

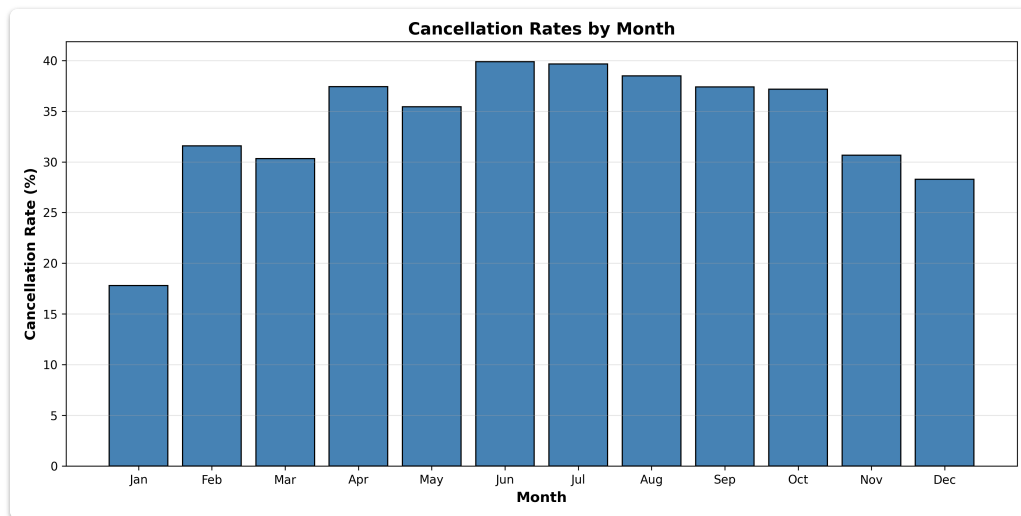
# Hotel Booking Analysis

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## 1. Cancellation Rates

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Calculate cancellation rates for each month.



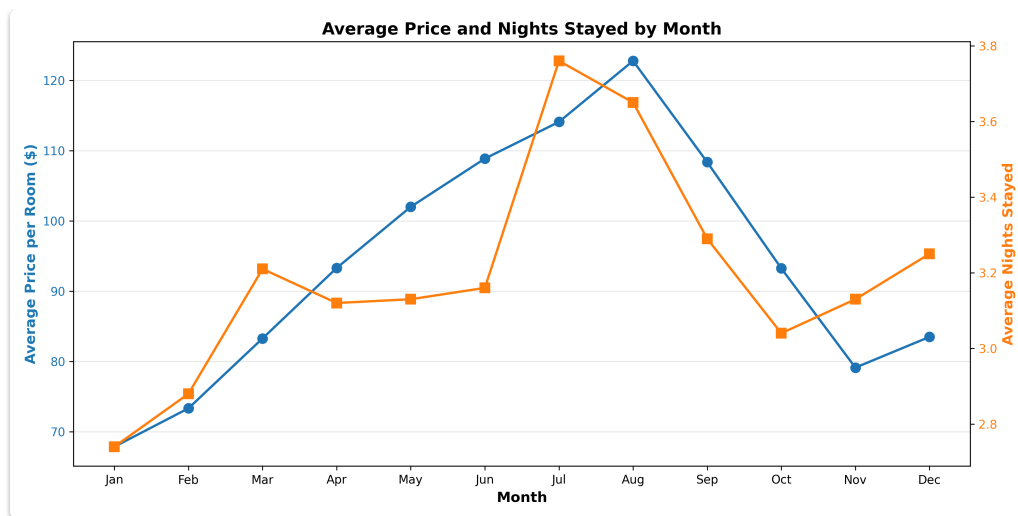
Cancellation Rates

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## 2. Averages

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

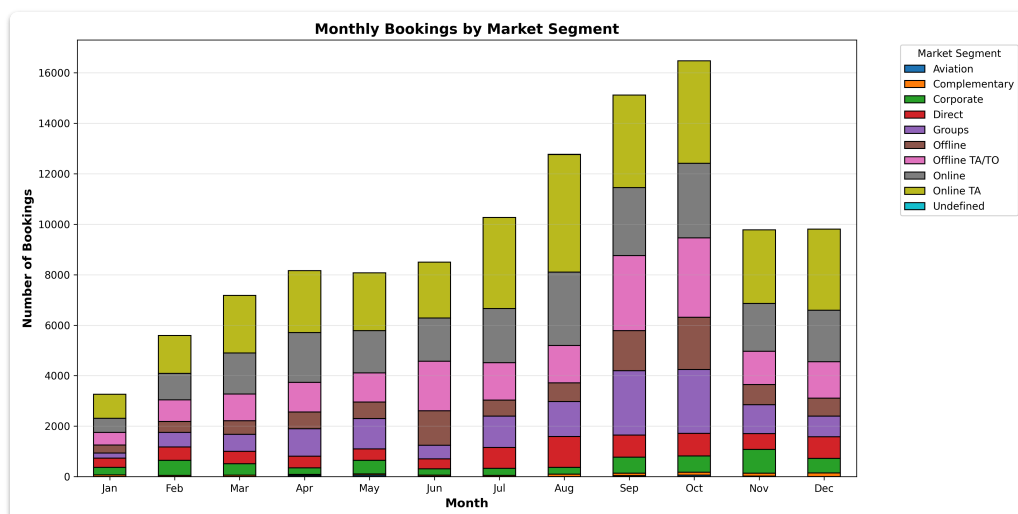


Average Price and Nights Stayed

### 3. Monthly Bookings by Market Segment

Count monthly bookings by market segment.

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

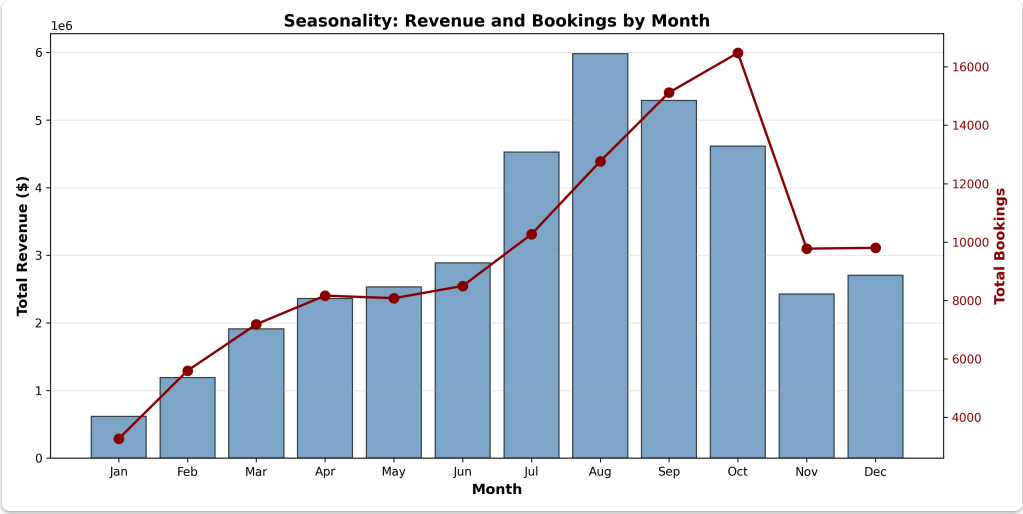


Monthly Bookings by Market Segment

### 4. Seasonality

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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