




Annual Report of Hotel Bookings

using python

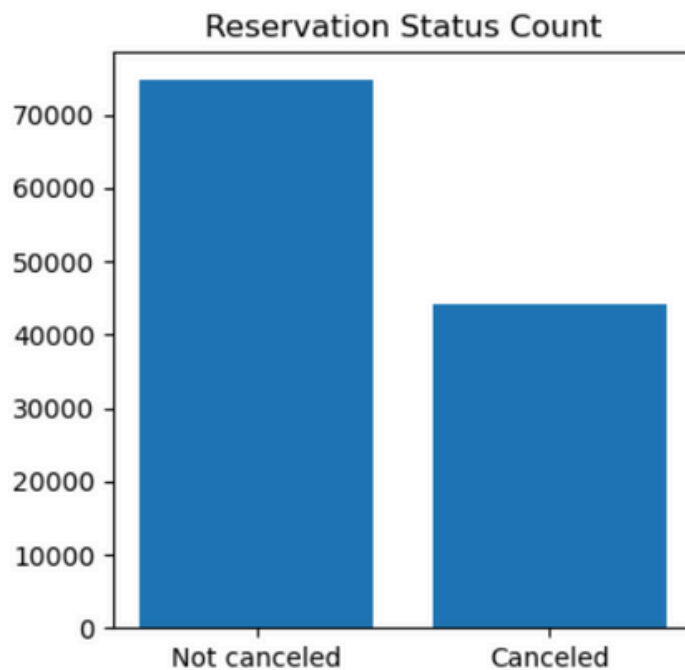
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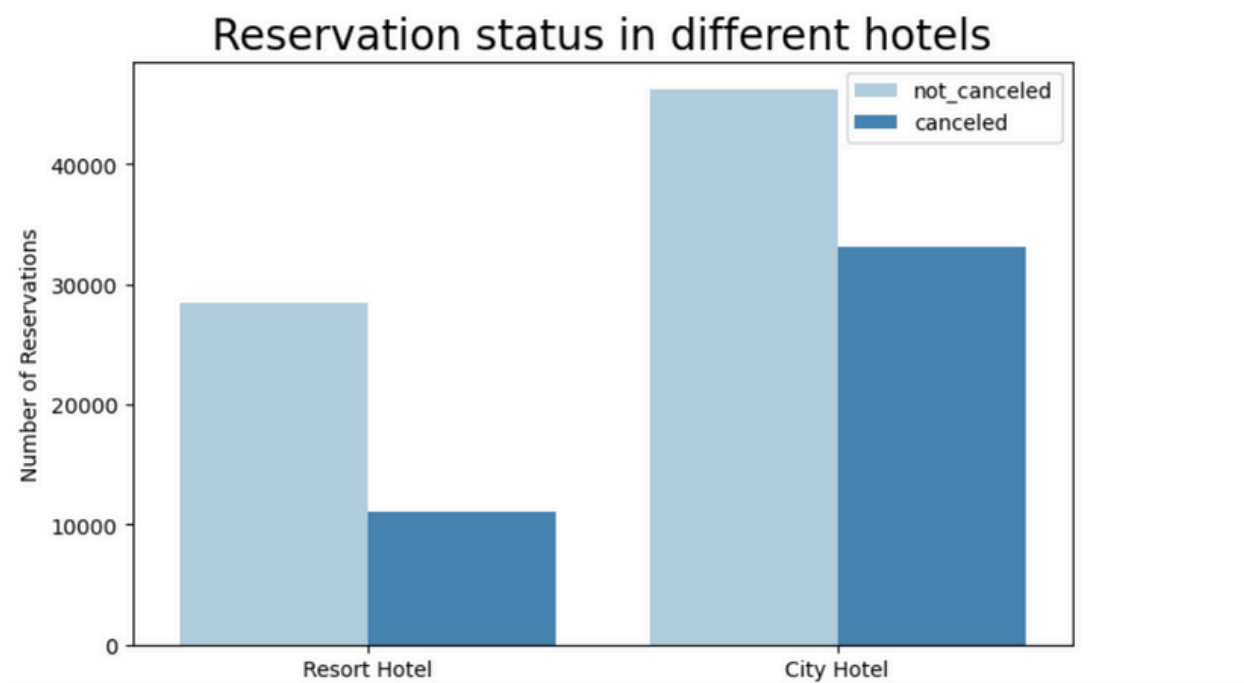
HYPOTHESIS

1. More Cancellation occur when prices are higher.
2. When there is a longer waiting list, Customer tend cancel more frequently.
3. The majority of clients are coming from offline travel agents to make their reservations.

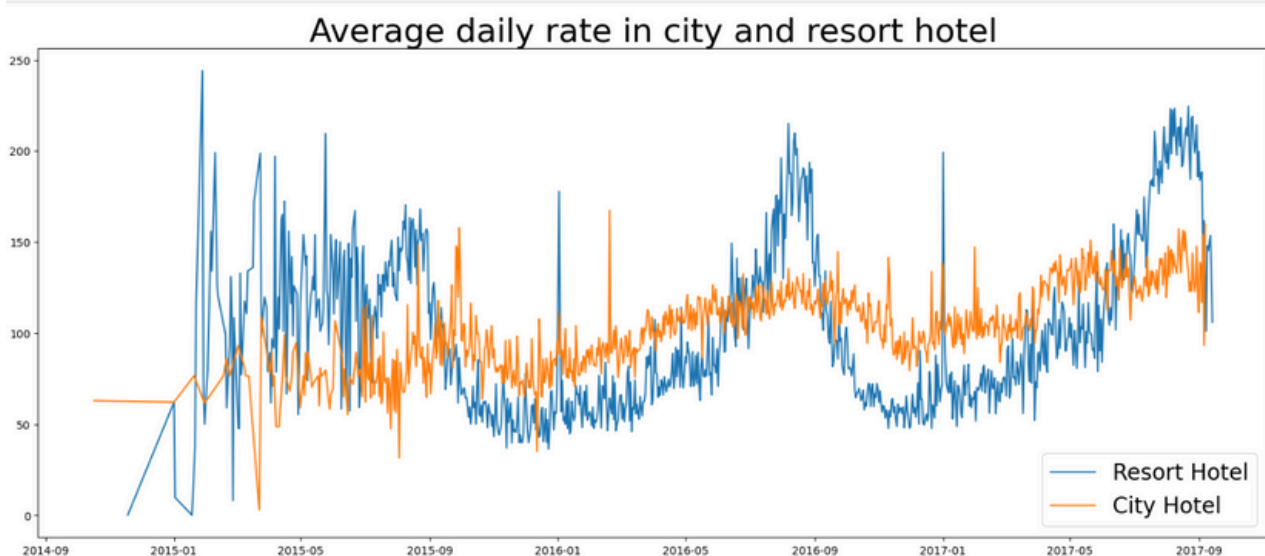
ANALYSIS AND FINDINGS



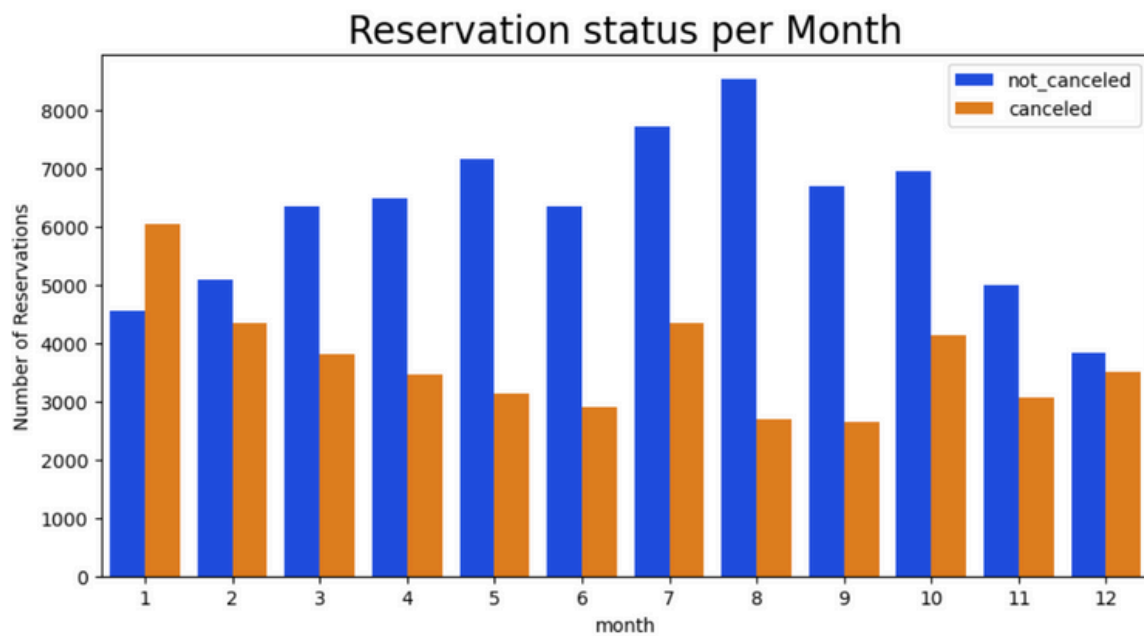
- The accompanying bar graph shows the percentage of reservations that are canceled and those that are not. It is obvious that there are still a significant number of reservations that have not been canceled. There are still 37% of clients who canceled their reservations, which has a significant impact on the hotel's earnings.



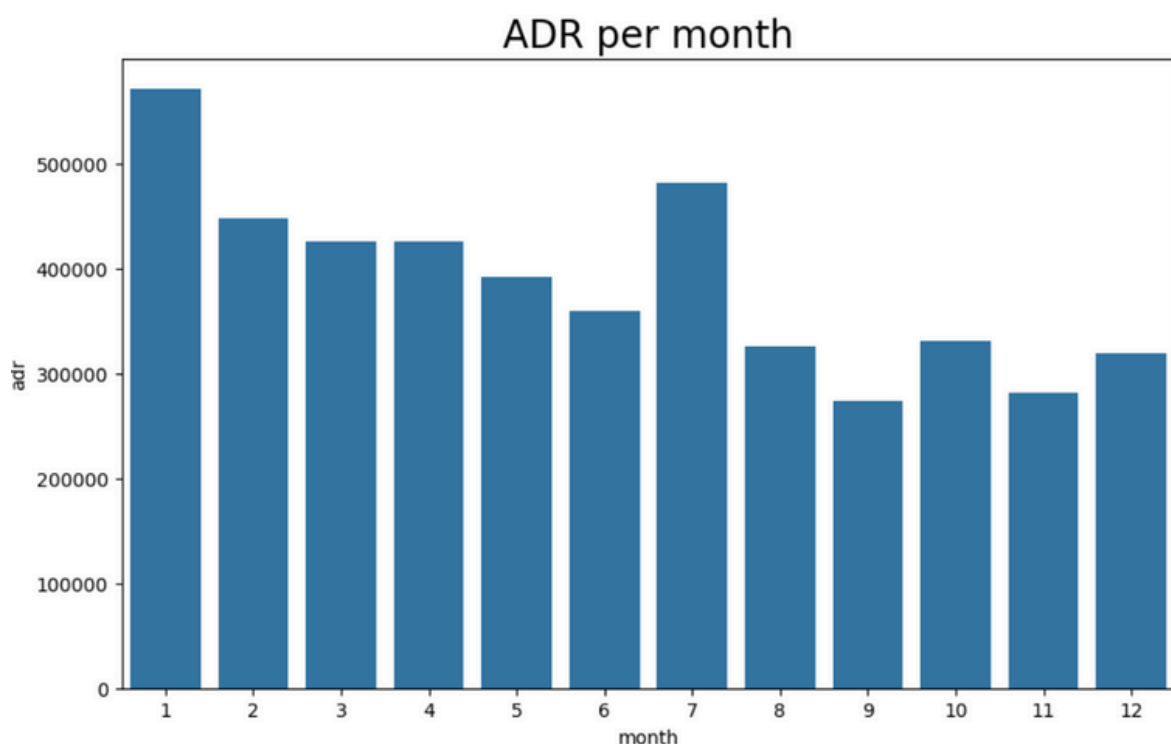
- In comparison to resort hotels have more bookings. Its possible that resort hotels are more expensive than those in cities.



- This line graph above shows that, on certain days, the average daily rate of a city hotel is less than that of a resort hotel, and on other days, it is even less. It goes without saying that weekends and holidays may see a rise in resort hotels rates.

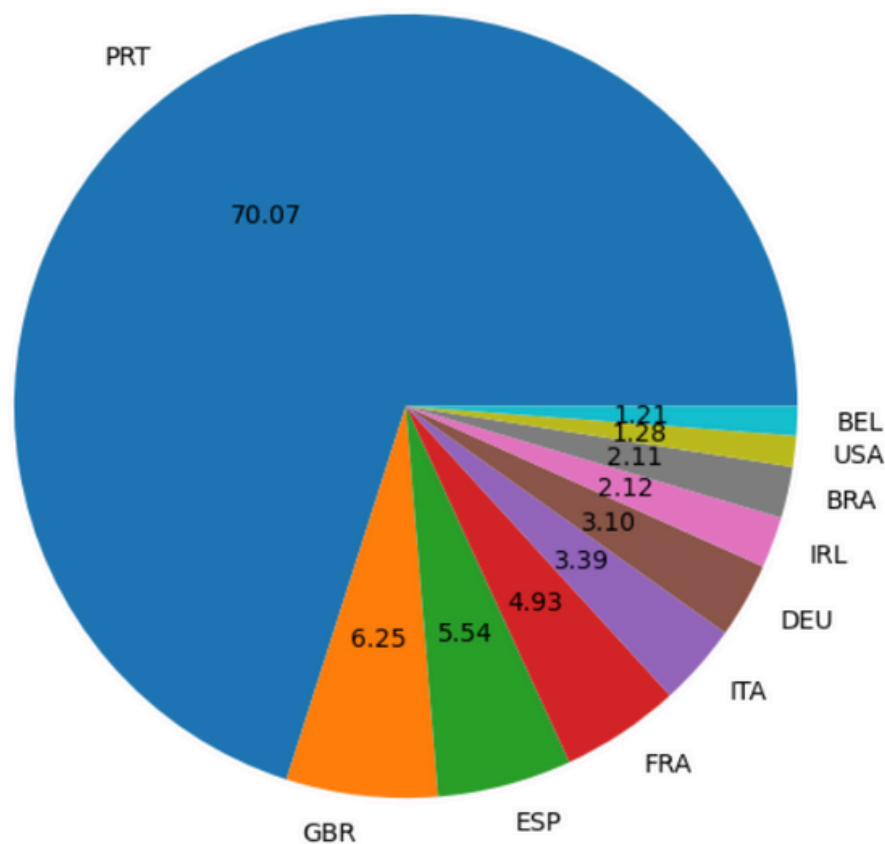


- We have developed a grouped bar graph to analyze the months with the highest and lowest reservations levels according to reservation status. As can be seen both the no of confirm reservations are largest in the month of August. where as January is the month with the most canceled reservations.



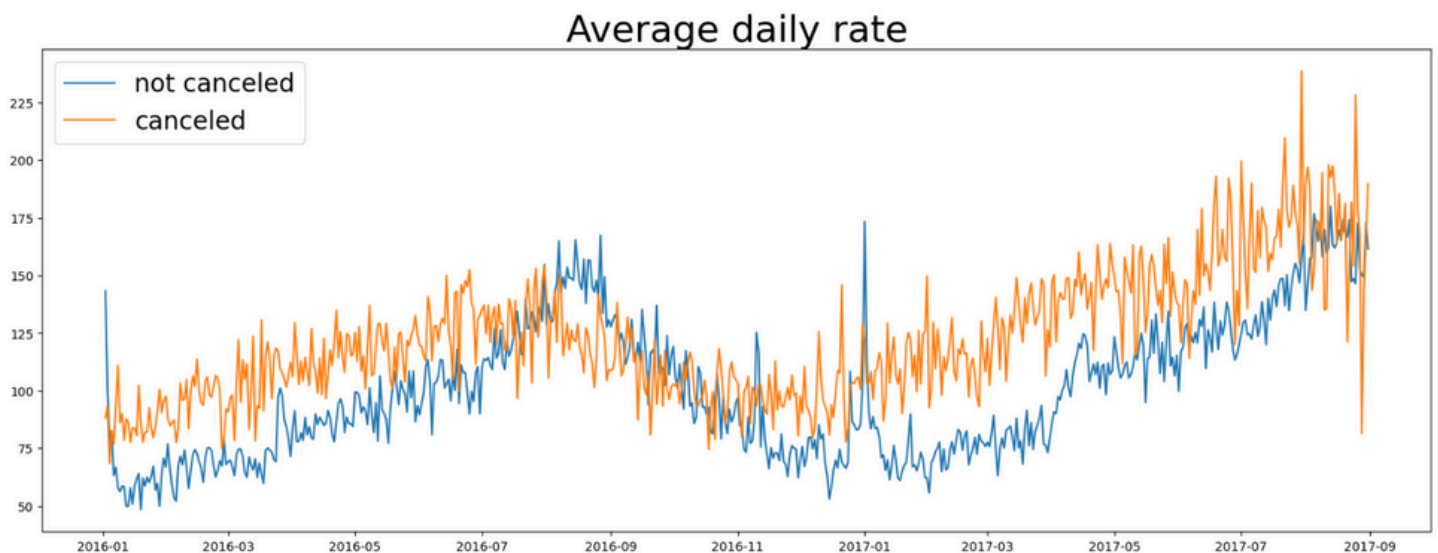
- This bar graph demonstrates that cancellations are most common when prices are greatest and are least common when they are lowest. Therefore, the cost of the accommodation is solely responsible for the cancellation.

Top 10 countries with reservation canceled



- Now, let's see which country has the highest reservation canceled. The top country is Portugal with the highest number of cancellations.

- Let's check the area from where guests are visiting the hotels and making reservations. Is it coming from direct or groups, online or offline direct travel agents? around 46% of the clients come from online travel agencies, whereas 27% come from groups. Only 4% of clients book hotels directly by visiting them and making reservations.



- As seen in the graphs reservations are canceled when the average daily rate is higher than when it is not canceled. It clearly proves all the above analysis, that a higher price leads to higher cancellation.

SUGGESTIONS

- Cancellation rates rise as the price does. in order to prevent cancellations of reservations, hotels could work on their pricing strategies and try to lower the rates for specific hotels based on locations. They can also provide discounts to the consumers.
- As the ratio of the cancellation and not cancellation of the resort hotel is higher in the resort hotel than the city hotels. so the hotels should provide a reasonable discount on the room prices on weekends or on holidays.
- In the month of January, hotels can start campaigns or marketing with a reasonable amount to increase their revenue as the cancellation is the highest in the month.
- They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.