

Insights

Revenue Insights

Top Earning City: Mumbai led in Revenue with 668 million INR, While Delhi lagged at 294 million INR

Best Month : May generated the highest revenue 408.37 M INR, while June was the lowest 337.19 INR

Popular Room Category: Elite rooms brought in the most revenue, hitting 553.74 million INR

Customer Experience Highlights

Highest Rated Room: Guest loved the Presidential rooms the most, rating them at 3.69. Premium rooms got the lowest at 3.59.

City with Best Ratings: Delhi stood out with an average rating of 3.78, showing guests had a great experience

Occupancy & Bookings Trends

Occupancy Leader: Delhi not only excelled in ratings but also had the highest occupancy at 61.50 %

Weekend Rush: Weekends, saw more bookings, hinting at an opportunity for targeted promotions.

Recommendations

Boost Mumbai Presence: Increase focus on Mumbai due to its revenue leadership, exploring partnerships or expansions.

June Incentives: Offer special promotions in June to counteract the observed revenue dip.

Highlight Elite Rooms: Feature Elite rooms prominently in marketing campaigns to attract high-end guests.

Reassess Premium Rooms: Review amenities and pricing for Premium rooms, aiming to enhance their appeal.

Expand in Delhi: Capitalize on Delhi's positive ratings and occupancy by considering growth strategies.

Weekend Deals: Launch targeted weekend promotions to attract more bookings during peak times.