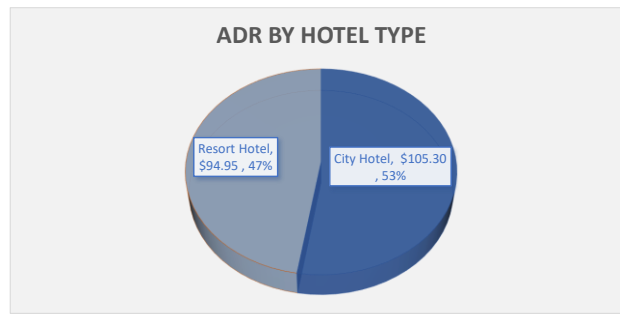


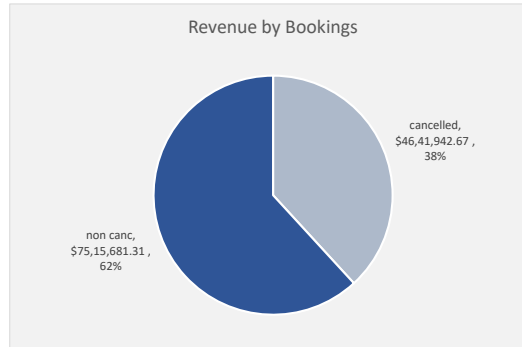
16.Which hotel type (Resort vs City) generates higher average daily rate (adr)?

Row Labels	Average	
City Hotel	\$	105.30
Resort Hotel	\$	94.95



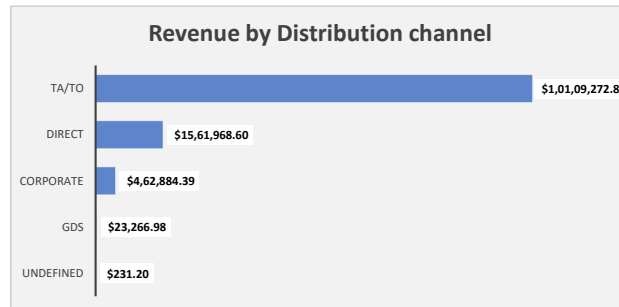
17.How much revenue is lost due to cancellations?

Type	Count	Avg ADR	Total
cancelled	44224	\$ 104.96	\$ 46,41,942.67
non canc	75166	\$ 99.99	\$ 75,15,681.31



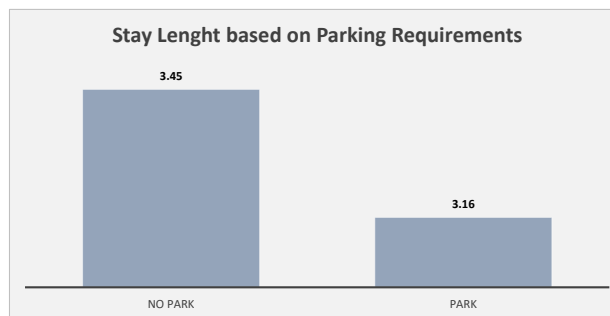
18.Which distribution channel produces the highest revenue?

Row Labels	Revenue
Undefined	\$ 231.20
GDS	\$ 23,266.98
Corporate	\$ 4,62,884.39
Direct	\$ 15,61,968.60
TA/TO	\$ 1,01,09,272.81
Grand Total	\$ 1,21,57,623.98



19.How many bookings required car parking spaces, and does that affect stay length?

Type	Count	weekend	weeknight	Total Stay	Avg Stay
no park	111974	104433	281408	385841	3.45
park	7416	6313	17103	23416	3.16



20.Determine whether guests who make more special requests are less likely to cancel their bookings.

Special Req	canceled
0	47.72%
1	22.02%
2	22.10%
3	17.86%
4	10.59%
5	5.00%

