



UNLOCKING HOSPITALITY INSIGHTS: ITC HOTELS ANALYTICS PROJECT



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Overview

This project delves into the strategic and analytical dimensions of ITC Hotels, one of India's premier luxury hotel chains. With a focus on data-driven insights, the aim is to explore how ITC Hotels can optimize revenue, occupancy, and guest experience through advanced analytics and performance monitoring.

Leveraging realworld datasets, we analyzed key hospitality metrics including Room Revenue, RevPAR, Occupancy Trends, Booking Patterns, and Cancellation Rates. The project also incorporates visual dashboards and predictive models to uncover actionable insights that support decision-making across operations, marketing, and revenue management.

This initiative reflects our commitment to blending business intelligence with hospitality excellence, offering a blueprint for scalable and sustainable growth within the luxury hotel sector.





Problem Statement

ITC Hotels operates across multiple luxury properties with diverse room categories, guest profiles, and seasonal demands. However, like many hospitality businesses, it faces challenges in maximizing revenue, managing occupancy fluctuations, and reducing booking cancellations—all while ensuring a high-quality guest experience.

Despite access to large volumes of operational and booking data, there is a gap in translating raw data into strategic insights that can drive performance improvements. Key questions remain around:

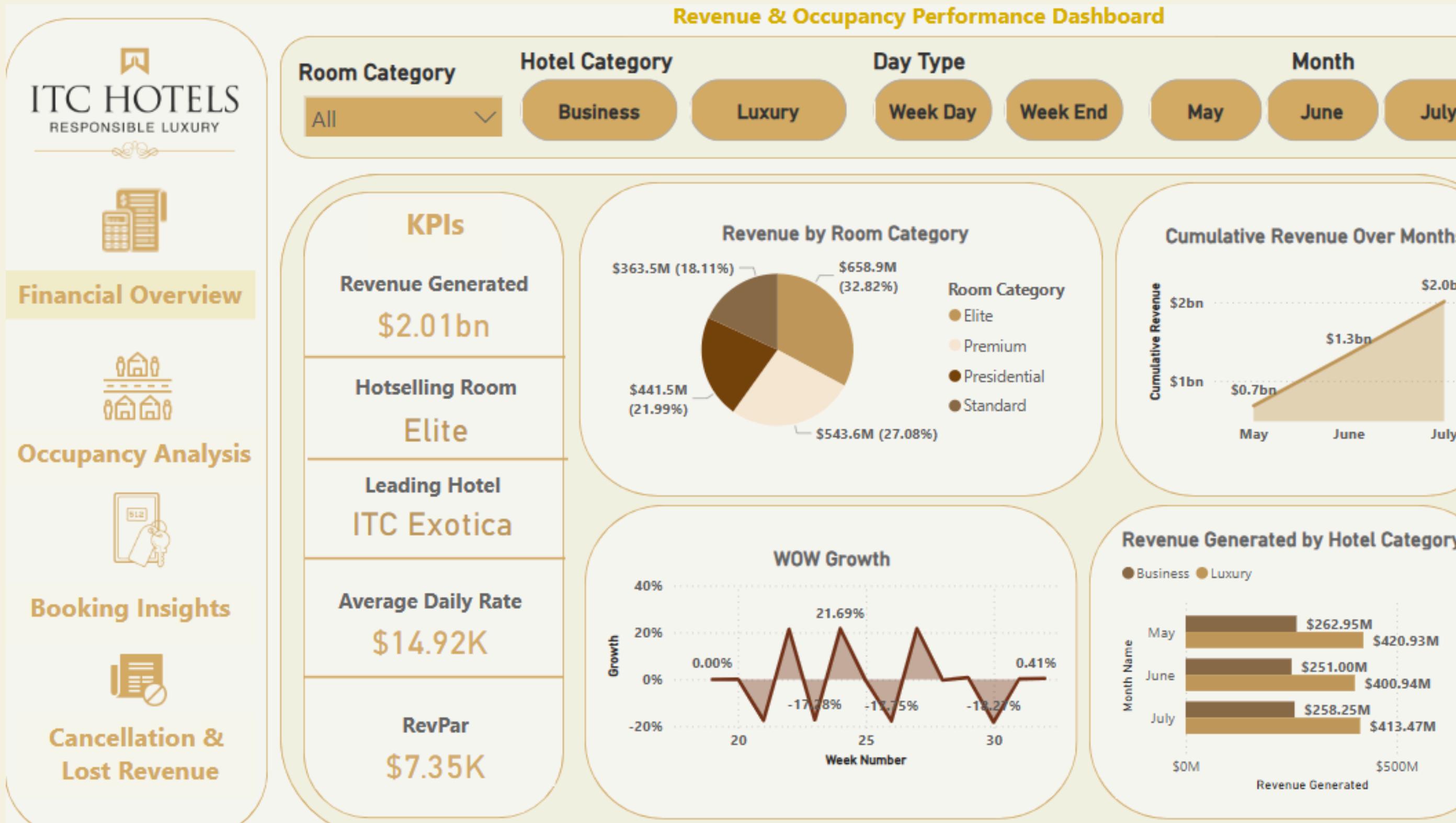
- What factors are driving revenue growth or decline across properties?
- How do booking patterns and lead time impact occupancy and RevPAR?
- What is the revenue loss due to cancellations, and how can it be minimized?
- How can ITC Hotels leverage data to make informed decisions in pricing, marketing, and resource planning?

The project aims to address these questions by applying data analytics, visualization, and performance modeling, providing a comprehensive view to optimize business outcomes for ITC Hotels.



Dashboard

Page 01 Financial Overview & Revenue Performance



- Tracks core KPIs like Room Revenue, RevPAR, ADR, and Occupancy Rate
- Provides a monthly and WoW comparison across hotel properties
- Highlights performance trends to support revenue strategy and pricing decisions
- Ideal for executives and finance teams monitoring overall hotel performance



Key Insights

Financial Overview & Revenue Performance

- Total Revenue: ₹2.01B (May–July), with 186% growth from ₹700M to ₹2.0B
- ADR: ₹14.92K, indicating a strong premium pricing strategy
- Top Room Category: Elite rooms led with ₹658.9M (32.82% of total revenue)
- Top Revenue Generating Properties : ITC Exotica and ITC Palace generated the highest revenue
- Luxury hotels consistently outperformed business hotels
- Peak Weekly Growth: +21.69% during Week 22



Conclusion

ITC Hotels showed strong revenue growth, led by Elite rooms and luxury properties. High ADR and RevPAR reflect effective pricing. The upward trend indicates solid financial performance and opportunities to scale through top-performing segments.



Dashboard

Page 02 Occupancy & Capacity Analysis

ITC HOTELS
RESPONSIBLE LUXURY

Financial

Occupancy Analysis

Booking Insights

Cancellation &
Lost Revenue

Booking Patterns & Lead Time Insights

Room Category: All | Hotel Category: Business | Luxury | Day Type: Week Day | Week End | Month: May | June | July

KPIs

Occupancy Rate

43.50%

Hotselling Room

Elite

Leading Category

Luxury

Average Daily Rate

\$14.92K

Avg Length of Stay

2

Occupancy Rate by Weekday or Weekend

Day Type: ● Increase | ● Decrease | ● Total

Day Type	Occupancy Rate
Week End	44.38%
Week Day	43.13%
Total	87.51%

MOM & WOW Growth

● Occupancy WoW Growth | ... | ● MOM Growth O...

Month	% Growth
May	-0.58%
June	0.60%
July	-2.70%

Properties With Highest Occupancy

Property ID	Name	City	Occupancy Rate
18560	ITC City	Hyderabad	50.29%
17559	ITC Exotica	Mumbai	50.23%
17563	ITC Palace	Mumbai	50.08%
17561	ITC Blu	Agra	50.03%
19562	ITC Bay	Bangalore	49.80%
18561	ITC Blu	Goa	49.75%
16559	ITC Exotica	Agra	49.69%
16563	ITC Palace	Delhi	49.63%
18562	ITC Bay	Goa	49.60%
16558	ITC Grands	Delhi	49.39%

Occupancy Rate by Day Type

Day Type: ● Week Day | ● Week End

Month Name	Occupancy Rate
May	38.97%
June	45.03%
July	45.49%

- Tracks key metrics like Occupancy Rate, Length of Stay, and ADR across properties and day types
- Provides Weekday vs Weekend and Month-over-Month (MoM) occupancy comparisons
- Highlights top-performing properties based on occupancy levels
- Helps identify booking behavior trends to support marketing and guest engagement strategies



Key Insights

Occupancy & Capacity Analysis



- The average occupancy rate across ITC Hotels was 43.5% during the period.
- Weekend occupancy slightly outperformed weekdays, with 44.38% on weekends vs 43.13% on weekdays.
- Top-performing properties included ITC City (Hyderabad), ITC Exotica (Mumbai), and ITC Palace (Mumbai), all exceeding 50% occupancy.
- The luxury hotel category maintained the highest occupancy, aligned with the overall premium pricing strategy (ADR ₹14.92K).
- The average length of stay remained steady at 2 days, reflecting a short-stay guest trend.

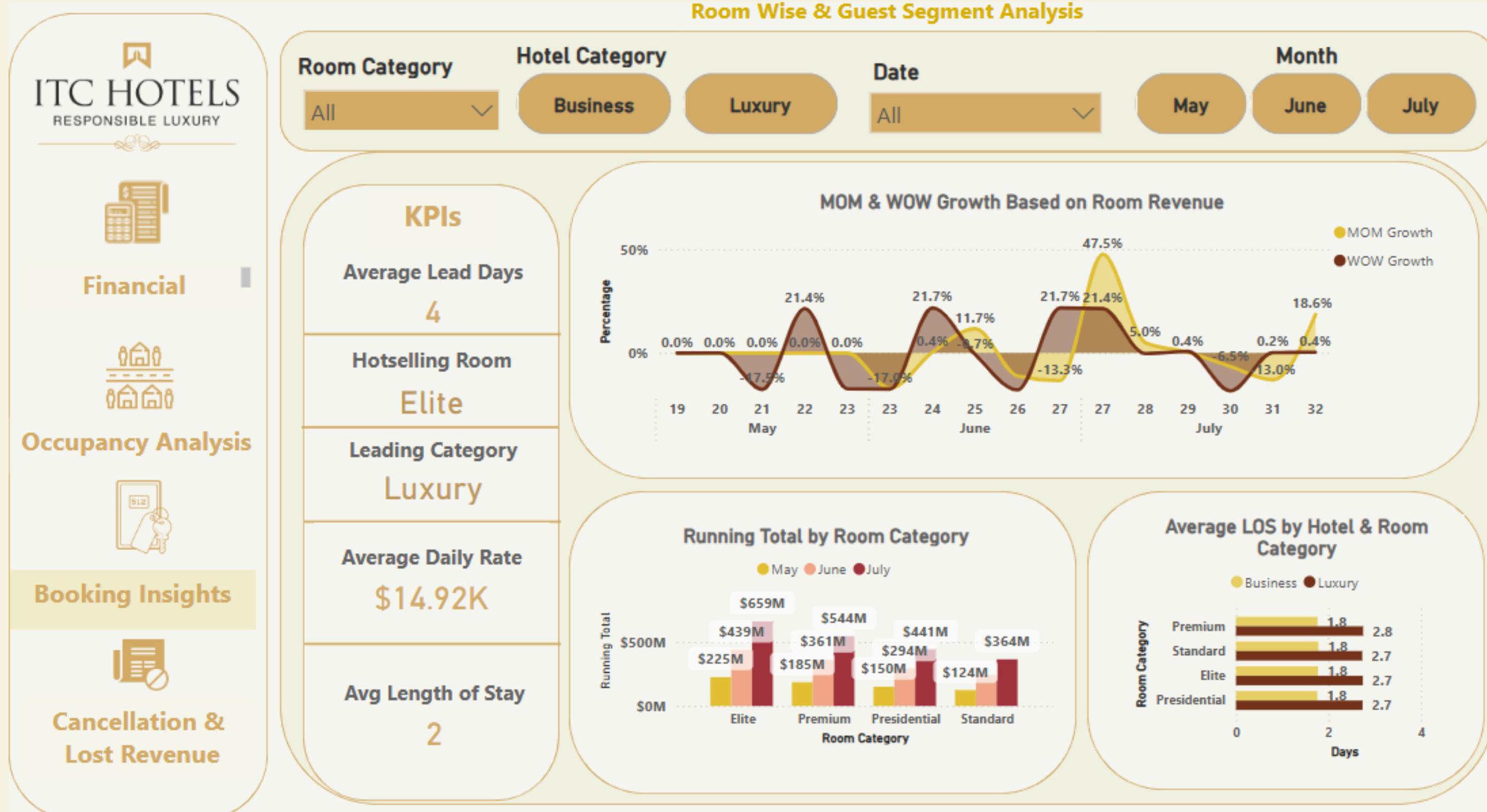
Conclusion

Occupancy trends show a slight weekend preference and a strong recovery in July after a dip in June. Top metro properties consistently crossed 50% occupancy. The average stay length of 2 days reflects short-term booking behavior, while the luxury segment led occupancy, supported by a strong ADR.



Dashboard

Page 03 Room Category Performance & Booking Insights





Key Insights

Room Category Performance & Booking Insights



- The average lead time for bookings was 4 days, suggesting short-notice reservations.
- Elite rooms generated the highest revenue, with a running total of ₹659M across May to July.
- Luxury hotels consistently had longer average stays, with LOS reaching up to 03 days in Premium rooms.
- The highest WoW revenue growth was recorded at 47.5% in late June, followed by consistent fluctuations. MoM growth remained volatile, with sharp peaks and dips, indicating uneven booking trends.
- Average LOS was 2 days overall, with Business guests averaging 02 days and Luxury guests closer to 03 days depending on room type.

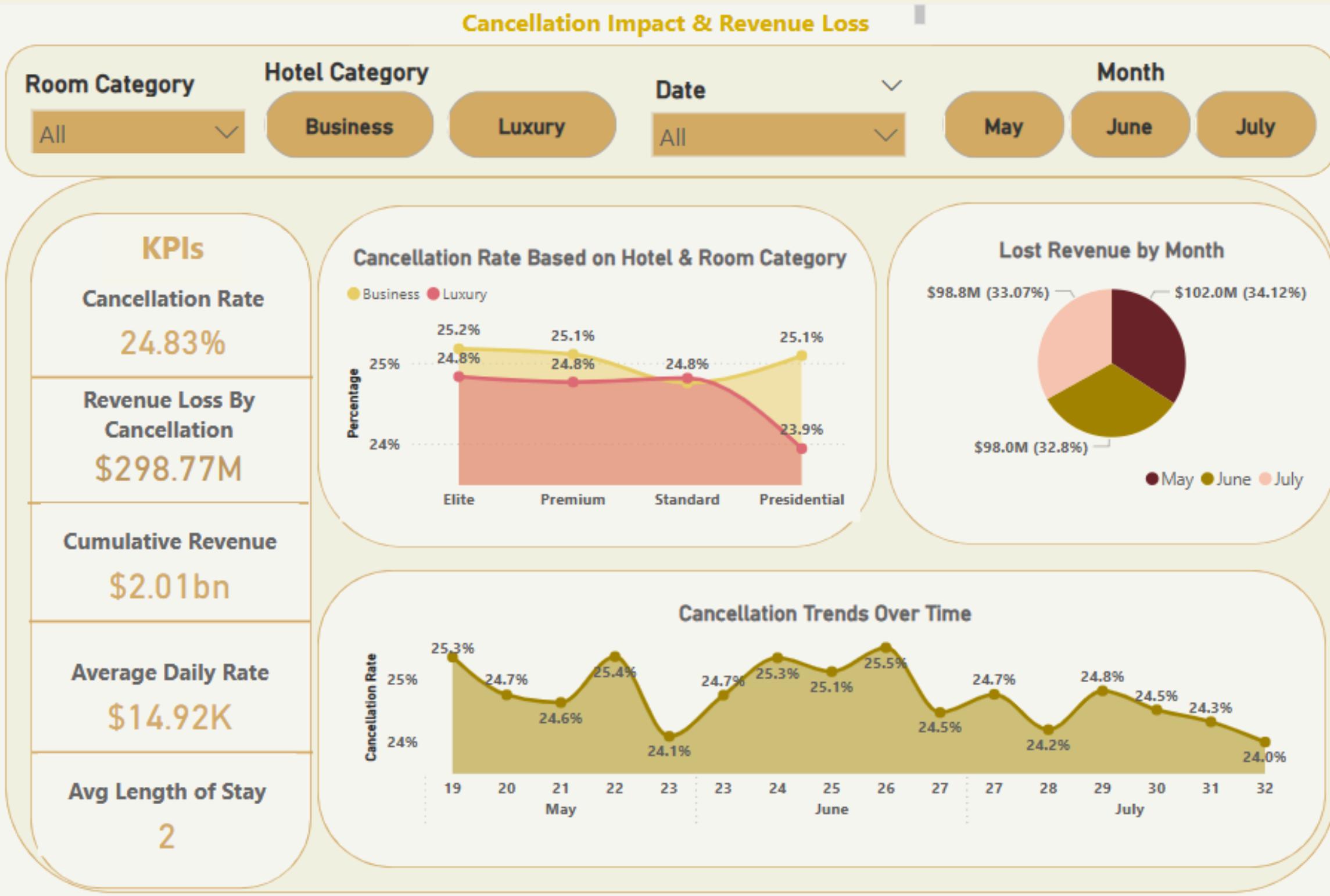
Conclusion

Elite rooms led in revenue, and Luxury hotels saw longer guest stays. Bookings were mostly short-notice, with a 4-day average lead time and 2-day stay duration. Revenue trends were volatile, with peak growth in late June, indicating strong but inconsistent booking behavior.



Dashboard

Page 04 Cancellations & Lost Revenue Analysis



- Tracks key metrics like Cancellation Rate, Lost Revenue, and Booking Source Impact
- Analyzes month-wise cancellation trends and their effect on occupancy and revenue
- Highlights cancellation behavior by room category, booking platform, and time of cancellation
- Identifies high-risk periods and customer segments contributing to revenue leakage



Key Insights

Cancellations & Lost Revenue Analysis



- The overall cancellation rate was 24.83%, leading to a revenue loss of ₹298.77M
- Lost revenue was nearly evenly split across all months: ₹98.8M (May), ₹98.0M (June), and ₹102.0M (July)
- Luxury hotels had a slightly higher cancellation rate in the Presidential category at 25.1%, while Business hotels saw a drop to 23.9%
- Weekly cancellation trends remained relatively stable, fluctuating between 24% to 25.5%
- Despite high ADR (₹14.92K), cancellation patterns showed limited improvement over time

Conclusion

Cancellation rates remained high and consistent, resulting in nearly ₹300M in lost revenue. All months contributed equally to the loss, with minor fluctuations in weekly trends. The data indicates a need for improved booking policies and guest retention strategies to curb future losses.



Actionable Suggestions



Enhance Revenue from Standard & Presidential Rooms

- Offer low-cost upgrades from Standard to Premium to increase upsell conversion. Bundle services (meals, spa, airport pickup) to boost revenue per booking.
- Apply demand-driven pricing to Standard and Presidential rooms during high-traffic periods.

Improve Occupancy Rates

- Targeted promotions during low-occupancy weeks (e.g., Week 21, Week 30). Offer discounted rates for extended stays to increase ALOS and stabilize room turnover.
- Launch loyalty programs and return guest benefits to encourage repeat bookings.

Address Cancellations & Revenue Loss

- Offer incentives for non-refundable bookings like complimentary upgrades or added services.
- Educate guests on flexible booking options with benefits for committing early.

Optimize Booking Lead Time

- Promote early-bird discounts to encourage bookings with longer lead time. Strengthen corporate partnerships to secure block bookings in advance.
- Use flash deals and geo-targeted ads to capture last-minute travelers efficiently.



Thank You ! Checkout More Projects:

The insights presented are the result of in-depth exploration across revenue, occupancy, booking behavior, and cancellation patterns. This project highlights the power of analytics in identifying growth opportunities and optimizing hotel performance through actionable strategies.



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