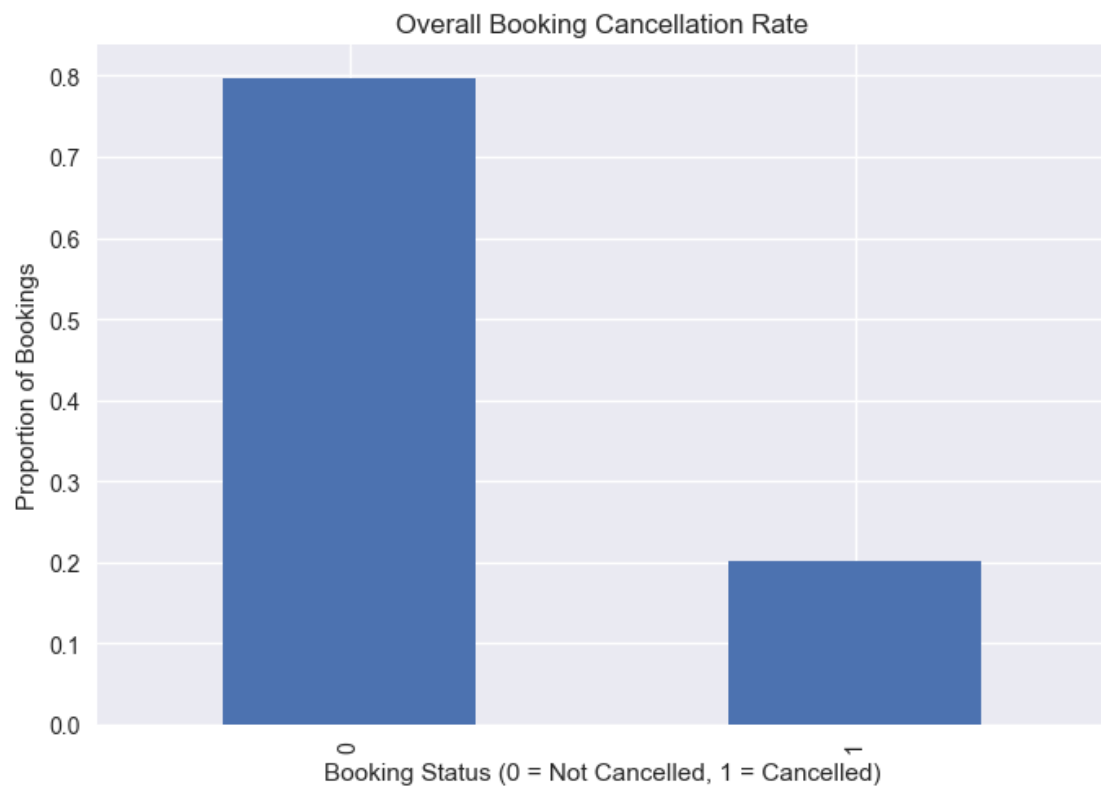


Hotel Booking Cancellation – Visual Analysis

Prepared by: **Uday Vimal**

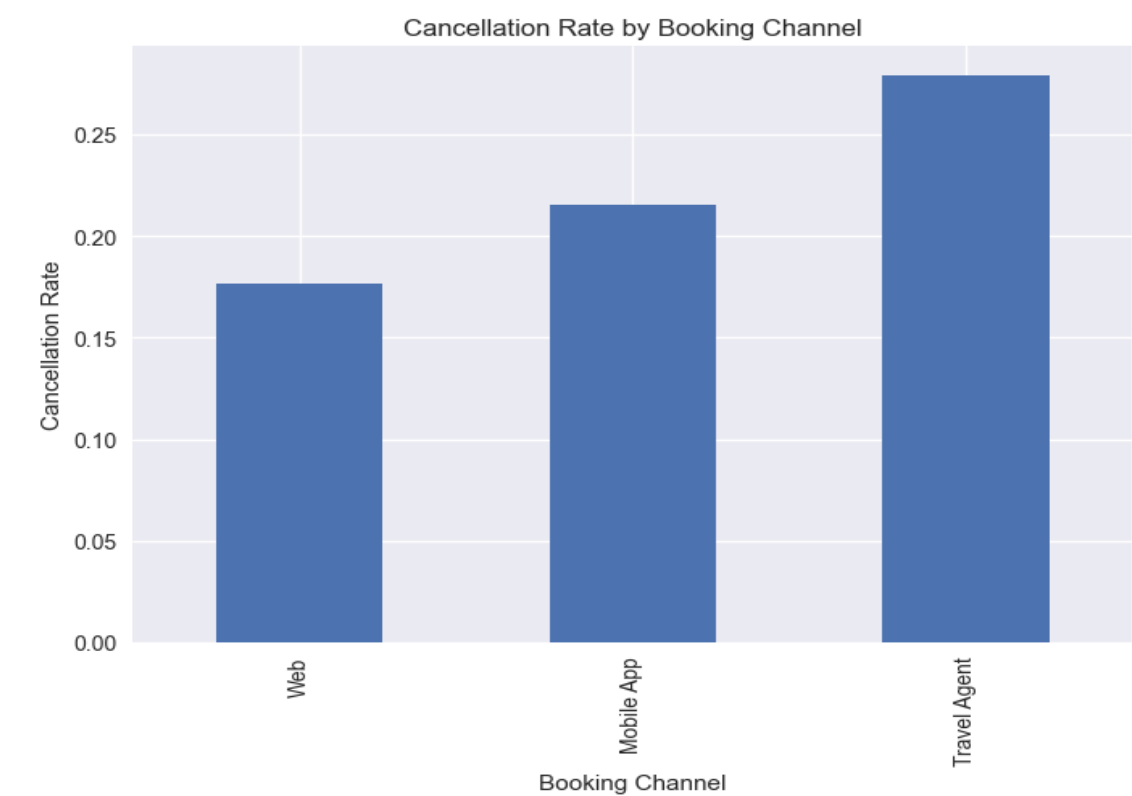
TravClan Business Analyst Internship Assignment

Overall Booking Cancellation Rate



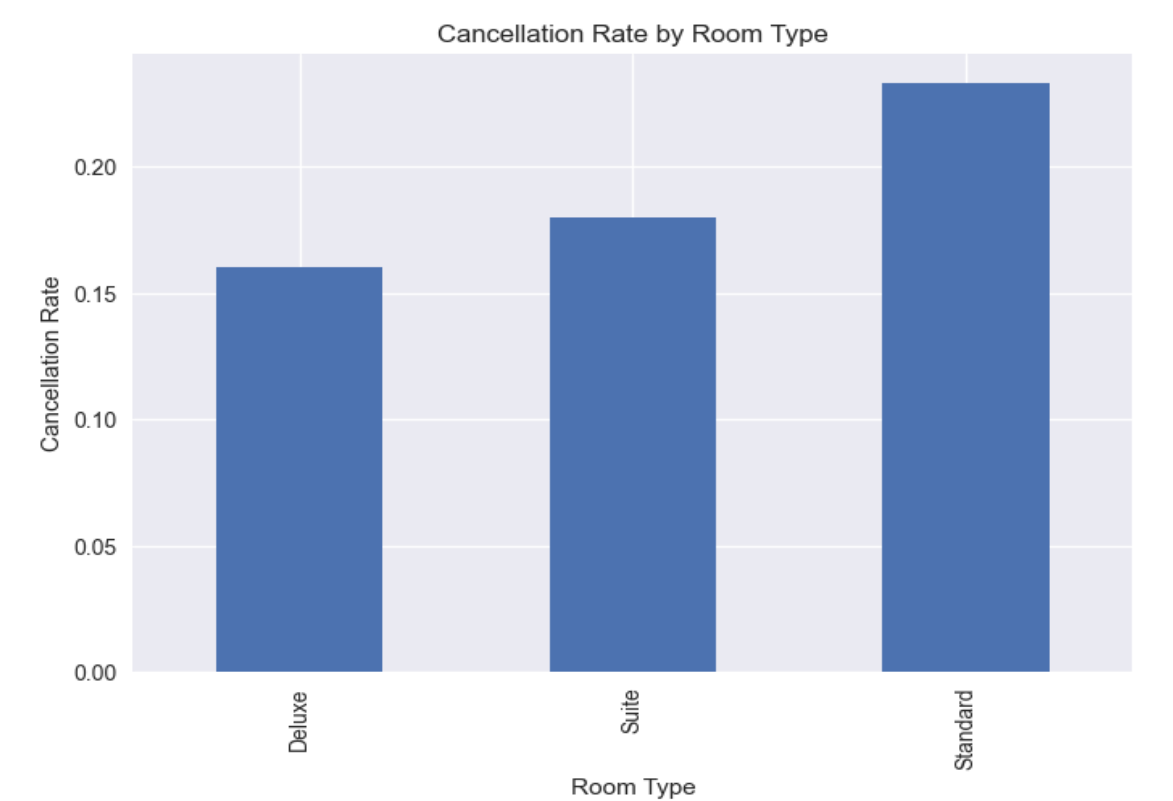
Around 20% of all bookings are cancelled, meaning 1 in every 5 bookings does not convert into a completed stay. This directly impacts revenue predictability and inventory utilization.

Cancellation Rate by Booking Channel



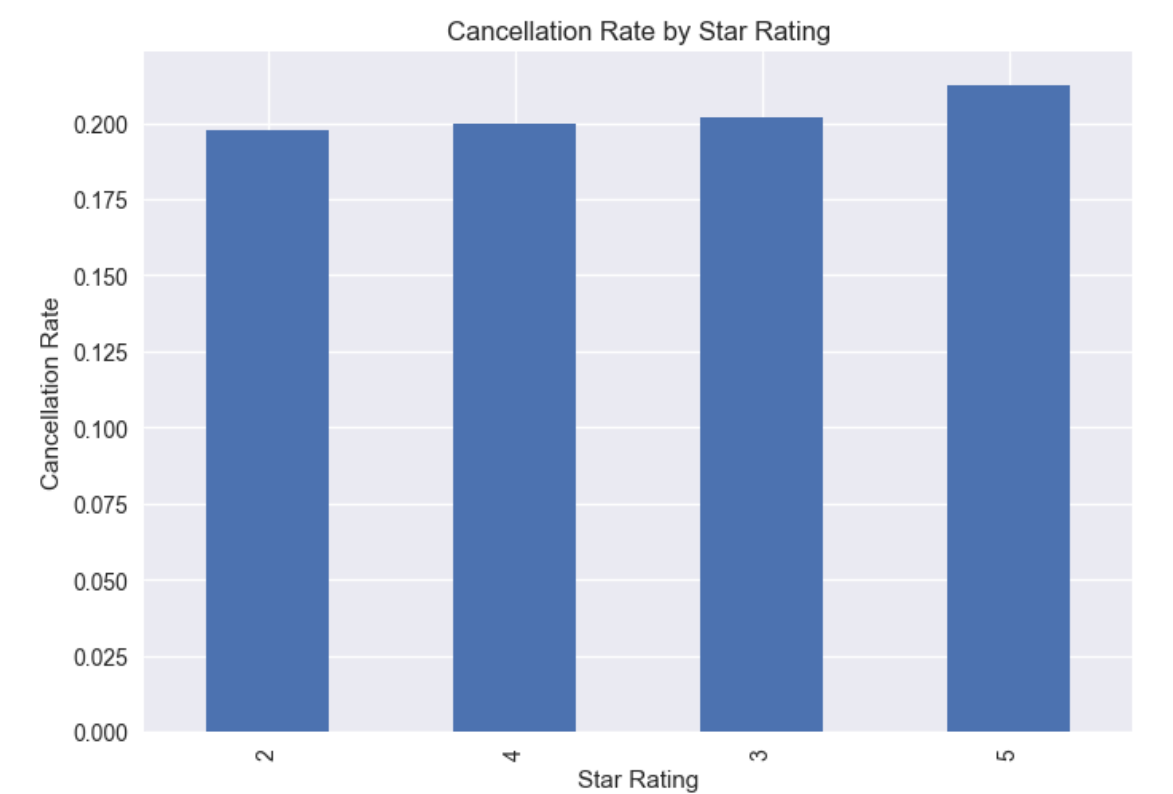
Web bookings show the lowest cancellation rate due to higher intent and deliberate decision-making. Travel Agent bookings exhibit the highest cancellations due to tentative, dependency-driven reservations.

Cancellation Rate by Room Type



Standard rooms show the highest cancellation rates, reflecting price sensitivity. Premium categories such as Deluxe and Suite offer more stable revenue.

Cancellation Rate by Star Rating



Cancellation rates are largely consistent across star ratings, with a slight increase for 5-star hotels due to longer planning horizons and higher pricing complexity.