IST 687 Project

Group 1

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# ABSTRACT

Understanding the customers and their interaction with the business is very essential for the growth of the organization. Knowing the behavior of customers can help the business understand what the customers want, what they are getting and hence make further strategies. Sometimes, this can also change the business objectives, missions, and goals of an organization. Understanding the customers helps the business tailor the facilities on a granular level which in turn results in strong customer relationships and new sales through positive word of recommendation.

Customer satisfaction is the key to business growth in this highly competitive world. A customer has got a lot of options to choose from and thus becoming that one option which is the best for customers is the end goal of all the businesses operating across the globe. Even companies like Google, Microsoft, Amazon, and Facebook have got competitions and hence they invest a lot in understanding their customers and their feedbacks. Because of the data revolution happening across the globe, it is becoming more and more easier to gather the data from various channels to perform analysis and build up on strategies further. The aim of this project is to determine what strategies can we devise to increase the Average Daily Rate – ADR of the city hotels and resorts. Two datasets were used, one of the city hotels and the other one for resorts. The dataset consisted of customer data from the past 3 years which were 2015, 2016 and 2017. The dataset was processed further to utilize it for getting deeper insights into the data and understand the data by preparing visualizations. Strategies were formed based on the business questions we obtained from the insights depending on their level of importance and their impact on the business further. We conclude by giving out strategies on how to improve the ADR with appropriate backings wherever required.

# INTRODUCTION

This project was undertaken for the course of IST 687 – Introduction to Data Science. Two datasets were provided, one containing details of customers from city hotels and the other one containing details of customers from resorts. Total observations in dataset for carrying out the analysis were 119390, whereas total variables which represent various details of the customers are about 35. Understanding various details of the customers is quite essential for increasing the daily customer rate, thus we introduced a few business questions based on the dataset variables which we will be using to carry out the further analysis.

## Average Daily Rate (ADR)

Average Daily Rate (ADR) is a metric used in the hotel industry to keep a track of the business and the profits. Average Daily rate is one of the key performance indicators of the hotel industry. Average Daily Rate signifies the average rental revenue collected from the occupied rooms.

Higher the ADR, the better is the shape of business profits. A rising ADR suggests that a hotel is increasing its money from renting out rooms. To increase the ADR, hotels can devise various strategies. It either can be to improve the prices of the rooms and increase the profit per room or else it can be decrease in the price per room and increasing the customer base, further improving the ADR. It can be $100 from one person to obtain a $100 profit, or $20 from 5 people to obtain a $100 profit. Different hotels have different strategies to improve the ADR. Apart from changing prices for the rooms, hotels also focus on cross sale promotions, complimentary offers such as free shuttle services to the airport, including meals in the room packages and discounts on travelling across the city.

To determine the operating performance of a lodging, the ADR can be measured against a particular competitor, or against the previous ADR’s and the profits collected in the past few years. In the dataset provided, the ADR column is in Euros and vary from 76.5€ to 6148€.

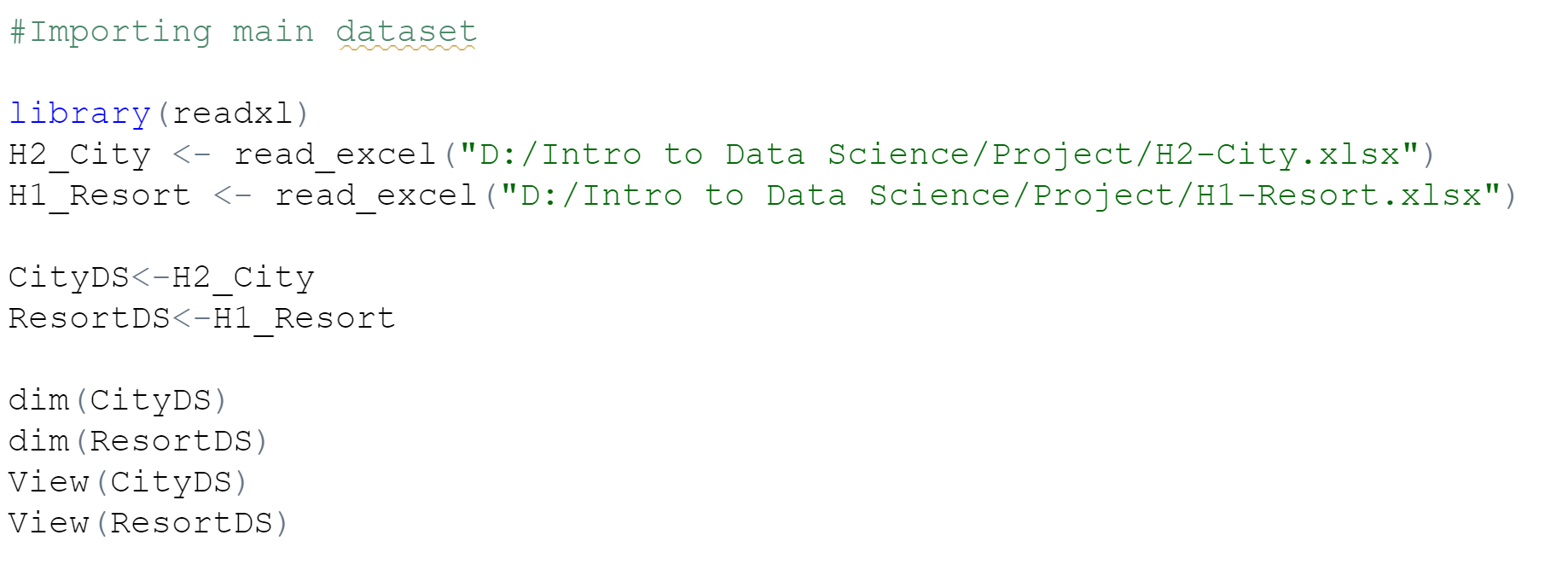
# OBJECTIVE

**What do we intend to achieve with this analysis of data?**

The aim of this project is to help the European Hotel Group suggest ways to maximize the revenue for their hotels. They have properties that are classified as City Hotels or Resort Hotels. The business strategy that European Hotel Group wants to develop will be based on the data analysis performed by us. We have to determine the performance of each category of hotel that is City and Resort and also perform comparative analysis among them.

# DATA PREPROCESSING

## Loading the Data



## Viewing the Data

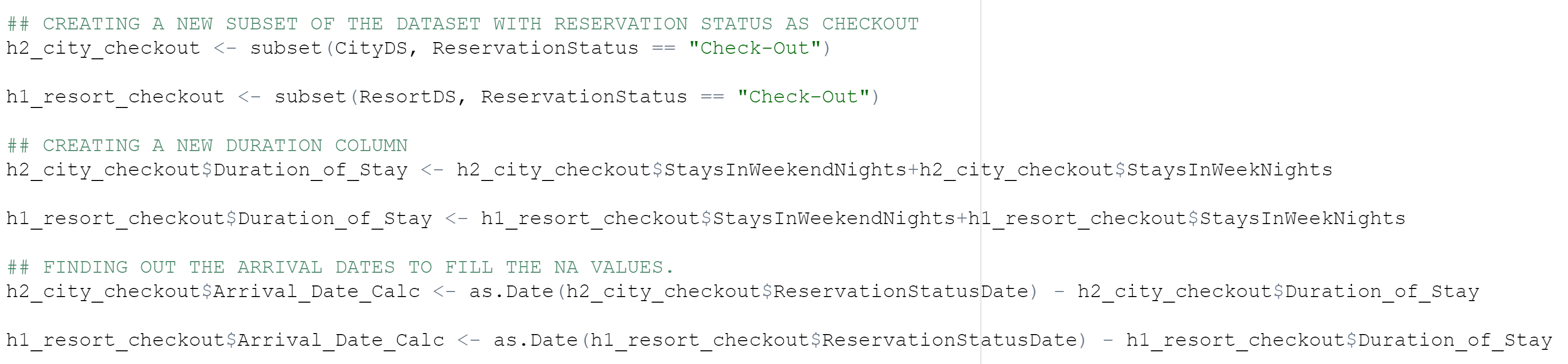
The H1-Resort Data Set had 40,060 rows and 28 columns before cleaning and the H2- City Data Set had 79,330 rows and 28 columns.

We checked the structures of the different attributes to get an understanding of the data that is available. The data contains several NA values which are spread across different attributes in the dataset. These are the important columns that we have used in analysis that contained NA’s:

* City Data Set Column Arrival Date had 39,270 NA values.
* City Data Set Column Children had 4 NA values.

## Data Cleaning

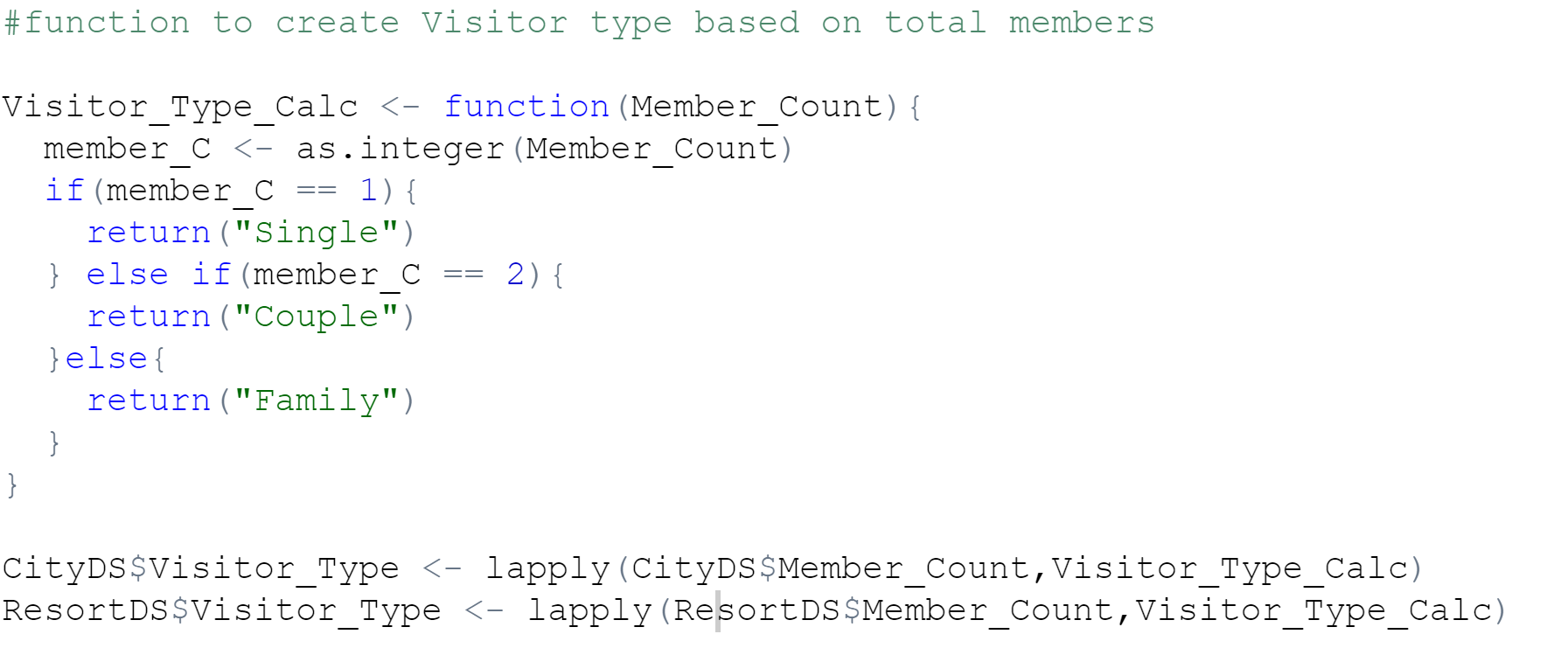
* Arrival Date Column in City Data Set
  + For the Arrival Date Column, we felt that this column is very important and hence we did not just completely drop the column. The Resort Data had all Arrival Date Values and hence we believed that we must calculate the arrival date as per the data that we have.
  + We calculated the arrival date for all entries whose ReservationStatus was Check-Out. From The ReservationStatusDate Column we subtracted the StayInWeekendNights and StayWeekNights to determine the arrival date.
    - Row 49914:
      * ResevationStatusDate: 2016-06-17
      * StayInWeekendNights: 0
      * StayWeekNights: 1
      * Arrival Date = 2016-06-17 – (0+1) = 2016-06-16



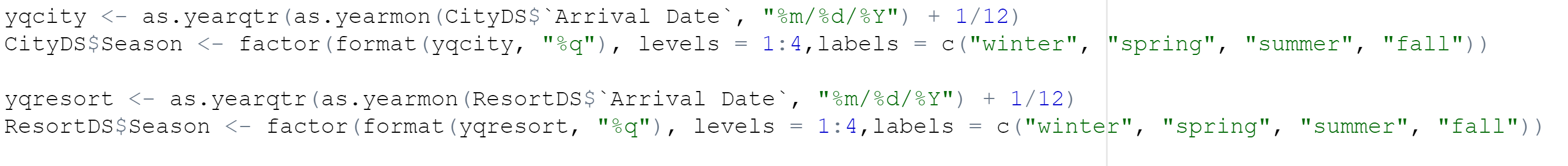
* Children Column in City Data Set
  + There were 4 NA values and we replaced them with median of the children column.

## Data Preparation

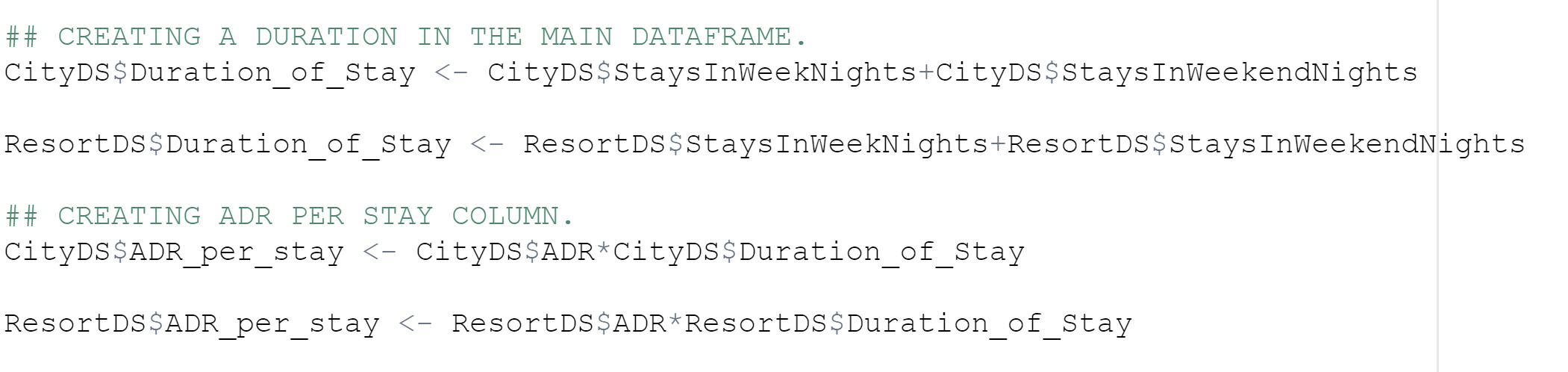
* Adding Column for Visitor Type
  + We added a new column Visitor Type based on the number of guests:
    - Single: 1 Guest (Including Adults, Children and Babies)
    - Couple: 2 Guests (Including Adults, Children and Babies)
    - Family: >2 Guests ((Including Adults, Children and Babies)



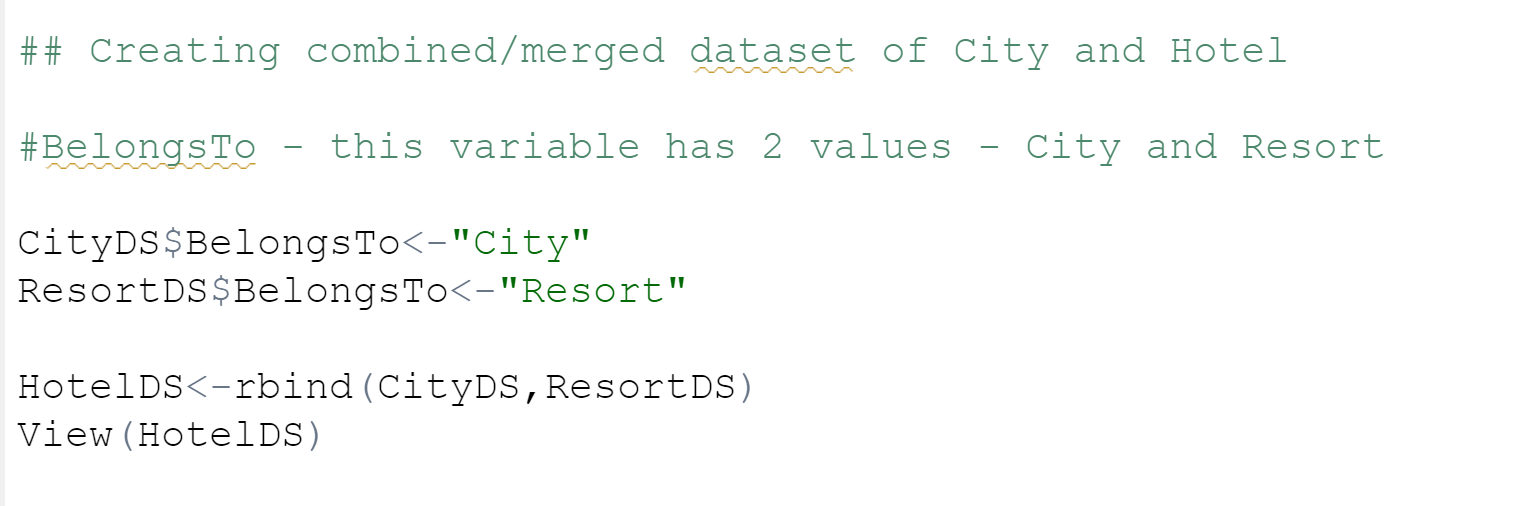
* Adding Column for Season
  + We added a column for each entry to specify the season in which the booking occurred.
  + Summer (June to Aug), Fall (Sept to Nov), Winter (Dec to Feb), Spring (Mar to May)



* Adding Column for ADR per Stay
  + ADR per Stay = ADR \* (StayInWeekendNights + StayInWeekdayNights)



* Merging the two data sets one top of another



* Changing the Variable type of categorical variables



# UNDERSTANDING THE DATA (EXPLORATORY DATA ANALYSIS)

## Booking Cancellations (City Hotels vs. Resort Hotels)

1. **City Hotels - 58% of bookings were not Canceled and 42% of bookings were canceled.**

**(0 – Not Canceled, 1- Canceled)**

Text

Description automatically generated

Chart, bar chart, histogram

Description automatically generated

1. **Resort Hotels- 72% of bookings were not Canceled and 28% of bookings were canceled (0 – Not Canceled, 1- Canceled)**

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Chart, bar chart

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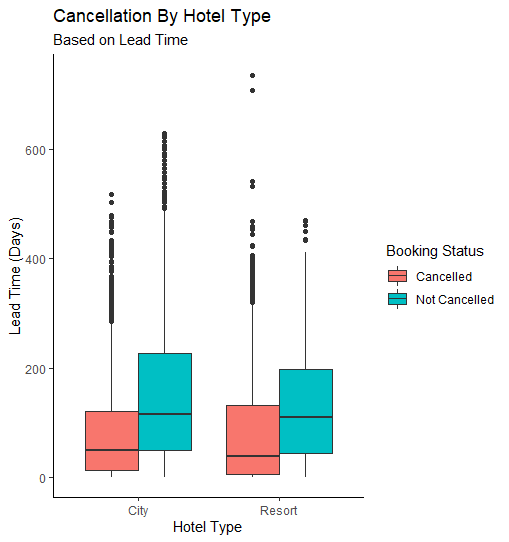
Chart, bar chart

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1. Combined Data (need R Code for this visualization)

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## Number of booking in each year (City vs. Resort)

1. **City Hotels – The year 2016 received the maximum number of bookings**

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Chart, bar chart

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1. **Resort Hotels- The year 2016 received the maximum number of bookings.**

Text

Description automatically generated

Chart, bar chart

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### Season Wise and Month Wise Generated ADR (City vs Resort)

1. **City Hotels- Winter season is the weakest season in terms of generating ADR. Higher ADR is generated during the months of August, September and October.**

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Chart, bar chart

Description automatically generated Chart, bar chart, histogram

Description automatically generated

1. Resort Hotel- **Summer season is the strongest season in terms of generating ADR. Lower ADR is generated in the winter months of Nov, Dec and Jan.**

Text

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Text, letter

Description automatically generated

Chart, bar chart

Description automatically generated Chart, bar chart

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## Duration of Stay (Weekend and Weekday Nights )

1. **City Hotel- The highest duration of stay is 1 nights, followed by 2 nights and 3 nights.**

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Chart, histogram

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1. **Resort Hotels- The highest duration of stay is 2 nights, followed by 3 nights and 1 nights. There is spike on 7 days stay as well.**

Text

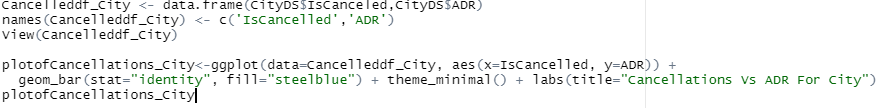
Description automatically generated with medium confidence

Chart, histogram

Description automatically generated

## ADR Comparison for booking Canceled vs. Not Canceled

1. **City Hotel- See percentage and write how much percentage cancelled ADR is higher than Not Cancelled ADR**



Chart, bar chart

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1. **Resort Hotel- See percentage and write how much percentage cancelled ADR is higher than Not Cancelled ADR**

Text, letter

Description automatically generated

Chart, bar chart, histogram

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## Distribution Channel vs. ADR

1. **City Hotel- TA/TO is the most preferred booking type for city hotels, followed by direct bookings.**

Text

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Chart, bar chart

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1. **Resort Hotel- TA/TO is the most preferred type of booking, followed by Direct and Corporate.**

Text

Description automatically generated

Chart, bar chart

Description automatically generated

## ADR comparison for Repeating Guests vs. One-time Guests

1. **City Hotel- Need Percentage to provide insights. Need % of ADR by Repeated and Non repeating guests.**

Graphical user interface, text

Description automatically generated

**NEED Graph for city**

Chart, bar chart

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1. **Resort Hotel- Need Percentage to provide insights. Need % of ADR by Repeated and Non repeating guests.**

Graphical user interface, text

Description automatically generated

Chart, bar chart, histogram

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## Customer Type Comparison to ADR

1. **City Hotel- Transient Customers generate the maximum ADR. Transient guest are those guests which make last minute booking or are walk in customers.**

Text

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Chart, bar chart

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1. **Resort Hotel- Transient Customers generate the maximum ADR. Transient guest are those guests which make last minute booking or are walk in customers.**

Graphical user interface, text

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Chart, bar chart

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## Visitor type Comparison in terms of ADR

1. **City Hotel- Need R CODE AND GRAPH**
2. **Resort Hotel- Need R CODE AND GRAPH**

## Member type Comparison in terms of ADR

1. **City Hotel-**

Text

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Chart, bar chart

Description automatically generated

1. **Resort Hotel-**

Text

Description automatically generated

Chart, bar chart, histogram

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## Total No. of Special Requests Comparison in terms of ADR

1. **City Hotel-**

Text

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Chart, bar chart, histogram

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1. **Resort Hotel-**

Text

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Chart, bar chart

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## Average Revenue from Repeating Customers vs. One-Time Customers

Graphical user interface, text, application, email

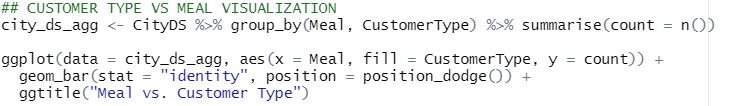
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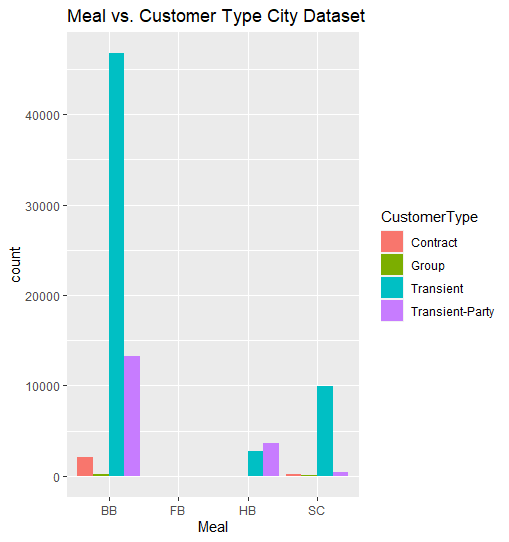
The Average Revenue generated from non-repeated customers in the **City** dataset is 323.7096 and from repeated customers is 126.6567.

Similarly, Average Revenue generated from non-repeated customers in the **Resort** dataset is 447.1169 and from repeated customers is 184.194.

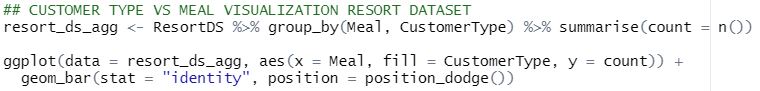
## Meal Type vs Customer Type Comparison

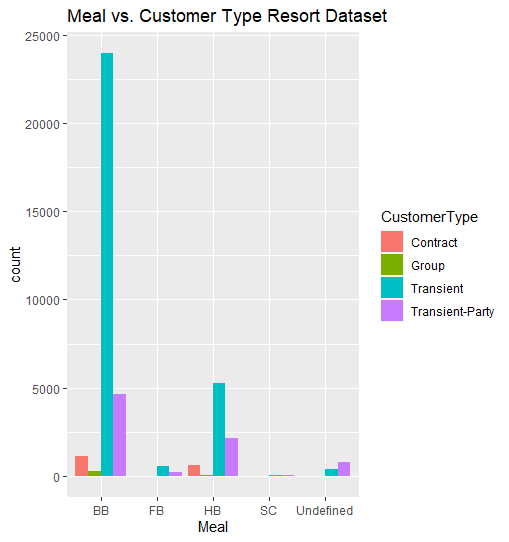
1. **City Hotel-**





1. **Resort Hotel-**

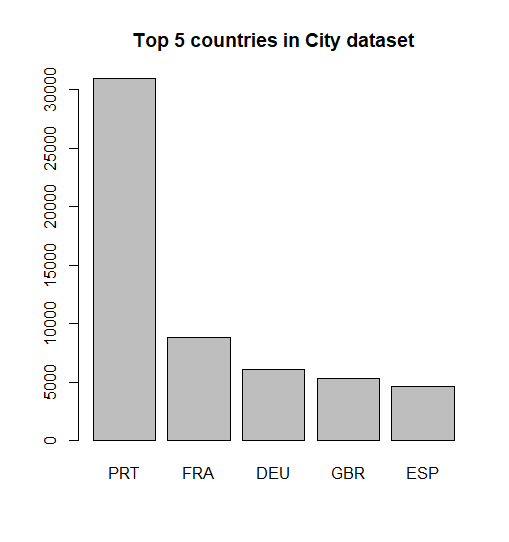




## Top 5 Counties of maximum guests

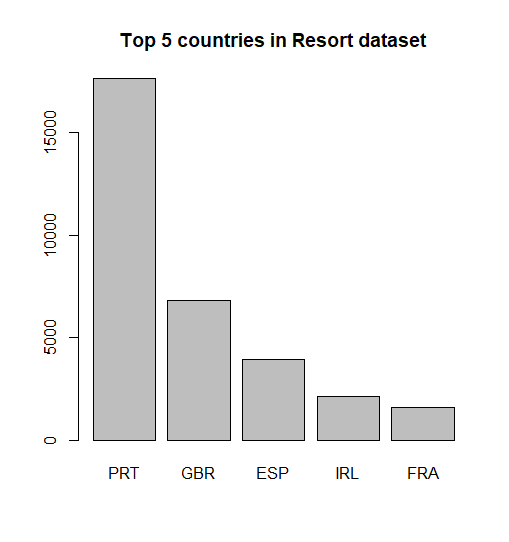
1. **City Hotel-**





1. Resort Hotel-



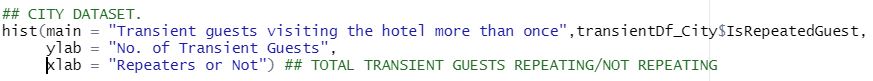


## Transient guests are not repeating

City Dataset

Chart, histogram

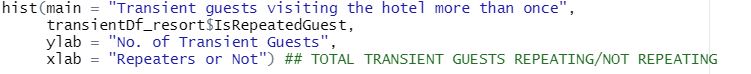
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Resort Dataset

Chart, histogram

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**TOTAL NUMBER OF GUESTS REPEATING IN EVERY CUSTOMER TYPE**

**City Dataset**

Chart, bar chart

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![Text

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RD4RXhpZgAATU0AKgAAAAgABAE7AAIAAAAPAAAISodpAAQAAAABAAAIWpydAAEAAAAeAAAQ0uocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFJhaHVsIEtoYWlybmFyAAAABZADAAIAAAAUAAAQqJAEAAIAAAAUAAAQvJKRAAIAAAADOTEAAJKSAAIAAAADOTEAAOocAAcAAAgMAAAInAAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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**Resort Dataset**

Chart, bar chart

Description automatically generated

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RESORT DATASET

Chart, histogram

Description automatically generated

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K4ffNGYlKyNx8zDHJ4HJ9Ks0Uc0trgFMEMQleURoJJFCu+0ZYDOAT3Ayfzp9FSBnz+H9GubS3tbnSLGa3tm3QQyWyMkR9VUjCn6VKuk6cowthagfvOBCv8f3+38Xf171boqueXcCnJpGmyrtl0+1dcKMNApGFBCjp2BIHpk07T9MsNJtPsul2VvZW+S3k20Sxpk9ThQBVqijmla1wMyx8NaFpl413pui6daXLgq01vapG7A8kFgMnNX7e2gtLdLe0hjghjGEjiQKqj0AHAqSiiUpS3YBWdLodnN4jt9blTdeW9u9vE21flViC3ON3OBxnHtnmtGipAKw7vQLjUvElrf6nexS2Ng/nWdlHblCsu0rvkcud+ATtAVcZ5zgVuUUARXNrBeW7295BHcQv96OVAyt35B4NVtU0TStctVttb0yz1GBW3rFd26yqG9QGBGavUUAZr+G9Dk87zNG09vtDb5t1qh8xtuzLccnaSuT246VZ0/TrHSbJLPSrO3srWPOyC2iWNFzycKoAFWaKACmyRpLE0cqK6OCrKwyGB6ginUUAZum+G9D0adptI0bT7CVl2tJa2qRMR6EqBxT49C0iHVn1SHS7KPUJM77tbdBK2Rg5fGTx71foq3Obd2wKE2haRcapHqdxpdlLfxY8u7e3RpUx0w5GR+dSy6XYTxXUU1jbSR3hzco8KkT8AfOMfNwAOewq1RS5pdwIHsLSS1jtpLWBoIipjiMYKoVIKkDoMEDHpinG2gN0t0YYzcKhjWUoN4UnJXPXGQDj2qWildgY+saDHfaKdNsbfSo4Wk3tDe6f9ohbncf3YdBndznPWl8O6Cmg2kyeYks9zL5szRReVGCFChUjydihVUAZPTrWvRV+0ny8l9BWGTQxXMDw3EaSxSKVeN1DKwPUEHqKciLGipGoVVGFVRgAelLRWYzMtvDehWWpNqFnoun296xYtcxWqLIS3U7gM89/Wqdz4Q05tSsLzTre1097a9N5N5Fsqm5Yo6fMRjn5ycnP61v0Voqs073FZGevh/Rku5bpNIsVuJpFklmFsgeR1OQxOMkg8gnpTdS8OaJrMyS6xo+n38iLtR7q1SUqPQFgcCtKilzzTvcZmP4Z0GTUl1CTRNOe9Uqy3LWkZkBHQhsZ4wMVbvrCz1O0e11K0gu7d8b4biMSI2DkZU8GrFFLnk7O+wFexsLPTLRLXTbSC0t0zsht4xGi5OThRwKdd2ltf2slrfW8VzbyjbJDMgdHHoQeDU1FK7vfqBQs9B0fTrGay0/SrG1tZ8+dBBbIiSZGDuUDB445otNC0jT7CWxsNLsra0mz5tvDbokcmRg5UDByOOav0VXPJ9QM+38P6NaW5gtNIsYITG0RjjtkVSjHLLgDGCeSOhq19jtvOhl+zxeZApSJ9gzGpxkKewOBwPQVNRScpPdgULrQdHvtQiv77SrG5vIceVcTWyPImDkYYjIweeKv0UUnJvRsCkmlwjUzfzSSzzgFYvMYbYVPUKAABn1OT2zirtFFIAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKAP/9k=)

Linear Models

To create a linear model, it is important to identify the important columns in the dataset. To check which variables or columns are significant with respect to ADR, we can run linear regression to identify columns. Significant rows in linear regression means it can explain the given dataset with specified percentage.

CORRELATION MATRIX

Logically, various columns seem relevant to ADR. So, correlation matrix can be created to understand correlation of various columns with ADR.

In order to create a correlation matrix, cor function can be utilized. Screenshot below is a R code to create a correlation matrix.

Text

Description automatically generated with medium confidence

Table, Excel

Description automatically generated

Various columns such as total number of **members, special requests** have good positive correlation with ADR. Logically, it also makes sense as more the members in a family more is their expenditure. Their expenditure will increase the ADR figures for hotel. Also, special requests is usually charged more which means more revenue for hotel.

LINEAR MODEL

Now that we know certain columns’ dynamic with ADR, we can run regression model to test whether change in ADR can be explained by change in given columns in dataset or not.

In order to create a linear model, we can use lm function and the code below is the execution of Linear model.

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The P value of F statistic is less than 0.05. So equation is significant enough to deduct some inferences. R square value is 0.1504 which means that 15% of change in given columns can be explained by the change in ADR. P value of given columns is less than 0.05 so they are significant. Though, 15% is not a high figure but this model gives us enough basis to carry out inferences based on exploratory analysis.

LOGISTIC MODEL

Another model can be designed to check how columns such as waiting period, Lead time or previous cancellation can impact cancellations.

Many columns in our dataset have binomial values so we cannot run linear regression on it. As slope of line created by regression will not imply sense as values are not discrete. So, to solve the issue, we can run generalized logistic regression on it.

So, to check cancellation, which is a binomial variable, we can use logistic regression to analyze it. GLM function is used to implement this regression. Here is a code for logistic regression.

A picture containing text

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Table

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PREPARING DATASET FOR PREDICTING CANCELLATION

To improve our ADR, it is very important to reduce our number of cancellations. Our dataset has various columns which can be used to predict whether a given booking will be canceled or not.

Lead Time: From the analysis given below, it is evident that customers with lead time more than 200 is very less likely to cancel his booking. So to properly classify we can use this variable in our SVM model.

1. Creating a histogram of people who have cancelled their bookings and have Lead time greater than 200 [On the left]
2. Creating a histogram of people who have **not** cancelled their bookings and have Lead time greater than 200 [On the right]

Chart, histogram

Description automatically generatedChart, histogram

Description automatically generated

Also, various other columns such as previous cancellations can be incorporated in model. The list of columns which will be incorporated to use it with SVM is given below:

Text, letter

Description automatically generated

[[[[[Season column explanation]]]]]]

Now, that we have sorted which columns to include in our dataset, next step will be to focus on which rows we have to include.

It is very important to design a model which is not bias as biased model can significantly impact the outcome of analysis. So, to choose data, which is not biased, it is important to select random data.

From the dataset, it is observed that we have a smaller number of cancellation when compared to not cancelled. So, if we randomly choose rows in our training dataset, it is very likely that we might have less rows with cancellations. This in turn will make model more biased.

To solve this problem, we created two separate dataframes. One contains all the rows with cancellations and another with rows which have value of 0 in IsCancelled dataframe.

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Following these, we selected 10000 rows in each dataframe and created a new dataframe which contains 50% of canceled bookings and 50% of not canceled.

Graphical user interface, text, application, email

Description automatically generated

Now, that we have a dataset which contains relevant columns and non-biased rows we can divide the entire dataset into two parts:

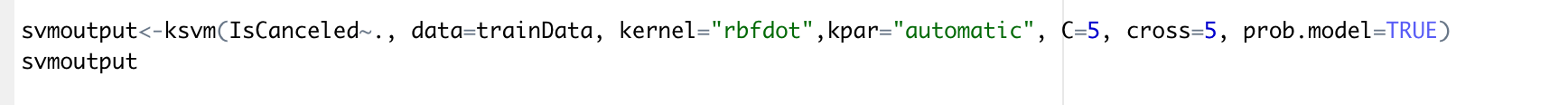
1. Training Data : which is two-third of the dataset
2. Test Data: which is one-third of the dataset

To divide the dataset we created a random index vector and created cutpoints on it. It is done so that training data do not contain monotonous values.

Graphical user interface, text, application

Description automatically generated

Finally, we ran svm model on given dataset to get following outcome.



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Training error is 26% and cross validation error is 29%.

We have used cost as 5. In case, if we increase cost, we might be able to reduce the error rate but model might become too rigid for other datasets.

In order to confirm check and cross validate, we created confusion matrix to verify the outcome.

**Models used for predicting customer responses:**

**Can we predict the future??**

**CONCLUSION:**

* **Since there are 42% cancellations in city and only 28% cancellations in resort. Focus on how city cancellations can be reduced. With more focus more than resort. Give recommendations. More cancellation as a % in City**
* **Year wise Comparison**
* **Month Wise Comparison**

1. **Give 7 day packages for people staying in resort to increase ADR**
2. **Increasing stay in city from 1 night to 2 days by offering packages (spa)**
3. **Give couple packages/meals/spas/dinner to couples in resort and meals packages to families in city.**
4. **City Hotel for Families- Baby proof rooms, Children adventure packages around the city. Creche facility, family first customer service.**
5. **Average revenue for new customers and repeating customers.**
6. **Promoting Half Board meal type for transient customers in City. They are buying BB. Give meals coupons for different restaurants along with BB.**
7. **City- Reducing charges for month of Nov dec jan feb and increasing it in Aug, Sept, oct**
8. **Resort- Charging a premium in summer**