

# HOTEL BOOKING ANALYSIS

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- ✚ City Hotel is the most booked hotel with 62 percent non\_canceled bookings.
- ✚ Resort Hotel is preferred over City Hotel by Adults and childrens.
- ✚ Resort Hotel has been preferred over City Hotel by larger group of guests or families.
- ✚ City Hotel canceled bookings is almost thrice the canceled booking of Resort Hotel. This might be due to no cancellation charges or no-deposit booking allowed by them. Year 2016 observed most number of Bookings for the Hotels cumulatively.
- ✚ Month of August saw most number of arrivals in either of the hotels. So, if you want to be accompanied by a large number of co-guests then choose August for your visit.
- ✚ Also, guests are observed to be spending more week nights than weekend nights.
- ✚ Arrival of guests is pretty high almost 75 percent and above from the countries with code: DEU, ESP, FRA, GBR and PRT
- ✚ There are very few repeated guests in each hotels.
- ✚ For City Hotel, most of their guests stayed back for 2 or 3 days. For Resort Hotel, most of their guests stayed back for 1 or 7 days.
- ✚ The City Hotel guests made a total of 64 percentage of total special requests while The Resort Hotel guests made only 36 percent of the total.
- ✚ City Hotel allows more No Deposit Bookings in count than Resort Hotel. But, the Percentage of No Deposit Bookings over total bookings is higher for Resort Hotel.
- ✚ The price variance and standard deviation for City Hotel is lower than Resort Hotel. The prices of Resort Hotel are more than City Hotel in the months of July, August, September and June. For rest of the months, Prices of City Hotel are consistently higher than Resort Hotel
- ✚ Adults, childrens and babies are correlated to each others. This means that the adr is directly proportional to the people. More people more adr and vice versa.
- ✚ Previous bookings not canceled and is\_repeated guest are co related with each others.
- ✚ same\_room and is\_cancelled are negatively co related. means if customer is unlikely to cancel his bookings if he is not get same room reserved.
- ✚ lead\_time and total stay are positively co related. Means more is the stay of the customer more will be the lead time.
- ✚ Direct' and 'TA/TO' has almost equally contributed in adr in both type of hotels i.e. 'City Hotel' and 'Resort Hotel'.
- ✚ The maximum number of hotel cancellation is done in the month of August.