**RESEARCH METHODOLOGY**

Every project is started with the objective of getting results either positive ornegative. And each and every project reaches to the stage of completion through the wayof some research either with the help of primary data or secondary data. And getting ofany project and getting genuine results from that depends on the research method used by researcher.

**DEFINITION OF RESEARCH:**

Research methodology is a process to systematically solve the rescarch problem. It may be under to data science of studying how research is done scientifically. Why are search study has been undertaken, how the research problem has been defined. In what way and why the hypothesis has been formulated, what data have been collected and particular method has been adopted. Why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning are search problem or study. A research design serves as a bridge between what has been established (the research objectives) and what is to be done, in the conduct of the study. In this project research done is of conclusive nature. Conclusive research provides information that help In making a rational decision. Descriptive design was choose to measure the satisfaction level of customers on the basis of different parameters such as quantity, price, analysis, technology, after investment ete. This designer soured complete clarity and accuracy. It also ensured minimum bias in collection of data and reduced the errors in data interpretation. Statistical method was followed in this research because the data was of descriptive nature and it also enabled accurate generalizations.

Type of research used in project is

1)Descriptive,

2)Quantitative

3)Observation type

**DESCRIPTIVE RESEARCH TYPE:**

Descriptive research includes survey sand fact-finding enquiries of different kinds, The major purpose of descriptive research is description of the state of affairs as it exists at present. Descriptive research gathers quantifiable information that can be used for statistical inference on your target audience through data analysis as a consequence this type of research takes the form of closed ended questions, which limits its ability to provide unique insights. However, used properly it can help an organization better define and measure the significance of something about a group of respondents and the population they represent.

**QUANTITATIVE RESEARCH TYPE:**

A formal, objective, systematic process for obtaining quantifiable information about the world defines Quantitative Research Type. Presented in numerical form, and analyzed through the use of statistics, used to describe and to test relationships used to examine the cause and effect to relationships in effect, to put it simply. Quantitative research is concerned with numbers, statistics, and the relationships between events numbers.

**OBSERVATION RESEARCH TYPE:**

"An extensive array of research methods used with the intention of observing interactions in surroundings. The main advantage to conducting observational research in business is that they are often unaware they are being monitored allowing the researcher to make an objective analysis."

**DATA COLLECTION**

Data collection is a means for gathering facts, statistics and details from different sources. There are two sources of Data Collection, which are as follows:

**SOURCES OF DATA COLLECTION**

**1)Primary source**

a) Through conversation with the Head and the staff of The Choice Hotels.

**2) Secondary source**

a) Annual Reports of The Choice hotel

b) Booking Data

c) Internet

**Steps for Analysis**

a) Selection - It involves selection of information relevant to the purpose of analysis.

b) Classification-It involves methodological classification of the data.

c) Interpretation-It includes drawing of inferences and conclusion.

**ANALYTICAL RESEARCH FOR THE POWER BI REPORT**

Analytical research design: Analytical Research Design means company's past data is collected to analyze the liquidity and profitability position of the company. Data analysis and interpretation is done with the help of secondary data collected through company's financial statements which includes the following

1. Statement of Profit & Loss Sheet, Balanced Sheet, Cash-Flowchart.

2. Booking data of hotel

**Analytical Tools Used:**

Microsoft Excel

Microsoft Power BI

**SAMPLE SIZE**

For analysis i have taken sample size of 13591 booking entry of 3 month from 25 properties