

## **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 in both hotels is the primary goal in order to increase their efficiency in generating revenue, and for us to offer good business advice to address this problem.

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

## **ASSUMPTIONS**

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



## **RESEARCH QUESTION**

1. What are the variables that affect hotel reservation cancellations?
2. How can we make hotel reservations 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 a longer waiting list, customers tend to cancel more frequently.
3. The majority of clients are coming from offline travel agents to make their reservations.