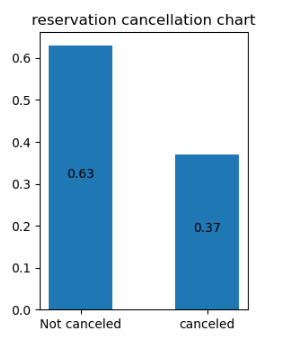
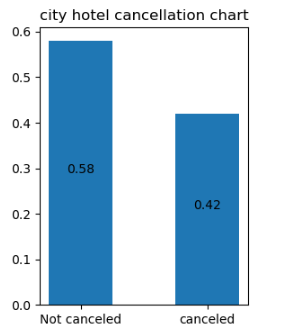
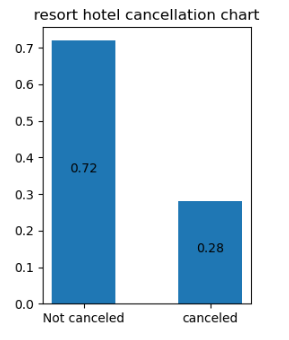
**Analysis and findings**

1. **Reservation cancellation rate:**



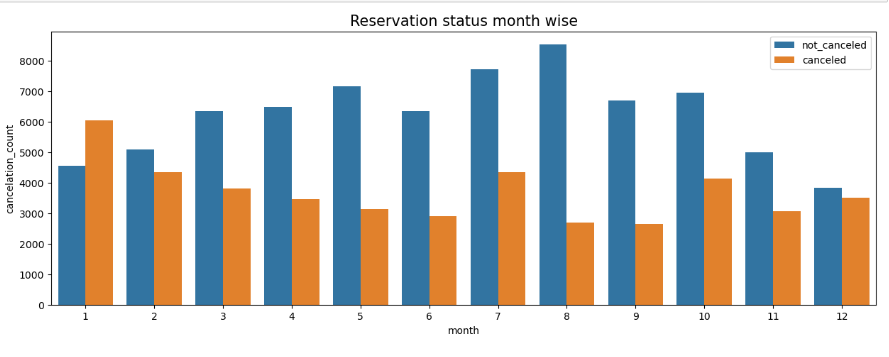
Above chart shows reservation cancelation is 37% which is quiet huge. We will deep dive into cancelation data to know more insights.

* **Resort hotel and city hotel cancellation rate**



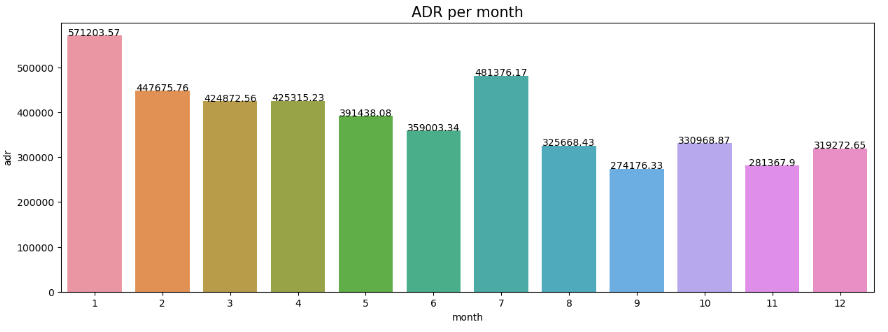
Above chart shows cancelation rate is higher in City hotel as compare to Resort hotel.

1. **Monthly reservation vs cancellation chart**



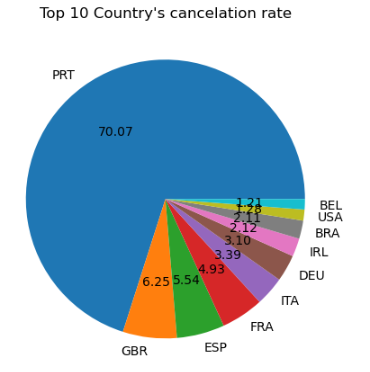
Month wise reservation data shows that highest cancelation occurred in the month of january where lowest cancelation occurred in the month of October.

1. **Monthly average daily rate of reservation chart**



Average daily rate for january month is highest where it’s lowest for the october month. From above two graph it is understood that cancelation depends on the price of the reservation. Cancelation seen more during higher reservation price.

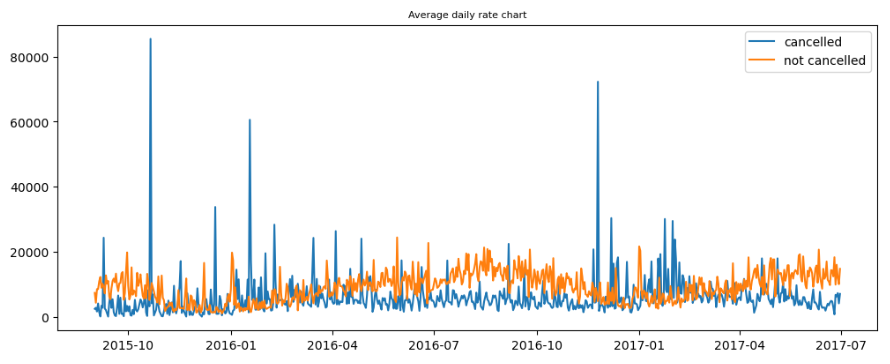
1. **Country wise cancellation rate**



Above pie chart shows country wise cancelation rate . PRT, GBR and ESP are top 3 countries where cancelation rete is higher.

Also, approx 47% customers prefers to make reservations via online TA, approx 20% via offline TA and approx 10% prefers direct reservations.

1. **Average daily rate chart showing cancelled and not cancelled data**



Above chart shows reservations are canceled when average daily rate is higher than when it is not canceled.

**Observations:**

* Cancelation rate is higher in City hotel as compare to Resort hotel.
* Cancelation seen more during higher reservation price, higher prices impacts reservation status.
* PRT, GBR and ESP are top 3 countries where cancelation rete is higher.
* More Customers prefers to make reservations via online TA.