Capstone Project Submission

|  |
| --- |
| **Team Member’s Name, Email and Contribution:** |
| **Team member’s details :**  **Name** : Lucky Jain,Vivek katolkar, Debashish Das  **Email id** : [devashishdas40@gmail.com](mailto:devashishdas40@gmail.com),<mailto:jainluckycool@gmail.com><mailto:vivekkatolkar7@gmail.com>  **Team Contribution** :    **Debashish Das :-**  **1.** **Importing all the important libraries.**  **2.** **Importing data from the local drive.**  **3.** **Basic understand data (like shape, head, data information)**  **4.** **Data pre-processing (like data cleaning handle null values).**  **5. Some 10-12 question solve (**example -How many guests arrived year-wise?)  **6.** **Data Visualization**  **7.** **Conclusion.**  8. Presentation  **Lucky Jain :-**  1)Data pre-processing removes duplicate value  2)Which type of hotel most booking percentage?  3)Which type of most prefer meal?  4)Which customer type is having most booking?  5)Which hotel type most booking in weekend night and cancelled?  6)How many guests arrived year-wise?  7) Which months are having most expensive hotels?  8)Which months are having most expensive hotels?  9) Conclusion  **Vivek Katolkar:**  1)add new some column.  2)How many families member per reservation?  3)How many customers have booked and then cancelled?  4)Which months are having most expensive hotels?  5)How many kids are preferred in hotel?  6)How many kids are preferred in hotel?  7) Conclusion |
| **GitHub Repo link:** |
| https://github.com/luckyj23/Hotel-Booking-Analysis-By-EDA.git |

|  |
| --- |
| **Project Summary :** |
| **Hotel Booking Analysis by EDA** |
| To understand the Hotel Booking firstly, we have to know some parameters like the main few things I will usually consider include prices per night, distance of hotel from attractions and restaurants, availability of free breakfasts, scenery in hotel room, cleanliness of hotel room and of course, availability of free WIFI. In this dataset, we ae able to know different types of bookings (i.e. type of hotel, duration of stay, types of visitors, types of booking, etc.).  We are provided with a hotel bookings dataset. Our main objective is performing EDA on the given dataset and draw useful conclusions about general trends in hotel bookings and how factors governing hotel bookings interact with each other.  **Challenges: -**   1. There was a lot of duplicate data. 2. Data was present in wrong datatype format. 3. Choosing appropriate visualization techniques to use was difficult. 4. A lot of null values were there in the dataset.     **Conclusion:-**   1. Majority of the guests are from Western Europe. We should spend a significant amount of our budget on those area. Encourage Direct bookings by offering special discounts 2. Majority of the hotels are booked by city hotels. Definitely need to spend the most targeting fund on those hotels. 3. The number of repeated guests is too low. we should target our advertisement on guests to increase returning guests. 4. The majority of reservations converts into successful transactions. 5. We have also realized that the high rate of cancellations can be due to high no deposit policies. 6. We should also target months between May to Aug. Those are peak months due to the summer period. 7. Strategies to Counter High Cancellations at the Hotel 8. Set Non-refundable Rates, collect deposits, and implement more rigid cancellation policies. 9. Monitor where the cancellations are coming from such as Market Segment, distribution channels, etc. |

Drive link:

https://drive.google.com/drive/folders/1ZPN73IygvASFO9fyd0SZPlDqiiqZ36W1?usp=sharing