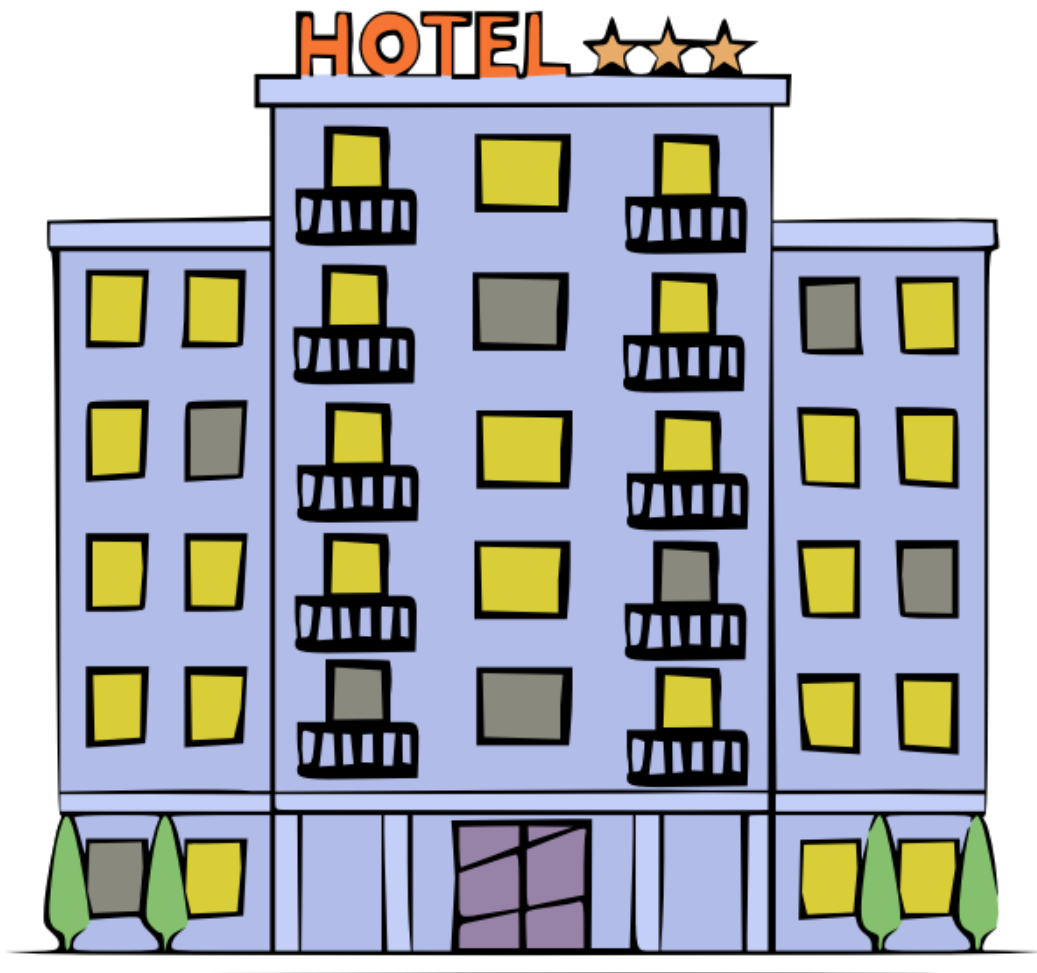


HOTEL BOOKINGS ANALYSIS REPORT

This report talks about the bookings and cancellations of various hotels around the world. The detailed analysis on the hotel's bookings and cancellations will help in bringing out the useful insights which could help the hotels in transforming their pricing and marketing strategies, which may prevent cancellations and increase bookings, ultimately aiding to increase the hotels revenue.



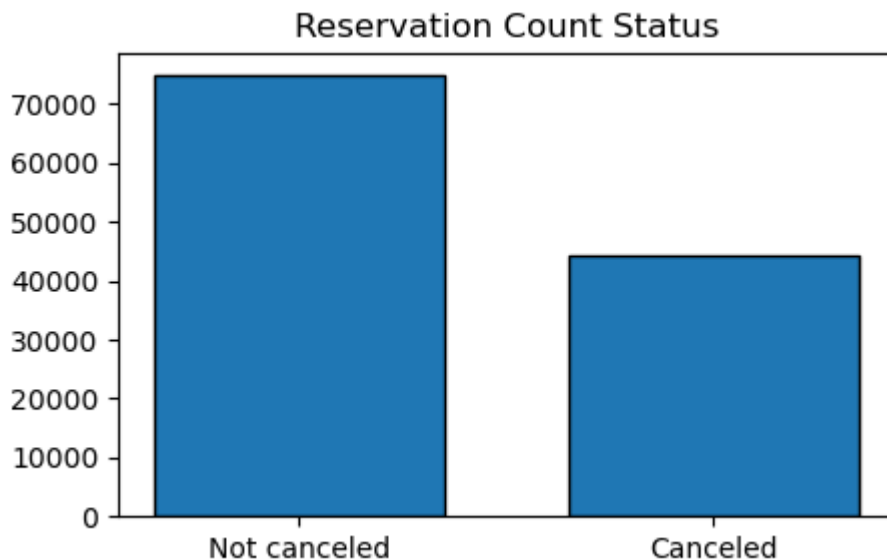
RESEARCH QUESTION

- What are the factors that affect hotel reservation cancellations?
- How can we prevent the cancellations?
- How will hotels be assisted in making pricing and promotional decisions better?

HYPOTHESIS

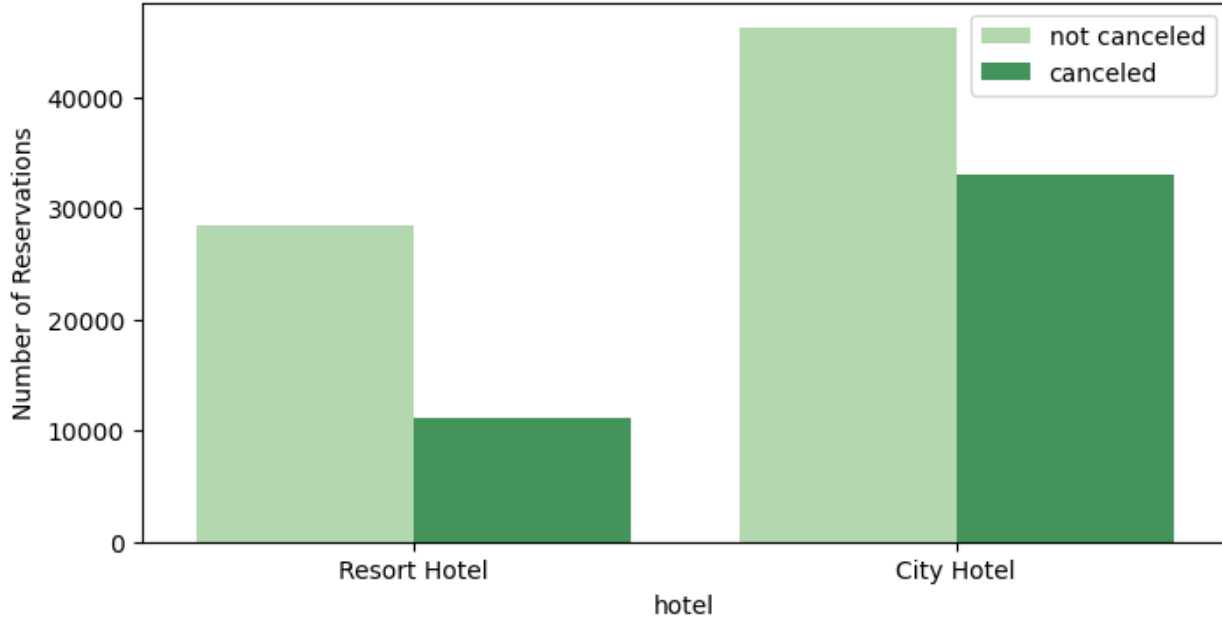
- More cancellations occur when prices shoot up?
- Customers tend to cancel frequently when the waiting list is higher.
- The majority of client reservations are coming from offline agents.

ANALYSIS AND FINDINGS



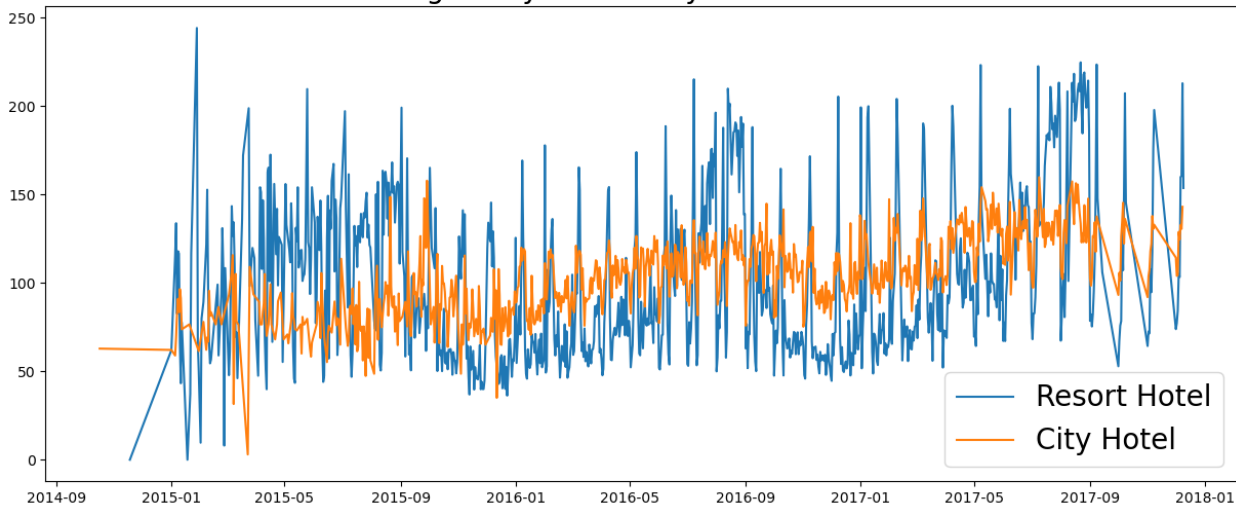
The above mentioned bar graph shows the percentage of reservations that are canceled and vice - versa. It is quite evident from the graph that there are substantial number of reservations that are not canceled but still a significant amount which accounts to 37% of cancellations and has major impact on the hotel's earnings.

Reservation Status in different hotels

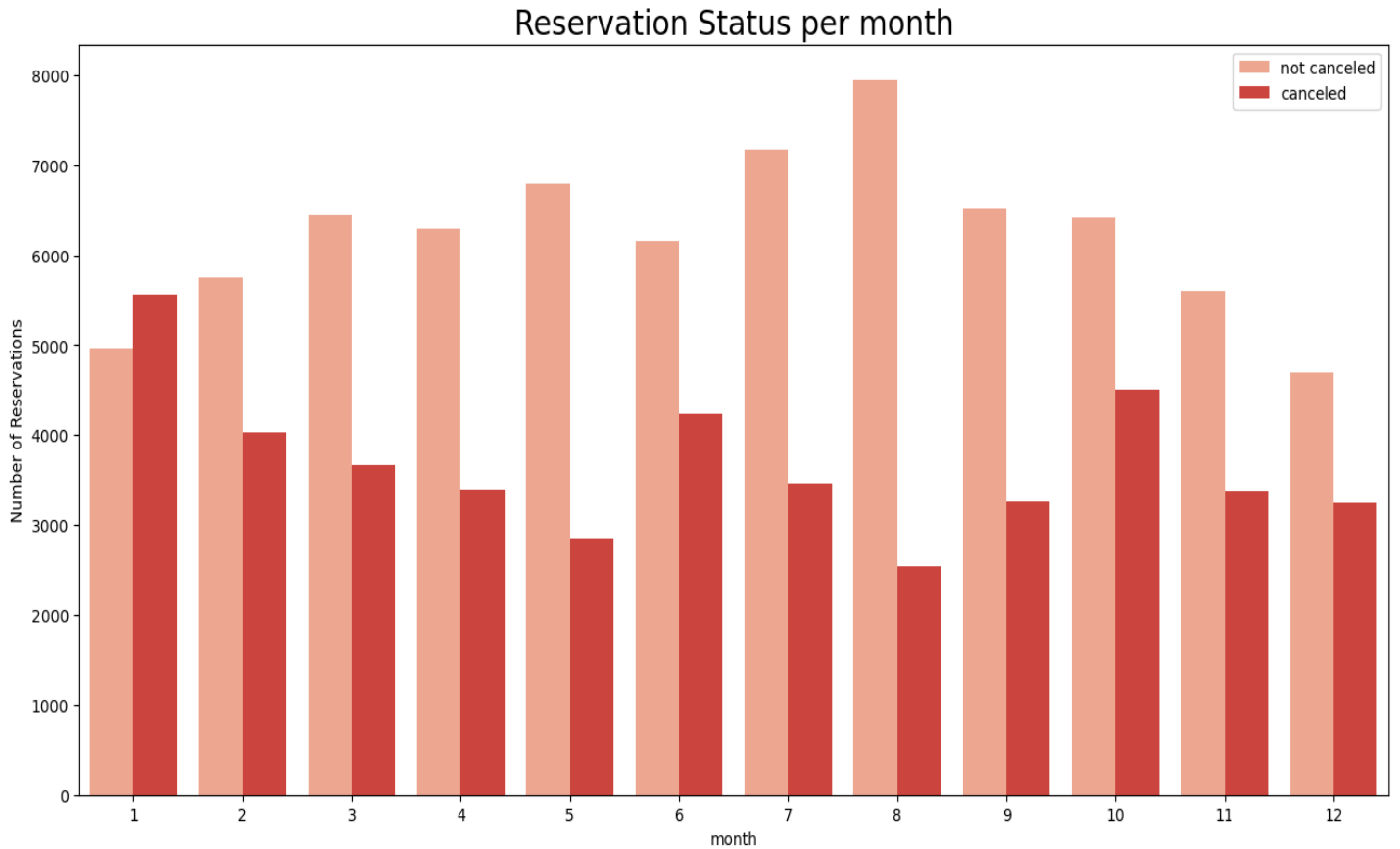


In comparison to resort hotels, city hotels have more bookings. It's possible that resort hotels are expensive in comparison to city hotels.

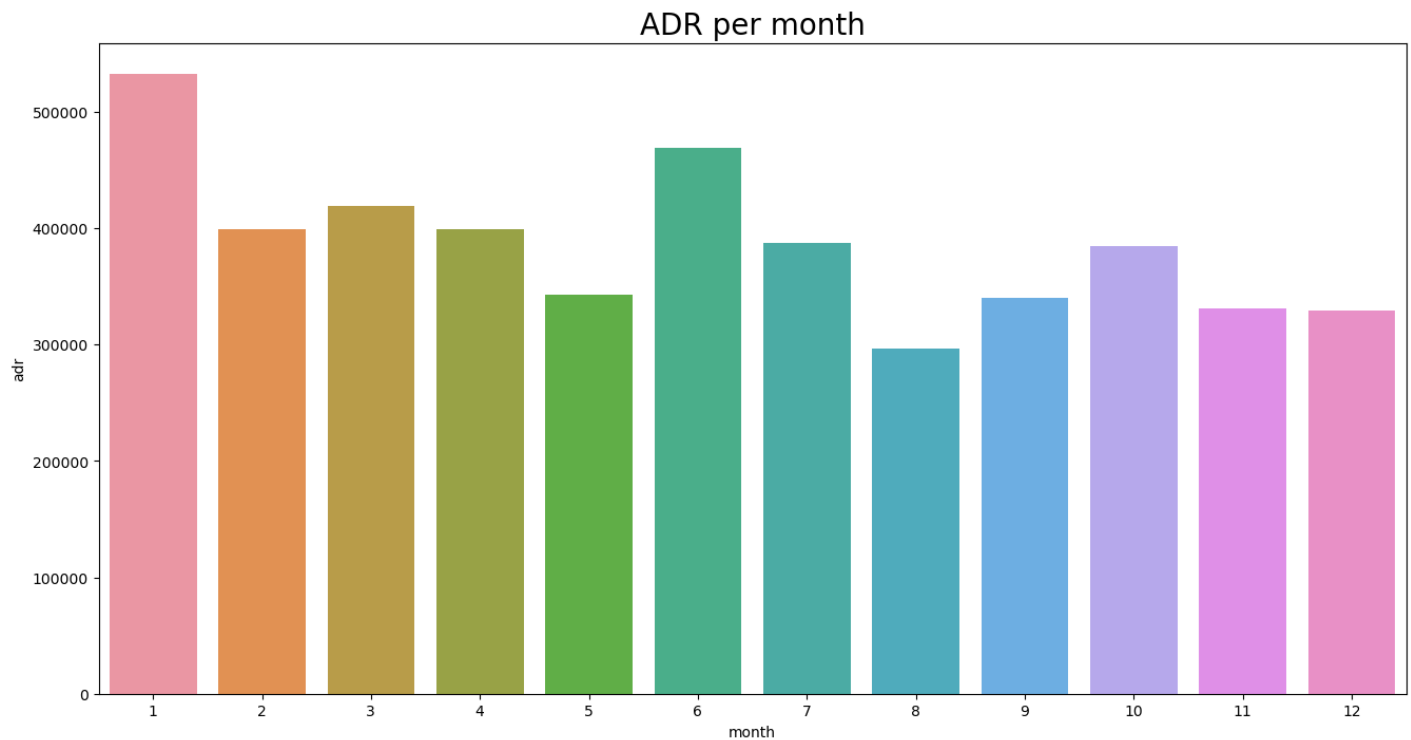
Average daily rate in city and resort hotel



The line graph above shows that on weekends, the average daily rate (ADR) for a city hotel is less in comparison to resort hotels, and on other days it is even lesser. Therefore, it is evident that on weekends and holidays, the prices tend to shoot up for the resort hotels.



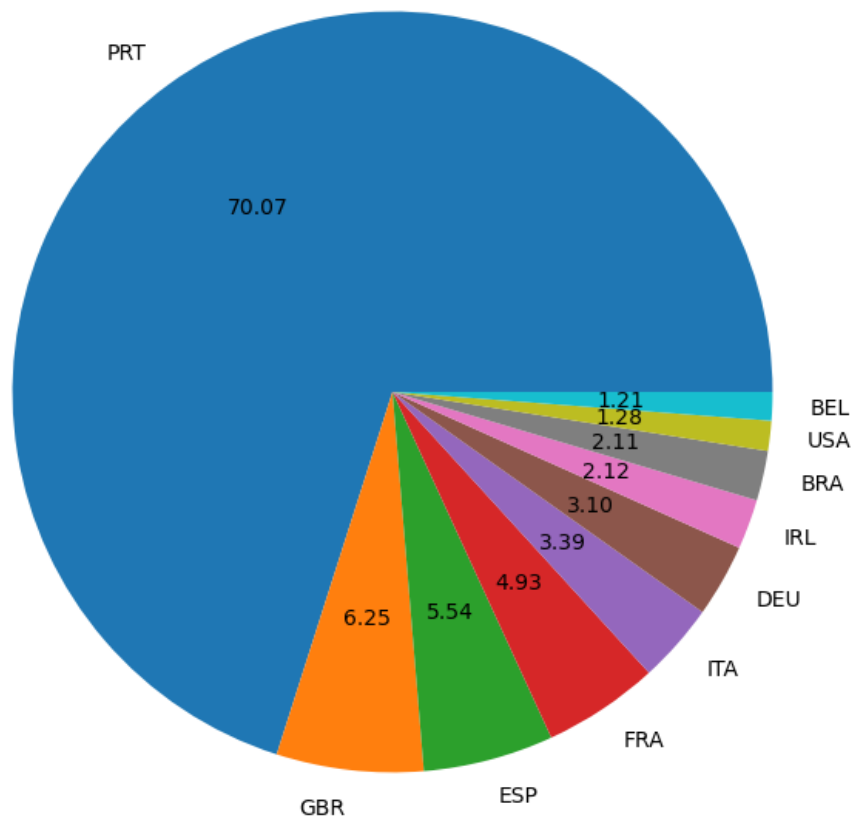
The above grouped bar graph shows the months with the highest and lowest number of reservation levels according to reservation status. It can be said that August is the month with highest confirmed reservations and lowest cancellation whereas January is the month with highest cancellations.



This bar graph demonstrates that January is the month with highest ADR and August has the lowest, which proves the fact that January has the highest cancellations because of higher price and August having the lowest cancellations because of lower price. Therefore, the cost of accommodation is solely responsible for the cancellations.

Now, let's figure out which country has the highest reservations canceled.

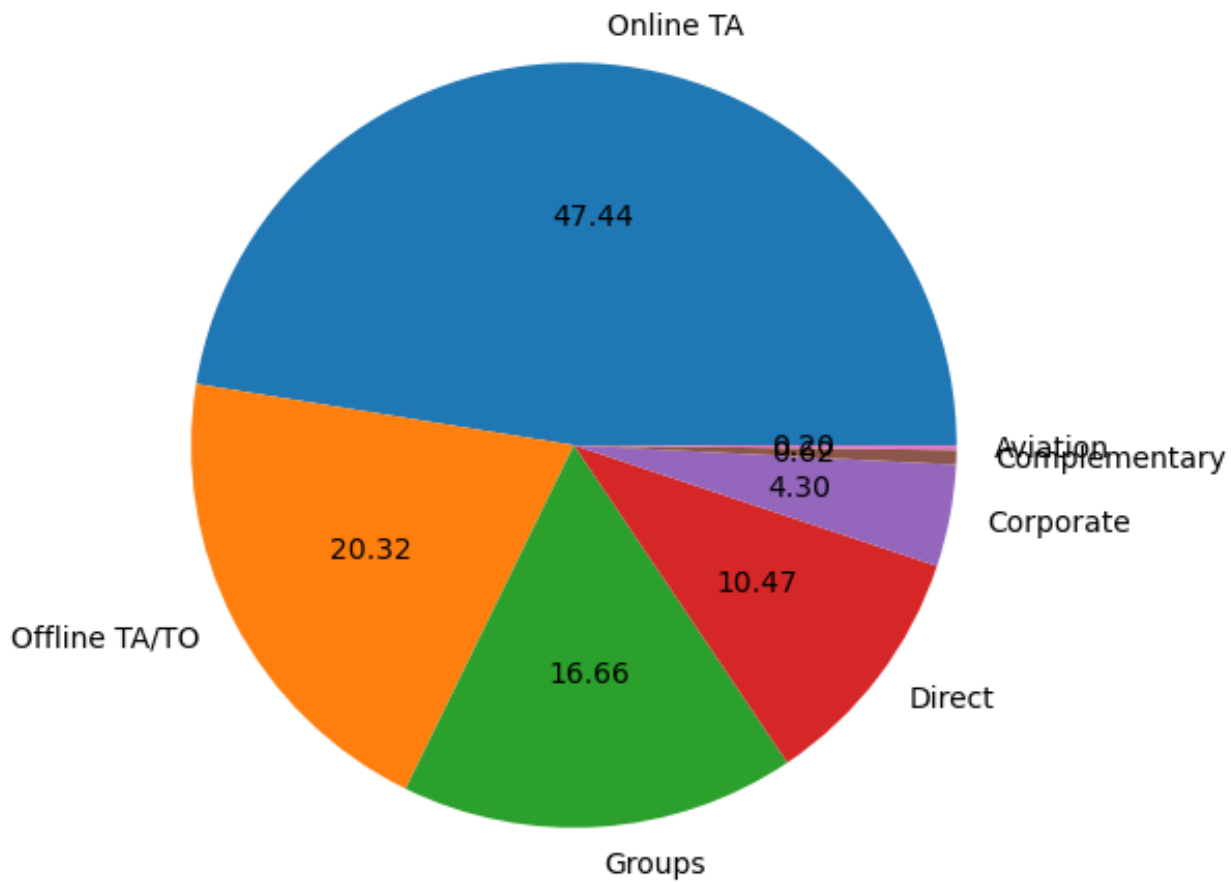
Top 10 countries with reservation canceled



From the pie chart above it is evident that Portugal has the highest number of cancellations which accounts to 70.07%.

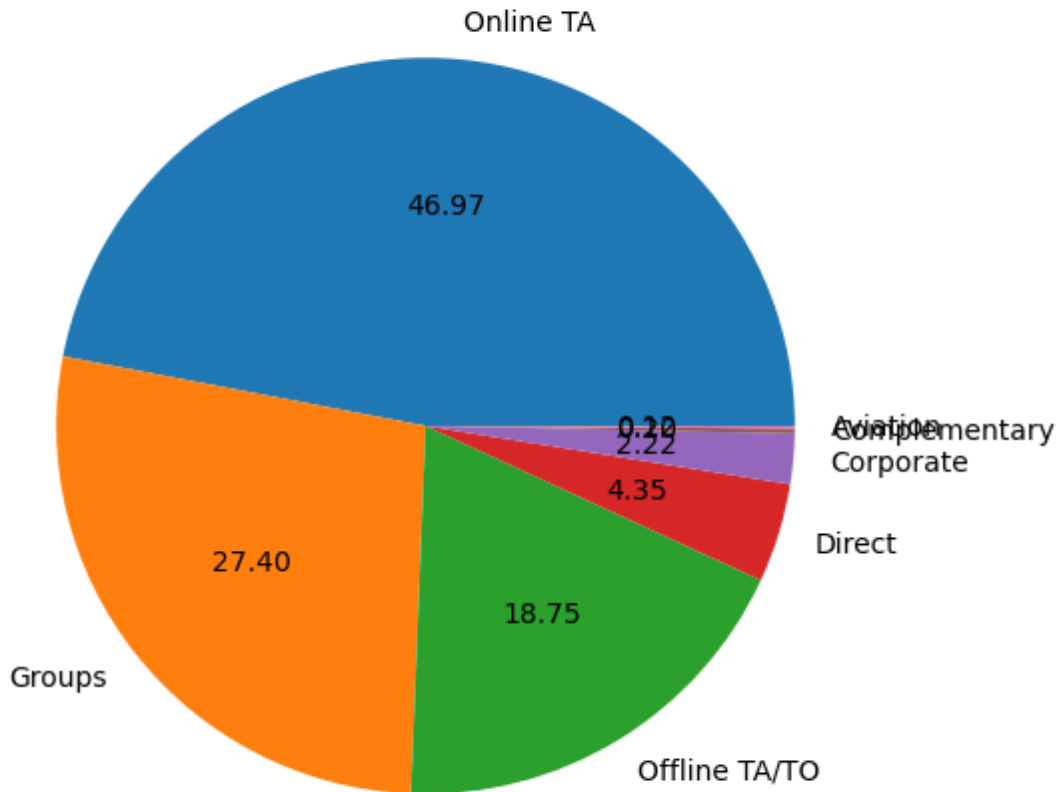
Let's proceed to check from which source the clients are visiting the hotels and making reservations. Is it coming from Direct or Groups, Online or Offline travel agents?

Sources of Reservation



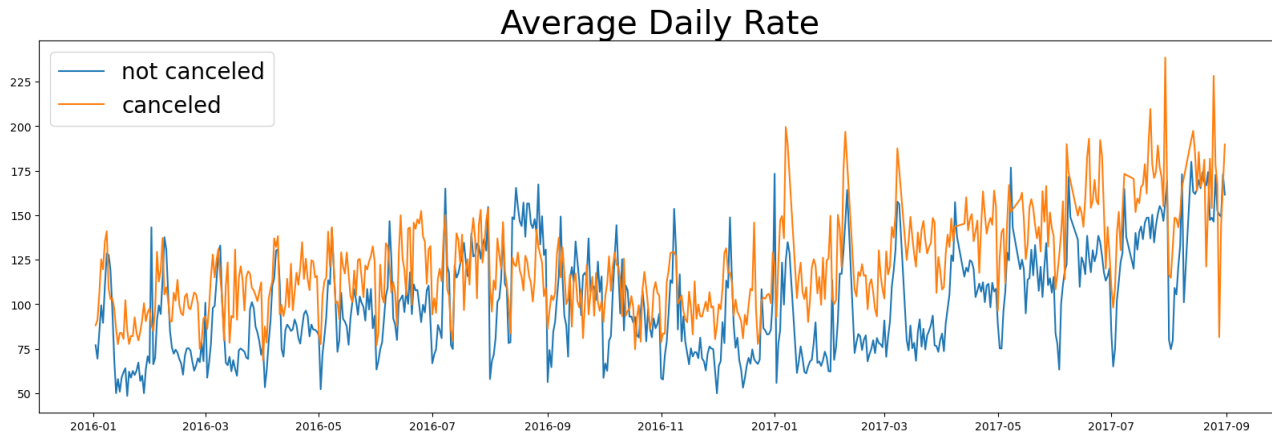
From the above shown pie chart we can conclude that 47.44% clients come from online travel agencies, 20.32% come from offline travel agents, 16.66% clients from groups and only 10.47% clients book hotels directly by visiting them.

Sources of Cancellations



From the pie chart shown above, we can conclude that 46.97% cancellations are from online travel agencies, 18.75% cancellations are from offline travel agents, 27.40% cancellations are from groups and only 4.35% bookings are canceled directly by visiting them.

As we can see, although a higher number of the reservations are coming from online travel agents, the same source is experiencing a higher number of cancellations as well. This proves that our target clients are still from the offline travel agents as it has experienced lower cancellations.



From the graph shown above we can finally conclude that higher ADR results in higher cancellation and vice- versa.

From all the graphs and pie charts shown in this report, it clearly proves all our assumptions, that higher prices leads to higher cancellations, the majority of the clients are coming from offline travel agents.

SUGGESTIONS

- Cancellation rates rise as the price does. In order to prevent cancellations, hotels could work on their pricing strategies and try to lower the rates for specific hotels based on locations. They can also provide some discounts to the clients.
- The resort hotels experienced lesser cancellations as compared to city hotels. So the city hotels can provide some reasonable discounts on room prices on weekends and holidays to prevent cancellations.
- In the month of January, the hotels can start campaigns or bring some relaxations in their pricing strategies to increase their revenue as the cancellations are highest in this month.
- They can also improve the quality and services of their hotel rooms especially in Portugal as the cancellations are highest in this country.