HOTEL CHAIN C

HCC

Predicting Booking Cancellations

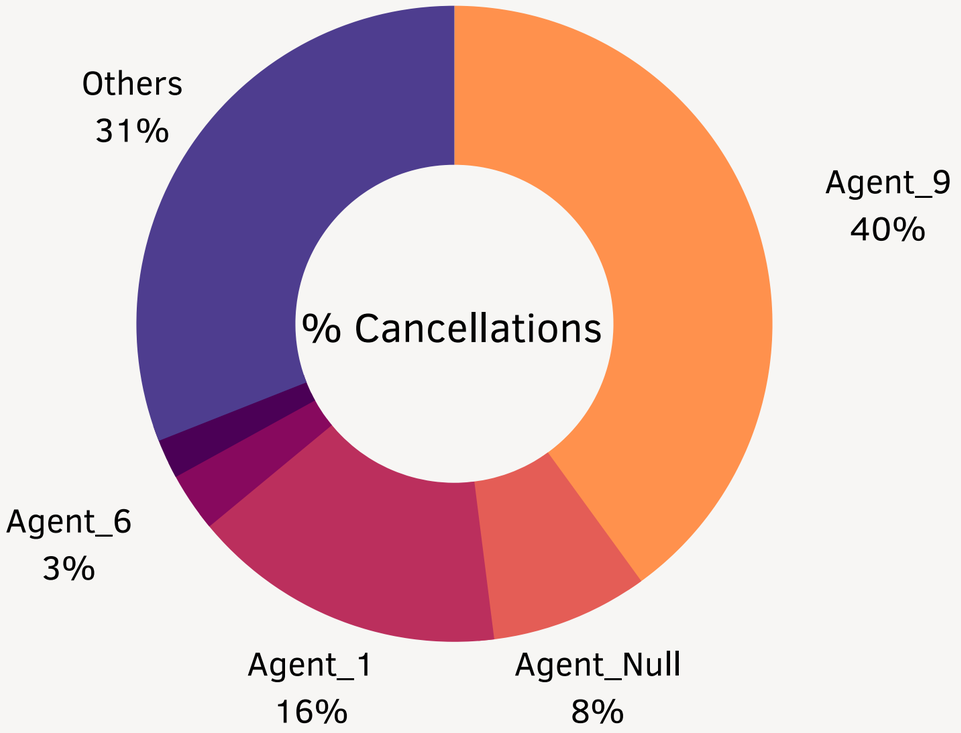
Presenting The Predictive Model

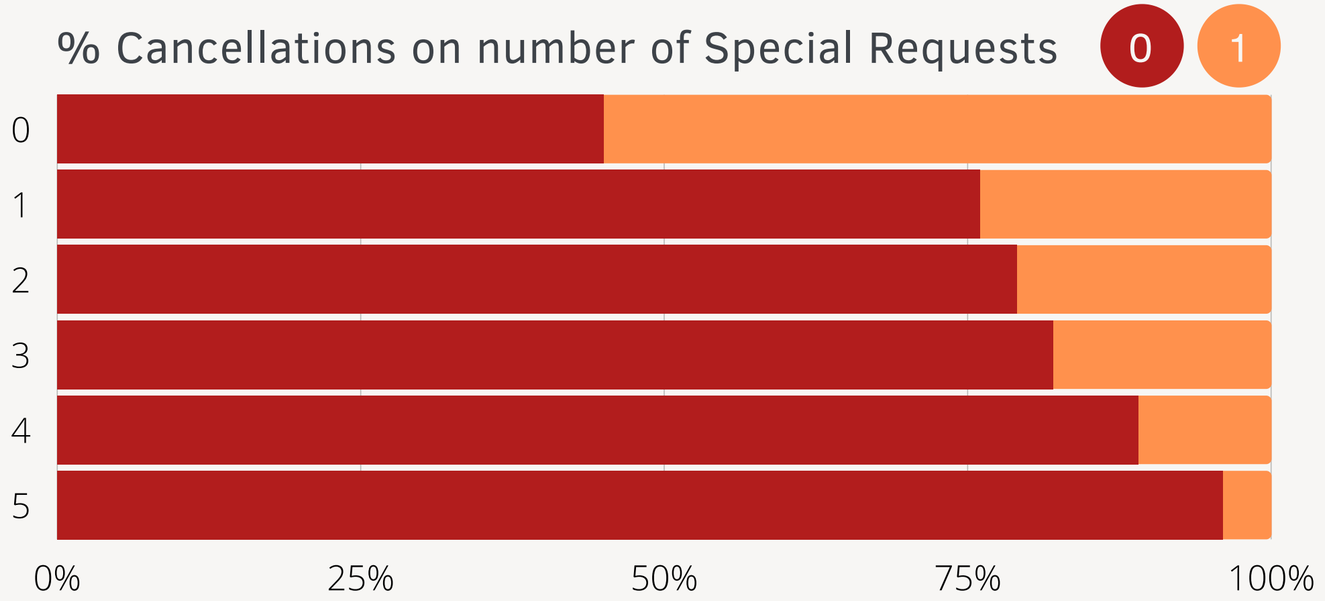
01.

HCC

Can we know if a customer is going to cancel their reservation?

Key Insights



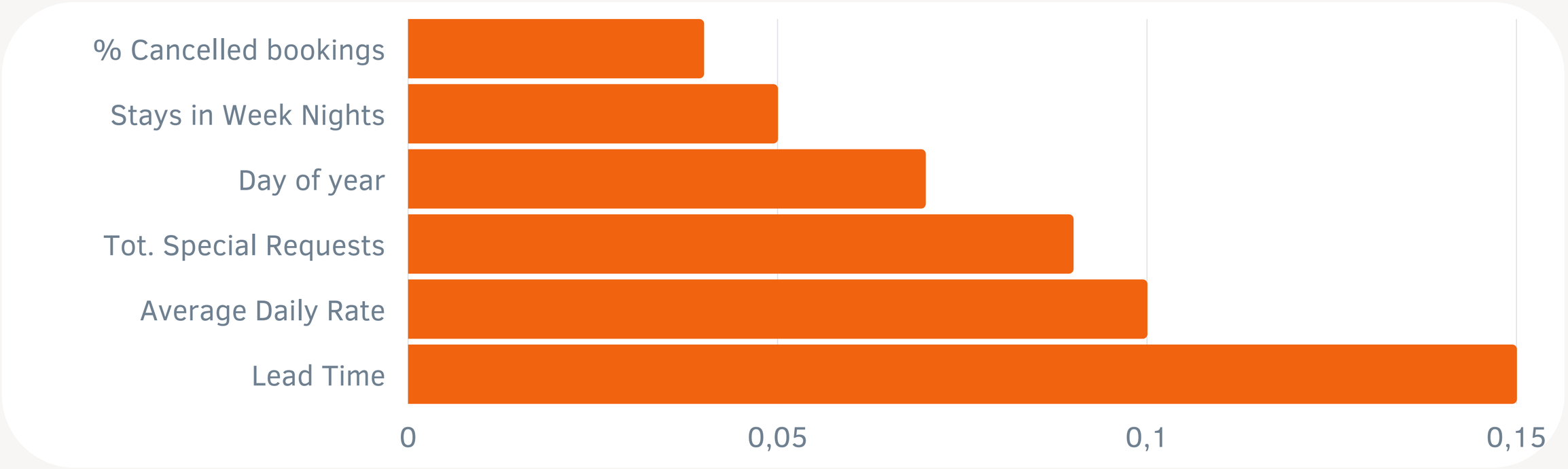


April: highest cancellation rate
May-June: highest demand
July: highest lead time

Main variables that influence the cancellations?

Feature Importance

On this plot we have the most important features of our predictive model.



Key Results

The performance

Using our algorithm, we can predict cancellations at a high rate.

ACCURACY

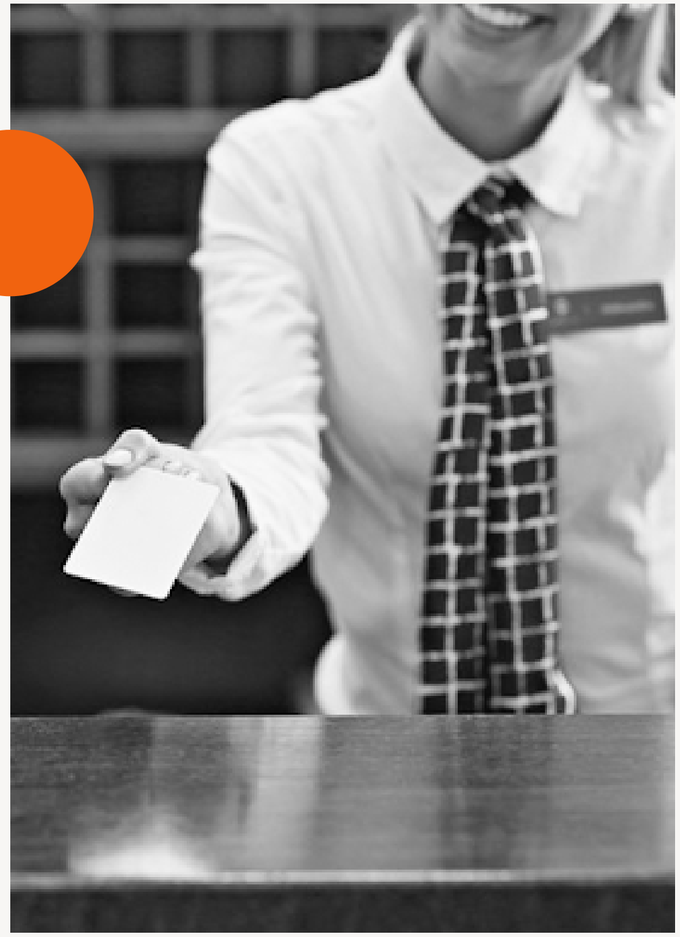
87%

CORRECT CANCELLED PREDICTION

88%

CORRECT NON-CANCELLED PREDICTION

86%



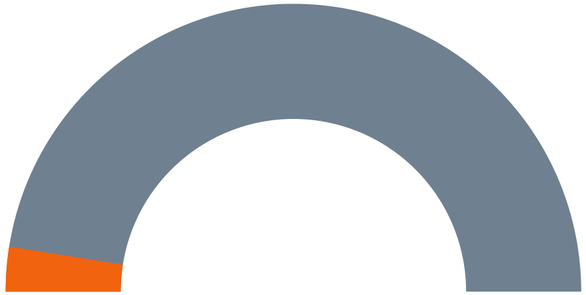
How can this help Hotel Chain C business?

Our algorithm can predict, **for any given set of bookings**, what is the probability of having a certain percentage of cancellations.

As an example

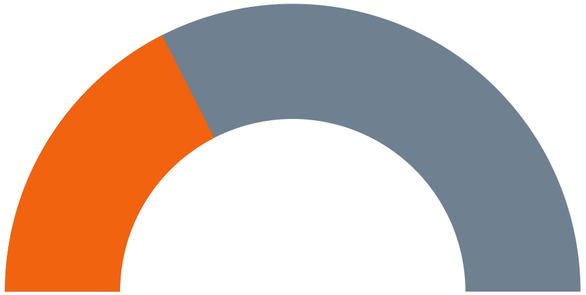
We use the dataset from Hotel Chain B as an example to show how we can add value

Probability of leaving someone without a room



5%

Rooms you can overbook

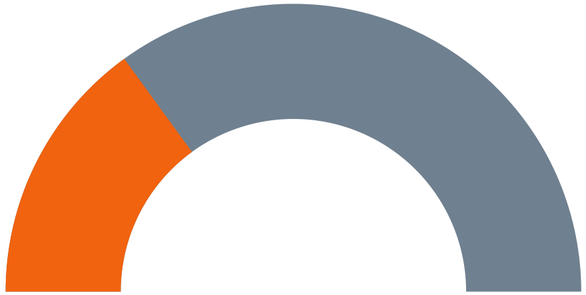


35%

As an example

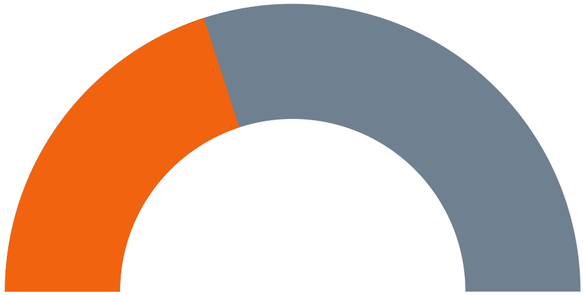
We use the dataset from Hotel Chain B as an example to show how we can add value

Probability of leaving someone without a room



30%

Rooms you can overbook



40%

Understand the client

You can understand deeply who is likely to cancel and who is likely not to cancel with real time analysis.

Overbook safely

Using this strategy, you can overbook controlling the risks of not having enough rooms, therefore increasing revenue.

Questions? Clarifications?

We'd love to help!
GROUP 0