**Logo.pngCapstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Name, Email and Contribution:** |
| Name: Mani raj  Email:maniraj558558@gmail.com  **All the following things in the project are prepared by me**.   * Problem identification * Determine shape of data * Observing null value * Framing question * Filtering out the ideas * Cleaning the data * EDA analysis * Visualizations of insights * Drawing conclusions. |
| **Please paste the GitHub Repo link.** |
| Github Link:- <https://github.com/mani558/Hotel-booking-EDA-project> |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| |  | | --- | |  | | **Performed EDA and tried answering the following questions:**   * Which agent makes the most no. of bookings? * Which room type is in most demand and which room type generates the highest adr? * Which meal type is the most preferred meal of customers? * What is the trend of bookings within a month? * Which types of customers mostly make bookings?   **Mainly performed using Matplotlib and Seaborn library and the**  **following graph and plots had been used:**   * Bar plot * Histogram * Heatmap * Scatterplot * Pie chart * Line plot   **Univariate Analysis**:   * Agent no. 9 has made most no. of bookings. * Most demanded room type is A, but better adr generating rooms H, G and C. * Hotels should increase the no. of room types A and H to maximize revenue. * Most popular meal type is BB (Bed and Breakfast). * Around 60% bookings are for City hotel and 40% bookings are for Resort hotel, * Therefore City Hotel is busier than Resort hotel. * Guests use different channels for making bookings out of * Which most preferred way is TA/TO. * July- August are the most busier and profitable months for both of hotels. * Most of the guests came from European countries, with highest number   Of guests from Portugal.  **Conclusion:**   * Majority of the hotels booked are city hotel. Definitely need to spend the most targeting   Fund on those hotel.   * We also realize that the high rate of cancellations can be due high no deposit policies. * We should also target months between May to Aug. Those are peak months due to the   Summer period.   * Majority of the guests are from Western Europe. We should spend a significant amount   Of our budget on those area.   * Given that we do not have repeated guests, we should target our advertisement on guests   to increase returning guests   |  | | --- | |  | |  |  |  | | | ss |  |  | |