

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	------------

Hotel Reservation Insights Project



Duration: June 2017 to December 2018



Total Guests : 70,745



7 Room Types



3 Meal plans

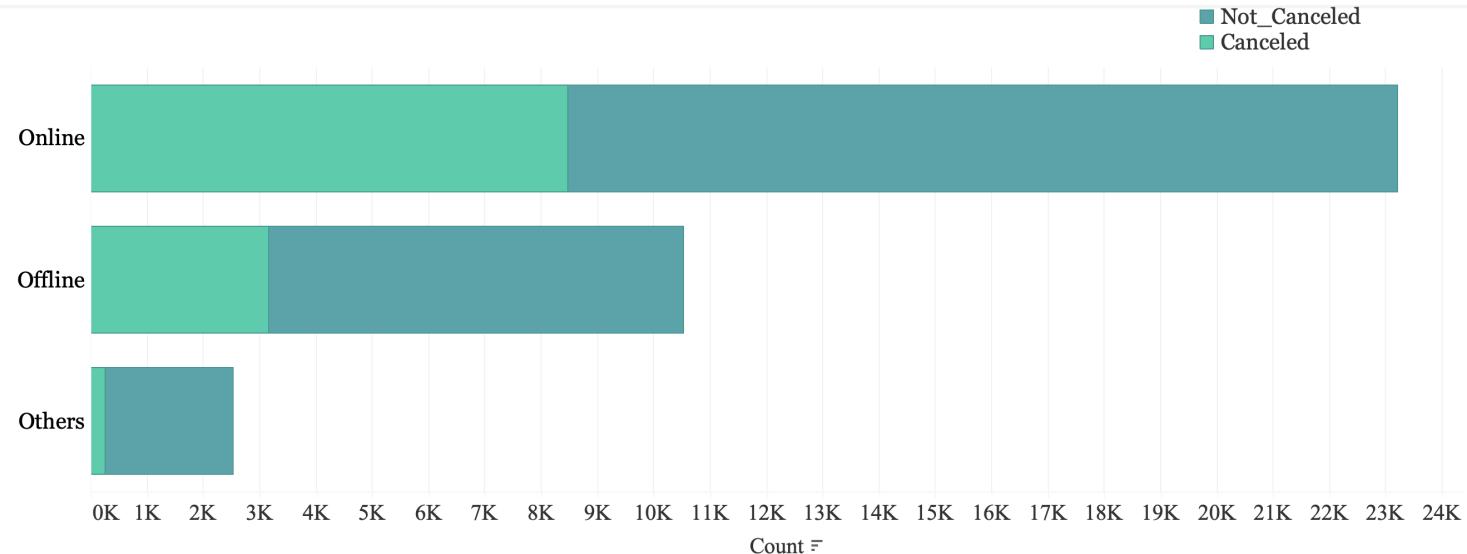
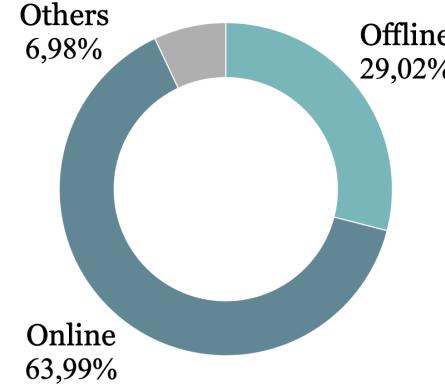


Other Categories (categorized under "Others"):
Aviation, Complimentary, Corporate

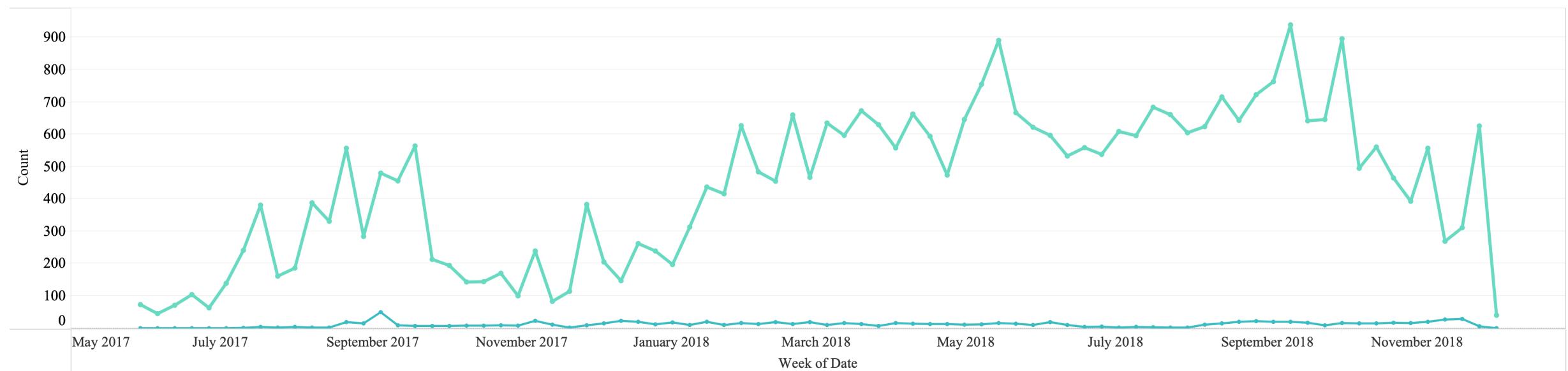
Sheyda Sheidaeizadeh
Spiced Academy
14 - 11 - 2023

Guests Insights

Market segments

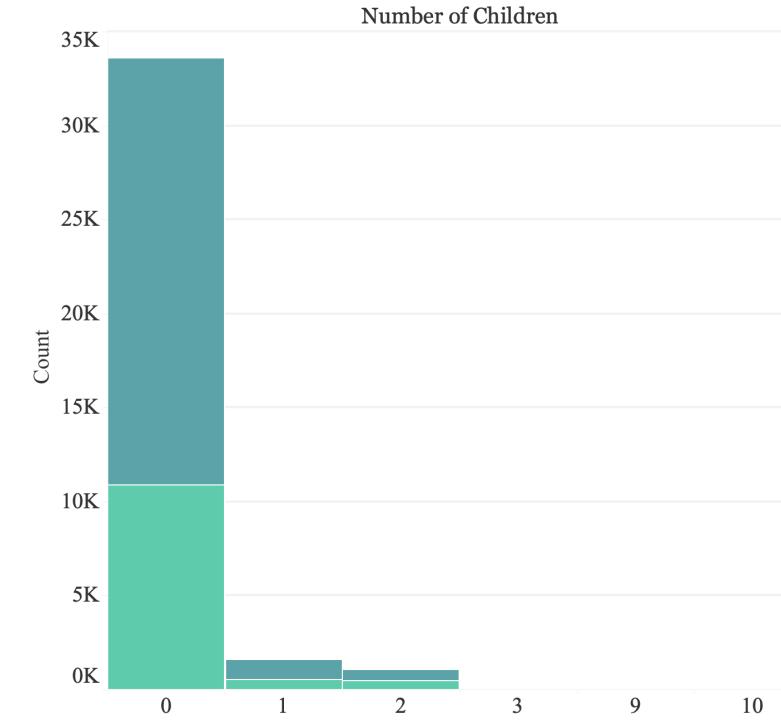
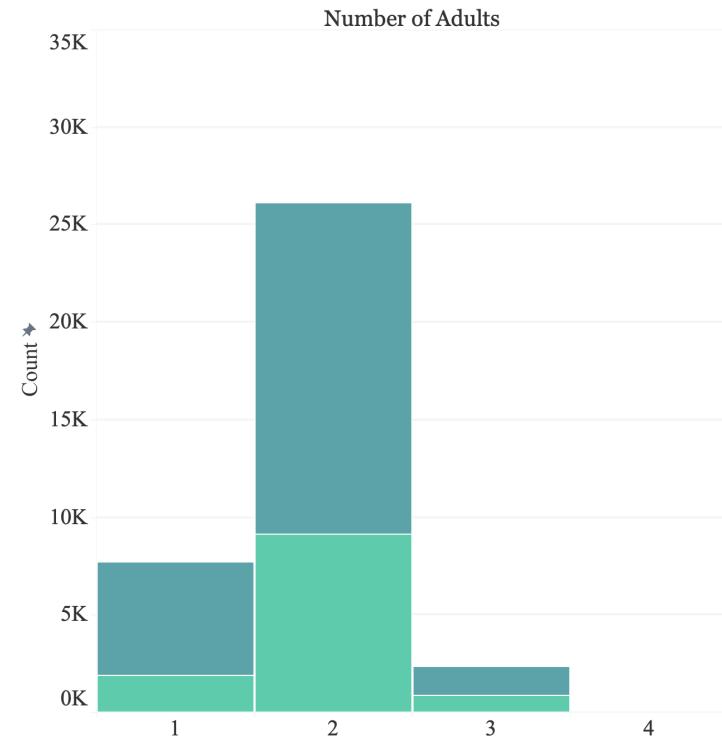


New Customers



Adults, Children, and Reservation Outcomes

■ Not_Canceled
■ Canceled



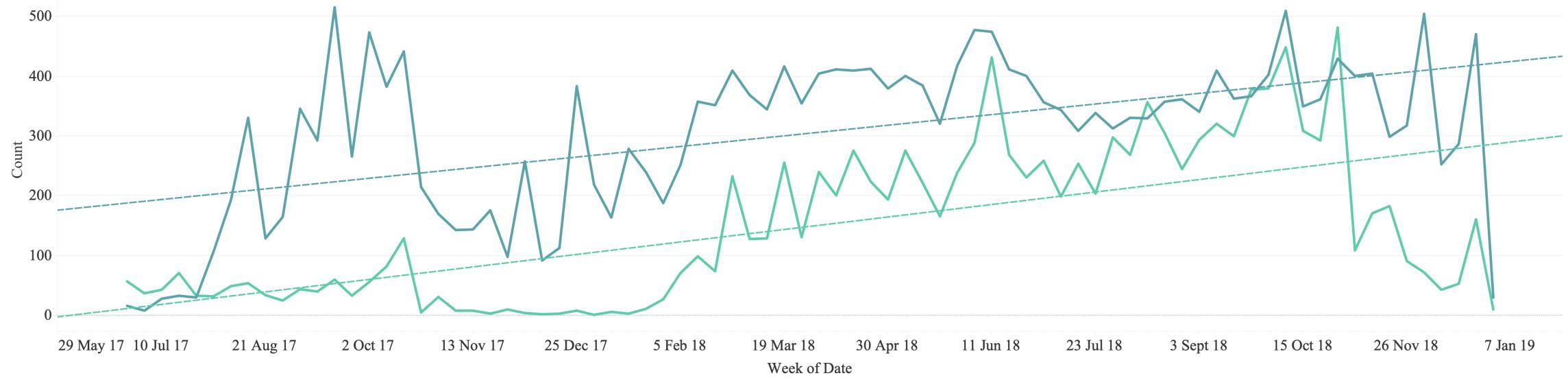
* 94 % of our guests are adults and about 6 % are children.
 Cancellation for 3 adults and 2 children are more than others.

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	------------

Booking status over the time

■ Not_Canceled
■ Canceled

Cancelation



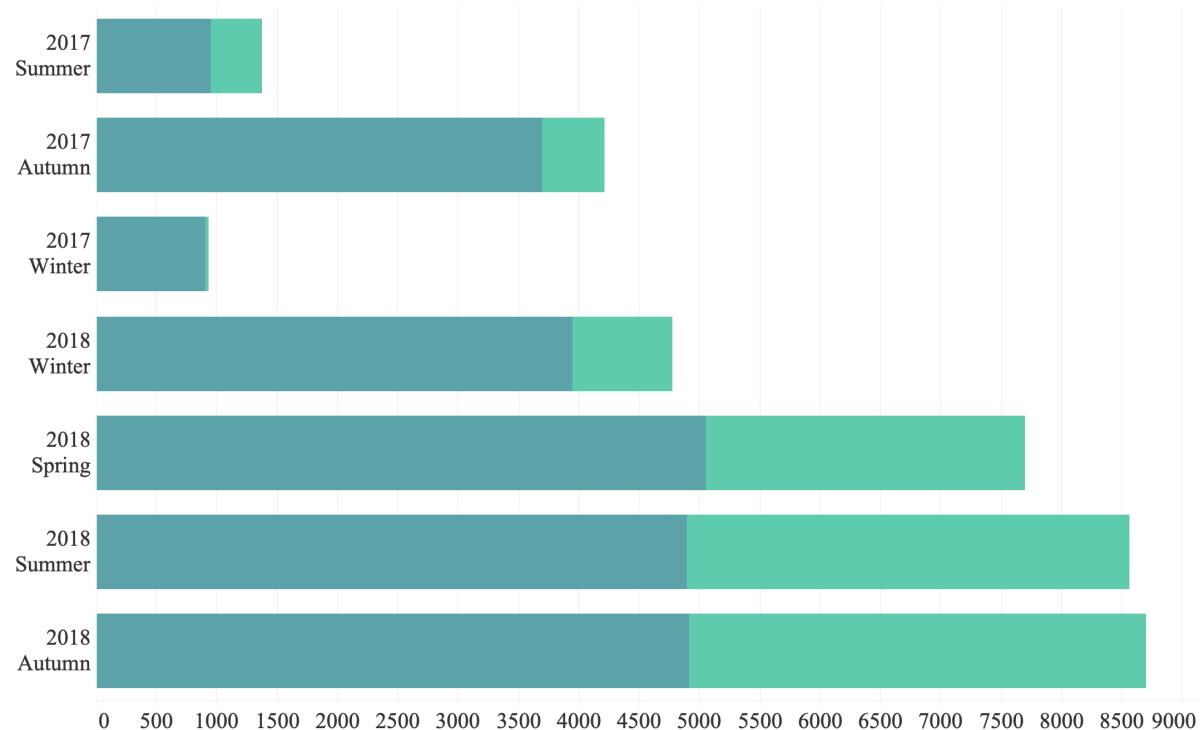
*Overall, charts indicate a consistent proportion of cancellations, and the data reveals that cancellations have experienced an increase over time.

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	------------

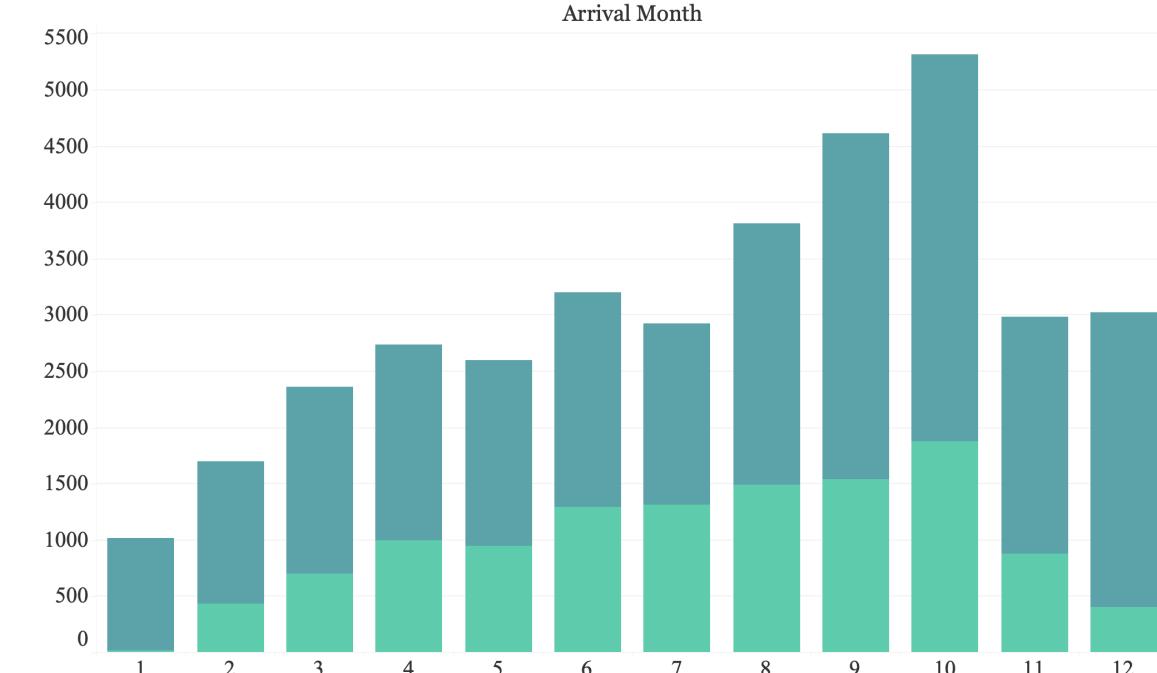
Arrival date and Booking status

Not_Canceled
 Canceled

Seasons



Month Distribution

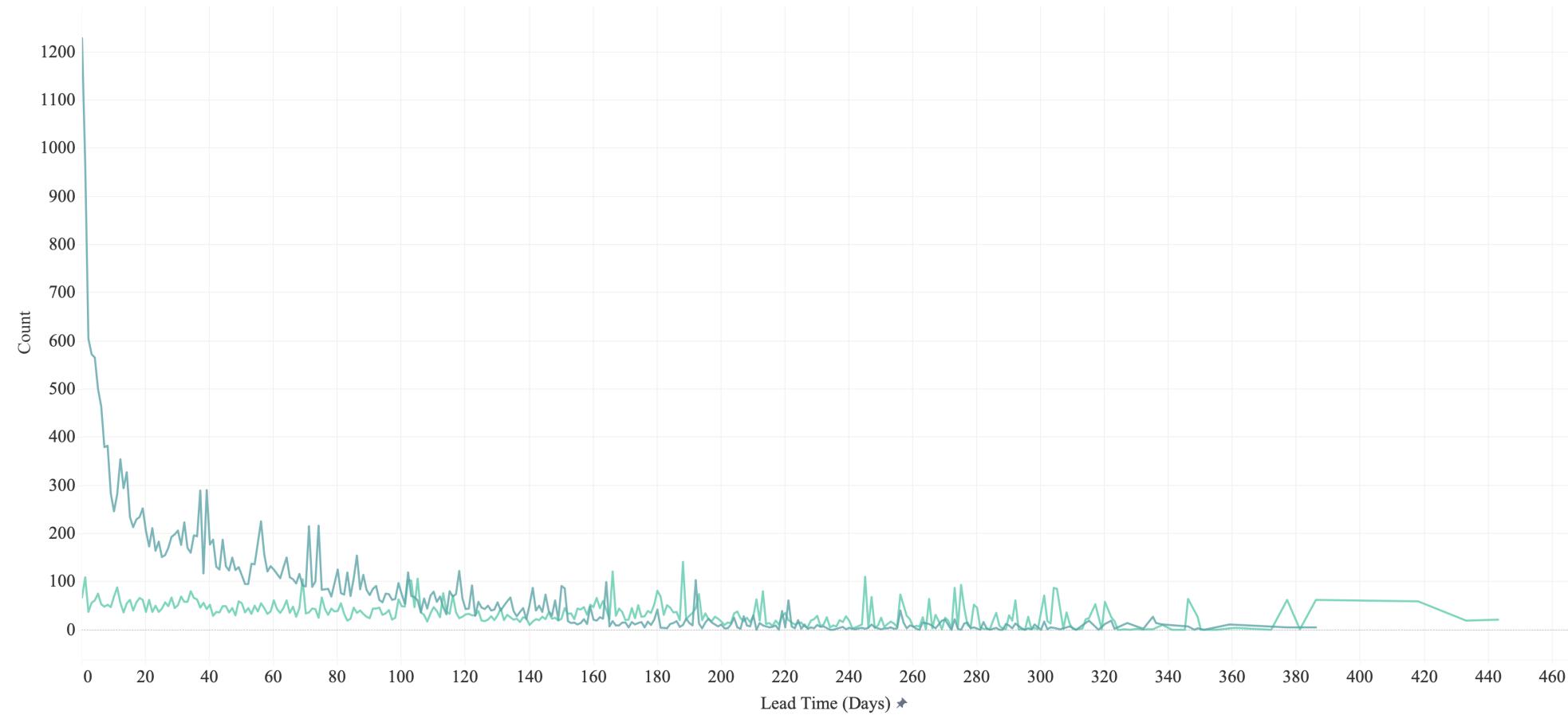


* Winter appears to decrease the proportion of cancellations, suggesting that seasonal factors may play a role in cancellations.

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	------------

Lead time and Booking Status

Not_Canceled
Canceled

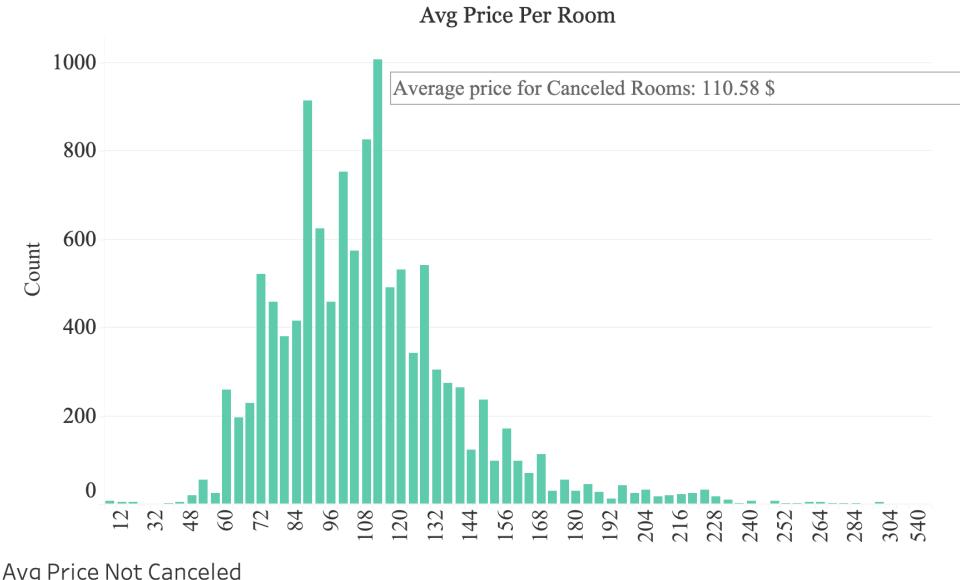


* Reservations with a longer lead time are more likely to be canceled. This could be due to customers changing their plans or finding better deals closer to the date of their reservation.

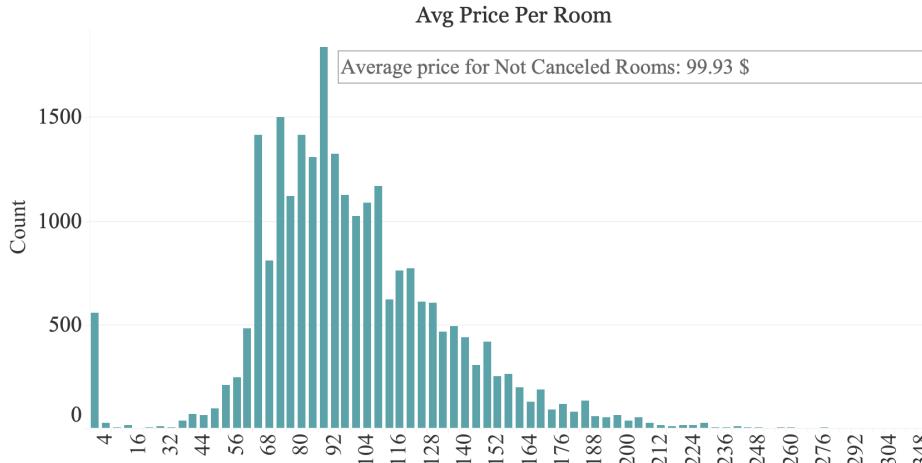
Average price per room and Booking status

Not_Canceled
Canceled

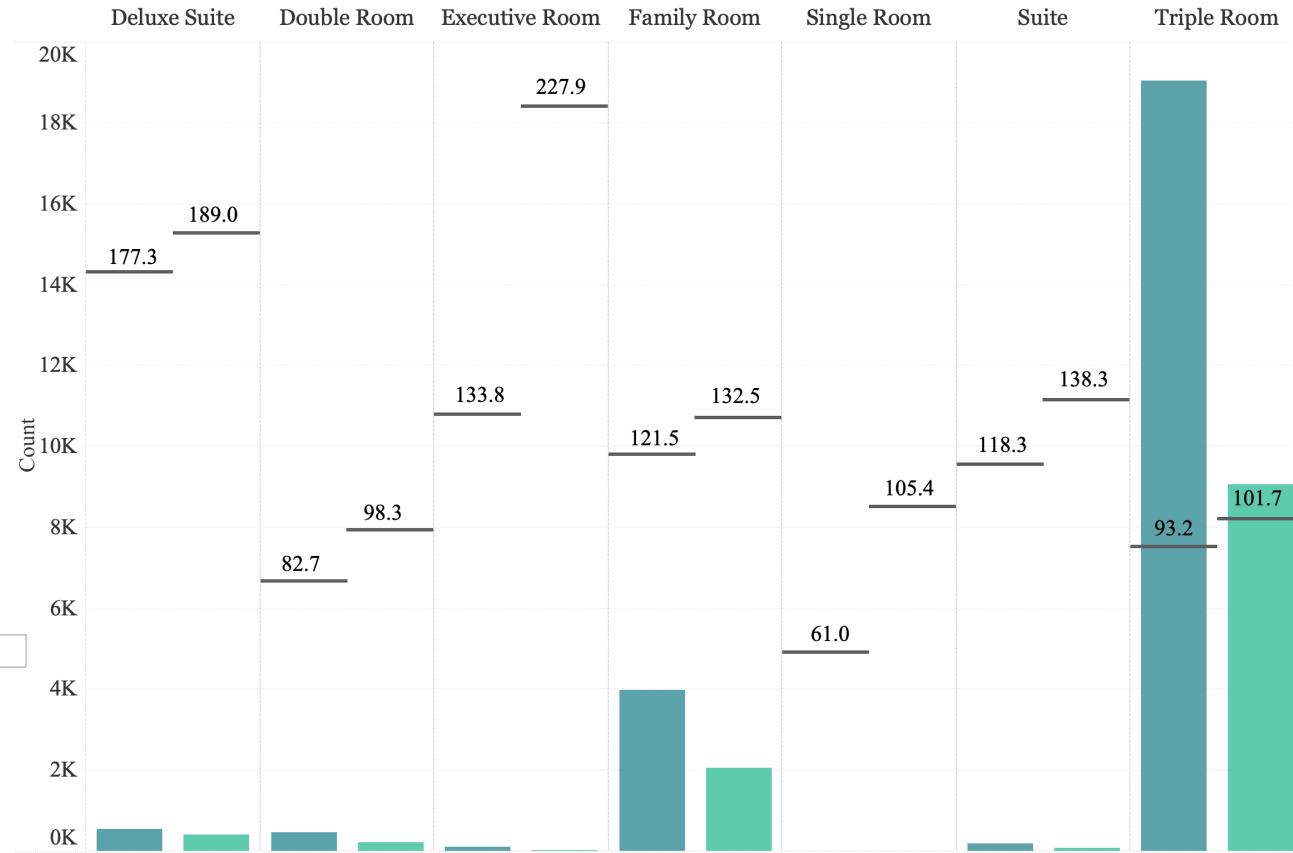
Avg Price canceled



Avg Price Not Canceled

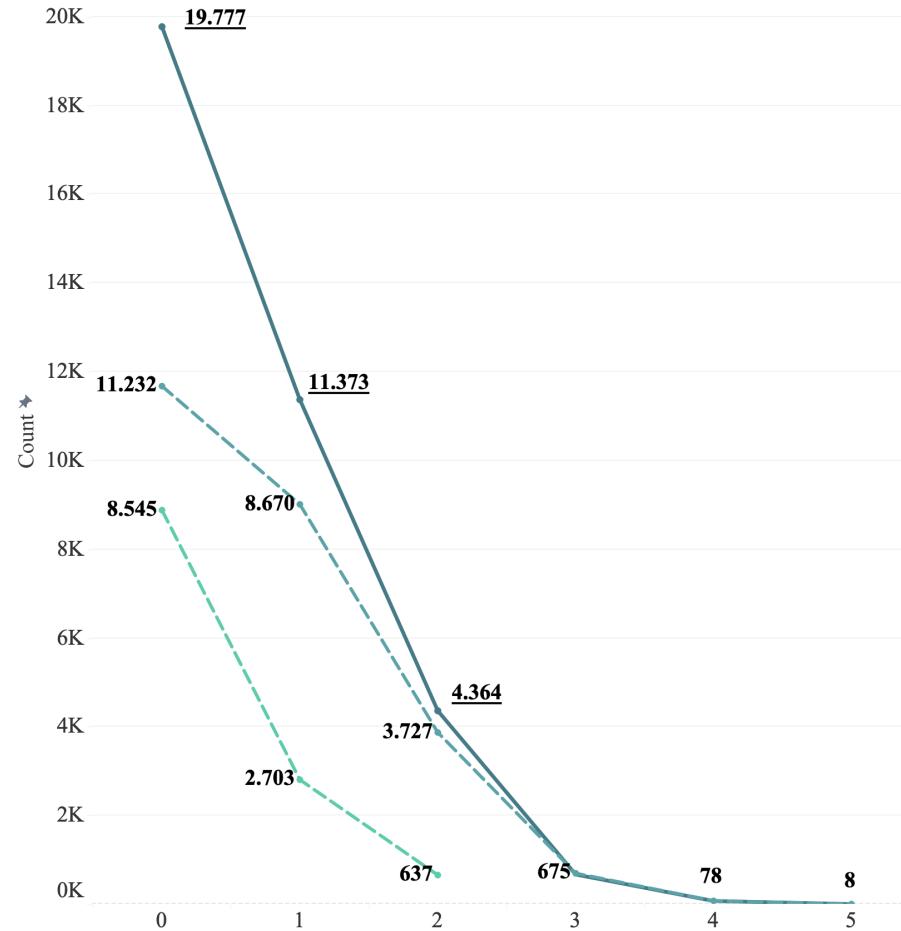


Room type Reserved

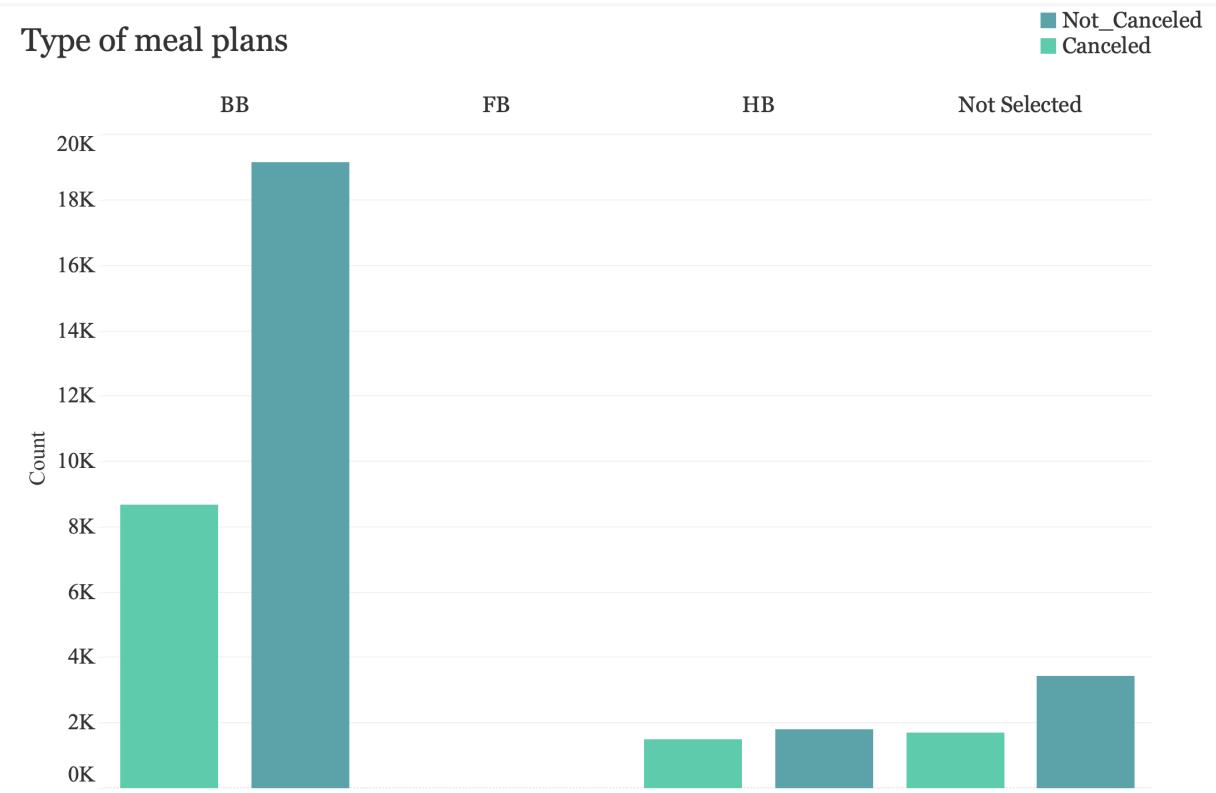


* The Deluxe suits have a higher proportion of cancellations and Room type 1 has booked more than other types.

Special requests and Booking status



*As the number of special requests increases, the proportion of cancellations seems to decrease. This could be due to customers being more invested in their reservations and less likely to cancel if they have special requests.



* The HB Meal Plan have a higher proportion of cancellations and The guests prefer BB plan than other plans.

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	------------

Practical Solutions to Reduce Cancellations

-  Target Deluxe Suites: Boost bookings by tailoring marketing for these rooms.
-  Analyze High-Volume Cancellations: Investigate reasons for cancellations with 3+ adults and 2+ children.
-  Family-Friendly Packages: Enhance bookings with child-friendly amenities and packages.
-  Weekday Discounts: Adjust pricing to reduce cancellations on weekdays.
-  Extended Stay Deals: Offer discounts for longer stays or weekly bookings.
-  Winter Promotions: Adjust prices or run promotions during the winter when cancellations are lower.
-  Special Requests Incentives: Encourage special requests with discounts or exclusive services.
-  Early Booker Strategies: Develop flexible policies or limited-time offers for early bookers.
-  Parking Deals: Minimize cancellations by offering special deals to guests with parking reservations.

Introduction	Who are guests?	Adults and children	Booking status over the time	Arrival date	Lead time	Average prices	Special Requests	Solutions	Thank you!
--------------	-----------------	---------------------	------------------------------	--------------	-----------	----------------	------------------	-----------	-------------------

Thank You!

Does anyone have any question?