

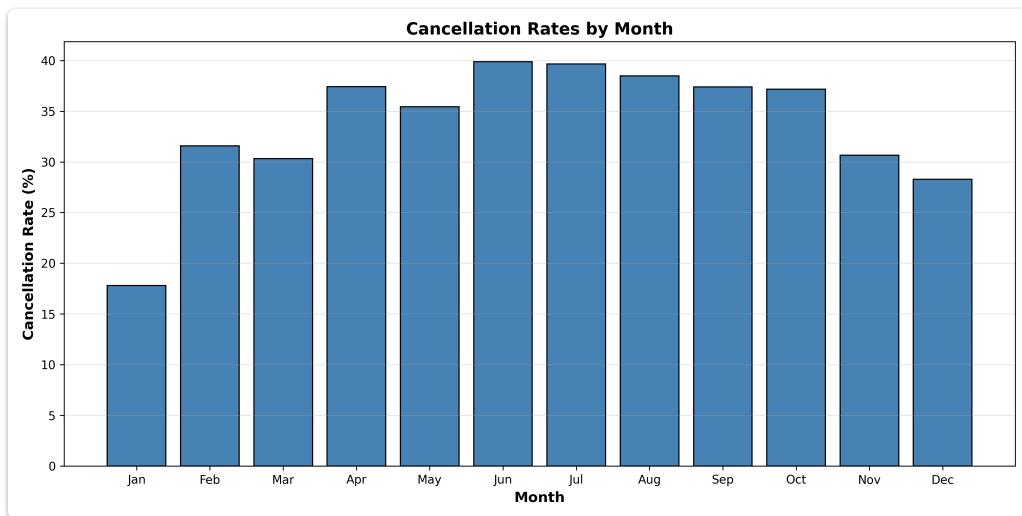
# Hotel Booking Analysis

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## 1. Cancellation Rates

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Calculate cancellation rates for each month.



Cancellation Rates

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## 2. Averages

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Compute average price and average number of nights for each month.



Average Price and Nights Stayed

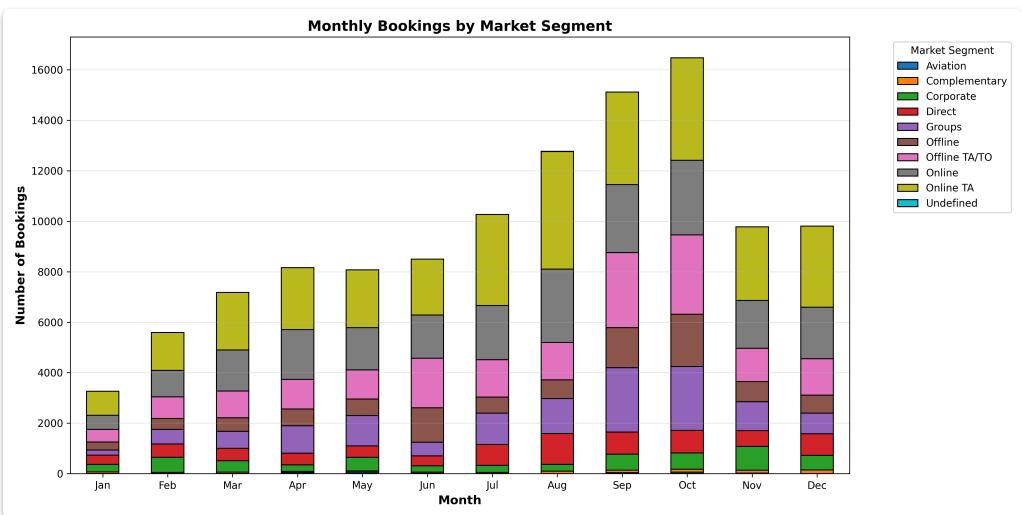
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### 3. Monthly Bookings by Market Segment

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Count monthly bookings by market segment.

**Note:** In categories, TA means Travel Agents and TO means Tour Operators.



Monthly Bookings by Market Segment

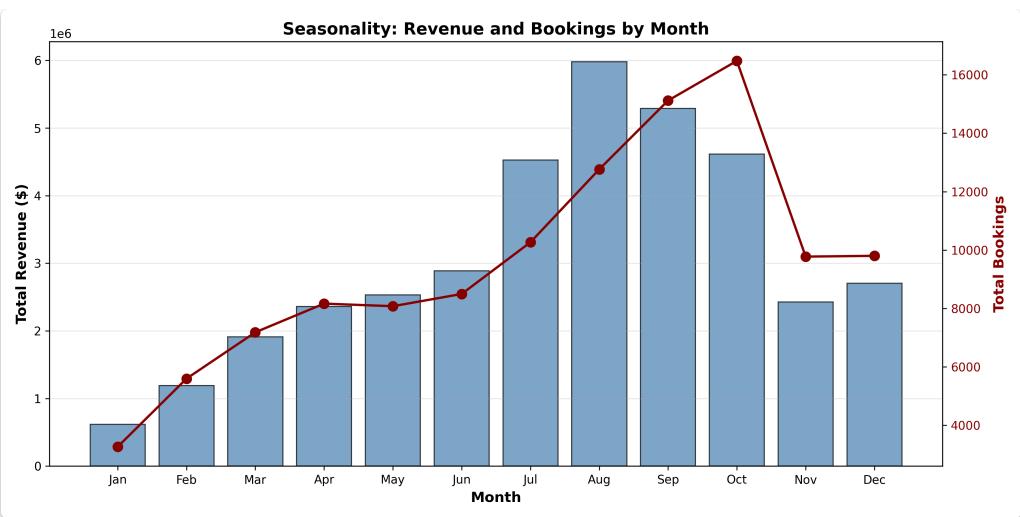
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### 4. Seasonality

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Identify the most popular month of the year for bookings based on revenue.

**Most Popular Month:** August with \$5,979,457.45 in revenue



## Seasonality Analysis

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*Report generated: 2025-11-04 22:21:33*