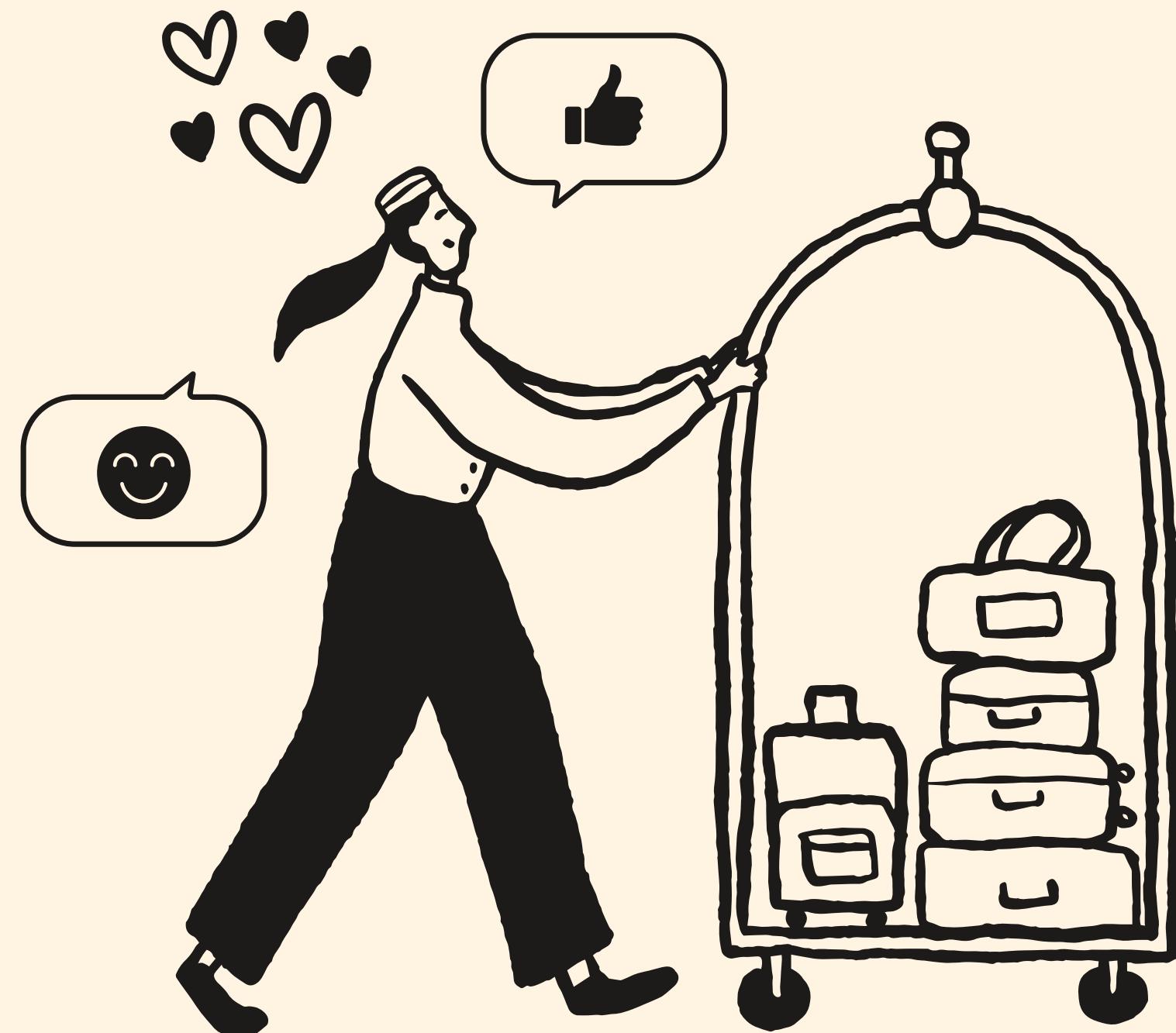
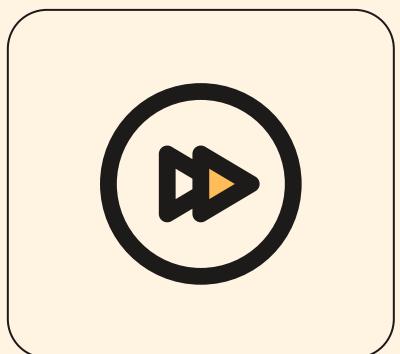




ITC HOTELS DASHBOARD

HARNEK SINGH

More Than a Stay,
It's a Memory.





FINANCIAL OVERVIEW

Finances Occupancy Bookings Cancellations

Revenue Generated

₹2.01bn

MOM Growth

50.29%

Running Total

₹2.01bn

Rev PAR

₹8.63K

WOW Growth

1395.05%

Date

All

MonthName

All

DayType

All

city

All

Close

Date RunningTotal

31 July 2022 ₹2,00,75,46,215

30 July 2022 ₹1,98,29,94,975

29 July 2022 ₹1,95,86,13,290

28 July 2022 ₹1,94,13,69,685

27 July 2022 ₹1,92,40,77,480

26 July 2022 ₹1,90,71,70,390

25 July 2022 ₹1,89,01,18,845

24 July 2022 ₹1,87,27,87,215

23 July 2022 ₹1,84,83,35,680

22 July 2022 ₹1,82,35,32,390

21 July 2022 ₹1,80,61,52,485

20 July 2022 ₹1,78,91,79,940

19 July 2022 ₹1,77,21,07,615

18 July 2022 ₹1,75,55,69,300

17 July 2022 ₹1,73,85,07,900

16 July 2022 ₹1,71,39,32,225

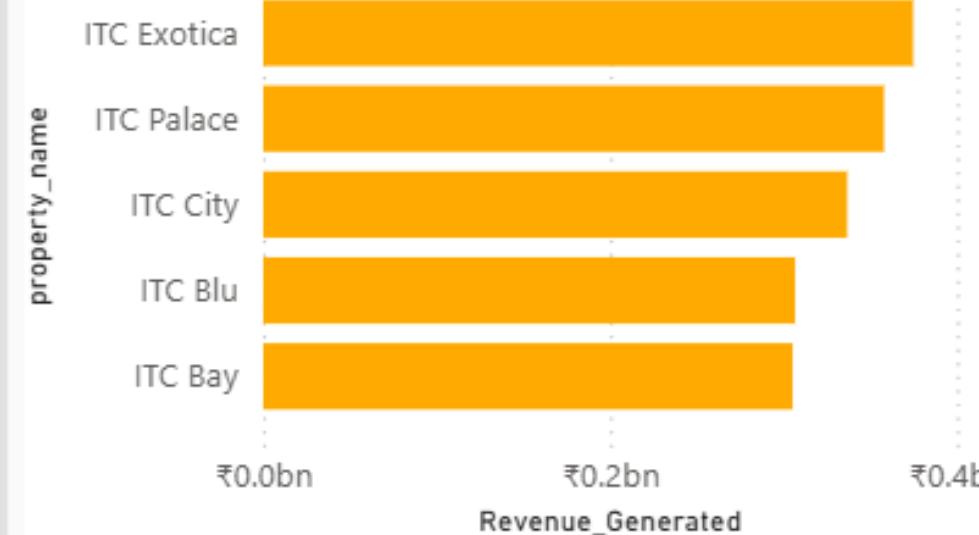
15 July 2022 ₹1,68,38,19,835

14 July 2022 ₹1,66,31,33,205

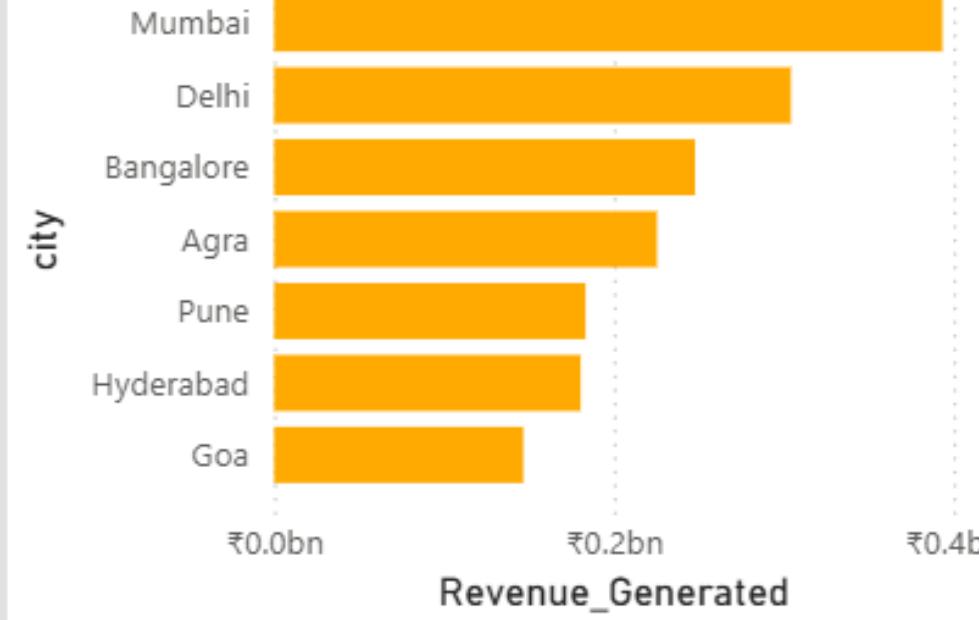
13 July 2022 ₹1,64,19,94,100

Total ₹2,00,75,46,215

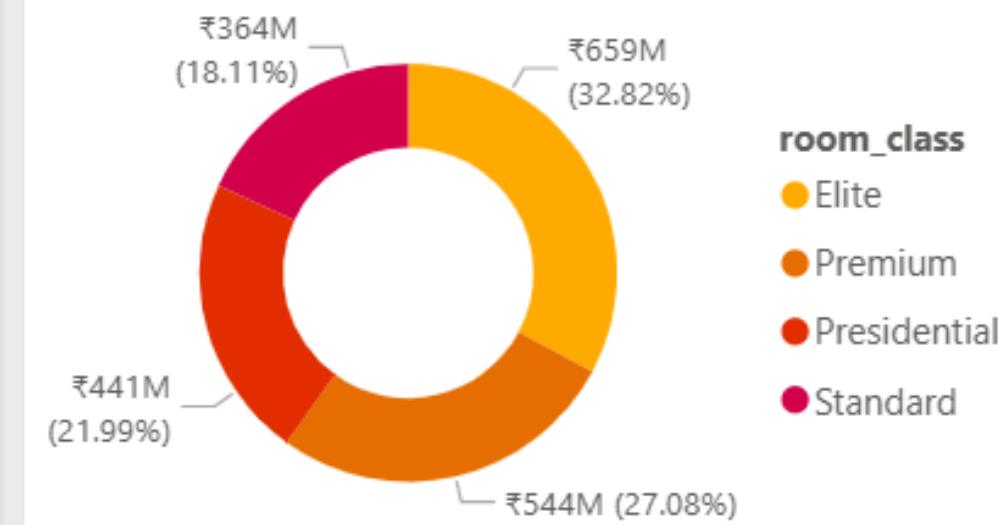
Top 5 Revenue Generating Properties



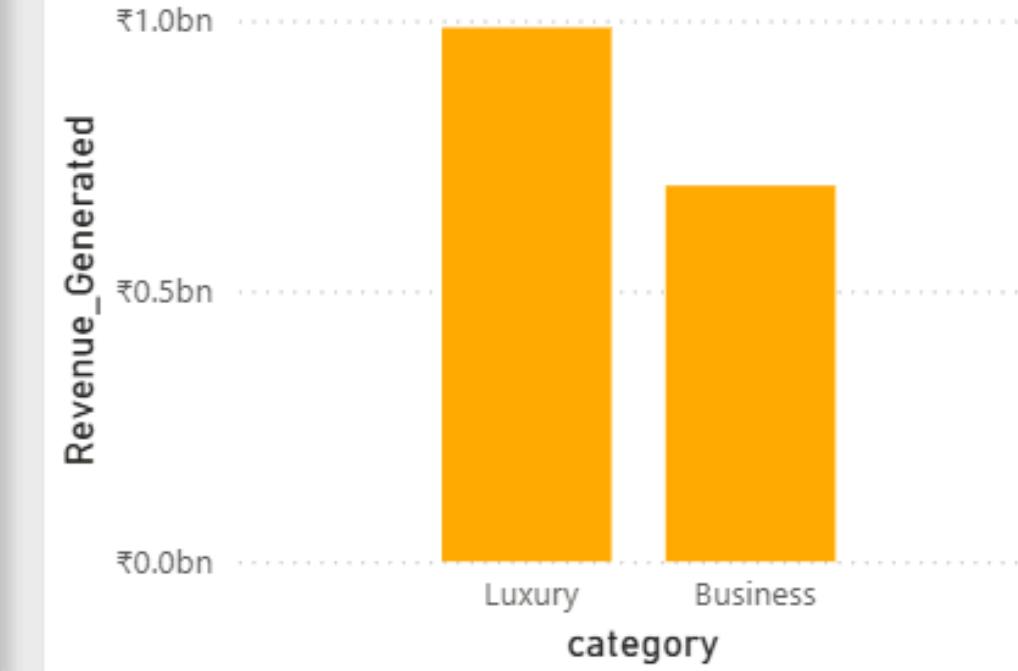
Revenue Generated by Cities



Revenue Generated by Room Class



Revenue Generated by Hotel Category





OCCUPANCY AND CAPACITY

Date

All ▼

property_id

All

DayType

All ▼

room class ▾

All

Close

Finances

Occupancy

Bookings

Cancellation

ADR

Occupancy rate

OR MOM Growth

OR WOW Growth

Running Total

₹14.92K

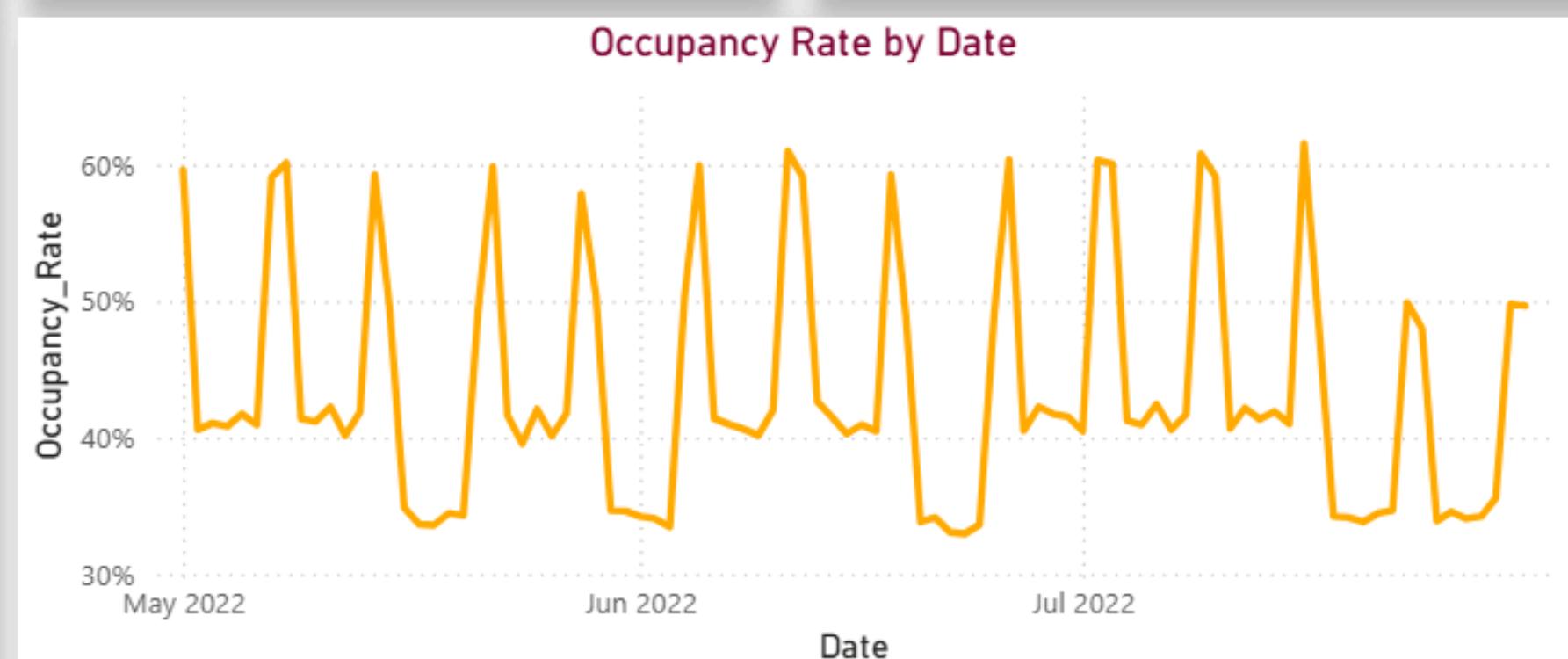
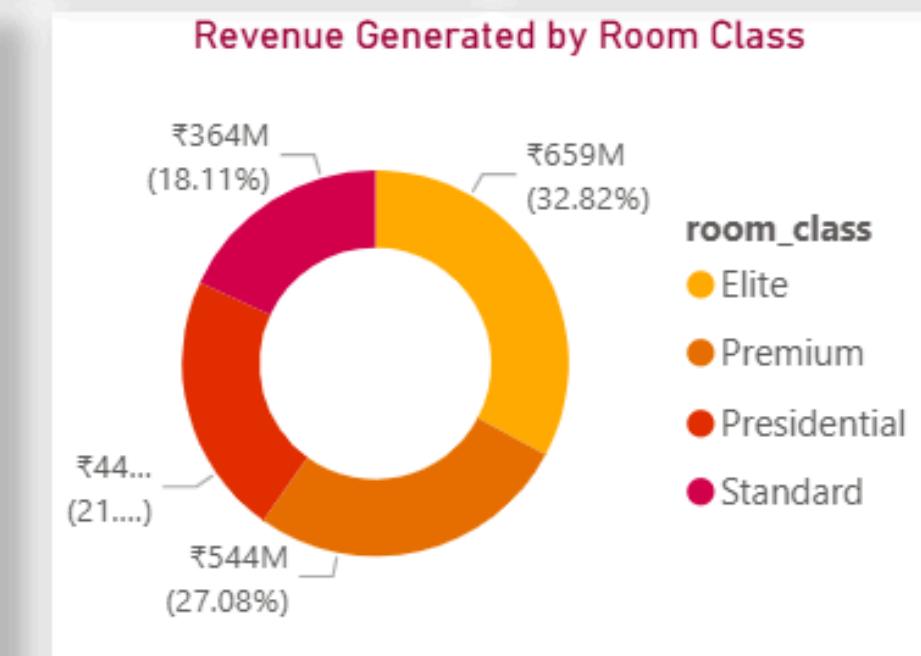
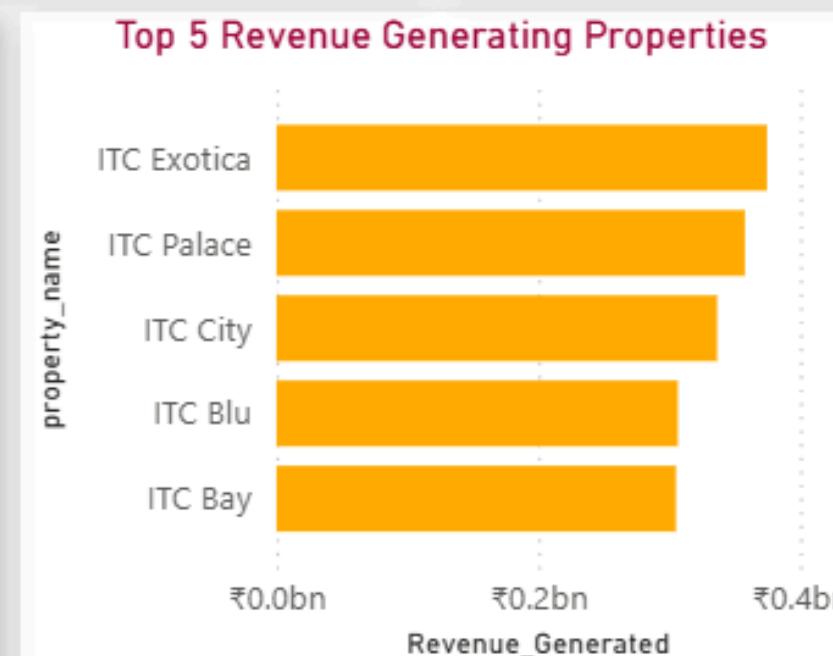
43.50%

-0.12%

13.14%

₹2.01bn

property_id	property_name	category	Occupancy_Rate
17564	ITC Seasons	Business	33.56%
18562	ITC Bay	Luxury	15.08%
18561	ITC Blu	Luxury	13.93%
16563	ITC Palace	Business	13.57%
16559	ITC Exotica	Luxury	13.51%
18560	ITC City	Business	12.87%
19561	ITC Blu	Luxury	12.30%
17563	ITC Palace	Business	12.17%
19562	ITC Bay	Luxury	12.01%
17558	ITC Grands	Luxury	11.56%
17560	ITC City	Business	11.50%
17559	ITC Exotica	Luxury	11.40%
19560	ITC City	Business	11.23%
17561	ITC Blu	Luxury	11.13%
18558	ITC Grands	Luxury	10.37%
19563	ITC Palace	Business	10.26%
19558	ITC Grands	Luxury	10.18%
16562	ITC Bay	Luxury	9.84%
18559	ITC Exotica	Luxury	9.71%
Total			43.50%





CATEGORY PERFORMANCE & BOOKINGS

Finances

Occupancy

Bookings

Cancellations

ALOS

2.37

ABLT

3.71

Average Refund %

14.90%

OR WOW Growth

₹6.23K

Running Total

₹2.01bn

Date

All

property_id

All

DayType

All

room_class

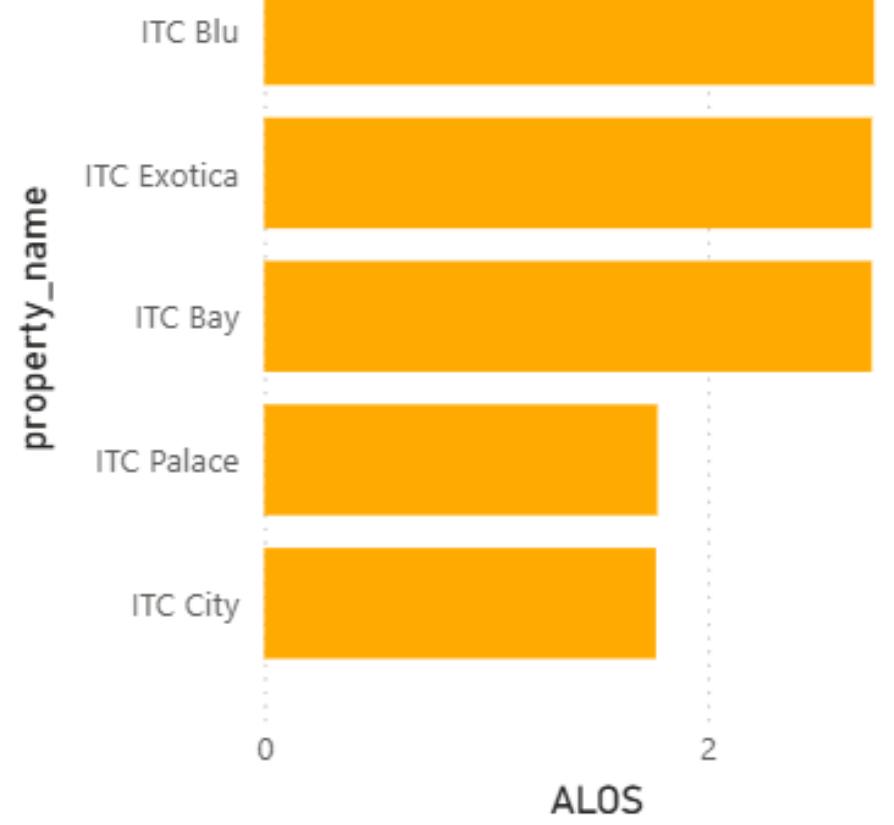
All

Close

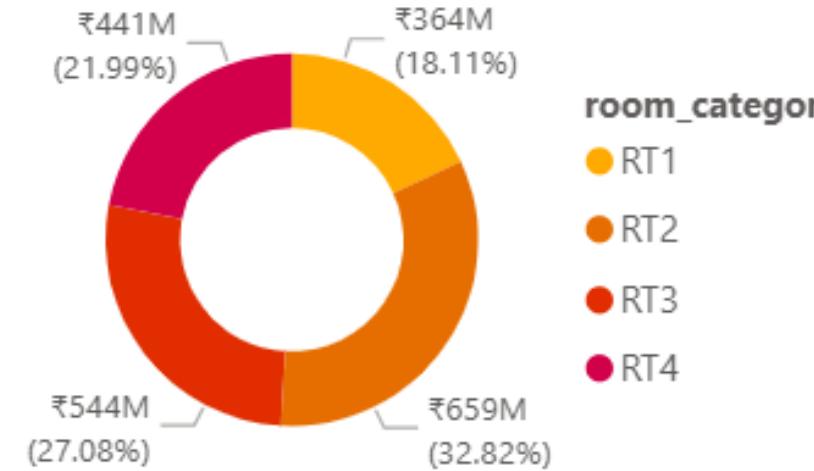
MonthName MOM_Growth RunningTotal

May	0.00%	₹68,38,82,555
June	-4.67%	₹1,33,58,22,090
July	3.03%	₹2,00,75,46,215
Total	50.29%	₹2,00,75,46,215

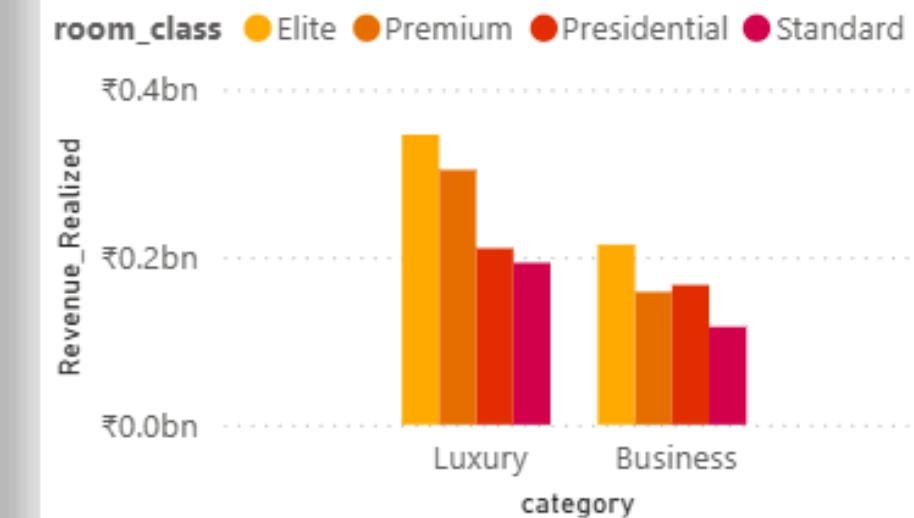
ALOS by Property Name



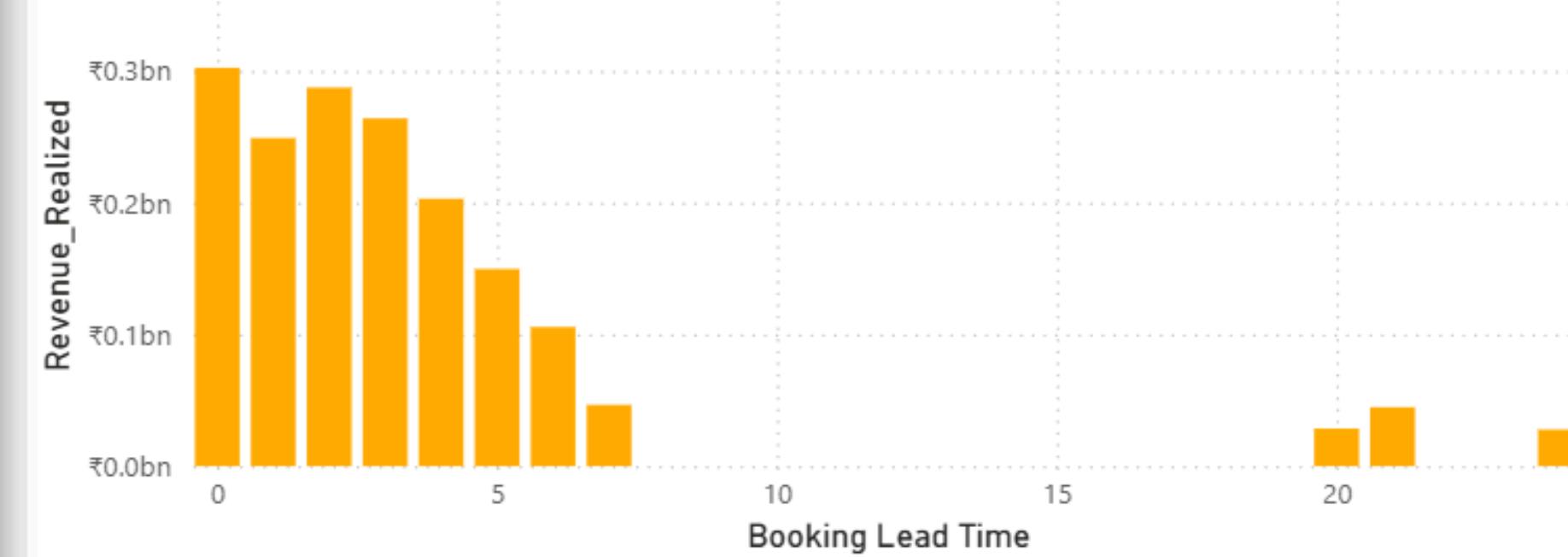
Revenue Generated by Room Category



Revenue_Realized by category and room_class



Revenue Realized by Booking Lead Time





CANCELLATION AND LOST REVENUE

Finances

Occupancy

Bookings

Cancellations

Cumulative Cancellation

33.42K

Cancellation Rate

24.83%

Cancellation WOW

1.45%

Lost Revenue

₹497.96M

Running Total

₹2.01bn

Date

All

property_id

All

Holiday

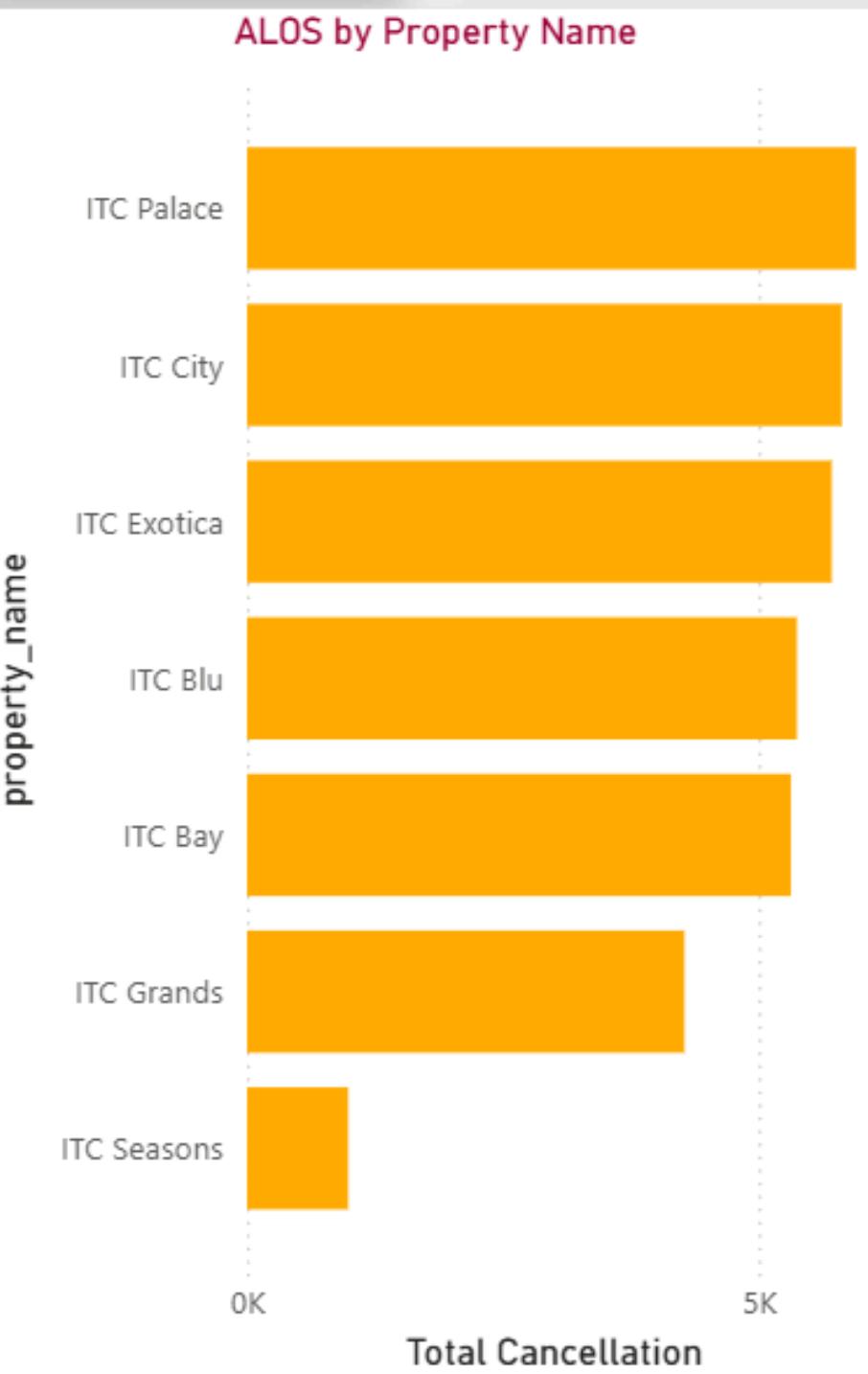
All

room_class

All

Close

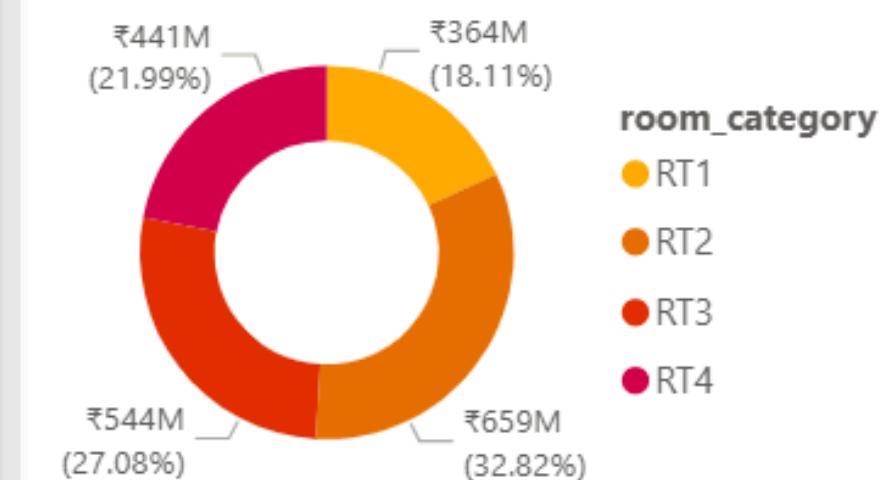
ALOS by Property Name



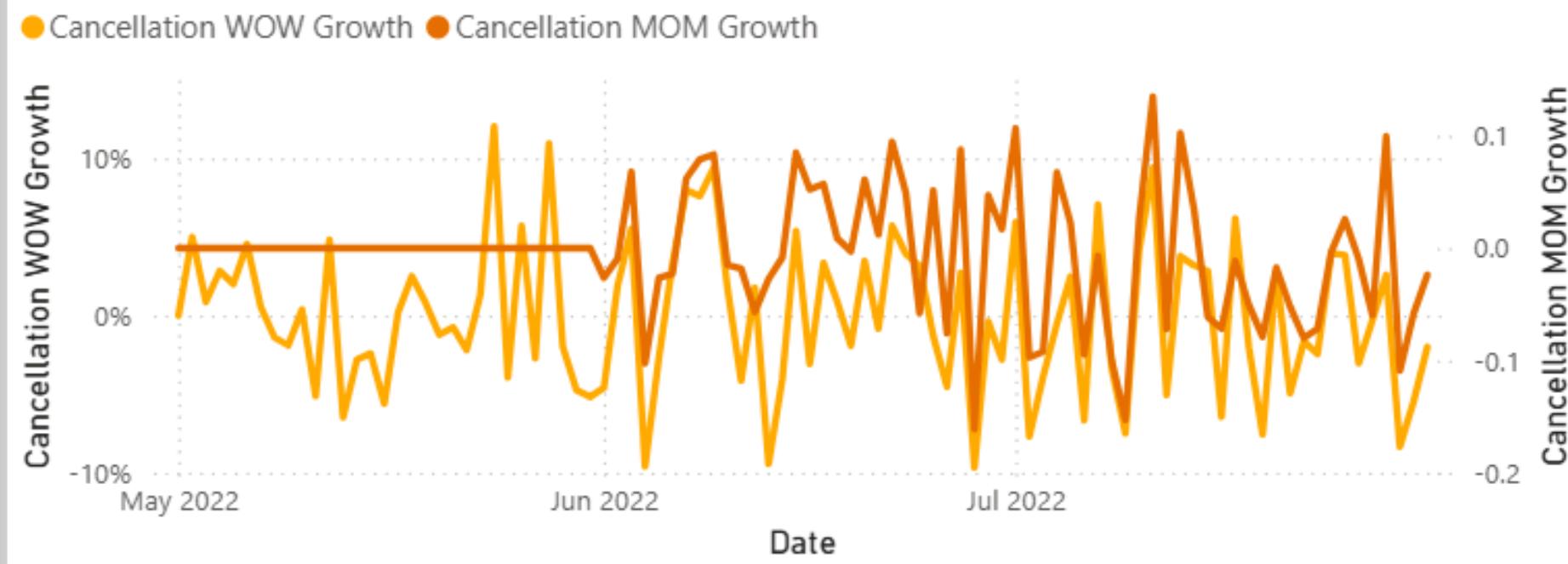
WeekNum Cancellation WOW Growth

WeekNum	Cancellation WOW Growth
31	-2.03%
30	-1.40%
29	1.61%
28	-0.72%
27	-2.63%
26	0.68%
25	-1.15%
24	-0.03%
Total	1.45%

Revenue Generated by Room Category



Occupancy Rate by Date





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 PROBLEM AREAS

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.

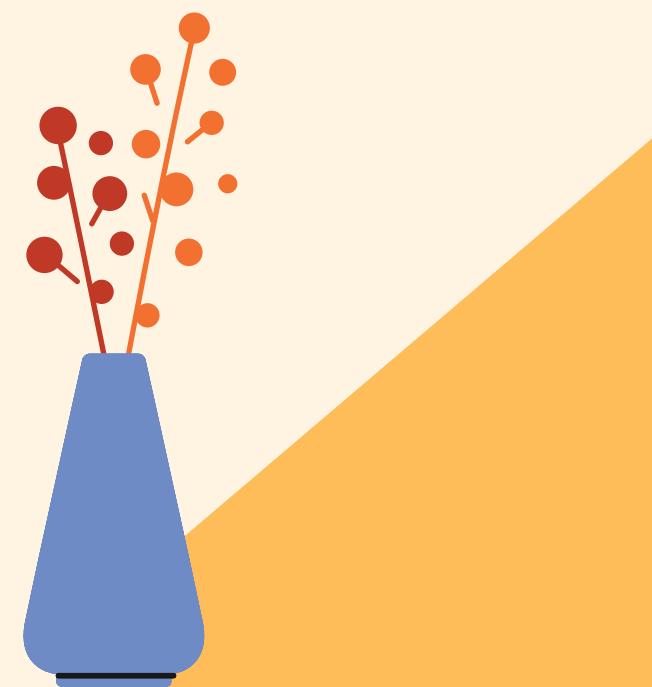
Cities: Mumbai, Delhi, and Bangalore topped in revenue generation.

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:

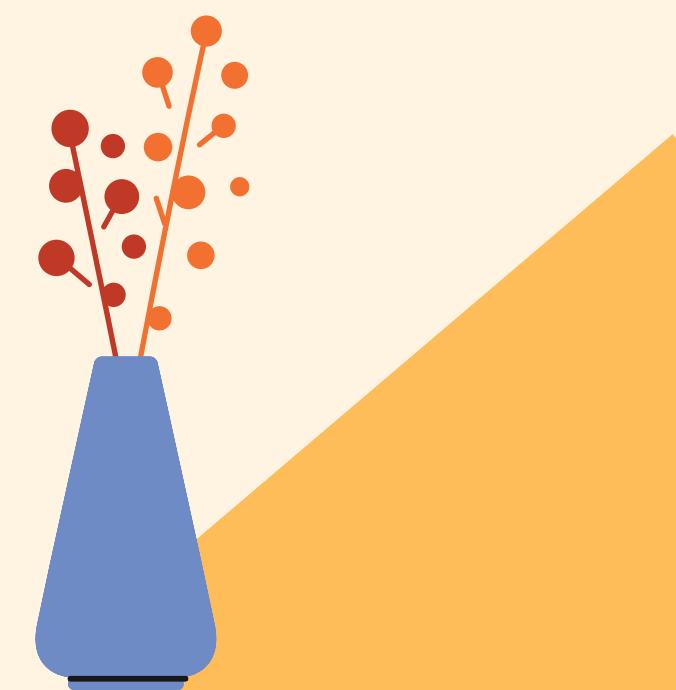
Presidential rooms achieved highest individual rates (e.g., ITC Grands: 59.42%).
Elite and Premium rooms also maintained over 50% occupancy.

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.

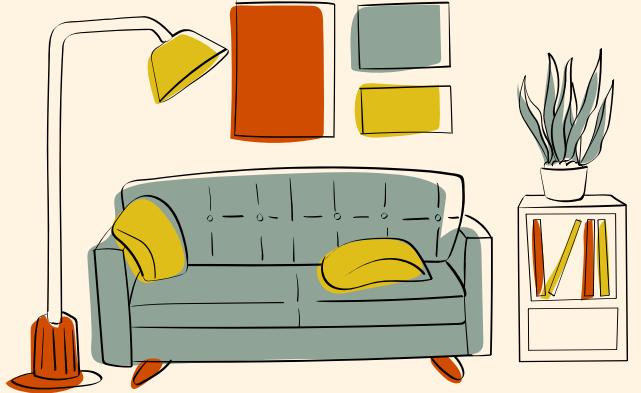


ROOM CATEGORY PERFORMANCE & BOOKINGS:



Top Revenue Contributors by Room Category:

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



Booking Behavior:

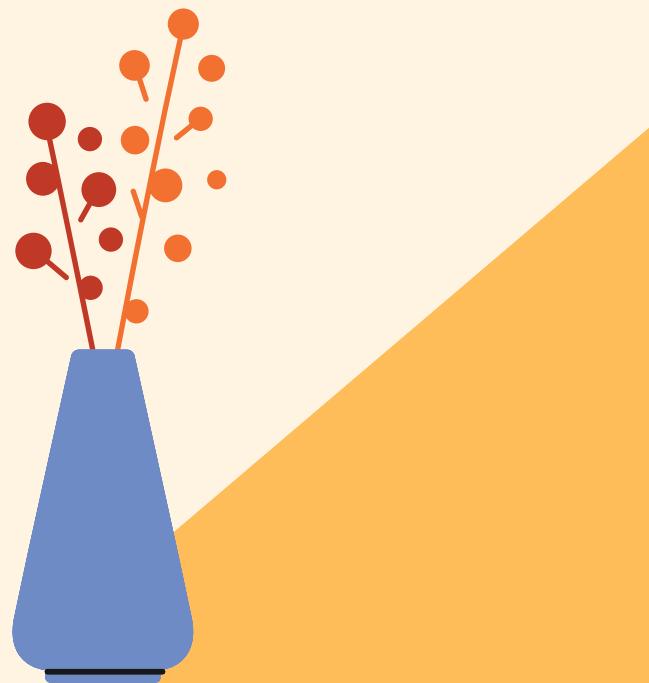
Most revenue comes from short lead-time bookings (0-10 days).

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:

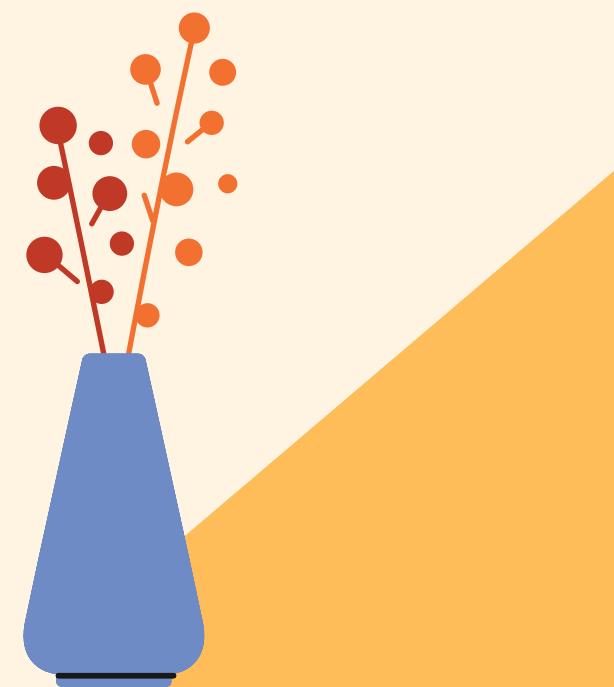
RT2 and RT1 again show the most cancellations: 37% and 28.5% respectively.

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

