

Capstone Project Submission

Instructions:

- i) Please fill in all the required information.
- ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

Name – Kishor Shivaji Patil

Email – kckispatil4@gmail.com

Please paste the GitHub Repo link.

Github Link:- <https://github.com/kishorpatil03/Hotel-Booking-Analysis.git>

[Google Drive Link -](https://drive.google.com/drive/folders/1SnQBEDxsUDWBQ9n9QRACmiOESEXHGxs5?usp=sharing)

<https://drive.google.com/drive/folders/1SnQBEDxsUDWBQ9n9QRACmiOESEXHGxs5?usp=sharing>

Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

Exploratory Data Analysis is an approach to analyze dataset to summarize their main characteristics often with graphical methods. It is about knowing your data, gaining a certain amount of familiarity with the data, before one starts to extract insights from it. The hotel industry has a very peculiar set of booking arrangements with different distribution channels. We have worked on the hotel industry dataset to get a comprehensive image of the hospitality industry. From basic data visualization to complex, we have performed data analysis at every level of the dataset to draw out the key insight about the industry. First step was dividing the work by choosing best variables for our analysis. Then we started brainstorming on the question and assumptions that we wanted to solve using our analysis. Based on our initial assessment we found that data is non-uniform due to lack of enough information about months of different years. We have null values in our children, country agent and company column: After that we have done the data cleaning part

To resolve this, we performed following steps:

- Understood the problem statement
- Basic cleaning of data and getting the insight about the data
- Performing EDA by plotting different plots.
- Visualization of various insights
- Drawing conclusions.

Conclusion:

People with no kid prefer to choose city hotel over resort hotel.

Month of August and July receives most no. of booking.

Booking for city hotels is twice as for resort hotels.

Repeated costumers cancel their hotel in very rare cases.

Customers coming from aviation industry has very less time i.e. they book urgently

Resort hotel tend to have less booking in comparison to city hotels, so they need to work on their marketing strategy and promote the hotels more, especially on social media. They could also reduce prices to increase booking percentage.