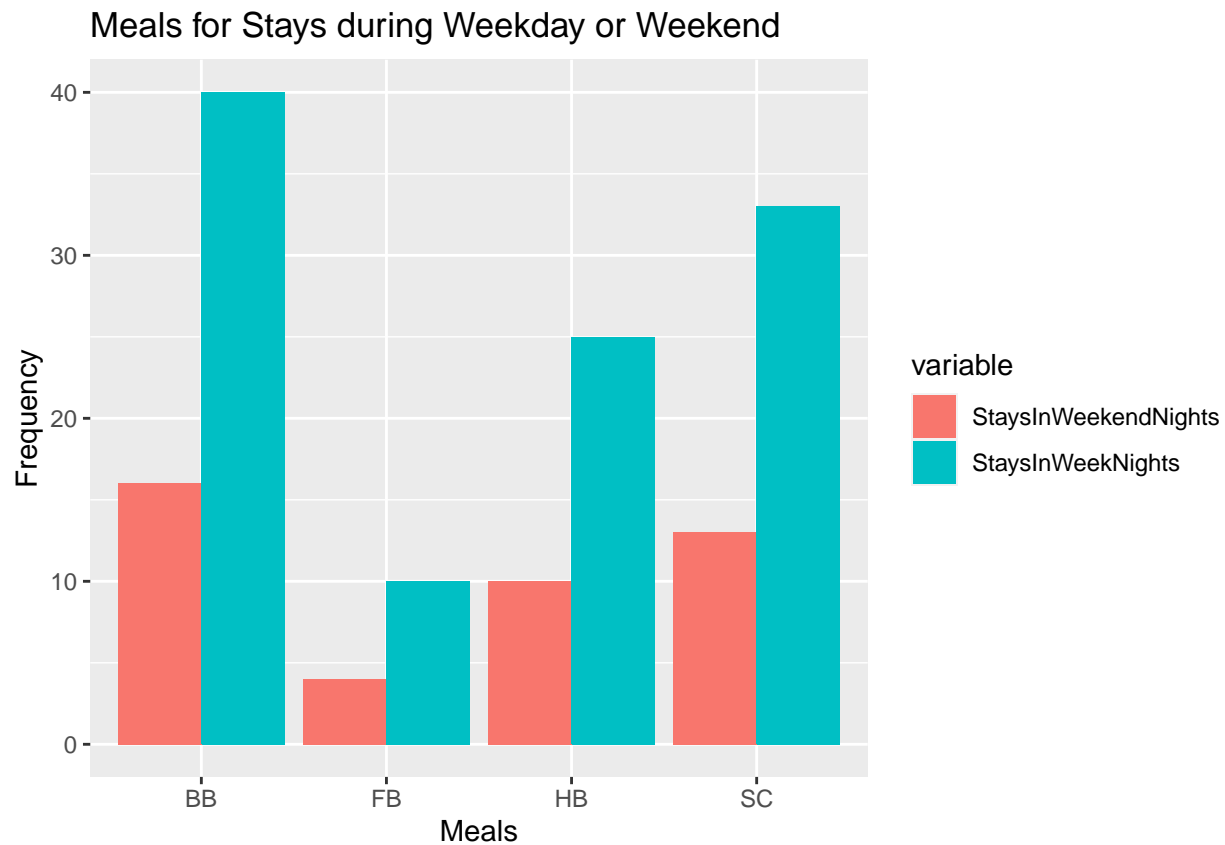


## Not Cancelled/ Cancelled Rooms W.R.T Meals



Meal frequency wrt StaysInWeekendNights and StaysInWeekNights could or could not be cancelled

```
df4<-hotelData[,c('StaysInWeekendNights','StaysInWeekNights','Meal')]
dfplot4<-pivot_longer(df4, ~Meal, names_to="variable", values_to="value")
ggplot(dfplot4,aes(x = Meal,y = value)) +
  geom_bar(aes(fill = variable),stat = "identity",position = "dodge") +ggtitle("Meals for Stays during")
```



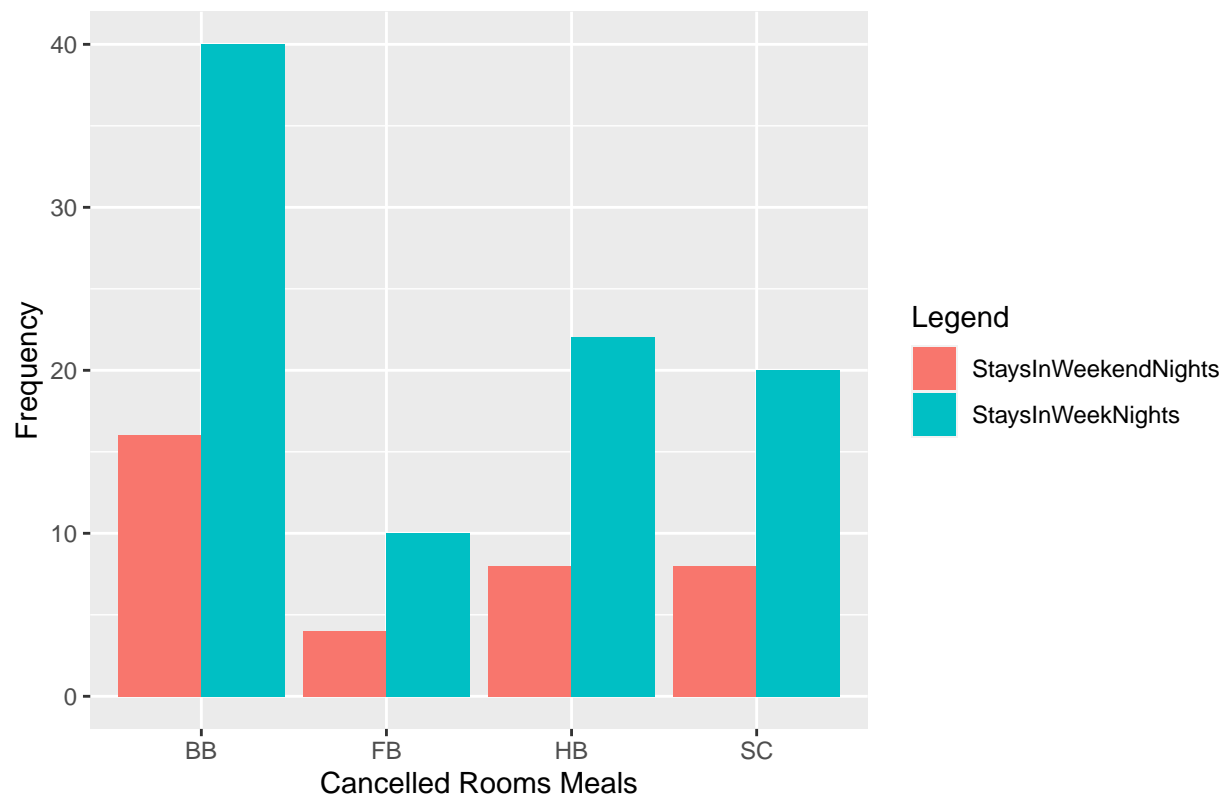
Cancelled Rooms Meals frequency wrt StaysInWeekendNights and StaysInWeekNights

```
dim(cancelData)
```

```
## [1] 11067    21
```

```
df5<-cancelData[,c('StaysInWeekendNights','StaysInWeekNights','Meal')]
dfplot5<-pivot_longer(df5, -Meal, names_to="Legend", values_to="value")
ggplot(dfplot5,aes(x = Meal,y = value)) +   geom_bar(aes(fill = Legend),stat = "identity",position = "dodge")
```

## StaysInWeekendNights & StaysInWeekNights vs Meals in Canceled Booking

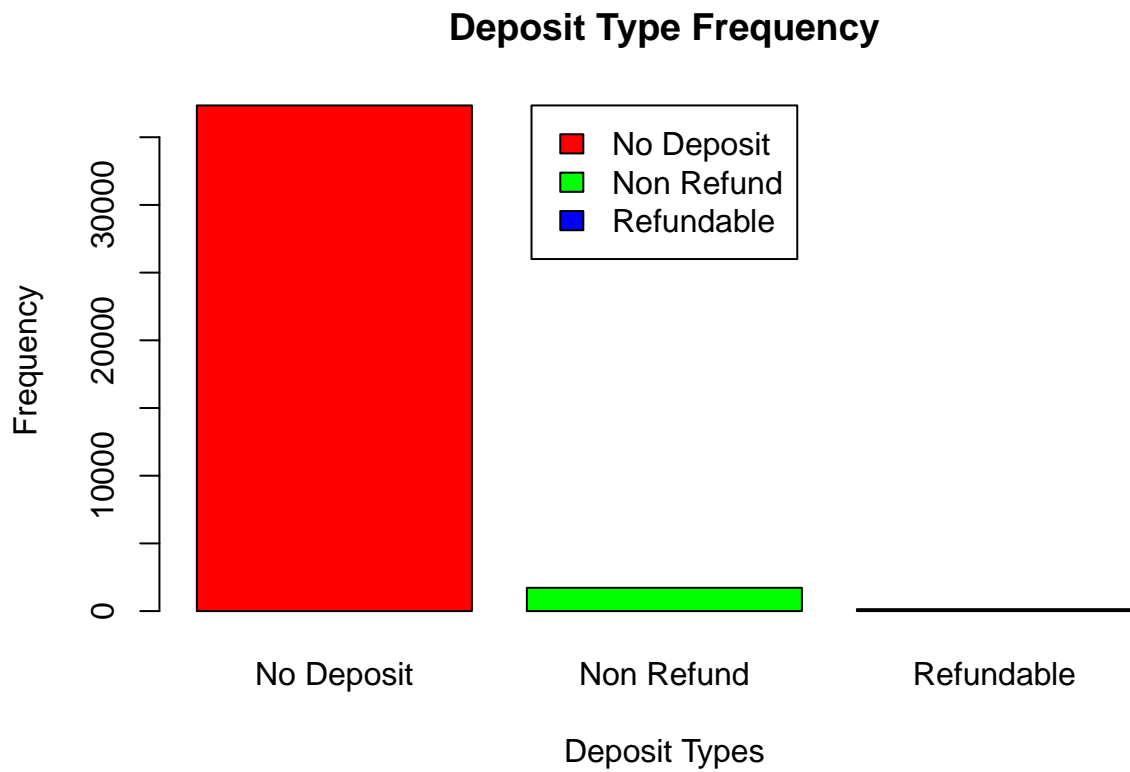


DepositType frequency

```
table6<-table(hotelData$DepositType)
table6
```

```
##
## No Deposit Non Refund Refundable
##      37348      1719      142
```

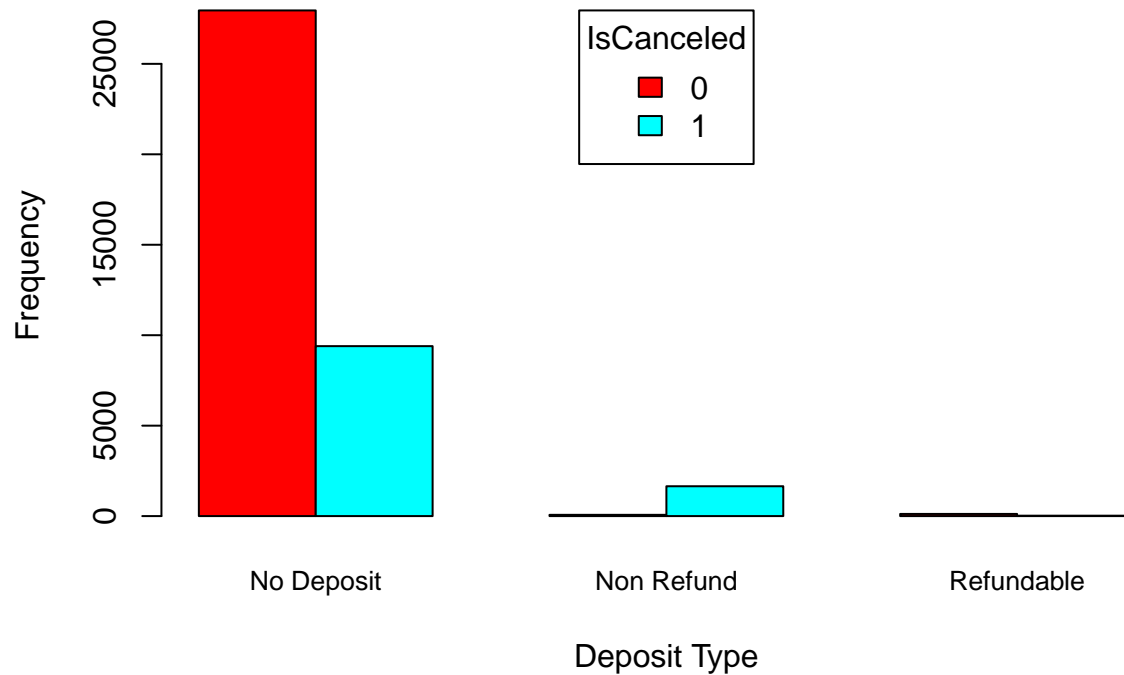
```
barplot(table6,col=rainbow(3),main="Deposit Type Frequency",xlab="Deposit Types",ylab="Frequency",border=1,
        legend.text = rownames(table6),args.legend = list(x = "top"))
```



Not Cancelled/ Cancelled Rooms W.R.T Deposit type

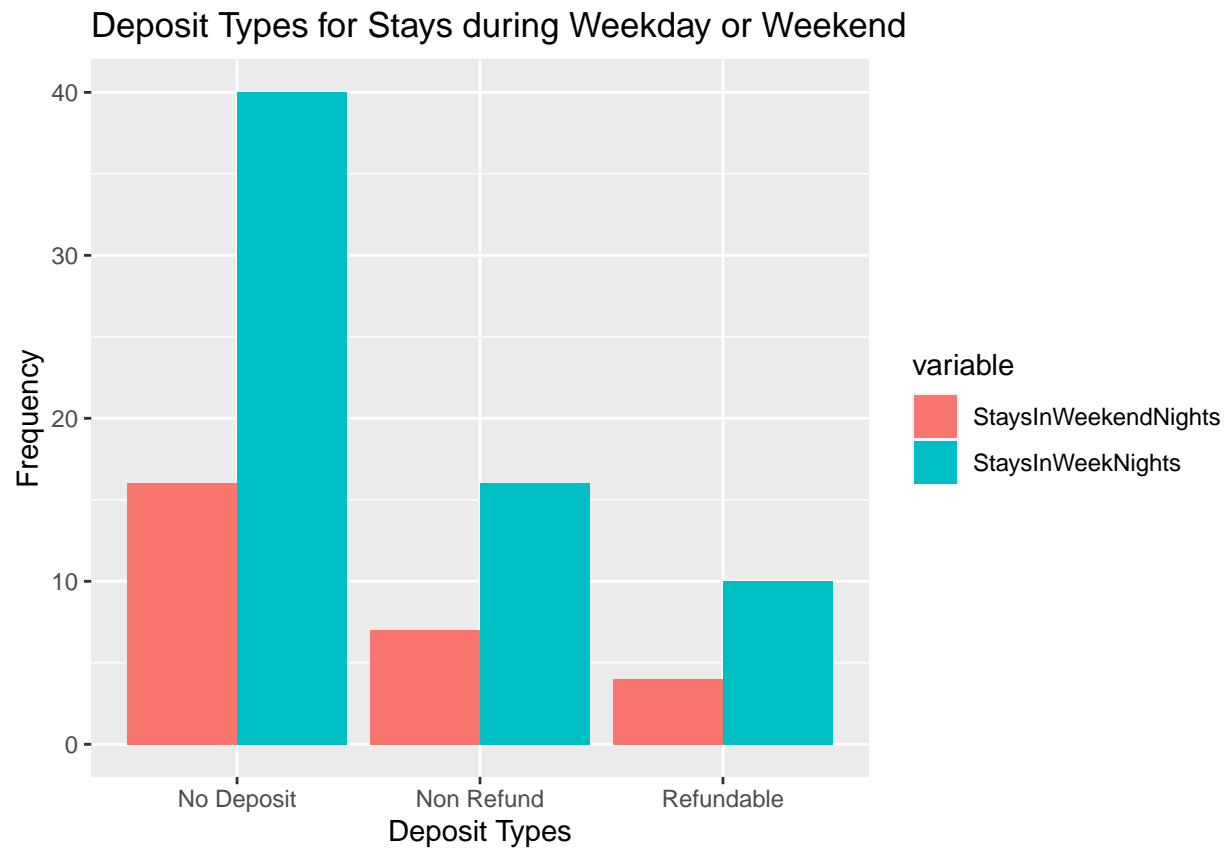
```
df11<-hotelData[,c('IsCanceled', 'DepositType')]
table5<-table(df11$IsCanceled,df11$DepositType)
barplot(table5,beside = T, col=rainbow(2),main="Not Cancelled/ Cancelled Rooms W.R.T Deposit Type",xlab="Deposit Type",
        cex.names =.8,legend.text =rownames(table5),args.legend = list(x = "top",title="IsCanceled"))
```

## Not Cancelled/ Cancelled Rooms W.R.T Deposit Type



DepositType frequency wrt StaysInWeekendNights and StaysInWeekNights could or could not be cancelled

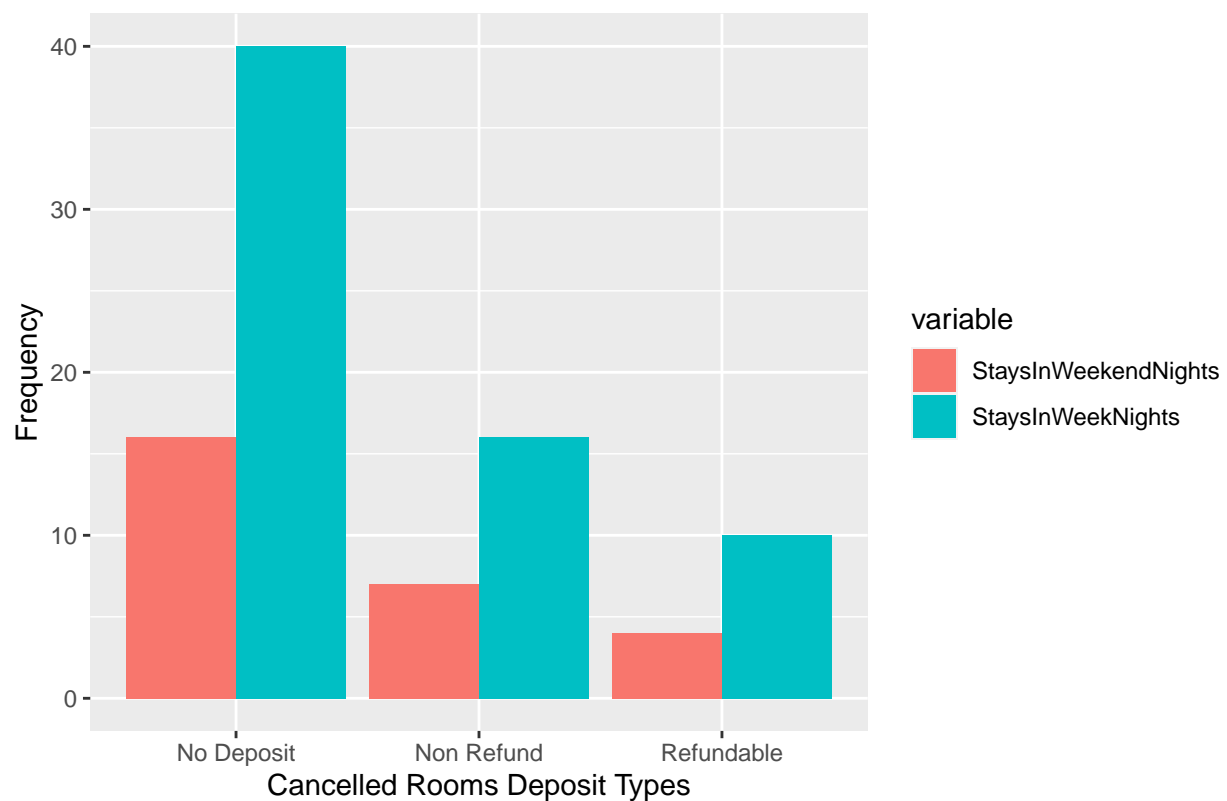
```
df7<-hotelData[,c('StaysInWeekendNights','StaysInWeekNights','DepositType')]
dfplot7<-pivot_longer(df7, -DepositType, names_to="variable", values_to="value")
ggplot(dfplot7,aes(x = DepositType,y = value)) +
  geom_bar(aes(fill = variable),stat = "identity",position = "dodge") +ggtitle("Deposit Types for Stay")
```



Cancelled DepositType frequency wrt StaysInWeekendNights and StaysInWeekNights

```
df8<-cancelData[,c('StaysInWeekendNights','StaysInWeekNights','DepositType')]
dfplot8<-pivot_longer(df8, -DepositType, names_to="variable", values_to="value")
ggplot(dfplot8,aes(x = DepositType,y = value)) +
  geom_bar(aes(fill = variable),stat = "identity",position = "dodge") +ggtitle("Cancelled Deposit Type")
```

## Cancelled Deposit Types for Stays during Weekday or Weekend



RequiredCarParkingSpaces in Cancelled and Not Cancelled Data

```
table(cancelData$RequiredCarParkingSpaces)
```

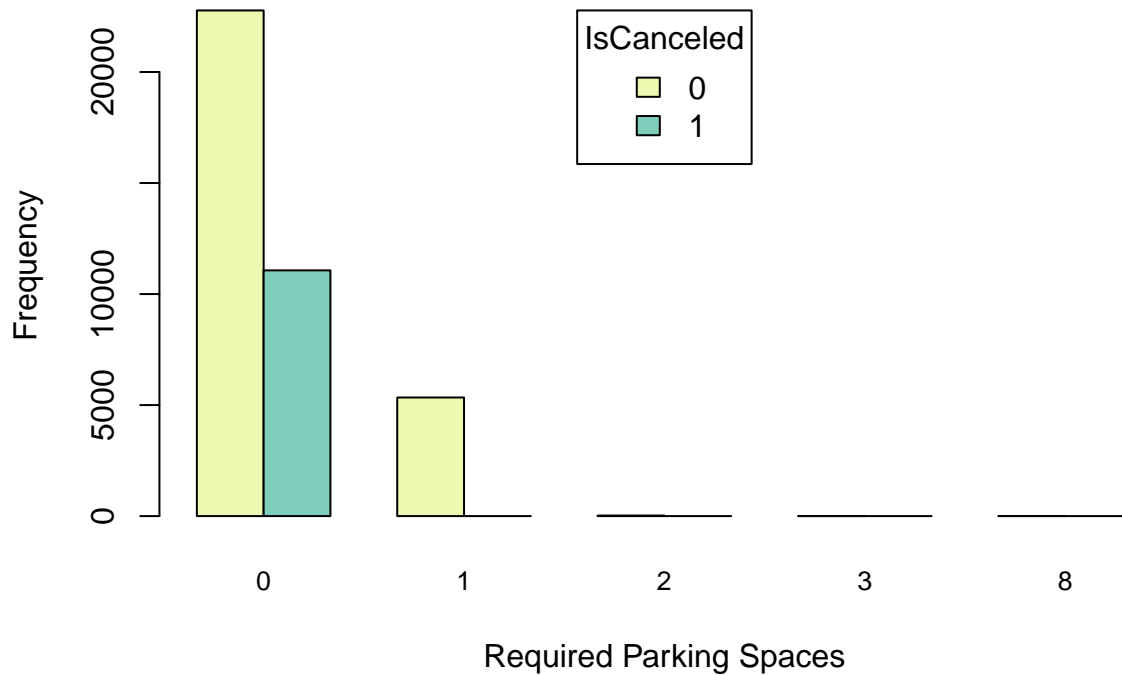
```
##
##      0
## 11067
```

```
table(hotelData$RequiredCarParkingSpaces)
```

```
##
##      0      1      2      3      8
## 33840  5341   25    1    2
```

```
Graph11<-hotelData[,c('IsCanceled', 'RequiredCarParkingSpaces')]
Graph11<-table(Graph11$IsCanceled, Graph11$RequiredCarParkingSpaces)
barplot(Graph11, beside = T, col = (c("#edf8b1", "#7fcdbb")), main = "Required Parking Spaces on Cancelled and
      cex.names = .8, legend.text = rownames(Graph11), args.legend = list(x = "top", title = "IsCanceled"))
```

## Required Parking Spaces on Cancelled and Not Cancelled Data



NPS (Detractor and Promotor)

```
table(hotelData$PreviousCancellations)
```

```
##
##      0      1      2      3      4      5     14     19     24     25     26
## 38152   861    41    14     6     3    14    19    48    25    26
```

```
vectorforNPS<- hotelData$PreviousCancellations
totalNPS<-length(vectorforNPS)

hotelData$Detractor<- "FALSE"
hotelData$Detractor[hotelData$PreviousCancellations>12] <- "TRUE"
table(hotelData$Detractor)
```

```
##
## FALSE  TRUE
## 39077   132
```

```
vectorDetractor<- as.vector(hotelData$Detractor=="TRUE")
numDetractor<-sum(vectorDetractor)
numDetractor
```

```
## [1] 132
```



```
hotelData$Promotor<- "FALSE"
hotelData$Promotor[hotelData$Detractor == "FALSE"] <- "TRUE"
table(hotelData$Promotor)
```

```
##
## FALSE TRUE
## 132 39077
```

```
vectorPromotor<- as.vector(hotelData$Promotor=="TRUE")
numPromotor<-sum(vectorPromotor)
numPromotor
```

```
## [1] 39077
```

```
nps<- (numPromotor/totalNPS - numDetractor/totalNPS) *100
nps
```

```
## [1] 99.32669
```

## MODELING

Logistic Regression

```
#Logistic Regression
```

```
modelLog <- glm(IsCanceled ~DaysSinceBooking+StaysInWeekendNights+StaysInWeekendNights+StaysInWeekNights
```

```
## Warning: glm.fit: fitted probabilities numerically 0 or 1 occurred
```

```
summary(modelLog)
```

```
##
## Call:
## glm(formula = IsCanceled ~ DaysSinceBooking + StaysInWeekendNights +
##     StaysInWeekendNights + StaysInWeekNights + PreviousCancellations +
##     PreviousBookingsNotCanceled + BookingChanges + TotalOfSpecialRequests +
##     MarketSegment + CustomerType + RequiredCarParkingSpaces +
##     TotalOfSpecialRequests + DepositType + ReservedRoomType +
##     Meal, family = binomial(link = "logit"), data = hotelData)
##
## Deviance Residuals:
##      Min       1Q   Median       3Q      Max
## -5.3370  -0.7232  -0.3905   0.2861   7.6632
##
## Coefficients:
##              Estimate Std. Error z value Pr(>|z|)
## (Intercept)   -2.222e+00  2.265e-01  -9.813  < 2e-16 ***
## DaysSinceBooking    4.744e-03  1.660e-04  28.581  < 2e-16 ***
## StaysInWeekendNights  6.652e-02  1.714e-02   3.880 0.000104 ***
## StaysInWeekNights    2.185e-02  8.164e-03   2.677 0.007429 **
```

```
## PreviousCancellations      3.645e+00  1.585e-01  22.997 < 2e-16 ***
## PreviousBookingsNotCanceled -1.012e+00  6.617e-02 -15.287 < 2e-16 ***
## BookingChanges             -4.197e-01  2.537e-02 -16.547 < 2e-16 ***
## TotalOfSpecialRequests     -5.176e-01  1.989e-02 -26.028 < 2e-16 ***
## MarketSegmentCorporate     -1.225e-02  2.152e-01 -0.057 0.954605
## MarketSegmentDirect        -5.132e-01  2.073e-01 -2.475 0.013310 *
## MarketSegmentGroups        -1.221e-01  2.146e-01 -0.569 0.569501
## MarketSegmentOffline TA/T0 -1.225e+00  2.090e-01 -5.863 4.54e-09 ***
## MarketSegmentOnline TA      6.163e-01  2.047e-01  3.011 0.002608 **
## CustomerTypeGroup           5.603e-01  2.358e-01  2.376 0.017489 *
## CustomerTypeTransient       1.190e+00  9.782e-02 12.162 < 2e-16 ***
## CustomerTypeTransient-Party  2.500e-01  1.083e-01  2.308 0.020997 *
## RequiredCarParkingSpaces    -1.753e+01  8.060e+01 -0.218 0.827785
## DepositTypeNon Refund       3.311e+00  1.358e-01 24.387 < 2e-16 ***
## DepositTypeRefundable      -2.577e-01  2.465e-01 -1.045 0.295830
## ReservedRoomTypeB          -1.695e+01  3.760e+03 -0.005 0.996402
## ReservedRoomTypeC           5.787e-01  8.557e-02  6.763 1.35e-11 ***
## ReservedRoomTypeD           7.383e-02  3.658e-02  2.018 0.043572 *
## ReservedRoomTypeE           1.611e-01  4.196e-02  3.839 0.000124 ***
## ReservedRoomTypeF          -1.768e-01  9.394e-02 -1.882 0.059885 .
## ReservedRoomTypeG           5.422e-01  6.713e-02  8.076 6.67e-16 ***
## ReservedRoomTypeH           6.598e-01  1.091e-01  6.046 1.48e-09 ***
## ReservedRoomTypeL           5.169e-01  9.092e-01  0.568 0.569728
## MealFB                      9.536e-01  1.134e-01  8.408 < 2e-16 ***
## MealHB                      1.286e-01  3.547e-02  3.627 0.000287 ***
## MealSC                      -1.517e-01  1.002e-01 -1.514 0.130049
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##    Null deviance: 46664  on 39208  degrees of freedom
## Residual deviance: 32699  on 39179  degrees of freedom
## AIC: 32759
##
## Number of Fisher Scoring iterations: 17
```

Support Vector Machines

(1)

```
#Support Vector Machines
```

```
mergedDF <- hotelData
str(mergedDF)
```

```
## 'data.frame':  39209 obs. of  23 variables:
## $ IsCanceled      : num  0 0 0 0 0 0 1 1 1 0 ...
## $ DaysSinceBooking : num  7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num  0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights  : num  1 1 2 2 2 2 3 3 4 4 ...
## $ Adults            : num  1 1 2 2 2 2 2 2 2 2 ...
## $ Children          : num  0 0 0 0 0 0 0 0 0 0 ...
```

```
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
## $ ModifiedCountryCode : chr "GBR" "GBR" "GBR" "GBR" ...
## $ Detractor : chr "FALSE" "FALSE" "FALSE" "FALSE" ...
## $ Promotor : chr "TRUE" "TRUE" "TRUE" "TRUE" ...
```

```
mergedDF$IsCanceled <- as.factor(mergedDF$IsCanceled)
#mergedDF$Meal <- as.factor(mergedDF$Meal)
#mergedDF$MarketSegment <- as.factor(mergedDF$MarketSegment)
str(mergedDF)
```

```
## 'data.frame': 39209 obs. of 23 variables:
## $ IsCanceled : Factor w/ 2 levels "0","1": 1 1 1 1 1 1 2 2 2 1 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ StaysInWeekNights : num 1 1 2 2 2 2 3 3 4 4 ...
## $ Adults : num 1 1 2 2 2 2 2 2 2 2 ...
## $ Children : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Babies : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ Country : chr "GBR" "GBR" "GBR" "GBR" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousBookingsNotCanceled: num 0 0 0 0 0 0 0 0 0 0 ...
## $ ReservedRoomType : chr "A" "A" "A" "A" ...
## $ AssignedRoomType : chr "C" "A" "A" "A" ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces : num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
## $ ModifiedCountryCode : chr "GBR" "GBR" "GBR" "GBR" ...
## $ Detractor : chr "FALSE" "FALSE" "FALSE" "FALSE" ...
## $ Promotor : chr "TRUE" "TRUE" "TRUE" "TRUE" ...
```

```
library(caret)
```

```
## Loading required package: lattice
```

```
##
```

```
## Attaching package: 'caret'
```

```
## The following object is masked from 'package:purrr':  
##  
## lift
```

```
library(kernlab)
```

```
##  
## Attaching package: 'kernlab'
```

```
## The following object is masked from 'package:purrr':  
##  
## cross
```

```
## The following object is masked from 'package:ggplot2':  
##  
## alpha
```

```
library(arules)
```

```
## Loading required package: Matrix
```

```
##  
## Attaching package: 'Matrix'
```

```
## The following objects are masked from 'package:tidyr':  
##  
## expand, pack, unpack
```

```
##  
## Attaching package: 'arules'
```

```
## The following object is masked from 'package:kernlab':  
##  
## size
```

```
## The following object is masked from 'package:dplyr':  
##  
## recode
```

```
## The following objects are masked from 'package:base':  
##  
## abbreviate, write
```

```
library(arulesViz)  
library(tidyverse)  
set.seed(111)
```

```
mergedDF2 <- mergedDF %>% select(IsCanceled,DaysSinceBooking,StaysInWeekendNights,Meal,MarketSegment,Is
```

```

trainList <- createDataPartition(y=mergedDF2$IsCanceled, p=.70, list=FALSE)

trainData <- mergedDF2 [trainList,]
testData <- mergedDF2 [-trainList,]

svm.model <- train(IsCanceled ~ ., data = trainData, method="svmRadial", trControl=trainControl(method=
svm.model

```

```

## Support Vector Machines with Radial Basis Function Kernel
##
## 27447 samples
## 11 predictor
## 2 classes: '0', '1'
##
## Pre-processing: centered (20), scaled (20)
## Resampling: None

```

```

predict_Val <- predict(svm.model, newdata = trainData)
predict_Val

```

```

## [1] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0
## [37] 0 0 0 0 0 0 0 0 1 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0
## [73] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 1 1 0 0
## [109] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0
## [145] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0
## [181] 1 1 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0
## [217] 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 1 0 0 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 1 0 0 1 0
## [253] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0 1 1 0 0 1 1 0 0 1
## [289] 1 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [325] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 1 1 0 0 1 0 1 0 0 0 0 0 0
## [361] 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 0
## [397] 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [433] 1 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 1 1 0 0 0
## [469] 0 0 0 0 0 1 1 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 1 0
## [505] 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 1 0 0 1 0 0 0 0 0 0 0 0 0
## [541] 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 1 0 0 1
## [577] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 1 1 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 1
## [613] 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0
## [649] 0 0 0 0 0 0 0 0 0 1 1 1 1 0 0 0 0 0 0 1 0 1 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 1
## [685] 1 1 1 0 0 1 1 0 0 0 0 0 0 0 1 1 0 0 0 0 0 1 1 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [721] 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0
## [757] 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 1 0 0 0
## [793] 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0
## [829] 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0
## [865] 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0
## [901] 1 1 1 1 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [937] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0
## [973] 1 0 0 1 0 0 1 0 0 0 0 0 0 1 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0
## [1009] 0 0 0 1 0 1 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0
## [1045] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0
## [1081] 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 1 1 0 0 0 0 0 0 1 0 0 0 0 0 0 1 0 0
## [1117] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0
## [1153] 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 1 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 1 0 0 0

```

##	[1189]	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0													
##	[1225]	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1													
##	[1261]	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	1													
##	[1297]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0	1	0	0	0	0	0	0													
##	[1333]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0										
##	[1369]	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0										
##	[1405]	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0	0										
##	[1441]	0	0	1	1	1	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1									
##	[1477]	0	0	1	1	1	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1									
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## [9037] 1 1 0 0 0 0 1 0 1 0 1 0 1 1 0 0 0 1 0 1 1 0 1 1 1 1 1 1 1 0 1 0 1 1 1 1
## [9073] 1 1 0 1 0 0 0 0 0 0 1 0 0 0 0 0 0 1 0 1 1 0 1 1 0 0 1 0 0 1 1 0 1 0 1 0
## [9109] 1 1 1 1 0 1 1 0 1 1 1 1 1 1 1 1 1 1 0 0 1 0 1 0 0 0 0 0 0 0 0 1 1 1 1 1
## [9145] 0 0 0 0 1 1 0 0 0 1 1 1 0 0 1 0 1 0 0 0 1 1 0 1 1 1 0 1 0 0 0 1 0 1 1 1
## [9181] 0 1 1 0 1 0 1 1 1 1 1 1 0 0 1 1 1 0 1 0 1 1 0 1 1 1 1 1 1 1 1 0 1 1 1 1
## [9217] 1 0 1 1 1 0 1 0 1 0 1 1 0 1 0 1 0 1 1 1 0 1 0 0 0 0 1 0 0 0 0 1 0 0 0 0
## [9253] 0 0 0 0 1 0 1 0 1 1 1 0 1 1 1 1 0 1 0 1 0 1 1 0 1 0 1 1 0 1 1 0 0 1 1 1
## [9289] 1 0 0 0 0 0 0 1 1 0 1 0 0 1 0 1 1 1 1 1 0 0 1 1 1 0 0 0 0 0 1 1 1 1 1 0
## [9325] 1 1 0 1 1 1 0 0 0 1 0 0 1 0 1 1 0 1 0 0 0 1 0 0 0 1 0 0 0 0 1 1 1 1 0 0
## [9361] 0 1 1 1 0 1 0 1 1 0 1 0 0 1 1 1 0 1 0 0 0 0 1 1 0 0 0 1 0 0 0 0 0 0 1 1
## [9397] 0 0 1 1 1 1 1 1 1 1 1 0 0 1 1 0 1 0 1 0 1 1 1 0 1 1 0 0 0 0 1 0 0 0 0 0
## [9433] 0 1 1 1 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0 1 1 0 0 0 1 1 1 0 1 1 1 1 1 1 1
## [9469] 1 0 1 1 1 1 1 1 0 1 1 1 0 0 0 0 0 0 0 0 1 1 1 1 1 1 1 0 0 0 0 1 0 0 0 1 0
## [9505] 1 0 0 0 0 0 0 0 0 1 1 1 0 0 1 0 0 0 0 0 1 0 0 1 0 1 0 1 1 0 0 1 0 0 0 0
## [9541] 0 1 0 1 1 0 0 0 0 0 0 1 1 0 0 0 0 0 0 1 0 1 0 0 1 0 0 0 0 0 0 0 1 0 1 1
## [9577] 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9613] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9649] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9685] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9721] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9757] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0
## [9793] 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9829] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [9865] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 1
## [9901] 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
## [9937] 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 0 1 0 1 1 1 1 1 1
## [9973] 1 1 1 1 1 1 0 0 1 1 1 1 1 0 1 1 0 1 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
## [10009] 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 0 1 1 1 1 0 1 0 0 1 1 1 1 1 1 1 1 1 1
## [10045] 0 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 1 0 1
## [10081] 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
## [10117] 1 1 1 1 1 1 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 1 1 0 1 0 0 0 0
## [10153] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 1 1 1 0 1 0 0 1 0 1 1 1 1 1 1 1 1 1 1
## [10189] 1 1 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 1 0 0 0 0 1 1 1 1 1 1 1 1
## [10225] 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 0
## [10261] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 1 1 1 1 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 1
## [10297] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 1 1 1 1 1 1 1 1
## [10333] 1 1 1 1 1 1 1 0 0 0 1 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1
## [10369] 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0
## [10405] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [10441] 0 0 0 0 0 1 0 1 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0
## [10477] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0
## [10513] 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0
## [10549] 1 1 1 1 1 1 1 0 0 0 0 0 0 0 1 1 0 1 0 0 0 0 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1
## [10585] 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 1 1 1 1 1 1 1 1
## [10621] 1 1 1 1 1 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 1 0 1 0 0 0 0 0 0 1
## [10657] 1 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0
## [10693] 0 0 0 0 0 0 1 0 1 0 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [10729] 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1
## [10765] 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [10801] 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [10837] 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [10873] 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

```

[illegible]

[illegible]

[illegible]

[illegible]

##	[18685]	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
##	[18721]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1				
##	[18757]	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0				
##	[18793]	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0			
##	[18829]	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
##	[18865]	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0			
##	[18901]	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0			
##	[18937]	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
##	[18973]	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0			
##	[19009]	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
##	[19045]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0		
##	[19081]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
##	[19117]	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	1	1	0	
##	[19153]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
##	[19189]	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
##	[19225]	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
##	[19261]	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
##	[19297]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
##	[19333]	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
##	[19369]	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0

[illegible]



[illegible]

[illegible]

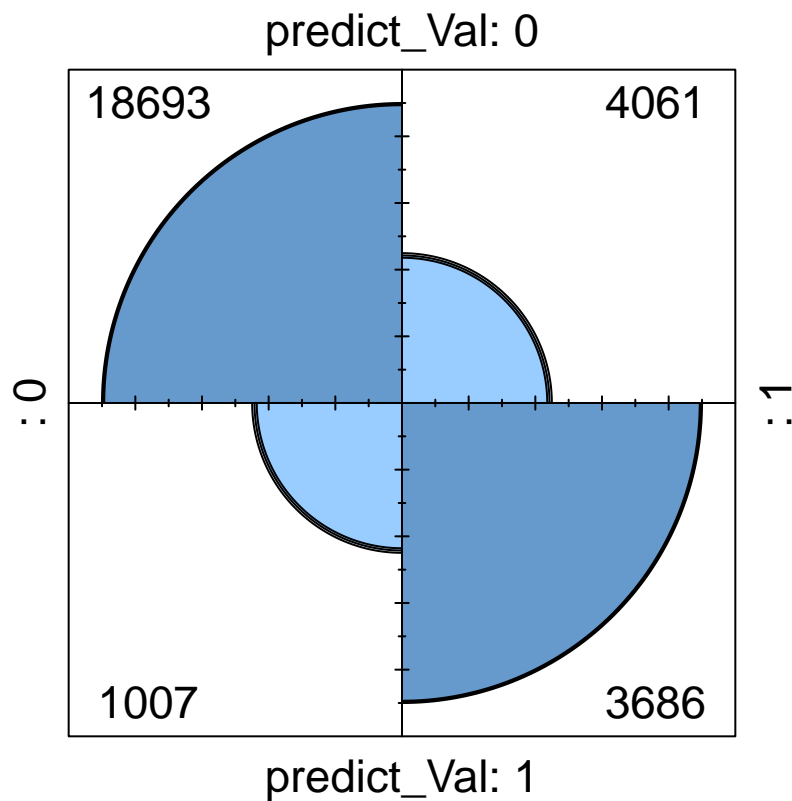
```
## [26461] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 1
## [26497] 1 0 1 0 0 0 1 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 0
## [26533] 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 1 1 0 0 0 0 0 1 1 0 1
## [26569] 0 0 0 1 0 0 1 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 1 0 1 1 1 0 0 0 0 0 0 0 0
## [26605] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0
## [26641] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [26677] 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [26713] 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0
## [26749] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0
## [26785] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 1 1 0 0 0 1 0 0 0 0 0 0 1 0 0 0
## [26821] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0
## [26857] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0
## [26893] 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0
## [26929] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [26965] 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [27001] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0
## [27037] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [27073] 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 1 0 0 0 0 0 0
## [27109] 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [27145] 1 0 0 0 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 1 0 0
## [27181] 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [27217] 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 1 0 0 0 0
## [27253] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 1
## [27289] 0 0 0 0 0 0 0 1 1 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
## [27325] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0
## [27361] 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0
## [27397] 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0
## [27433] 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0
## Levels: 0 1
```

```
table(predict_Val,trainData$IsCanceled)
```

```
##
## predict_Val      0      1
##           0 18693  4061
##           1  1007  3686
```

```
conf_Matrix <- confusionMatrix(predict_Val, trainData$IsCanceled)
```

```
fourfoldplot(table(predict_Val,trainData$IsCanceled))
```



## Association Rule Mining

### ##Association Rule Mining

```
library(arules)
library(arulesViz)
```

```
#summary(mergedDF3)
```

```
mergedDFnew <- mergedDF2
```

```
str(mergedDFnew)
```

```
## 'data.frame': 39209 obs. of 12 variables:
## $ IsCanceled : Factor w/ 2 levels "0","1": 1 1 1 1 1 1 2 2 2 1 ...
## $ DaysSinceBooking : num 7 13 14 14 0 9 85 75 23 35 ...
## $ StaysInWeekendNights : num 0 0 0 0 0 0 0 0 0 0 ...
## $ Meal : chr "BB" "BB" "BB" "BB" ...
## $ MarketSegment : chr "Direct" "Corporate" "Online TA" "Online TA" ...
## $ IsRepeatedGuest : num 0 0 0 0 0 0 0 0 0 0 ...
## $ PreviousCancellations : num 0 0 0 0 0 0 0 0 0 0 ...
## $ DepositType : chr "No Deposit" "No Deposit" "No Deposit" "No Deposit" ...
## $ CustomerType : chr "Transient" "Transient" "Transient" "Transient" ...
## $ RequiredCarParkingSpaces: num 0 0 0 0 0 0 0 0 0 0 ...
## $ TotalOfSpecialRequests : num 0 0 1 1 0 1 1 0 0 0 ...
## $ BookingChanges : num 0 0 0 0 0 0 0 0 0 0 ...
```

```
mergedDFnew$IsCanceled <- as.factor(mergedDFnew$IsCanceled)
mergedDFnew$DaysSinceBooking <- as.factor(mergedDFnew$DaysSinceBooking)
mergedDFnew$StaysInWeekendNights <- as.factor(mergedDFnew$StaysInWeekendNights)
#mergedDFnew$StaysInWeekNights <- as.factor(mergedDFnew$StaysInWeekNights)
#mergedDFnew$Adults <- as.factor(mergedDFnew$Adults)
#mergedDFnew$Children <- as.factor(mergedDFnew$Children)
mergedDFnew$Meal <- as.factor(mergedDFnew$Meal)
mergedDFnew$MarketSegment <- as.factor(mergedDFnew$MarketSegment)
mergedDFnew$IsRepeatedGuest <- as.factor(mergedDFnew$IsRepeatedGuest)
mergedDFnew$PreviousCancellations <- as.factor(mergedDFnew$PreviousCancellations)
mergedDFnew$DepositType <- as.factor(mergedDFnew$DepositType)
mergedDFnew$CustomerType <- as.factor(mergedDFnew$CustomerType)
mergedDFnew$RequiredCarParkingSpaces <- as.factor(mergedDFnew$RequiredCarParkingSpaces)
mergedDFnew$TotalOfSpecialRequests <- as.factor(mergedDFnew$TotalOfSpecialRequests)
mergedDFnew$RequiredCarParkingSpaces <- as.factor(mergedDFnew$RequiredCarParkingSpaces)
mergedDFnew$BookingChanges <- as.factor(mergedDFnew$BookingChanges)
```

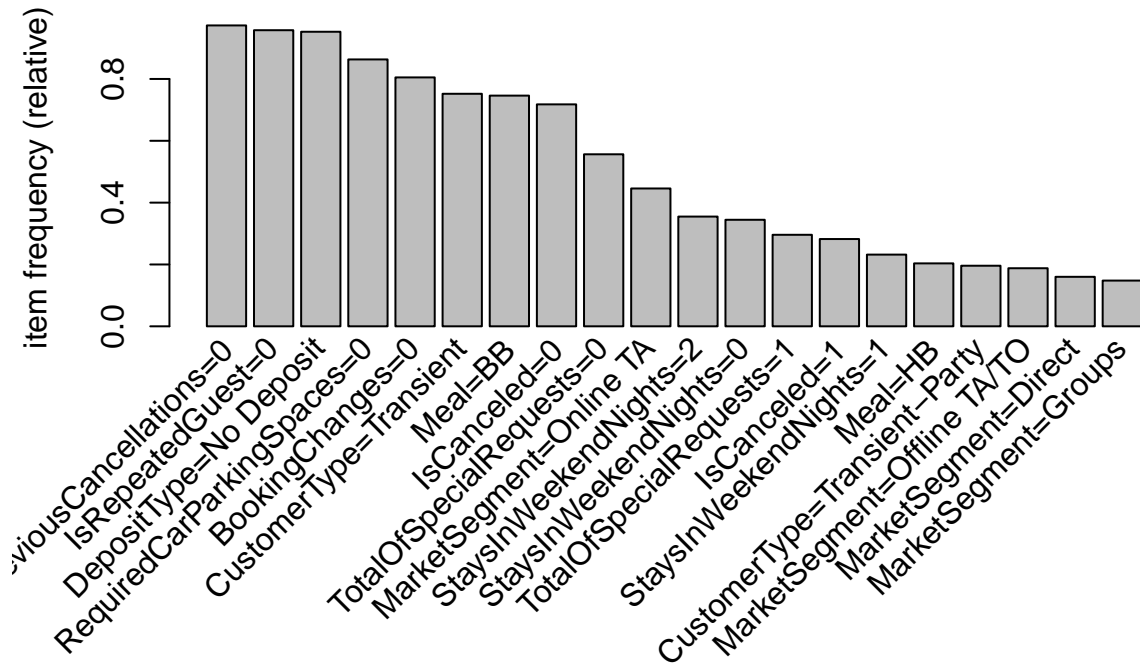
```
set.seed(111)
mergedDFnew <- as(mergedDFnew, "transactions")

itemFreq <- itemFrequency(mergedDFnew)

str(itemFreq)
```

```
##   Named num [1:482] 0.7177 0.2823 0.0769 0.038 0.0227 ...
##   - attr(*, "names")= chr [1:482] "IsCanceled=0" "IsCanceled=1" "DaysSinceBooking=0" "DaysSinceBooking=1"
```

```
sortedData <- sort(itemFreq)
itemFreqPlot <- itemFrequencyPlot(mergedDFnew, topN=20)
```



```
rules <- apriori(mergedDFnew, parameter=list(supp=0.042, conf=0.9), control=list(verbose=F), appearance=inspect(rules))
```

##	lhs	rhs	support	confidence	coverage	lift	count
## [1]	{DepositType=Non Refund}	=> {IsCanceled=1}	0.04208218	0.9598604	0.04384198	3.400666	1650
## [2]	{DepositType=Non Refund,						
##	TotalOfSpecialRequests=0}	=> {IsCanceled=1}	0.04205667	0.9615160	0.04373996	3.406531	1649
## [3]	{DepositType=Non Refund,						
##	RequiredCarParkingSpaces=0}	=> {IsCanceled=1}	0.04208218	0.9604191	0.04381647	3.402645	1650
## [4]	{IsRepeatedGuest=0,						
##	DepositType=Non Refund}	=> {IsCanceled=1}	0.04205667	0.9603960	0.04379097	3.402563	1649
## [5]	{DepositType=Non Refund,						
##	RequiredCarParkingSpaces=0,						
##	TotalOfSpecialRequests=0}	=> {IsCanceled=1}	0.04205667	0.9620770	0.04371445	3.408519	1649
## [6]	{IsRepeatedGuest=0,						
##	DepositType=Non Refund,						
##	TotalOfSpecialRequests=0}	=> {IsCanceled=1}	0.04203117	0.9614936	0.04371445	3.406452	1648
## [7]	{IsRepeatedGuest=0,						
##	DepositType=Non Refund,						
##	RequiredCarParkingSpaces=0}	=> {IsCanceled=1}	0.04205667	0.9609557	0.04376546	3.404546	1649
## [8]	{IsRepeatedGuest=0,						
##	DepositType=Non Refund,						
##	RequiredCarParkingSpaces=0,						
##	TotalOfSpecialRequests=0}	=> {IsCanceled=1}	0.04203117	0.9620549	0.04368895	3.408440	1648

```
plot(rules,method="paracoord")
```

### Parallel coordinates plot for 8 rules

