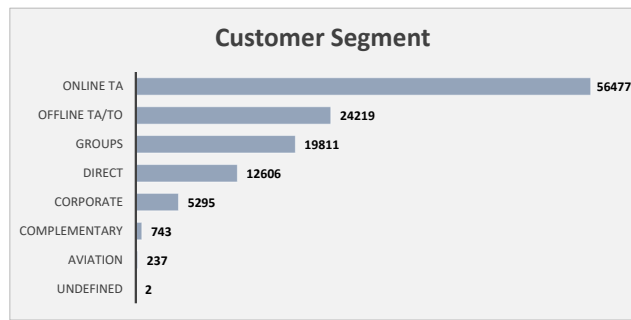


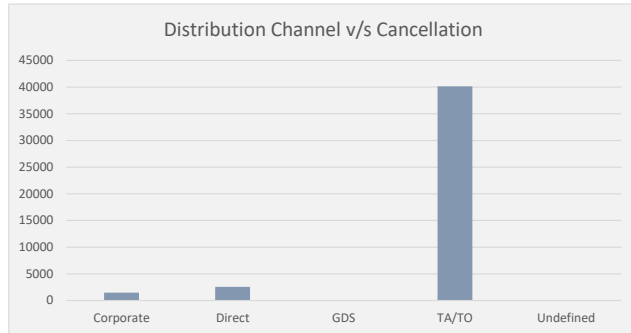
### 11.What percentage of customers come through each market segment?

Segment	Count
Undefined	2
Aviation	237
Complementary	743
Corporate	5295
Direct	12606
Groups	19811
Offline TA/TO	24219
Online TA	56477



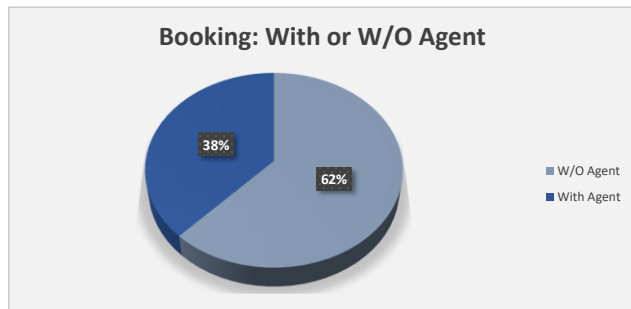
### 12.Compare Distribution Channel, who cancels most?

Channel	Canc Count
Corporate	1474
Direct	2557
GDS	37
TA/TO	40152
Undefined	4



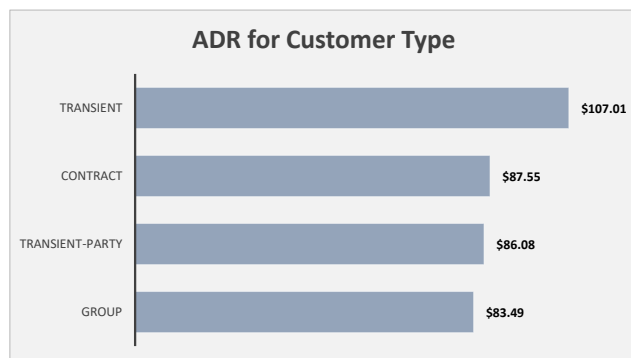
### 13.Are repeated guests more likely to book directly or through agents?

Values	Repeat Cust Count
W/O Agent	2365
With Agent	1445



### 14.What's the average adr (daily rate) for each customer type?

Type	Average
Group	\$ 83.49
Transient-Party	\$ 86.08
Contract	\$ 87.55
Transient	\$ 107.01



### 15.Is there a relationship between lead time and cancellation likelihood?

Row Labels	Average LT
Not Cancelled	79.98 DAYS
Cancelled	144.85 DAYS

