Successfully Completed Hotel Project!

I am thrilled to announce the successful completion of my latest project on Hotel industry, collecting raw data and utilize it to find the insights about the rate of cancellation of reservations in the Resort and City hotel in different countries and the different reasons to understand and make strategies to overcome on it.

Project Scope:

I embarked on a mission to uncover actionable insights from a wealth of raw data. My objective was clear: empower with valuable intelligence to reduce booking cancellation and drive business growth.

Key Objectives Achieved:

Reservation count to see the percentage of cancellations done in the said time period.

Find out the comparison between Resort and City hotel reservation cancellation.

See the average price rate between the Resort and City hotel in the particular period.

Reservation and price month wise to see which month has highest and lowest bookings and cancellations

Check the insight about the country wise reservation cancellation.

Approach:

Utilizing advanced data analytics techniques, I meticulously processed the raw data through a systematic approach encompassing data collection, inspection, cleaning, transformation, and visualization. Leveraging cutting-edge methodologies such as normalization, feature engineering, and data integration, I transformed raw data into actionable insights.

Deliverables:

Through an iterative process of data validation and documentation, I ensured the integrity and quality of the final deliverables. The comprehensive documentation of our methodology and findings ensures transparency and reproducibility.

Client Satisfaction:

I am proud to report that my client is thrilled with the results. By harnessing the power of data-driven insights, I have empowered them to make informed decisions and drive business success.

Gratitude:

A heartfelt thank you to the dedicated team members who contributed to the success of this project. Your expertise and collaboration were instrumental in delivering exceptional results.

Moving Forward:

As we celebrate this achievement, I remain committed to pushing the boundaries of data analytics and delivering value to my clients. Stay tuned for more exciting updates and innovative projects ahead!

Best regards,

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Research Questions

1. What are the reasons that affect the hotel reservations cancellations?
2. How can we decrease the rate of hotel reservation cancellations?
3. What steps to be taken for the hotel in terms of pricing and promotional activities to grab customer attraction?

Hypothesis

1. Found more cancellations where there is a much increase in price
2. Waiting is also a major factor for cancellation the reservations
3. Most of the clients making reservations from the offline travel agents

Analysis and Findings

Bar graph shows the reservations which has cancelled and not cancelled accordingly. When we look at the percentage, it is noticed that 63% of reservations has not cancelled whereas 37% of reservations got cancelled overall, which has a significant impact on the hotels earning.
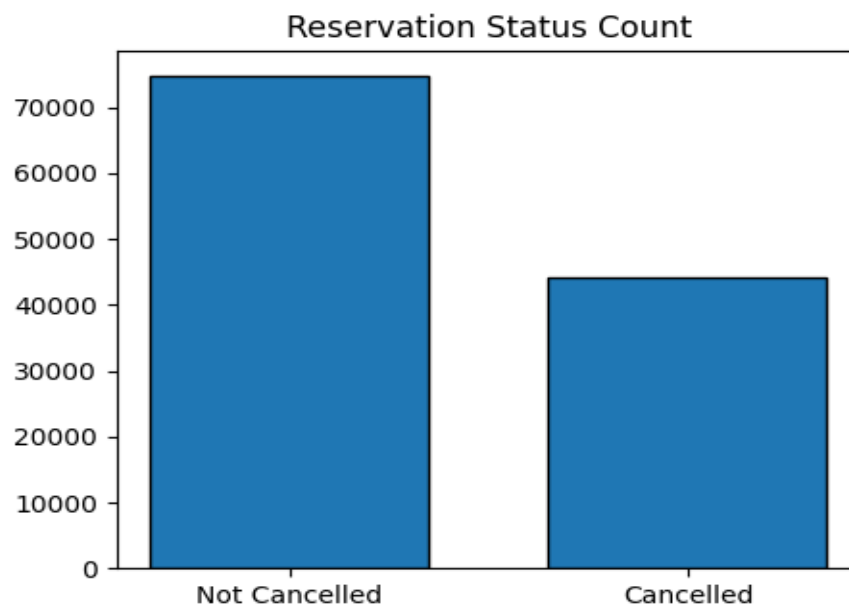
In comparison to Resort Hotel, City hotel got more bookings and has the higher cancellation rate too. It is may be resort hotel is expensive so city hotel has more bookings.
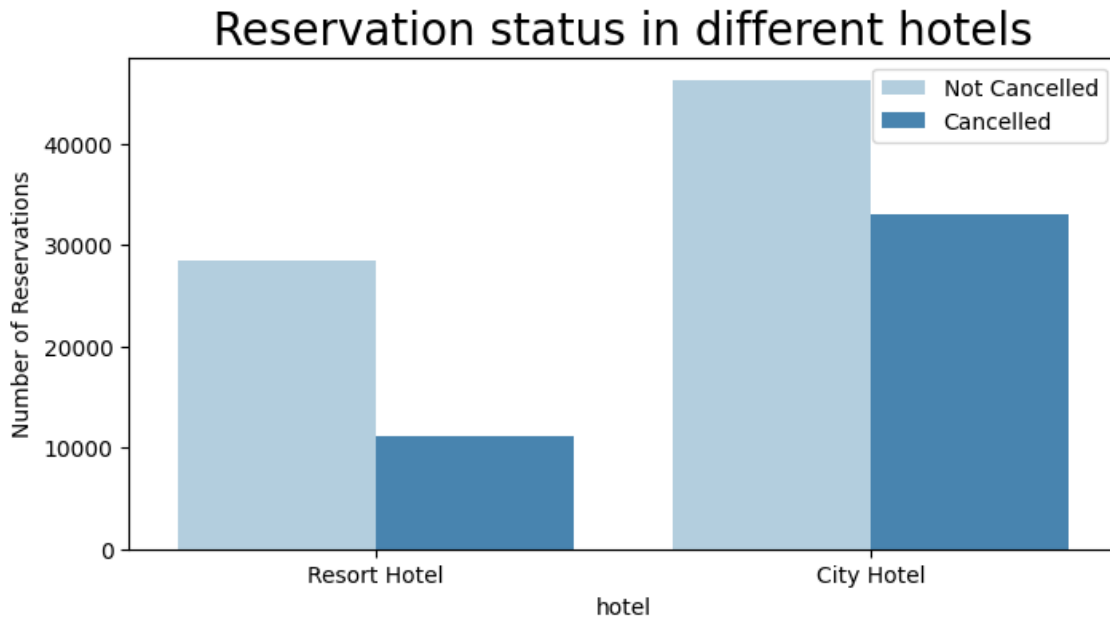

In the below graph we can observe the difference in the hotel rates between Resort and City hotel, so the spikes going up for the Resort hotel shows hike in price whereas City hotel has consistent in rates.
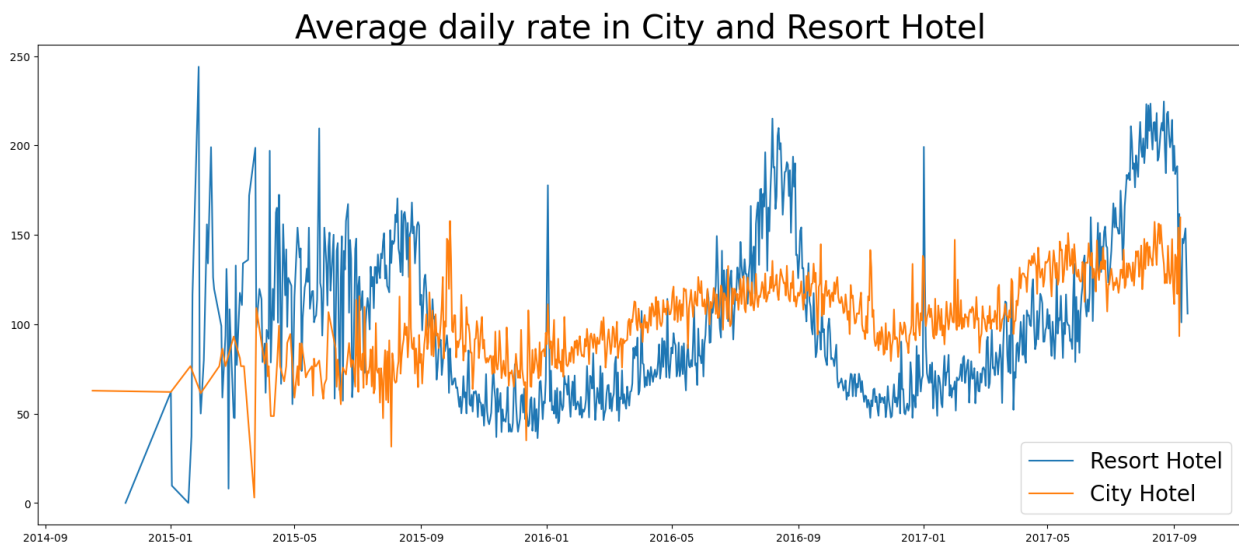
In this graph, I have developed the reservation status monthly wise to see which month got more cancellation. So in January it reflects highest cancellations as compared to August and September.

Reservation status per month
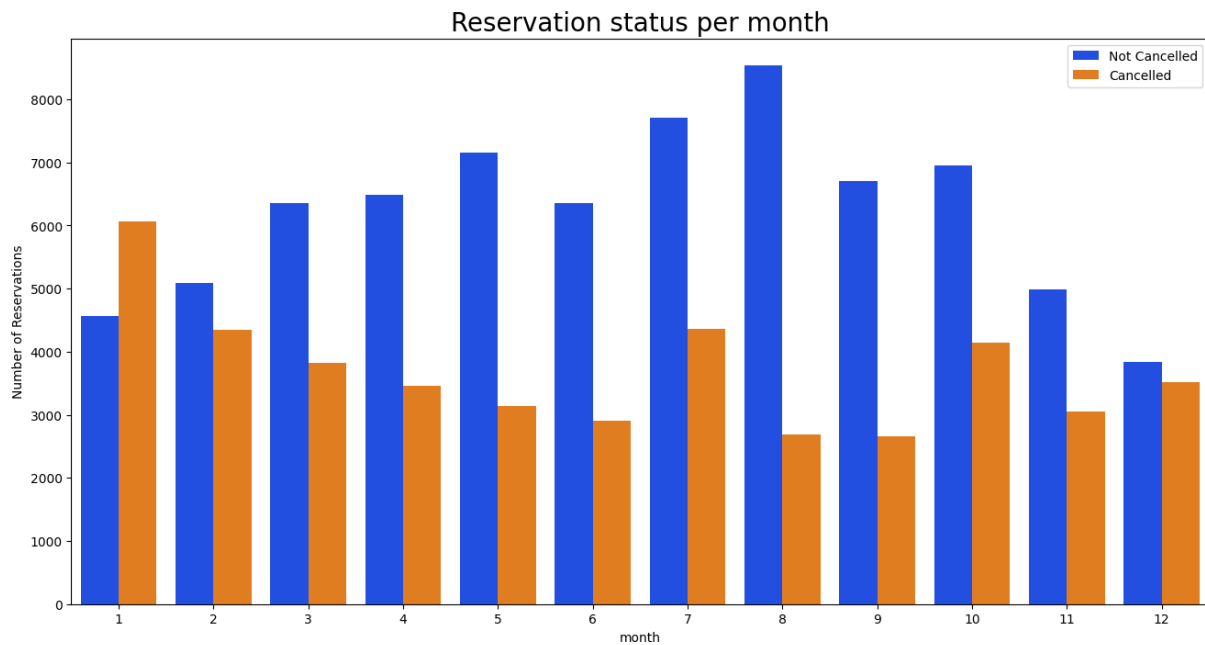
Below grouped bar graph gives analyzes for the months highest and lowest reservations according to reservation status along with the Rates month wise, it clearly states that when increases the rates it also impact on cancelling the reservations.
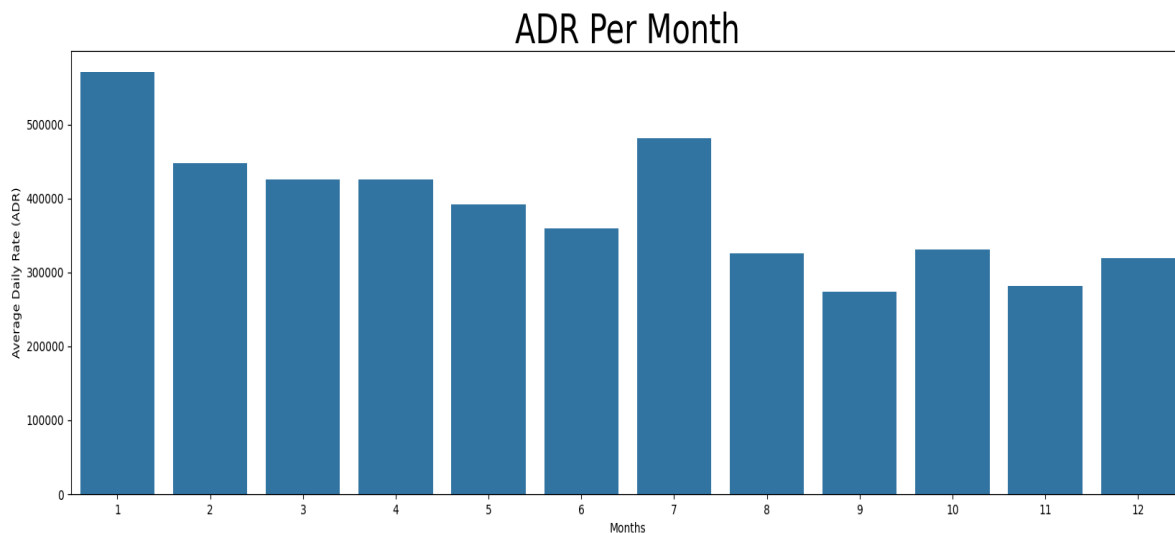
Now let's see which country has the highest reservation canceled. The top country is Portugal with the most canceled reservations.

# Top 10 Countries with reservation cancelled
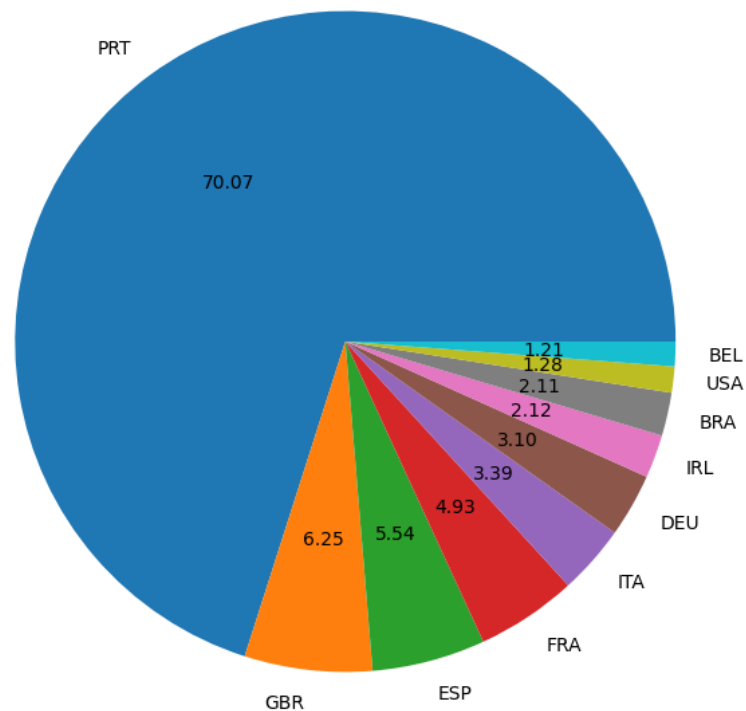
Let's check from which channel the most of the bookings are made and gets the cancellation percentage wise to understand the facts on the basis of figures.

Around 47% of the clients are come from online travel agencies, whereas 20% come from offline travel agency and others are coming from direct, corporate and aviation.

It is observed from the data that online travel agencies reservations cancelled by 46% whereas 27% and 18% from groups and offline travel agencies.

As seen in below graph, reservations are cancelled when the average daily rate increases. It proves with the analysis higher the price leads to higher cancellations.
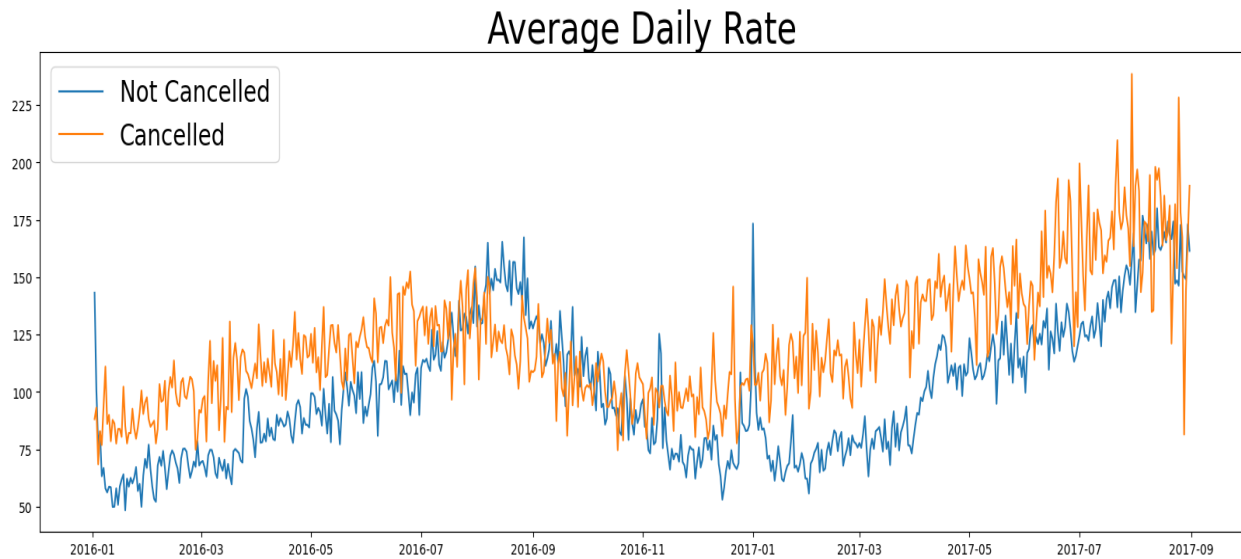
Suggestions

1. Cancellation rates increase when the prices are high, in order to stop the cancellations hotel must look for the prices compared to the facilities they are providing.
2. Hotels must work on the promotional activities and discounts gives to the consumers.
3. In side of City hotels if they give good rates as compared to resorts so they will get more business as the ratio of booking cancellation is higher in Resorts.
4. Same is for the Resort hotel if they give good prices to the clients in weekdays and weekends on the promotions so there will be reduce in the cancellations.
5. Online reservations cancellations percentage is much high may be due to the facilities and pictures shown while booking was not same when check in the hotel. It has to be the same in online and in real to grab the faith of customers.