



# Hotel Cancellation Trends

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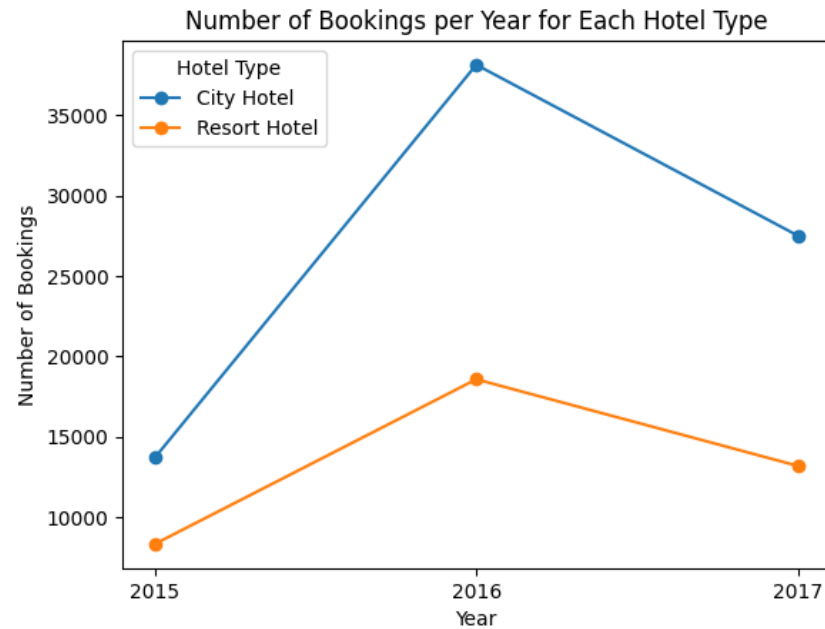
# Question and Goals

- Is there a pattern that can be found in who cancels?
- If there is can it be used to modify hotel policy to lower cancellations and a reduction in lost revenue.



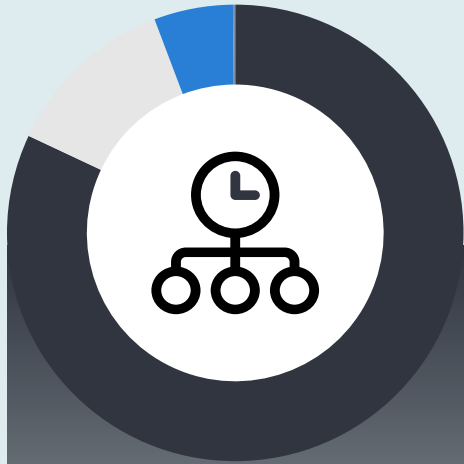
# THE DATA

The data set used was Cleaned removing Undefined and NULL data from relevant columns. The Final Data set was 119386 rows of data and only 15 columns instead of the original 32.



# DATA FOCUS

## Market Distribution



This looks at the sector of the market that made the booking, was it through a TA or a direct person.

TA/TO – 81%

Direct – 12%

Corporate – 6%

## Repeated Guest



How many guest are returning guests for the hotels. The idea way that maybe repeating guests were less likely to cancel.

Repeat - 3.19%

## Changes to Booking



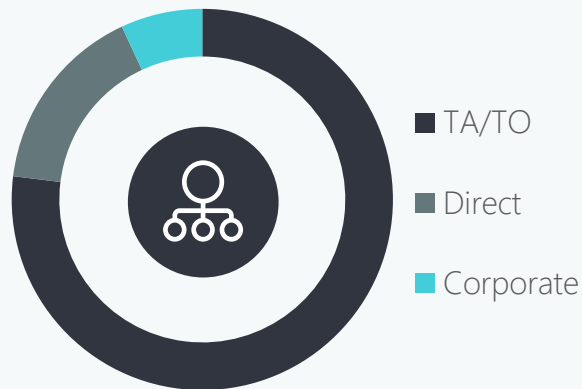
How many Guest have changed their booking. Is the more someone changed their booking make them likely to cancel

Change - 15%

# DATA FINDINGS

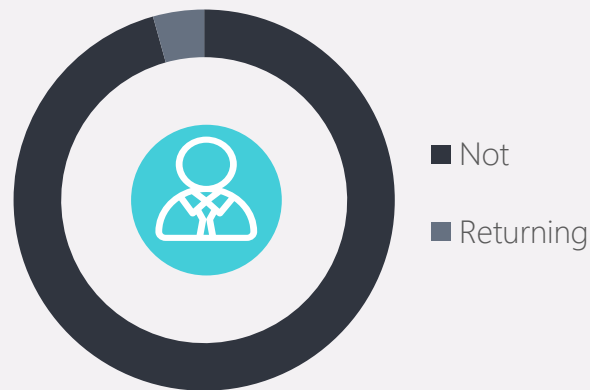
## Market Distribution

The distribution of the canceled bookings by Market was interesting. TA/TO bookings held a lower percentage of the canceled bookings but still held majority (81% to 79%). Direct bookings had a higher cancel rate then booking rate (12% to 16%), and Corporate stayed the same (6%).



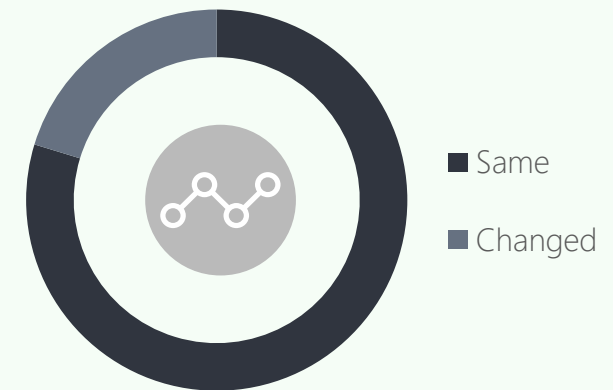
## Repeated Guest

Repeat customers actually had a slightly higher chance to cancel then booking holdings. This was surprising as it was expected to have a lower rate.



## Changes to Booking

Changes to bookings saw the largest increase in cancellations. Bookings that had changes saw a 20% cancel rate. This was expected as changing a booking would most likely lead to cancellations next.



# Conclusion

- There is Not a strong pattern that emerges from this data for the tests that were run.
- Different tests could be run to find other patterns to be addressed by the hotels.





# What can hotels do

- Hotels could offer TA's incentive to not have their bookings get canceled as they make a large portion of bookings.
- Also offer alternatives to customers looking into modifying their bookings as a good portion of bookings modified cancel.





**THANK YOU**

**Questions?**