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# ITC HOTELS

REVENUE OPTIMIZATION

PRESENTED BY -  
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# PROBLEM STATEMENT

ITC Hotels is a luxury hotel chain with a diversified portfolio of properties. To optimize revenue generation, minimize cancellations, and enhance customer satisfaction, the company requires a deeper understanding of its overall financial performance, booking patterns, occupancy trends, and room category performance. This project aims to create an interactive, multi-page Power BI dashboard to provide real-time insights into these areas, aiding in decision-making.

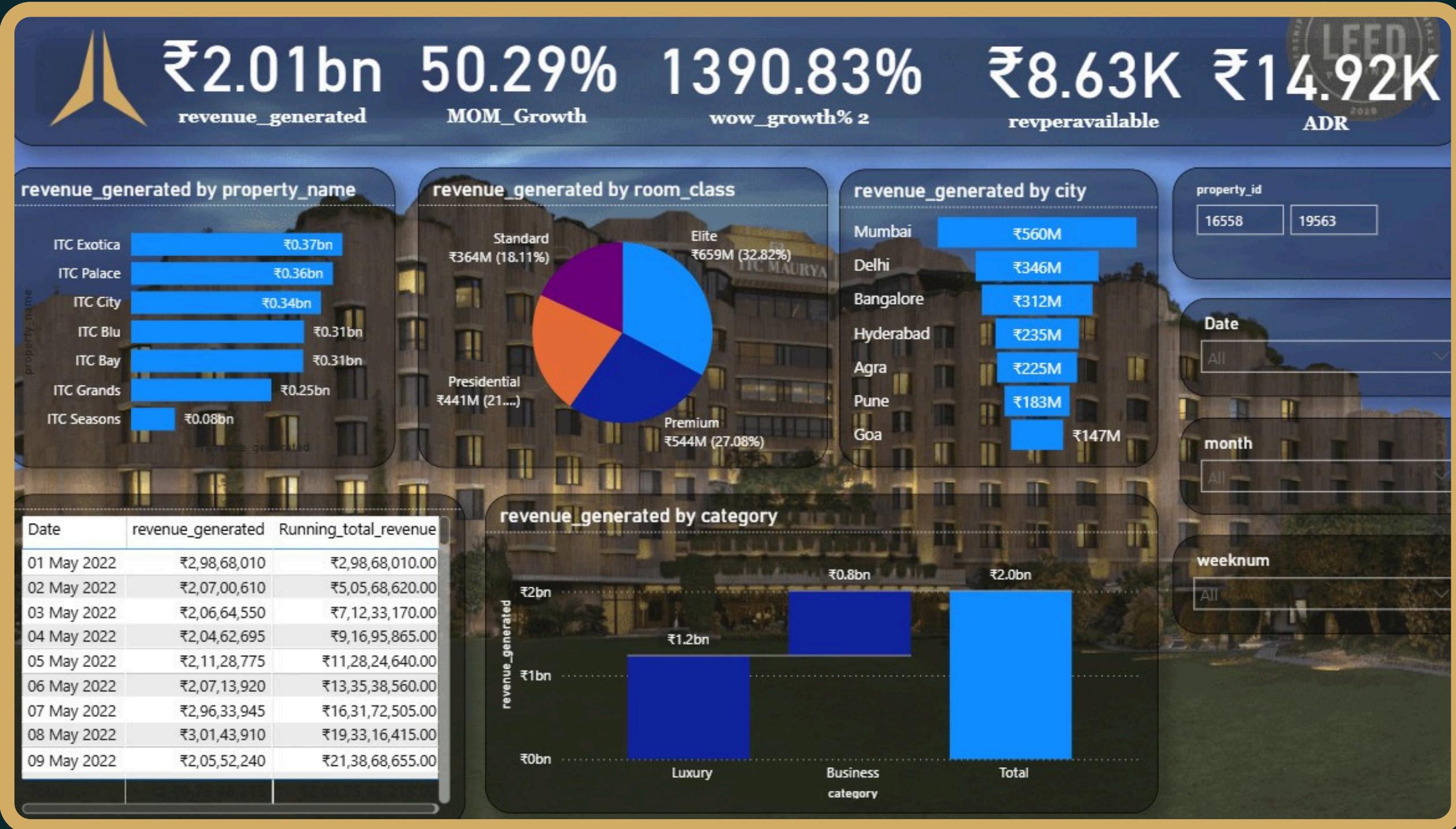
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# FINANCIAL OVERVIEW & REVENUE PERFORMANCE

1. What is the total revenue generated by ITC Hotels, and how does it vary across different hotels and room categories?
2. What is the cumulative revenue growth over time?
3. How has the revenue grown month-over-month (MoM) and week-over-week (WoW)?
4. What are the average daily rate (ADR) and revenue per available room (RevPAR)?



# FINANCIAL OVERVIEW & REVENUE PERFORMANCE



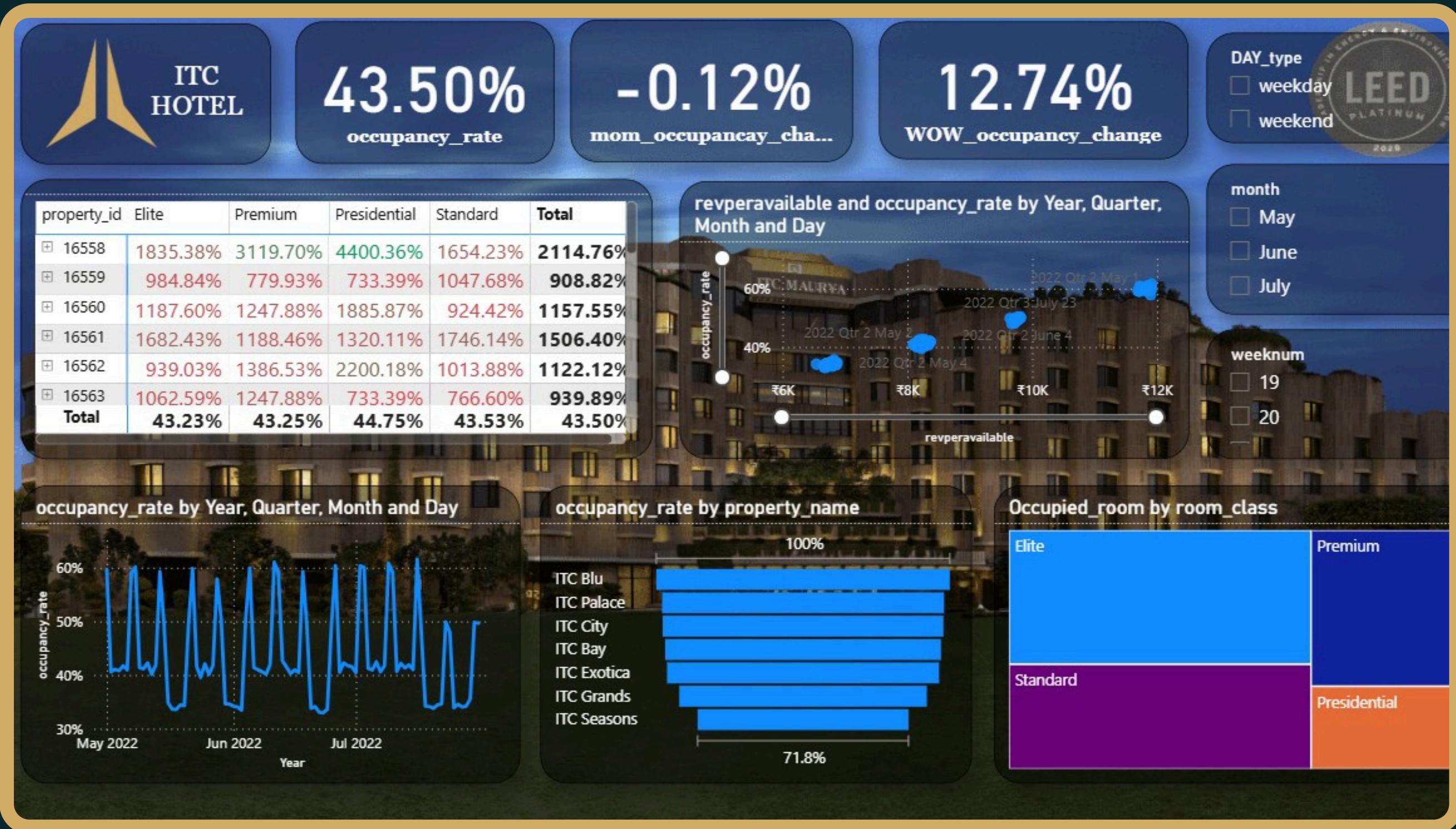
The business generated a **total revenue of ₹2.01 billion**, demonstrating strong growth momentum with a **50.29% month-over-month increase** and a remarkable **1,390.83% week-over-week surge**. Profitability metrics are healthy, with a **Revenue per Available Room (RevPAR) of ₹8,630** and an **Average Daily Rate (ADR) of ₹14,920**, indicating high pricing power and strong occupancy rates.

# OCCUPANCY & CAPACITY ANALYSIS

1. What is the occupancy rate for each hotel and room category?
2. How does occupancy fluctuate seasonally or over specific periods (e.g., weekends, holidays)?
3. What is the occupancy growth (MoM and WoW)?
4. How does occupancy correlate with revenue and RevPAR?



# OCCUPANCY & CAPACITY ANALYSIS



The current **occupancy rate** is **43.50%**, showing a marginal **month-over-month decline of -0.12%** but a notable **week-over-week improvement of 12.74%**.

## ROOM CATEGORY PERFORMANCE & BOOKING INSIGHTS

1. Which room categories generate the most revenue?
2. How do booking patterns (lead time, check-in dates) affect revenue and occupancy?
3. What is the average length of stay (ALOS) for each hotel and room type?
4. What is the room revenue trend (including running total and MoM/WoW growth)?



# ROOM CATEGORY PERFORMANCE & BOOKING INSIGHTS



The **Elite** room class emerges as the top performer, generating ₹659M (32.82%) of total revenue. The **average length of stay** is **2.37 days**, with strong growth trends — **WoW growth** stands at 1,390.83%, and **MoM growth** at 50.29%.

## CANCELLATIONS & LOST REVENUE ANALYSIS

- 1.What is the cancellation rate for each hotel and room category?
- 2.How have cancellation trends changed over time (MoM/WoW)?
- 3.What is the lost revenue due to cancellations?
- 4.Are there any patterns in cancellations (e.g., specific room types, time of year)?



# CANCELLATIONS & LOST REVENUE ANALYSIS



**Cancellation Rate:** 24.83% (across all properties and room classes)

**Lost Revenue:** ₹299M **Week-over**

**Week Cancellation Growth:** +2.14% , May, June, July all have high and stable **cancellation rates** (~27-28%), with no major month-to-

month improvement. **Weekly cancellation rates fluctuate** between 24%-26%, with a few spikes around week numbers 23-25.

## CONCLUSION & DASHBOARD FLOW:

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1. Page 1: Financial Overview – Gives stakeholders a snapshot of the financial performance, including revenue, growth metrics, ADR, and RevPAR.
  2. Page 2: Occupancy & Capacity – Provides insights into occupancy trends, helping understand hotel capacity utilization and its impact on revenue.
  3. Page 3: Room Category Performance & Bookings – Focuses on room-level insights, including revenue contribution, booking patterns, and length of stay.
  4. Page 4: Cancellations & Lost Revenue – Examines cancellation trends and their financial impact, helping identify areas to reduce cancellations.



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