HOTEL BOOKING ANALYSIS

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9. **Abstract: -**

The success factoring a profitable hotel industry have been changing over time, driven by global competition and increasingly high customer expectations. Hotels focus on customer satisfaction and to exceed customer expectation.

We have a hotel booking dataset containing information for city and resort hotel. This dataset has 32 variables with around 1,19,000 entries. The study has data recorded between 2015 to 2017 which have bookings that shows effectively arrived and bookings that were cancelled.

We here have a hotel booking dataset. We are using our Python skills to perform EDA and gain informative insights about factors in hotel bookings and how they affect hotel bookings.

1. **Introduction**

In hotel industry, focus is on revenue and research is on forecasting demand and predicting the need of the customers.

This dataset has a collection of 2 types of hotels. The resort hotel and the city hotel. It is collected in order to predict hotel bookings and its probability of cancellation. Some attributes here are to understand what factors do bring in the revenue for the business. Some attributes shows the customers preference for booking whereas some attributes shows the factors leading to cancellations.

1. **Project Goal**

Purpose of study is to find the best time of year to book a hotel room is. The optimal length of stay in order to get the best daily rate. Study on special requests.

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.

1. **Attributes**

We have a sample hotel bookings dataset. Here are its attributes: -

* **hotel**: hotel types
  + - City hotel
    - Resort type
* **is\_canceled:**
  + - 0 for no canceled
    - 1 for canceled
* **lead\_time**: time (in days) between booking transaction and actual arrival.
* **arrival\_date\_year**: Year of arrival
* **arrival\_date\_month:** month of arrival
* **arrival\_date\_week\_number**: week number of arrival date.
* **arrival\_date\_day\_of\_month:** Day of month of arrival date
* **stays\_in\_weekend\_nights**: No. of weekend nights spent in a hotel
* **stays\_in\_week\_nights:** No. of weeknights spent in a hotel
* **adults**: No. of adults in single booking record.
* **children:** No. of children in single booking record.
* **babies:** No. of babies in single booking record.
* **meal:** Type of meal chosen
  + - **BB**:- bed and breakfast
    - **HB**:-Half board (Breakfast and dinner)
    - **FB:-** Full Board (All meals included)
    - **SC:-** Self catering (No meals Included)
* **country:** Country of origin. Categories are represented in the ISO 3155–3:2013 format.
* **market\_segment:** market segment for booking
  + - Aviation
    - Complimentary
    - Corporate
    - Direct
    - Groups
    - Online (TA)
    - Offline (TA/TO)
* **distribution\_channel:** Via which medium booking was made.
  + - Corporate
    - Direct
    - GDS: - Global Distribution System
    - TA/TO: - Travel Agent/Operator
* **is\_repeated\_guest:**
  + - 0 for new customer
    - 1 for repeated customer
* **previous\_cancellations:** No. of previous canceled bookings.
* **previous\_bookings\_not\_canceled:** No. of previous non-canceled bookings.
* **reserved\_room\_type:** Room type reserved by a customer.
* **assigned\_room\_type:** Room type assigned to the customer.
* **booking\_changes:** No. of booking changes done by customers
* **deposit\_type:** Type of deposit at the time of making a booking
  + - No deposit
    - Refundable
    - No refund
* **agent:** Id of agent for booking
* **company**: Id of the company making a booking
* **days\_in\_waiting\_list:** No. of days in waiting to book
* **customer\_type:** Type of customer
  + - Contract: - bookings done by the contract
    - Group: - Group booking
    - Transient: - Customer staying for shorter period
    - Transient-Party: - Group of customers staying for a shorter period
* **adr:** Average Daily rate.
* **required\_car\_parking\_spaces:** No. of car parking preferred by customers at the time of booking
* **total\_of\_special\_requests:** total no. of special request.
* **reservation\_status:**
  + - checked out
    - canceled
    - not showed
* **reservation\_status\_date:** Date of making reservation status.

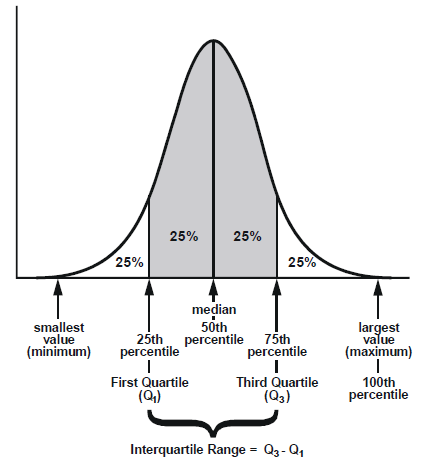
1. **Exploratory Data Analysis: -**

First step is to load the raw dataset libraries use. Then we will import libraries such as NumPy, pandas, matplotlib, seaborn. This data has many unprocessed values which cannot be considered for the study. Here is the workflow for it.

* 1. Data cleaning:
     1. Handling Null Values
* **Company Id and Agent Id: -** these columns have null values of 93% and 15% respectively. Thus, these columns are dropped
* **Country:** - this has null values less than .5% thus the null values are filled with the mode value.
* **Children and babies:** - there are only 4 null values thus the null value is filled with mean
  + 1. Handling Outliers

An outlier is an extremely high or extremely low data point relative to the nearest data point and the rest of the neighboring co-existing values in a data graph or dataset we work with.

We have used the Interquartile range method to handle outliers. To find the interquartile range (IQR), ​we first find the median (middle value) of the lower and upper half of the data. These values are quartile 1 (Q1) and quartile 3 (Q3). The IQR is the difference between Q3 and Q1.



* 1. Data Manipulation: - Creating new columns
  + **Kids=** Children +babies
  + **Stay=** stays\_in\_weekend\_nights+ stays\_in\_week\_nights
  + **Guest=** Adults+kids
  + **Revenue=** stay of non-cancelled guests \* ADR
  1. Data study

1. UNIVARIATE ANALYSIS:

Univariate analysis is the simplest form of analyzing data i.e study of one variable. It’s major purpose is to describe; It takes data, summarizes that data and finds patterns in the data.

1. BIVARIATE ANALYSIS:

Bivariate analysis between two variables. One of the variables will be dependent and the other is independent. The study is analyzed between the two variables to understand to what extent the change has occurred.

1. MULTIVARIATE ANALYSIS

Multivariate data analysis is the study of relationships among the attributes, classify the collected samples into homogeneous groups, and make inferences about the underlying populations from the sample.

1. **Data Visualization: -**

Data visualization is the practice of translating information into a visual context, such as a map or graph, to make data easier to understand and pull insights from.

The graphs used here is for study is: -

* Box Plot
* Histogram.
* Pie Chart
* Bar Plot.
* Line Plot.
* Scatter Plot.
* Geomapping

1. **Conclusion: -**

Now after our in-depth analysis of the data we have come up with some insights which help us to understand this industry better and also to focus on factors which helps to improve the KPI.

* City Hotels are most preferred hotel by guests.
* Even though the booking made in City hotel are greater than the resort hotel, almost double though the revenue by city hotel is less,.
* This shows that Resort hotels are bit expensive and receive less cancellation than City hotels
* Out of total no of reservations 63% actually show up, 36% got canceled, and only 1% reservation got No-show.
* It seems that 2016 to be the year where the hotel bookings are highest. So as the cancellation % is also the highest in this year. Every year there is 25-30% cancellation received for resort hotels and 40-45% cancellation received for city hotels
* From the above graph it can be concluded that majority of people prefer to travel from April to September and maximum avg. lead time is also seen between April to September hence trends shows that people usually book hotel 30-60 days in advance.
* For Resort hotel-- ADR is increasing between April to September and then started falling down, so best time to book a resort hotel is from October to March as we are getting lower ADR.
* For City hotel--City hotels have nearly constant ADR from April to October and after that ADR start decreasing, so the best time to book a City hotel is from November to March.
* Resort hotels and City hotels both are getting higher revenue between June to September. This is also because at same the ADR is also high for both type of hotel as shown in previous slide. Hence this period is best for hotel to generate more revenue.
* For Resort hotel-- ADR is increasing between April to September and then started falling down, so best time to book a resort hotel is from October to March as we are getting lower ADR.
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* Resort hotels and City hotels both are getting higher revenue between June to September. This is also because at same the ADR is also high for both type of hotel as shown in previous slide. Hence this period is best for hotel to generate more revenue.
* Here we can see that as lead time increases the ADR decreases. This means if a customer  book a hotel in advance, he can get a better deal.
* Most of bookings are done by transient customer type.
* Majority of people prefers room type-A seems to be more economical for booking.
* Most of bookings are done by Transient customer type.
* Majority of the bookings and cancellations are made through Travel agencies (Online/Offline) and Tour Operators.
* Cancellation is more in City hotels as compared to Resort hotels.
* Chances of cancellation is high when there are no deposits taken by hotels. So minimum deposits should be taken by hotels to decrease the rate of cancellation.
* From the scatter plot we can see that as length of total\_stay increases the adr decreases. This means for longer stay, the better deal for customer can be finalized.
* 77% of the people prefer BB (bed & breakfast) meal type in both the hotel type.
* Maximum bookings and revenue are generated from Portugal.
* About 94% of people don't require the car parking spaces while booking hotel
* Mostly the guests are new customers and very small share for repeated customers

1. **Challenges: -**
   1. The amount of data collected: - There are some unnecessary raw data collected which do not contribute much to the study. Thus, to identify them and eliminate them will be a challenge
   2. Handling Null Values and outliers: - Identifying Null values and outliers and handling them. Handling them is different in different cases. So we need to analyze it and to process.
   3. Processing raw data into meaningful data: - Sometimes the columns cant be used as to understand how apply functions on these columns to get more relevant results
   4. Visual representation: - One size doesn’t fit all. Thus, finding exact graphs to represent the data is challenging.

**THANK YOU!!!**