



FIRST ON EARTH

ITC PRESENTS THE GREENEST LUXURY HOTEL CHAIN IN THE WORLD
Where All Premium Luxury Hotels are USGBC LEED® Platinum Certified



ITC ROYAL BENGAL,
Kolkata

LEED® Platinum rated Hotel in
the heart of Kolkata

ITC Hotels Revenue Optimization

Project Statement

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 behaviour, 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.

Introduction

The ITC Hotels group is one of India's premier chains of luxury hotels. Established as part of the ITC Limited conglomerate, ITC Hotels offers a blend of traditional Indian hospitality with modern luxury, sustainability, and world-class service.

1. **Heritage and Luxury:** ITC Hotels are known for their architectural splendour , blending traditional Indian designs with contemporary aesthetics. Many properties reflect India's rich cultural heritage.
 2. **Sustainability:** A pioneer in eco-friendly hospitality, ITC Hotels operates under the ethos of "Responsible Luxury," emphasizing sustainability without compromising luxury. Many properties are LEED (Leadership in Energy and Environmental Design) Platinum-certified.
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Introduction to Power BI

Power BI is a powerful business analytics tool developed by Microsoft that enables users to visualize data, gain insights, and make data-driven decisions. It provides an interactive platform for connecting, transforming, and analysing data from a variety of sources. Here's an overview of what Power BI offers and its key features:

Power BI Desktop

- A Windows-based application used for creating reports and dashboards.
 - Provides tools for data modelling , visualization, and transformation.
 - Ideal for developing reports locally before publishing them.
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Problem Statement

ITC Hotels, a luxury hotel chain with multiple properties and diverse room categories, aims to enhance its operational efficiency and financial performance. The company faces challenges in gaining actionable insights into its revenue performance, occupancy trends, room category contributions, and cancellations. To address these challenges, ITC Hotels seeks to create a comprehensive and interactive Power BI dashboard. Through this project, ITC Hotels aims to empower stakeholders with real-time insights, enabling data-driven decisions that improve customer satisfaction, increase profitability, and streamline hotel operations.

1. Financial Overview & Revenue Performance

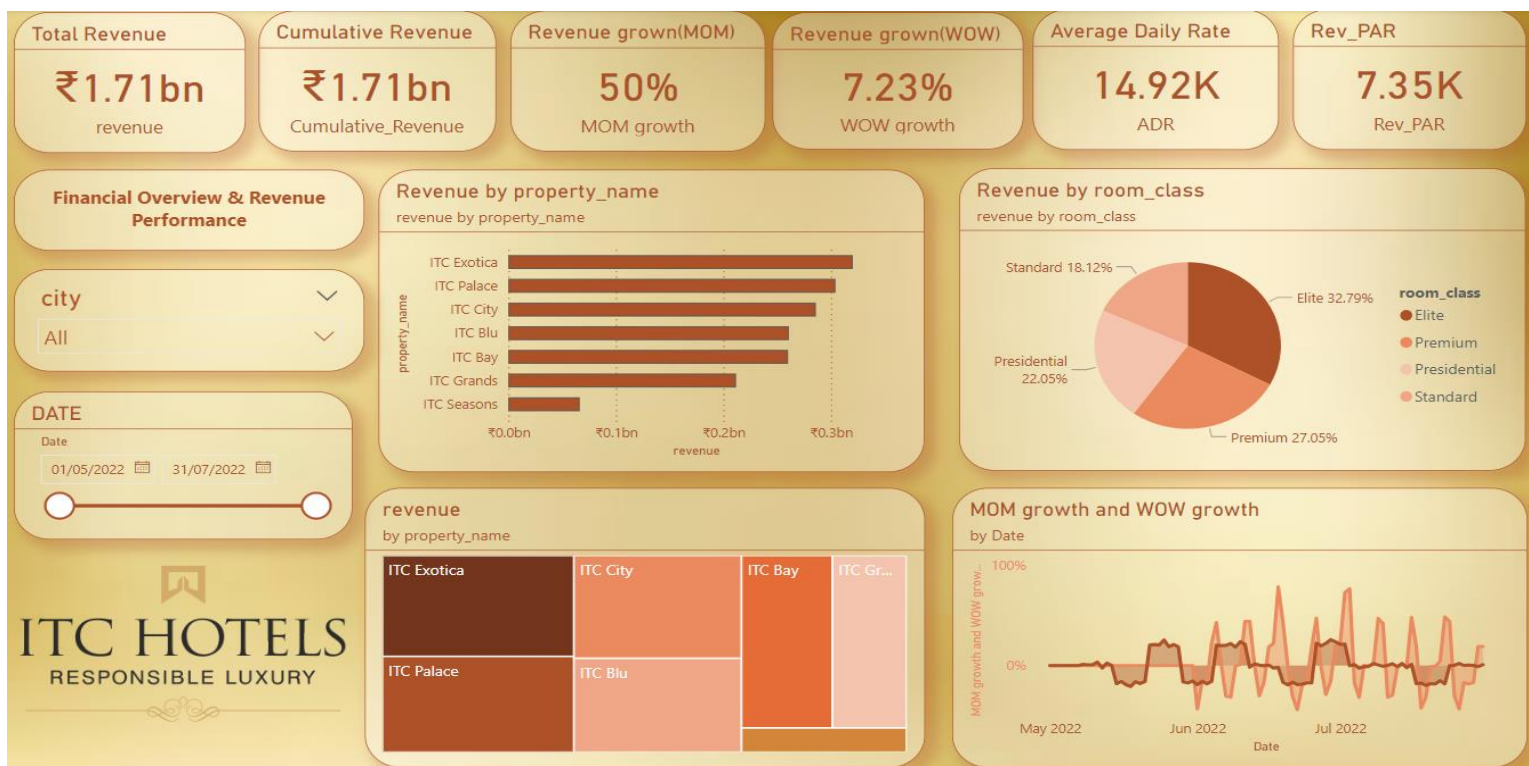
Key Metrics:

These metrics summarize the financial performance for the selected period (01/05/2022 to 31/07/2022):

- **Total Revenue:** ₹1.71 billion. This represents the total income generated across all properties during the selected period.
- **Cumulative Revenue:** Also ₹1.71 billion, indicating that the dashboard covers a short period or includes the entire tracked timeline.
- **Month-over-Month (MOM) Growth:** 50% growth compared to the previous month.
- **Week-over-Week (WOW) Growth:** 7.23% growth compared to the previous week.
- **Average Daily Rate (ADR):** ₹14.92K. This is the average rate charged per occupied room per day.
- **Revenue Per Available Room (RevPAR):** ₹7.35K. This metric combines occupancy and ADR to measure room revenue efficiency.

Revenue by Room Class

- **Elite Rooms:** Contribute the most to revenue (32.79%).
- **Premium Rooms:** Second highest at 27.05%.
- **Presidential Rooms:** Account for 22.05% of revenue.
- **Standard Rooms:** Lowest contribution at 18.12%.



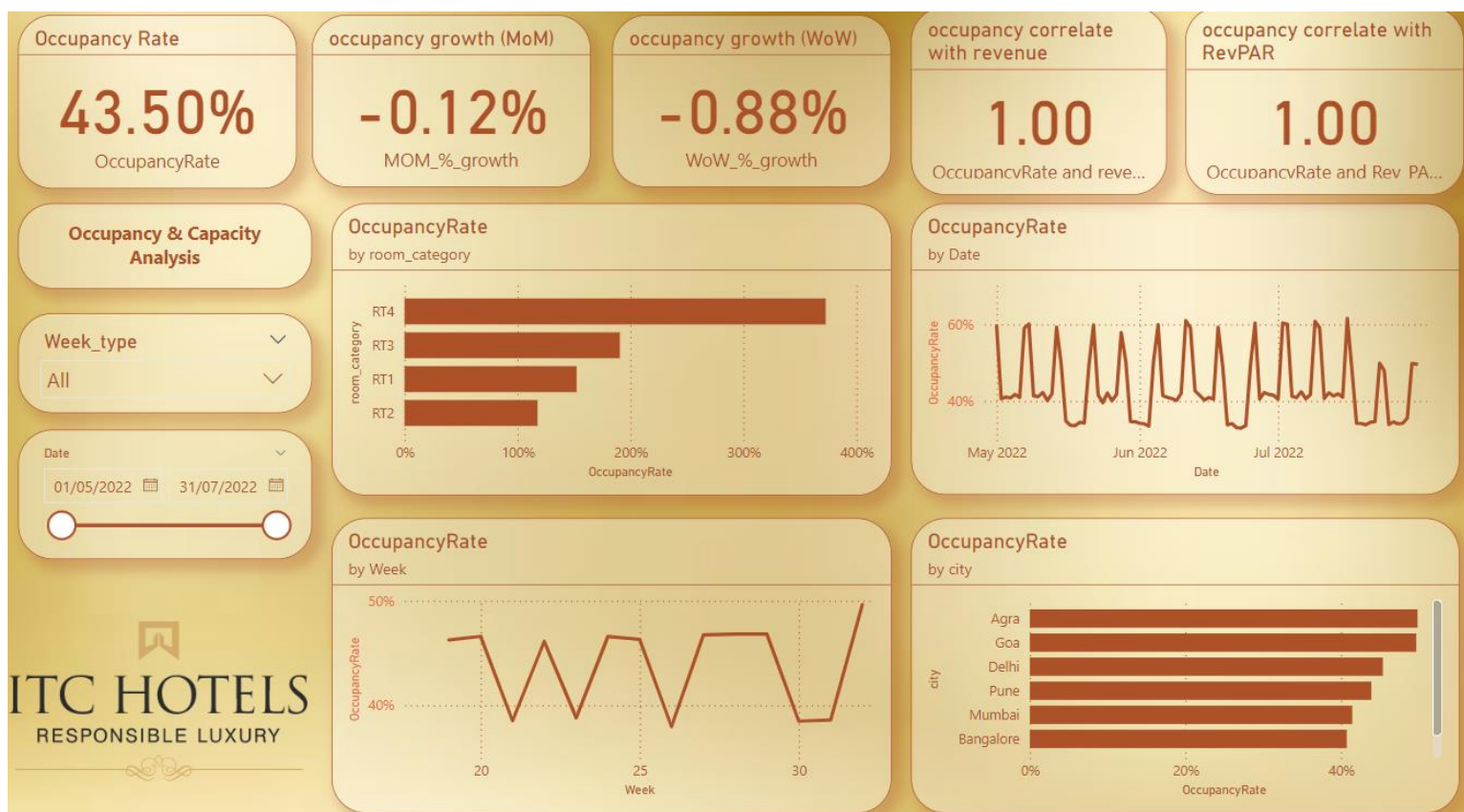
2.Occupancy & Capacity Analysis

Key Metrics:

- The overall occupancy rate during the analysed period is **43.50%**, reflecting the proportion of rooms occupied out of the total available inventory.
- **Month-over-Month (MoM):** The occupancy rate experienced a slight negative growth of **-0.12%** compared to the previous month.
- **Week-over-Week (WoW):** Weekly performance also shows a decline of **-0.88%**.
- **Occupancy Rate and Revenue Correlation:** Perfect correlation (1.00) indicates that occupancy rate directly impacts revenue.
- **Occupancy Rate and RevPAR Correlation:** Perfect correlation (1.00) shows that revenue per available room is strongly influenced by occupancy levels.

Occupancy Rate by City

- **Goa** leads with the highest occupancy rate, followed by **Delhi, Agra, Mumbai, Pune, and Bangalore**.
- This suggests Goa is a popular destination, likely due to tourism, while metro cities like Bangalore show relatively lower occupancy.



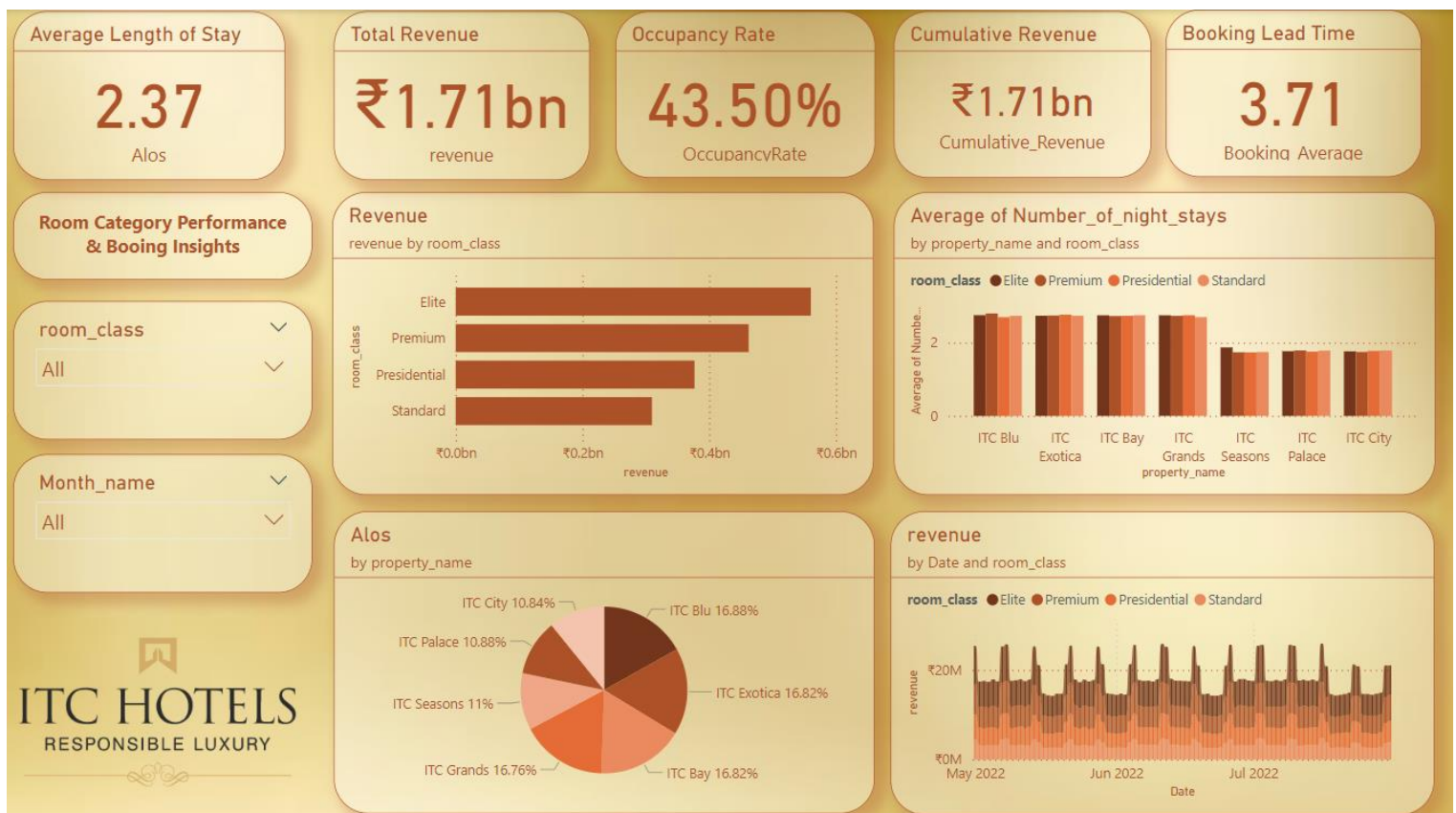
3.Room Category Performance & Booking Insights

Key Metrics:

- **Average Length of Stay (ALOS):** The average stay duration is **2.37 days**.
- **Total Revenue:** The total revenue generated is **₹1.71 billion**.
- **Occupancy Rate:** The overall occupancy rate stands at **43.50%**.
- **Cumulative Revenue:** Cumulative revenue matches total revenue at **₹1.71 billion**.
- **Booking Lead Time:** The average time between booking and check-in is **3.71 days**.

ALOS by Property Name:

- The pie chart shows the contribution of each property to the overall **Average Length of Stay (ALOS)**:
- **ITC Blu** and **ITC Exotica** lead with **16.88% each**, indicating they attract guests with longer stays.
- **ITC Grands** (16.76%), **ITC Bay** (16.82%), and **ITC Seasons** (11%) follow closely.
- Properties like **ITC City** (10.84%) and **ITC Palace** (10.88%) have relatively shorter stays.



4.Cancellations & Lost Revenue Analysis

Key Metrics:

- **Lost Revenue due to Cancellations:** 199M in total revenue lost due to cancellations.
- **Cancellation Rate:** 24.83%.
- **Cumulative Cancellations:** 33.42K cancellations.
- **Week-over-Week (WoW):** -0.25% a slight decline
- **Month-over-Month (MoM):** -0.75% a moderate decline

Cancellation Trends:

- **By Date:** Fluctuations in the cancellation rate are visible from May to July 2022, averaging around 25%.
- **By Day:** Daily cancellation rate averages 24.83% with a total of 33,42k cumulative cancellations.

Cancellations by Room Category:

- Room category RT4 has the highest cancellation rate (over 200%).
- Other categories (RT3, RT1, RT2) have significantly lower cancellation rates.

