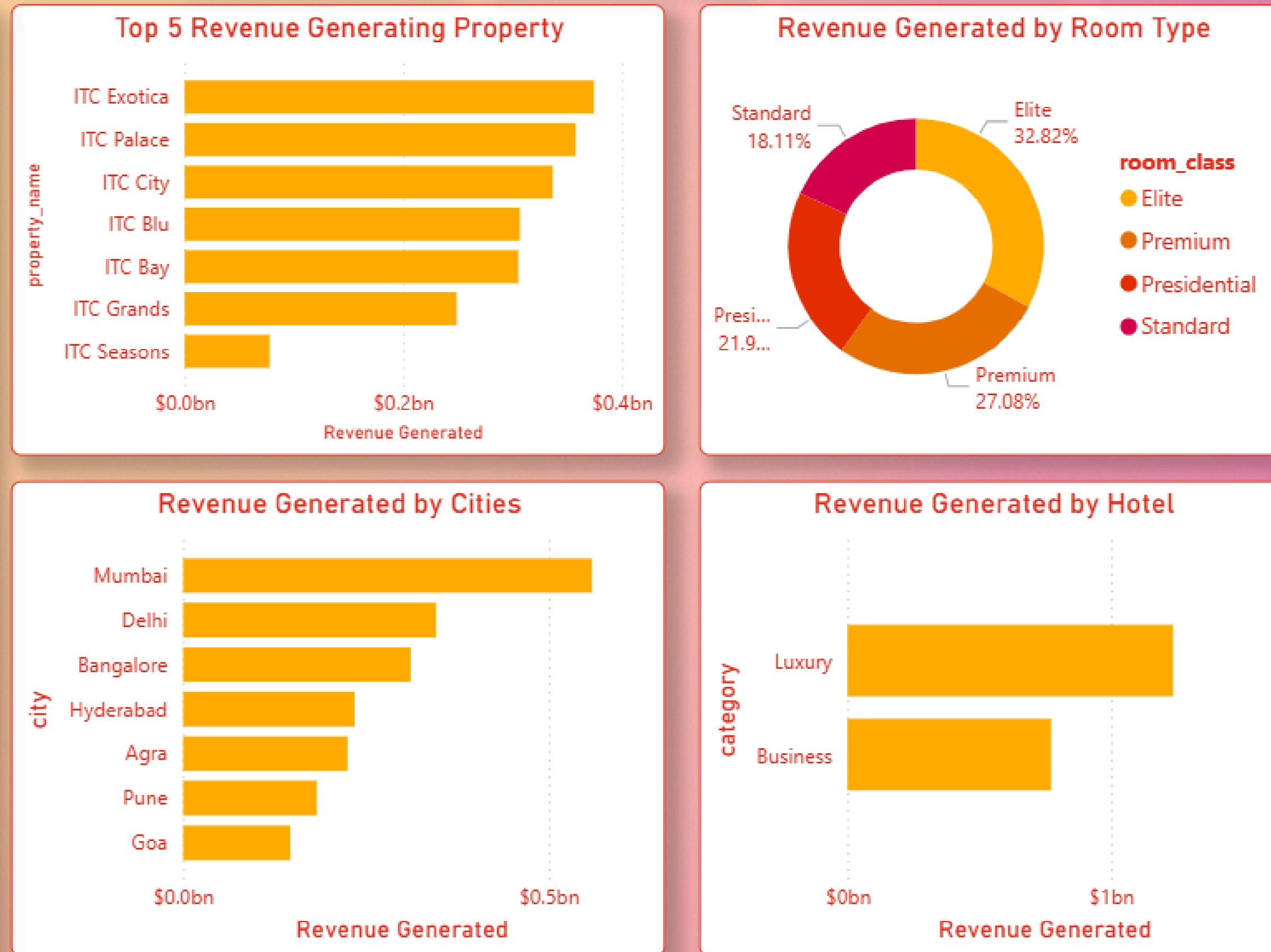


ITC HOTELS DASHBOARD

FINANCIAL OVERVIEW



Date	Running Total
31-07-2022	\$1,70,87,71,229
30-07-2022	\$1,68,77,60,868
29-07-2022	\$1,66,67,79,395
28-07-2022	\$1,65,18,74,623
27-07-2022	\$1,63,71,95,439
26-07-2022	\$1,62,27,57,376
25-07-2022	\$1,60,81,46,157
24-07-2022	\$1,59,35,28,945
23-07-2022	\$1,57,27,18,543
22-07-2022	\$1,55,15,29,377
21-07-2022	\$1,53,66,44,269
20-07-2022	\$1,52,20,41,271
19-07-2022	\$1,50,76,27,474
18-07-2022	\$1,49,33,31,191
17-07-2022	\$1,47,87,49,909
16-07-2022	\$1,45,79,07,395
15-07-2022	\$1,43,20,12,858
14-07-2022	\$1,41,45,01,968
13-07-2022	\$1,39,66,33,781
12-07-2022	\$1,37,90,43,953
11-07-2022	\$1,36,12,36,182
10-07-2022	\$1,34,35,89,848
09-07-2022	\$1,31,81,76,805
08-07-2022	\$1,29,25,99,534
Total	\$1,70,87,71,229



property_id

Date

Month

WEEKNUM

room_class

ITC HOTELS DASHBOARD

OCCUPANCY AND CAPACITY

ADR

14.92K

Occupancy Rate

43.50%

OR MOM Growth

- 0.12%

OR WOW Growth

12.74%

Date

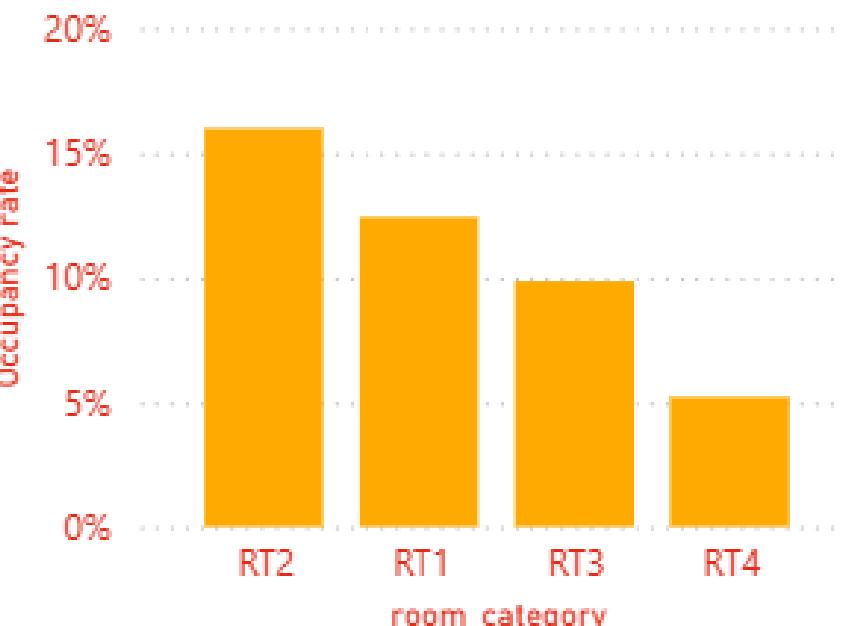
01-05-2022

31-07-2022

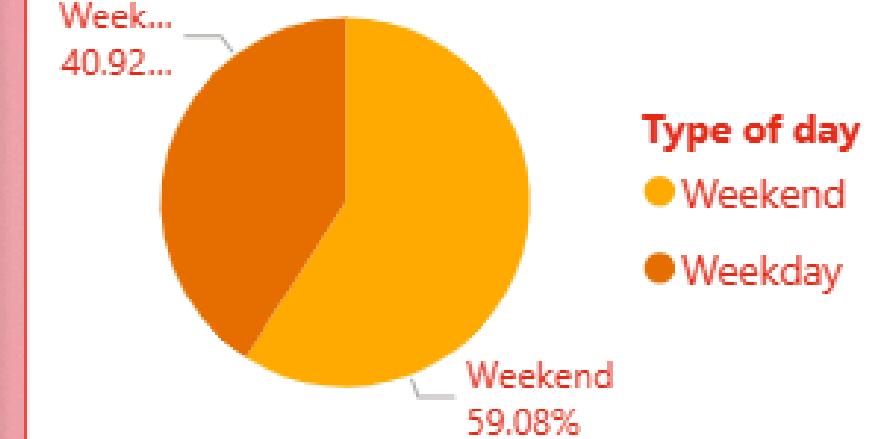


property_id	property_name	room_class	Occupancy rate
16558	ITC Grands	Presidential	59.42%
17561	ITC Blu	Presidential	55.71%
18560	ITC City	Presidential	52.03%
17563	ITC Palace	Premium	51.83%
17559	ITC Exotica	Premium	51.49%
16559	ITC Exotica	Presidential	50.72%
18562	ITC Bay	Presidential	50.71%
19562	ITC Bay	Presidential	50.70%
17561	ITC Blu	Elite	50.69%
17559	ITC Exotica	Presidential	50.62%
18561	ITC Blu	Elite	50.41%
17563	ITC Palace	Presidential	50.34%
18562	ITC Bay	Premium	50.22%
18561	ITC Blu	Premium	50.17%
16558	ITC Grands	Premium	50.14%
18560	ITC City	Standard	50.07%
16561	ITC Blu	Standard	50.06%
16563	ITC Palace	Elite	50.03%
17563	ITC Palace	Elite	50.00%
18560	ITC City	Elite	50.00%
18560	ITC City	Premium	49.95%
16563	ITC Palace	Premium	49.95%
17559	ITC Exotica	Elite	49.92%
Total			43.50%

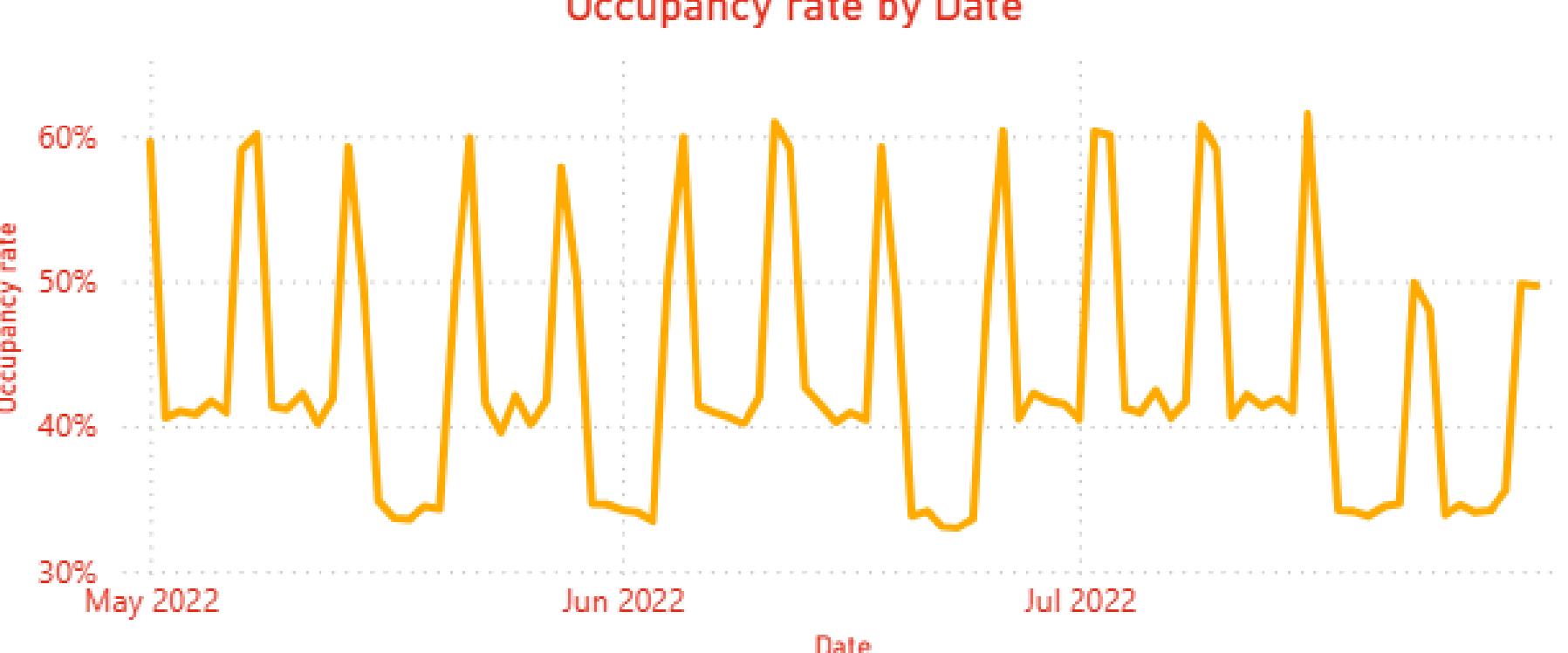
Occupancy rate by Room category



Occupancy rate by Type of day



Occupancy rate by Date



property_id

All

Type of day

Weekday

Wednesday

Room class

Elite

10 of 10

 Frimann

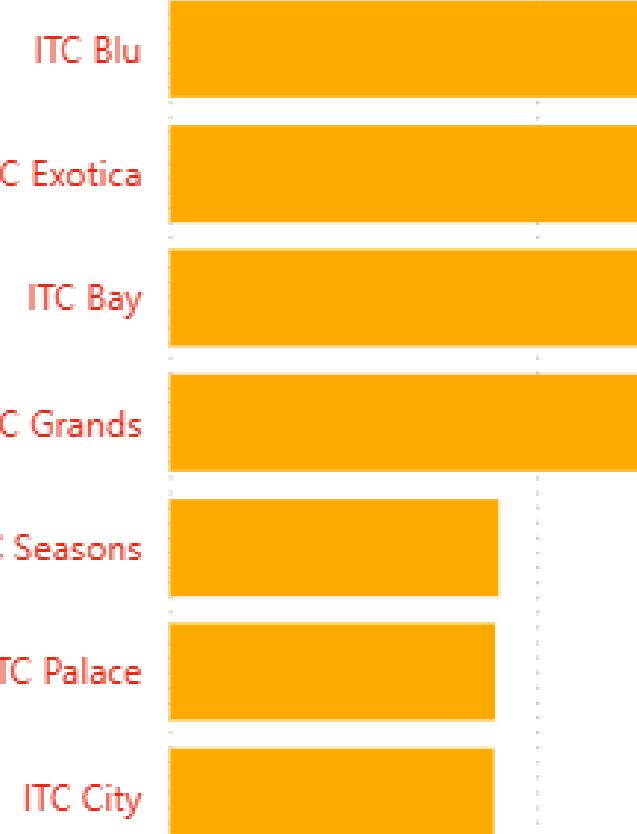
President

ITC HOTELS DASHBOARD ROOM CATEGORY PERFORMANCE & BOOKINGS

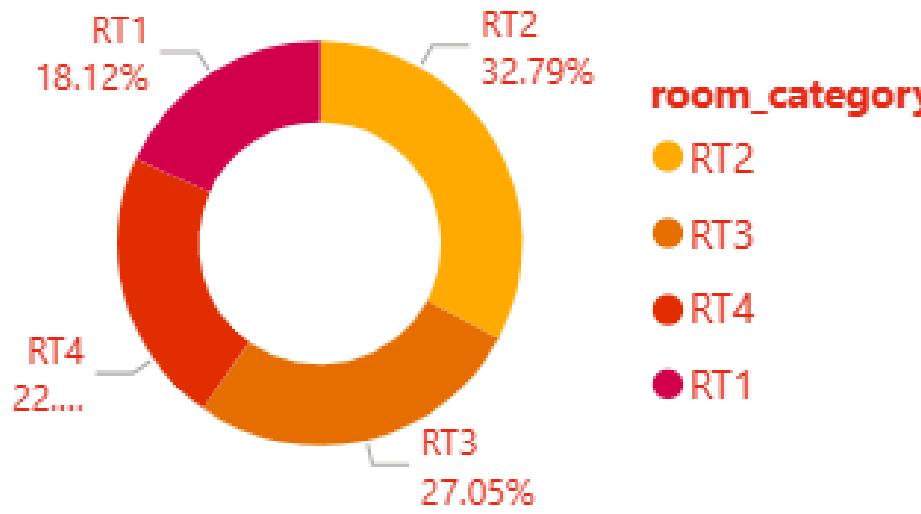
Month	MOM_growth	Running Total
May	0.00%	\$58,19,30,666
June	-4.67%	\$1,13,58,63,021
July	3.03%	\$1,70,87,71,229
Total	50.29%	\$1,70,87,71,229

ALOS by Property Name

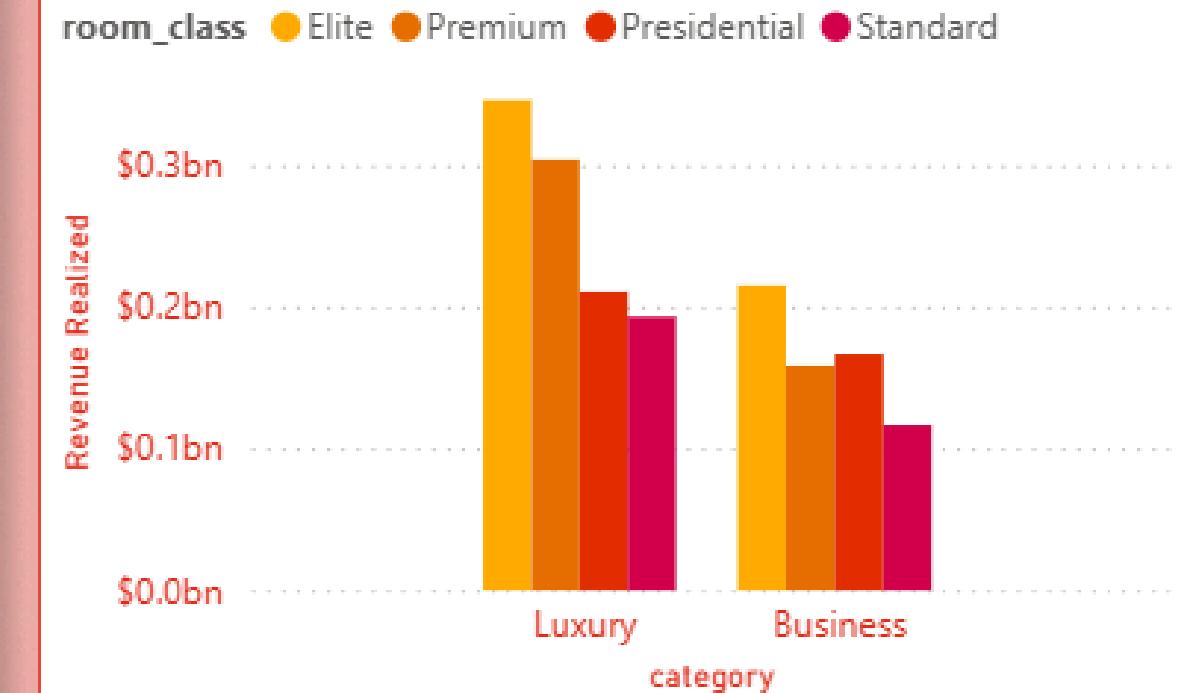
property_name



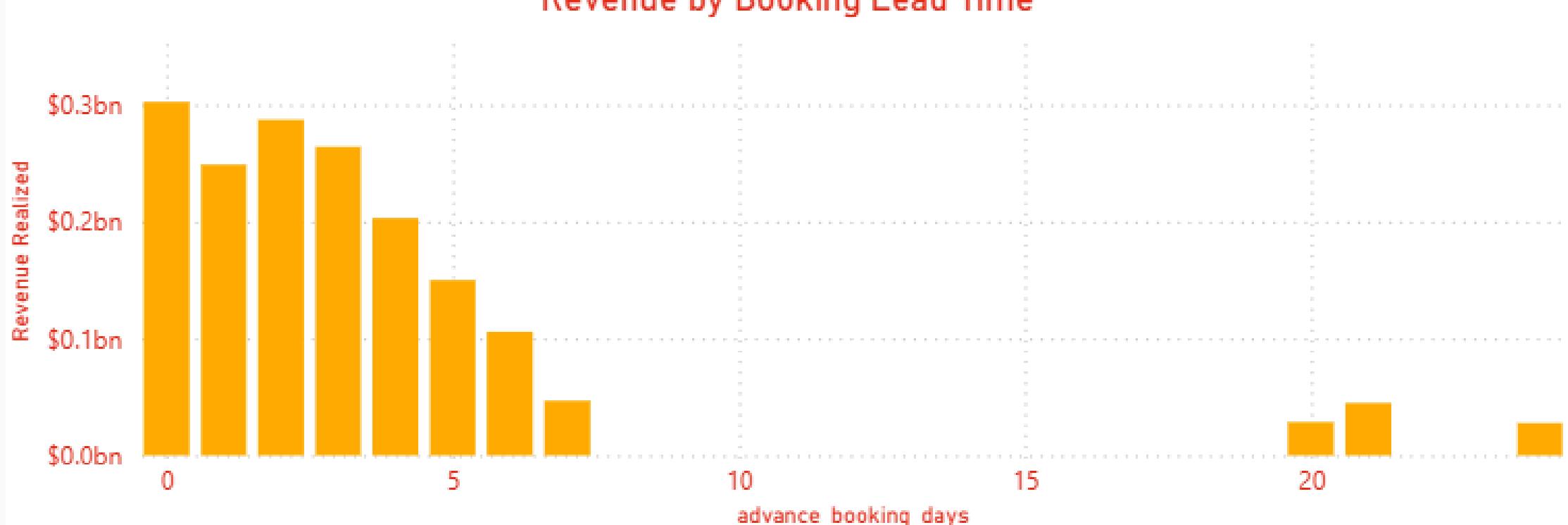
Revenue by Room Category



Revenue by Hotel category and Room class



Revenue by Booking Lead Time



Date

01-05-2022

31-07-2022

property_id

All

room_class

- Elite
- Premium
- Presidential
- Standard

ITC HOTELS DASHBOARD

CANCELLATIONS AND LOST REVENUE

Cancellation Rate

24.83%

Cumulative Cancellations

33K

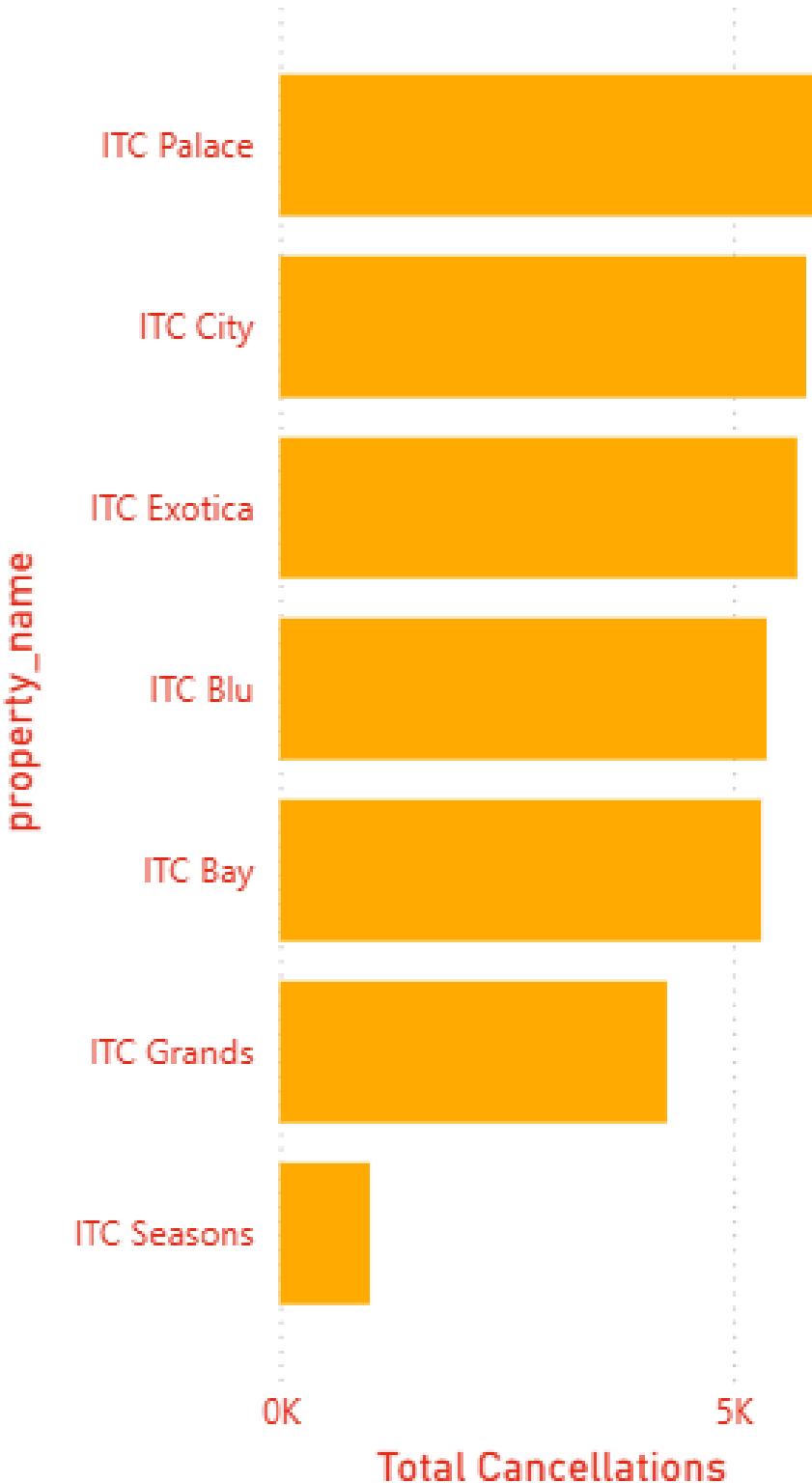
CR WOW Growth

2.14%

Lost Revenue

199M

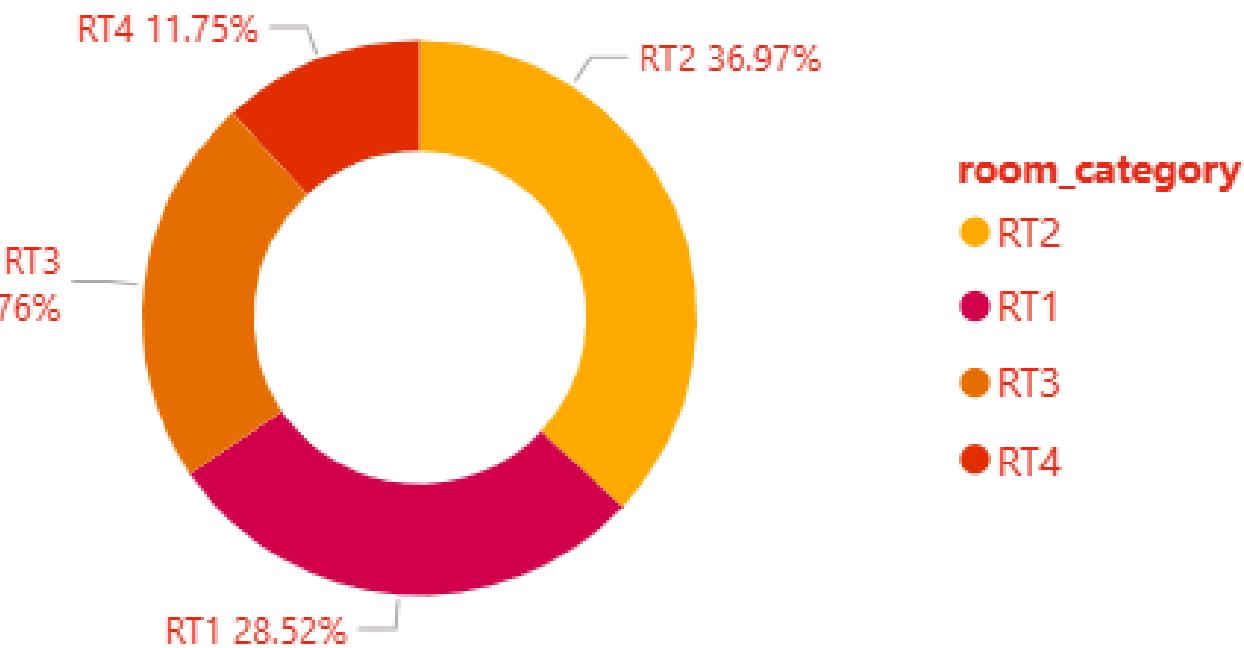
Total Cancellations by Property name



WEEKNUM CR_WOW_Growth

WEEKNUM	CR_WOW_Growth
32	-1.33%
31	-0.78%
30	-1.22%
29	2.57%
28	-1.49%
27	-3.72%
26	1.53%
25	-0.87%
24	3.62%
23	-3.57%
22	2.98%
Total	2.14%

Total Cancellations by Room category



Date

01-05-2022

31-07-2022

property_id

All

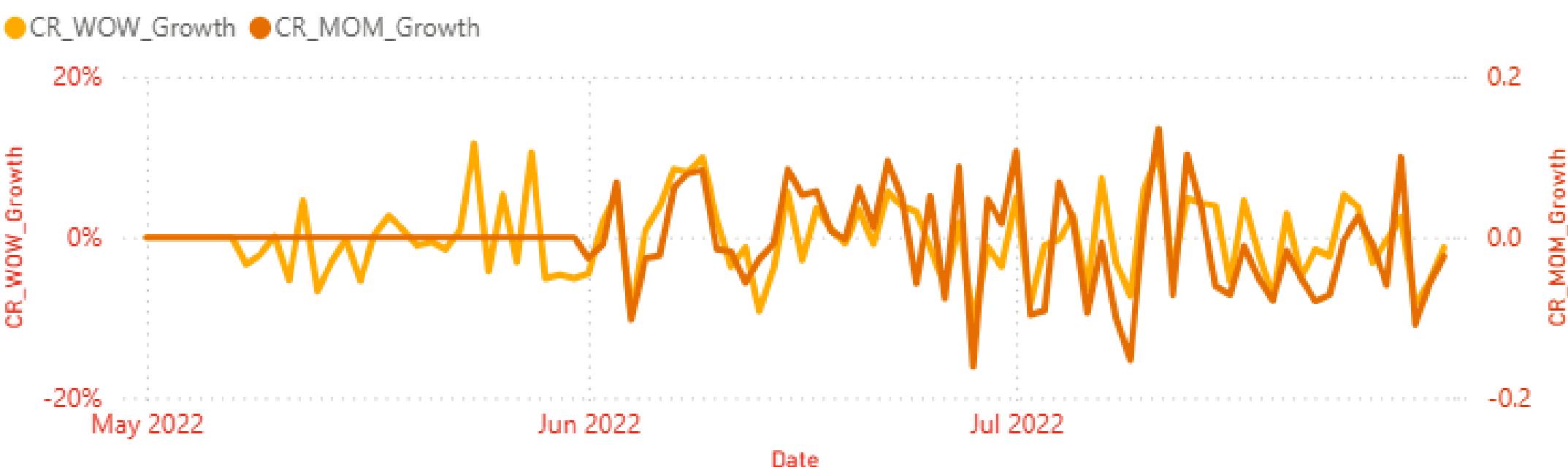
Holiday Name

All

room_class

- Elite
- Premium
- Presidential
- Standard

Cancellation (WOW & MOM Growth) by Date



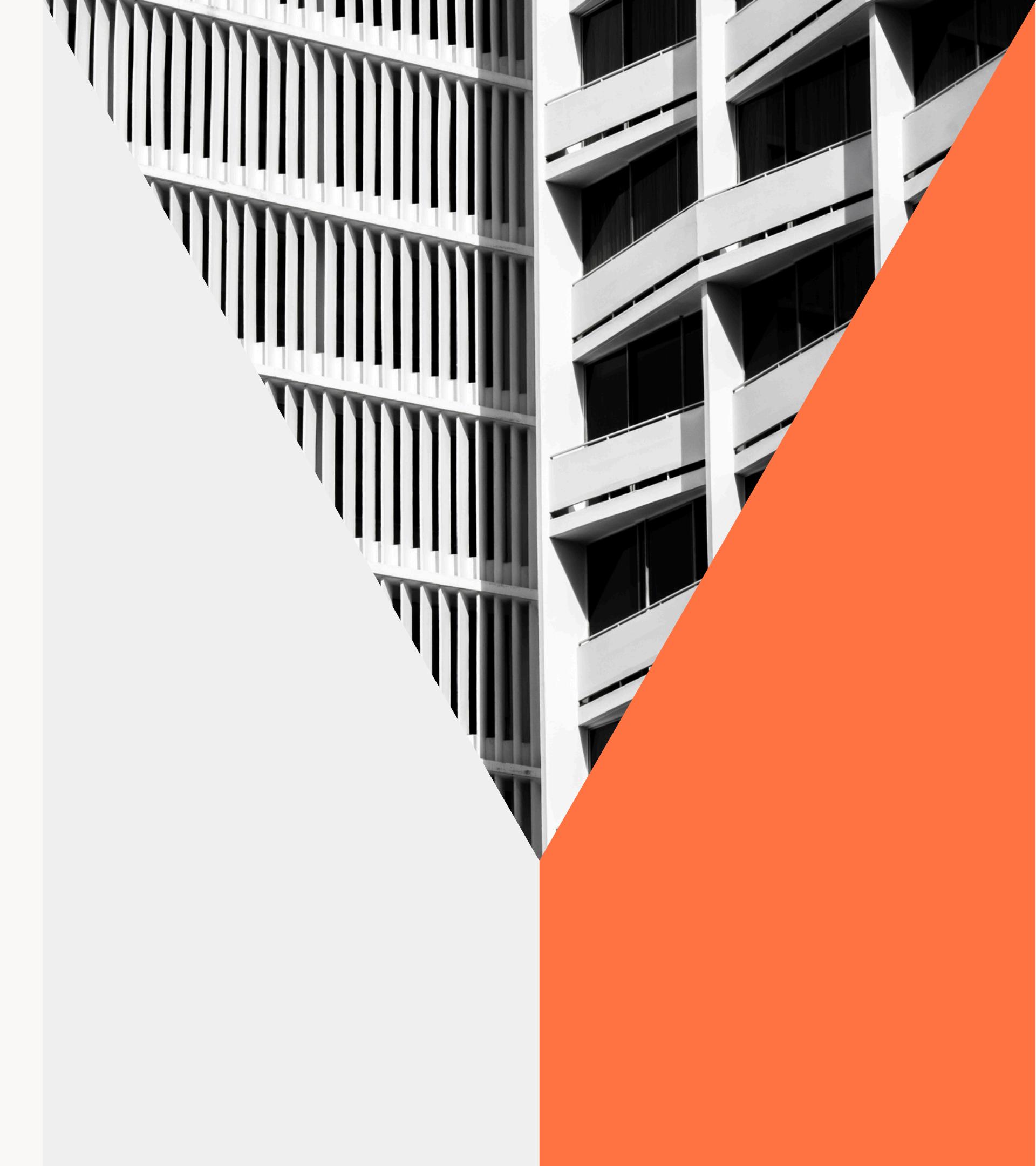


Week 8 – Milestone Project

ITC HOTELS DASHBOARD

Binay Kumar Naik

13 – 07 – 2025





ITC Hotels Revenue Optimization

ITC Hotels is a luxury hotel chain that operates multiple properties with diverse room categories and varying occupancy rates. The company wants to gain deeper insights into its overall financial performance, customer booking behavior, occupancy trends, and room category performance to optimize revenue generation, minimize cancellations, and enhance customer satisfaction. The goal of this project is to create an interactive, multi-page Power BI dashboard to provide stakeholders with real-time insights for decision-making.

KEY PROBLEMS AREA



Financial Overview

- Presents a clear overview of revenue, growth, ADR, and RevPAR.

Occupancy & Capacity

- Highlights occupancy patterns to understand utilization and revenue potential.

Room Category Performance & Bookings

- Delivers room-level insights on revenue, bookings, and revenue per guest.

Cancellations & Lost Revenue

- Analyzes cancellation trends and financial losses to guide improvement actions.

Key Performing Indicators

Major quantifiable measures used to evaluate the success of ITC Hotels in finance, Occupancy, Bookings, and Cancellations.

Financial Overview:

- Revenue Generated - Total revenue generated
- MOM Growth - Month-over-month growth
- Cumulative Revenue - Total revenue accumulated over time
- WOW Growth - Week over week growth
- Revenue PAR - Revenue Per Available room



Occupancy & Capacity:

- ADR - Average Daily Rate
- Occupancy Rate.
- OR MOM Growth - Occupancy rate month-over-month growth.
- OR WOW Growth - Occupancy rate week-over-week growth.

Room Category Performance & Bookings:

- Revenue Per Guest.
- Average LOS - Average Length of Stay
- ABLT - Average Booking Lead Time.
- Average Refund %.

Cancellations & Lost Revenue:

- Cancellation rate.
- Cumulative Cancellation.
- CR WOW Growth - Cancellation rate week over week-over-week growth
- Lost Revenue - Lost Revenue due to cancellation.

FINANCIAL OVERVIEW:

Total Revenue Generated: ₹1.71 billion over the 3-month period (May–July 2022).

Top Performers:

Hotels: ITC Exotica and ITC Palace led in revenue.

Room Types: Elite (32.82%) and Premium (27.08%) contributed the highest.

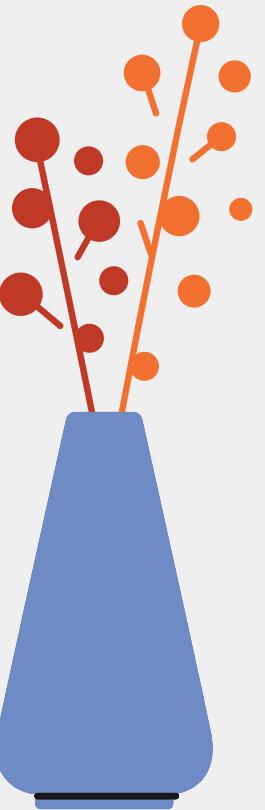
Cities: Mumbai, Delhi, and Bangalore topped in revenue generation.

Growth Trends:

- Cumulative Revenue: ₹24.55 million by the end of July.
- MoM Growth: Positive at +50.29% from May to July.
- WoW Growth: Dramatic surge of +1390.8%, indicating strong short-term improvements.

Key Revenue Metrics:

- RevPAR (Revenue per Available Room): ₹7.35K



OCCUPANCY & CAPACITY:

Overall Occupancy Rate: 43.5% across hotels and room types.

By Room Category:

- Presidential rooms achieved highest individual rates (e.g., ITC Grands: 59.42%).
- Elite and Premium rooms also maintained over 50% occupancy.

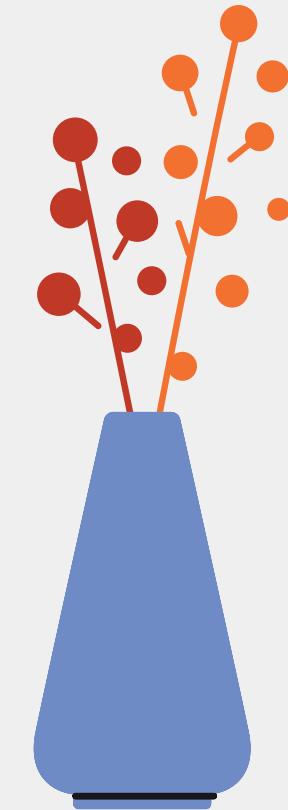
Temporal Patterns:

Weekends: Much stronger occupancy (59.08%) vs **Weekdays** (40.92%) — a clear leisure travel trend.

Growth:

- **WoW** Occupancy Growth: Slightly positive at +12.74%
- **MoM** Growth: Minor dip of -0.12%, possibly seasonal.

Revenue Link: Higher occupancy rates align with higher RevPAR and ADR, suggesting pricing and availability are well-optimized.



ROOM CATEGORY PERFORMANCE & BOOKINGS:

Top Revenue Contributors by Room Category:

- RT2 and RT3 dominate with 32.79% and 27.05% of room-based revenue respectively.



Booking Behavior:

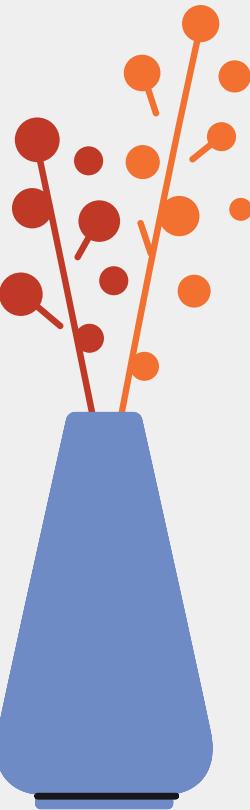
- Most revenue comes from short lead-time bookings (0-10 days).
- **Average Booking Lead Time (ABLT):** 4 days

Guest Stay Duration:

- **Average Length of Stay (ALOS):** 2.37 days
- Hotels like ITC Blu and ITC Exotica had slightly longer stays than others.

Monthly Room Revenue Trends:

- May: ₹581M
- June: ₹1.13B
- July: ₹1.71B (3.03% MoM growth from June)
- Despite a slight drop in June (-4.67%), growth rebounded in July.



CANCELLATIONS & LOST REVENUE:

Cancellation Rate: High at **24.83%** – needs attention.

Lost Revenue: ₹199 million lost due to cancellations.

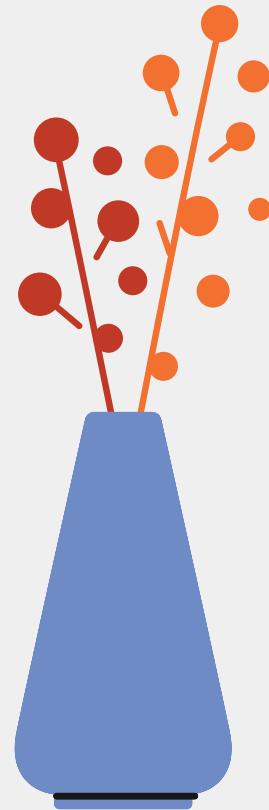
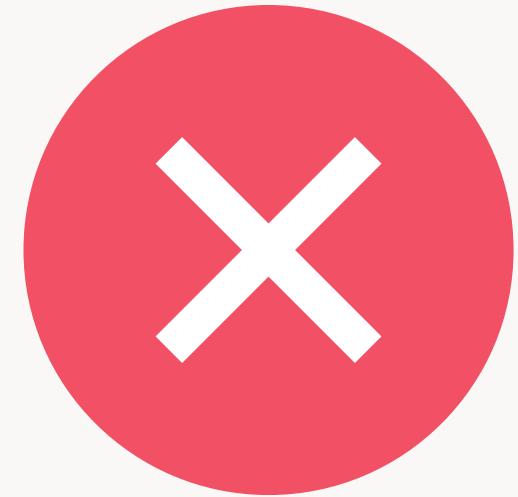
Cancellations by Room Type:

- RT2 and RT1 again show the most cancellations: 37% and 28.5% respectively.

Trends:

- **Cumulative Cancellations:** 33,000+
- **WoW Cancellation Growth:** Slightly positive overall (+2.14%), but fluctuates week to week.

Property-wise Impact: ITC Palace and ITC City see the most cancellations, possibly tied to specific offers or booking patterns.



THANK YOU

**YOU CAN CHECK MY GITHUB LINK FOR THE
DETAILED PROJECT:**

<https://github.com/Binay005X/ITC-Hotels-Dashboard---PowerBI>

