

# **CLIENT BUSINESS PROBLEM**

In recent years, City Hotel and Resort Hotel have seen high cancellation rates. Each hotel is now dealing with a number of issues as a result, including fewer revenues and less than ideal hotel room use. Consequently lowering cancellation rates is both hotels primary goal in order to increase their efficiency in generating revenue and for us to offer thorough business advice to address this problem.

The analysis of hotel booking of the hotel cancellations as well as other factors that have no bearing on their business and yearly revenue generation are the main topics of this report.

## **ASSUMPTIONS:**

1. No unusual occurrences between 2015-2017 will have a substantial impact the data used
2. The information is still current and can be used to analyze hotel's possible plans in an efficient manner
3. There are no unanticipated negatives to the hotels employing any advised technique.
4. The hotels are not currently using any of suggested solution.
5. The biggest factor affecting the effectiveness of earning income is booking cancellations.
6. Cancellations results in vacant rooms for the booked length of time.
7. Clients make hotel reservations the same year they make cancellations

## **Research Questions:**

1. What are the variables that affect hotel reservation cancellations?
2. How we can make hotel reservation cancellations better?
3. How will hotels be assisted in making pricing and promotional decisions?

## **Hypothesis:**

1. More Cancellations occur when prices are higher
2. When there is longer waiting list, customer tend to cancel more frequently
3. The majority of clients are coming from offline travel agents to make their reservations.