Summary

In HOTEL BOOKING ANALYSIS we have done team work and at same time we have analyzed the data firstly we have started with data processing . Data processing is a process where raw data is converted or processed into clean and or readable format .

The data is based upon two hotels resort hotel and city hotel. This data set has 1,19,390 rows and 32 columns. We can say this is a huge amount of data but we used the pandas package so that it is easier . Firstly, we removed all the null values and undefined values. Overall we have seen that city hotel highest bookings and resort hotels have less bookings compared to the city hotel. Whereas the advance bookings of city hotels are higher than the resort hotel ,the management should do marketing to know the exact solution for their cancellations of city hotels.

The people have a mindset that they are looking for any industry they most probably choose a brand in that type of segment. However, In the hotel industry the guests or customers choose most probably the best one. These days the internet is running in our hands daily so the websites are closer to the people so that the people can do their advance booking in any type of hotel rooms anywhere they are.

Accordingly from marketing , the brand sit at the top of they’re mind since the people choose the best brand from any marketing segment so in these days some new websites have come into existence like make my trip,go ibibo are ruling in hotel industry because they give hotels which are good in the local areas in these there are some more which are ruling industry like oyo,marriott hotels and airbnb these hotel

s are already in the market all over the world in every continent and spreading to increase to all over the world.

Finally, I say that people want good looks ,good appearance, good accomodation to stay,good servicing,good meals,good brand look and good cleaning service in these hotels, such that then people get attracted and should do marketing and should tie up wit tech companies . Contracts should be taken by the business persons for business meetings and a party hall also should be there such that the events take place and group bookings will be done and bookings will be increased for the hotels.