

# 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.

## Dataset Link

: <https://drive.google.com/drive/folders/1MGuNzDWtKF1cp4oiaMroRvmU0ZuLp1ah>

## Key Problem Areas to Address:

### Page 1: Financial Overview & Revenue Performance

#### Key Questions to Answer:

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)?

#### KPIs and Metrics:

- Total Revenue
- Cumulative Revenue
- Month-over-Month (MoM) and Week-over-Week (WoW) Growth
- Moving Average of Revenue
- Average Daily Rate (ADR)
- Revenue per Available Room (RevPAR)

### Page 2: Occupancy & Capacity Analysis

#### Key Questions to Answer:

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 cumulative occupancy trend and occupancy growth (MoM and WoW)?
4. How does occupancy correlate with revenue and RevPAR?

## KPIs and Metrics:

- Occupancy Rate

## Page 3: Room Category Performance & Booking Insights

### Key Questions to Answer:

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)?

## KPIs and Metrics:

- Average Length of Stay (ALOS)
- Booking Lead Time: Average time between booking and check-in.

## Page 4: Cancellations & Lost Revenue Analysis

### Key Questions to Answer:

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)?

## KPIs and Metrics:

- Cancellation Rate:
- Cumulative Cancellations
- Lost Revenue due to Cancellations:
- Cancellation Growth (WoW)

## Conclusion & Dashboard Flow:

**Page 1: Financial Overview** – Gives stakeholders a snapshot of the financial performance, including revenue, growth metrics, ADR, and RevPAR.

**Page 2: Occupancy & Capacity** – Provides insights into occupancy trends, helping understand hotel capacity utilization and its impact on revenue.

**Page 3: Room Category Performance & Bookings** – Focuses on room-level insights, including revenue contribution, booking patterns, and length of stay.

**Page 4: Cancellations & Lost Revenue** – Examines cancellation trends and their financial impact, helping identify areas to reduce cancellations.

**Instructions for Submission:**

- Submit a doc with problem statement, brief the dashboard overview and attach the link of a well-designed Power BI Live dashboard.

And you know the Drill

**Deadline:** Submit Week 9 Project by **Sunday, 8th December.**

**Remember:** Done is better than perfect! ✨