

# Data Analysis Report

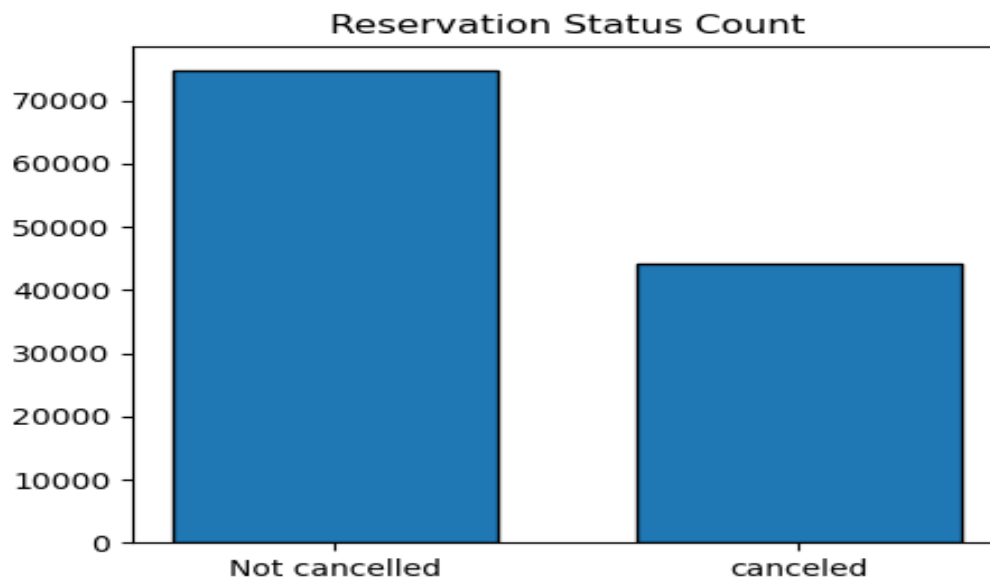


BY JAPANJOT SINGH

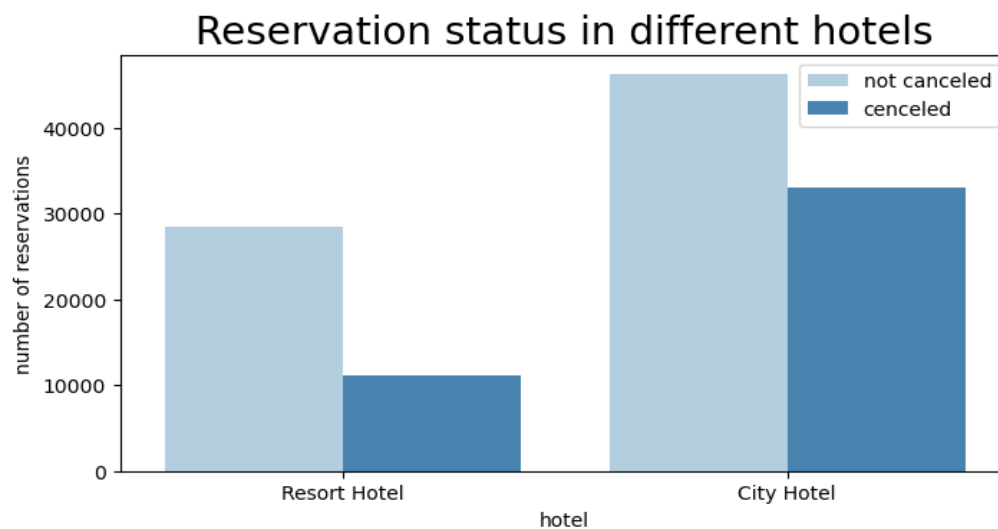
## Hypothesis

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

## Analysis and findings

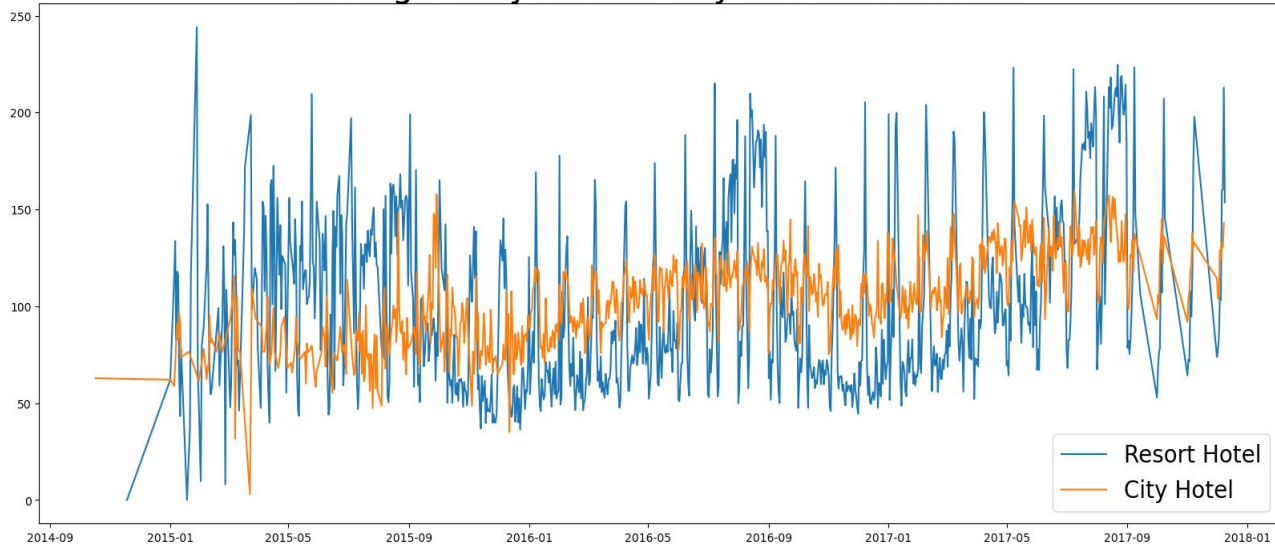


The accompanying bar graph shows the percentage of reservations that are canceled and those that are not. It is obvious that there are still a significant number of reservations that have not been canceled. There are still 37% of clients who canceled their reservation, which has a significant impact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



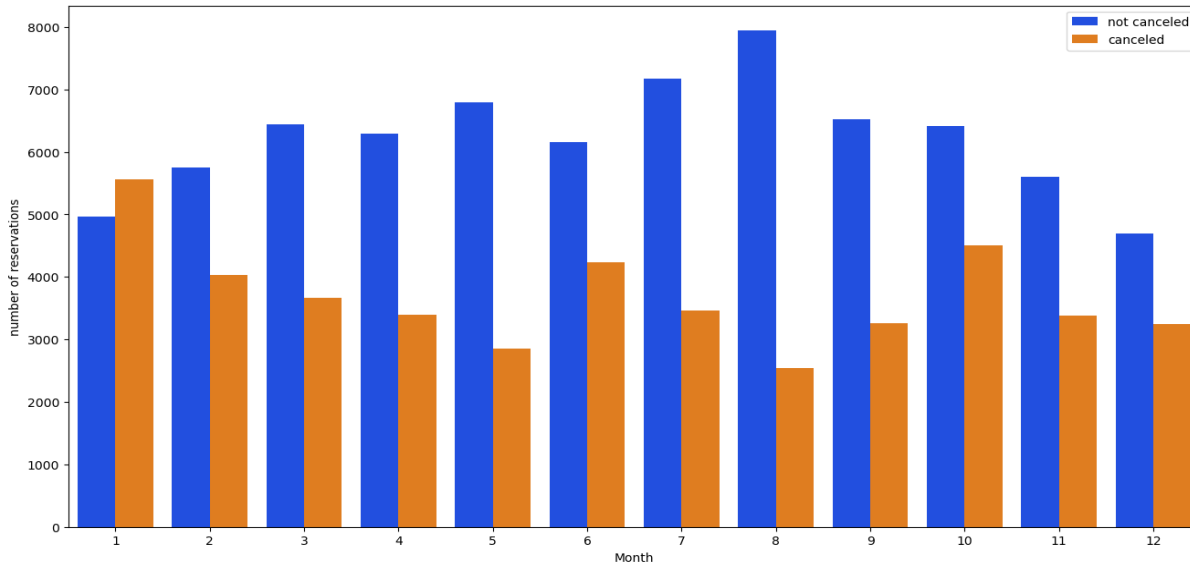
In comparison to resort hotels, city hotels have more bookings. It's possible that resort hotels are more expensive than those in cities.

### Average Daily Rate in City and Resort Hotel



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

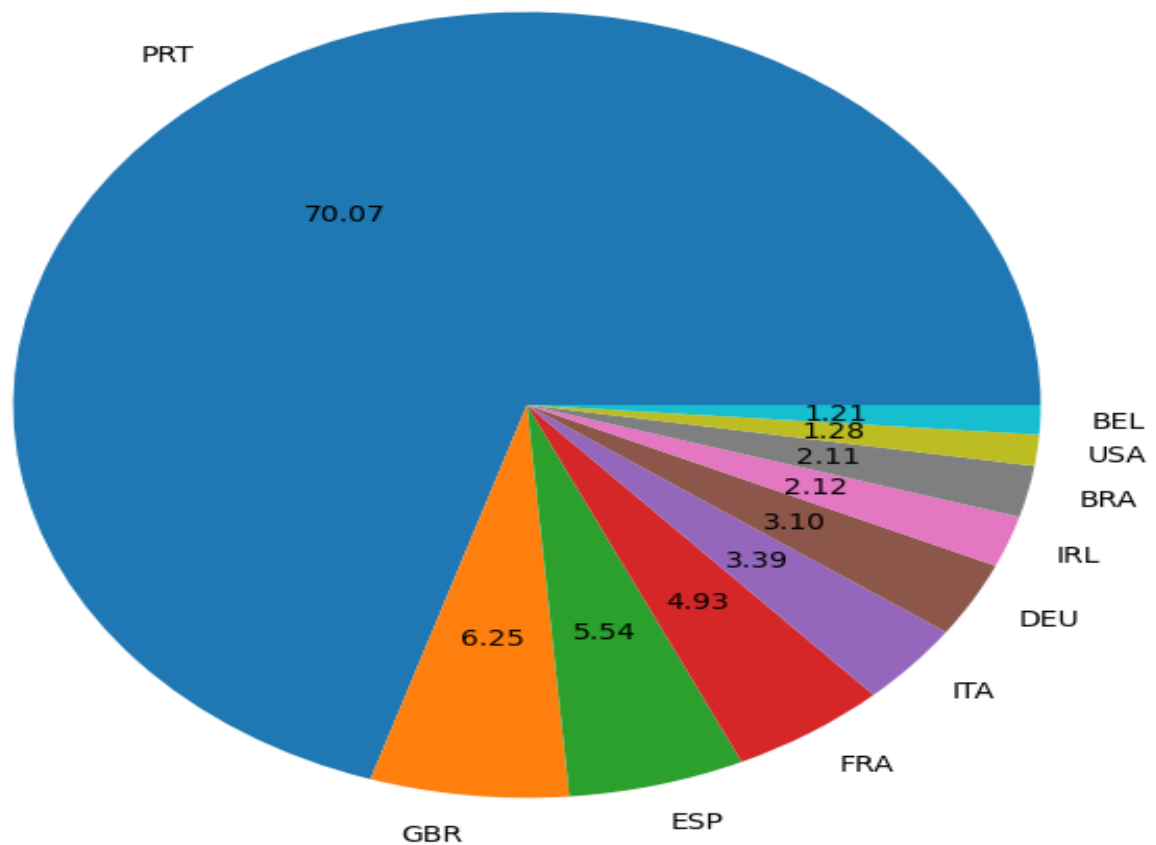
### Reservation Status Per Month



We have developed the grouped bar to analyze the months with the highest and Lowest reservations level according to reservation status. As can be seen, both the Number of confirmed reservations and number of canceled reservations are largest In the month of August whereas January is the month with the most canceled Reservations

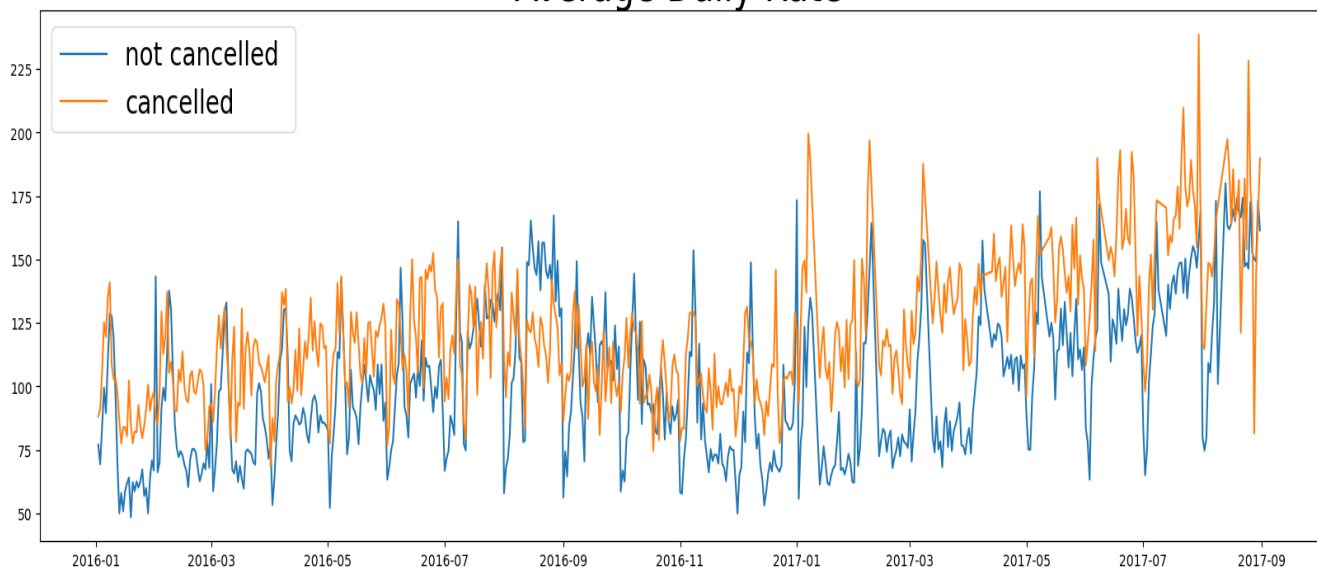
Now, let's see which country has the highest reservations canceled. The top country Is Portugal with the highest number of cancellations.

top 10 countaries with reservation canceled



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 Travel Agent? 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

Average Daily Rate



# Suggestions

1. 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 location. They can also provide some discounts to the customers.
2. As the ratio of the cancellation and not cancellation of the resort hotel is higher in the resort hotel than the city hotel. So the hotels should provide a reasonable discount on the room prices on weekends or on holidays.
3. 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 this month
4. They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate