**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

|  |
| --- |
| **Team Member’s Name, Email and Contribution:** |
| **COHORT-ZURICH**  **KULDEEEP SINGH RAWAT**  [Ksrkuldeep20@gmail.com](mailto:Ksrkuldeep20@gmail.com)  **Individually done this project.** |
| **Please paste the GitHub Repo link.** |
| Github Link:- https://github.com/ksrlucifer/Hotel-Booking-Analysis#hotel-booking-analysis |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| * **Problem statement:**  This data set contains booking information for a city hotel and a resort hotel, and includes information such as when the booking was made, length of stay, the number of adults, children, and/or babies, and the number of available parking spaces, among other things. All personally identifying information has been removed from the data.Explore and analyze the data to discover important factors that govern the bookings.  * **My approaches**   **Most booking made by agent:**   * The percentage of 0 changes made in the booking was more than 82 %. Percentage of Single changes made was about 10%. * Agent Id no -9 made the highest bookings which is more than 28721. * Most of the customers(91.6%) do not require car parking spaces. Only 8.3 % people required only 1 car parking space.   **Preferred meal:**   * BB( Bed & Breakfast) is the most preferred   type of meal by the guests.   * Full Board i.e. FB is least preferred. * HB (Half Board) and SC(Self Catering) are equa●lly preferred. |

**ADR across every month:**

* Resort hotels had the highest adr in June ,July and August than the City hotels. But in other months adr of Resort hotel was less than the City hotels.
* Thus we can say that, the January, February, March, April ,November and December are the good months for customers to get good adr

**Number of guest:**

* Maximum number of guests were from Portugal.

i.e. more than 25000 guests.

* After Portugal, GBR(Great Brittan),France and Spain are the countries from where most of the guests came.
* Most of the bookings for City hotels and
* Resort hotel were happened in 2016. As we can see Most of the

bookings were for City hotels

**Waiting time:**

* Waiting time period for City hotel is high as compared to resort hotels. That means city hotels are much busier than Resort hotels.
* Resort hotels has the most repeated guests. In order to get increase the count of repeated guests hotel management need to take the valuable feedbacks from the guests and try to give good service

**Cancellations:**

* Almost 19 % people did not canceled their bookings even after not getting the same room which they reserved while booking hotel. Only 2.5 % people cancelled the booking.
* Thus not getting the same room as per reserved room is not the reason for booking cancellation.
* **Conclusions:**
* City hotels are the most preferred hotel type by the guests. We can say City hotel is the busiest hotel.
* 27.5 % bookings were got cancelled out of all the bookings.
* Only 3.9 % people were revisited the hotels. Rest 96.1 % were new guests. Thus retention rate is low.
* The percentage of 0 changes made in the booking was more than 82 %. Percentage of Single changes made was about 10%.
* Most of the customers (91.6%) do not require car parking spaces.
* 79.1 % bookings were made through TA/TO (travel agents/Tour operators).
* BB( Bed & Breakfast) is the most preferred type of meal by the guests.
* Maximum number of guests were from Portugal, i.e. more than 25000 guests.
* Most of the bookings for City hotels and Resort hotel were happened in 2016.
* Average ADR for city hotel is high as compared to resort hotels. These City hotels are generating more revenue than the resort hotels.
* Booking cancellation rate is high for City hotels which almost 30 %.
* Average lead time for resort hotel is high.
* Waiting time period for City hotel is high as compared to resort hotels. That means city hotels are much busier than Resort hotels.
* Resort hotels have the most repeated guests.
* Optimal stay in both the type hotel is less than 7 days. Usually people stay for a week.
* Almost 19 % people did not cancel their bookings even after not getting the same room which they reserved while booking hotel. Only 2.5 % people cancelled the booking.