Overview of the Dashboard:

This dashboard visualizes the performance of properties in the hospitality industry. It incorporates several essential KPIs (Key Performance Indicators) and interactive filters, enabling stakeholders to make informed decisions.

1. Key Features:

a) Filters:

- **City and Room Type Filters**: Enable users to refine data based on specific locations or room types for granular insights.
- **Date Range Selector**: Allows for selecting specific time frames to analyse trends over weeks.

b) KPIs:

- **Revenue**: Displays the total revenue (2bn) with trends over time.
- **RevPAR (Revenue Per Available Room)**: Highlights average revenue per room.
- **DSRN (Daily Sales Revenue Net)**: Indicates the revenue net of discounts and cancellations.
- **Occupancy Percentage**: Provides the occupancy rate (e.g., 57.79%).
- **ADR (Average Daily Rate)**: Tracks the average revenue earned per room.
- **Realization Percentage**: Measures actual revenue versus expected revenue (e.g., 70.14%).

   Under each KPI, there is an indicator displaying the week-over-week percentage change, providing quick insights into performance trends. These indicators use directional arrows to show improvement or decline.

c) Revenue Breakdown:

- **By Category (Luxury vs. Business)**: A pie chart showcases the distribution of revenue by category (e.g., 38.38% Luxury and 61.62% Business).

d) Trend Analysis:

- **Key Matrix Trends**: Line graphs visualize weekly trends for RevPAR, Occupancy %, and ADR, making it easy to spot fluctuations.

e) Booking Platform Insights:

- **Realization % and ADR by Booking Platform**: A bar and line chart combination provides insights into how different booking platforms perform in terms of realization and ADR.

f) Property-Wise Performance:

- A detailed table highlights:
    - Revenue, RevPAR, Total Bookings
    - Occupancy %, ADR
    - Realization %, Cancellation %, Average Ratings
    - Specific metrics for individual properties and cities.

2. Insights and Use Cases:

a) Week-Over-Week Analysis:

- The indicators under each KPI make it easy to track weekly progress or setbacks.

b) Revenue Insights:

- Identify top-performing properties and cities (e.g., "Hyderabad" and "Delhi" have higher revenues).
- Assess revenue contribution by category (Luxury vs. Business).

c) Occupancy Trends:

- Monitor trends in occupancy percentage to optimize room availability.
- Compare weekday vs. weekend performance.

d) Booking Platforms:

- Evaluate which platforms bring in the highest revenue and realization rates.

e) Property Management:

- Analyse cancellation percentages and average ratings to improve customer satisfaction.
- Prioritize marketing for low-performing properties or cities.

3. Business Value:

This dashboard provides actionable insights into revenue streams, property performance, and customer behaviour, helping stakeholders:

- Increase operational efficiency.
- Optimize pricing strategies (RevPAR and ADR).
- Enhance customer satisfaction by addressing cancellation and rating metrics.