**Capstone Project Submission**

**Instructions:**

I) Please fill in all the required information.

II) Avoid grammatical errors.

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| **Team Member’s Name, Email and Contribution:** |
| * Rahul Kumar Soni ([Kr001rahul@gmail.com](mailto:Kr001rahul@gmail.com))   + - Contribution       * Data Cleaning       * Describing New Problem Statements       * Solving and Plotting graph for Problem Statement 1, 2, and 3       * Discussing Project insight * Mouleena Jaiswal ([mouli14112000@gamil.com](mailto:mouli14112000@gamil.com))   + - Contribution       * Describing new Problem Statement       * Solving and Plotting graph for Problem Statement 6, 7, 8       * Discussing the Project insight * Pisay Bharath ([pisaybharath@gmail.com](mailto:pisaybharath@gmail.com))   + - Contribution       * Discussing problem statements       * Solving and Plotting graph for Problem Statement 4 and 5       * Discussing the Project insight * Tanmay Bohra ([tanmaybohra@gmail.com](mailto:tanmaybohra@gmail.com))   + - Contribution       * Data Cleaning       * Solving and Plotting graph for Problem Statement 9.       * Discussing the Project insight |
| **Please paste the GitHub Repo link.** |
| Github Link :- |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| **1. Resort hotels tend to have fewer bookings in comparison to city hotels so they need to work on their marketing strategy and promote the hotels more, especially on social media.**  **2.Resort hotels could also reduce prices to increases booking percentages. May-August happens to be the busiest month but so the hotels should target more customers and try to do more business during these times.**  **3. Although city hotels have more bookings, they also tend to have more cancellations so to prevent this they could take advance money during vacation. This would ensure most bookings to not being canceled. They could also apply minimum charge policies or make the refund policies rather strict so the customers choose not to cancel.**  **4.We also realize that the high rate of cancellations can be due to high no deposit policies. Given that we do not have repeated guests, we should target our advertisement on guests to increase returning guests.**  **5. Given that hotels do not have more repeated guests, hotels may implement extra benefits offer for repeated guests, to attract them.** |