

# Power BI Dashboard Analysis Report

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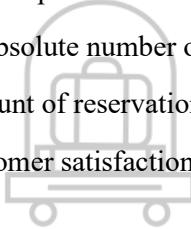
## Data Description

This dashboard integrates comprehensive hospitality data, including booking details, revenue figures, cancellation rates, and customer feedback. By consolidating this diverse dataset, we gain a holistic view of business performance, identify key trends, and pinpoint areas for improvement. The outcome is a powerful tool for data-driven decision-making, enabling us to optimize operations, enhance customer satisfaction, and drive revenue growth.

The dashboard presents a variety of data related to the hospitality business. Here's a breakdown of the data:

### 1. Key Performance Indicators (KPIs):

- **Revenue:** Total monetary earnings.
- **Cancellation %:** The rate at which bookings are cancelled.
- **Total Bookings:** The overall count of reservations.
- **RevPAR (Revenue Per Available Room):** A measure of hotel performance, calculated by dividing total room revenue by the total number of available rooms.
- **DBRN (Daily Booking Rate):** An important booking rate metric.
- **Total Cancelled Bookings:** The absolute number of cancelled reservations.
- **Total No Show Bookings:** The count of reservations where guests did not arrive.
- **Average Rating:** The overall customer satisfaction score.



### 2. Categorical Data (Dimensions):

- **Cities:** Mumbai, Bangalore, Hyderabad, Delhi.
- **Room Categories:** RT1, RT2, RT3, RT4.
- **Booking Platforms:** Others, MakeMyTrip, Logtrip, Direct Online, Tripster, Journey.
- **Day Type:** Weekday, Weekend.
- **Months:** May, June, July (for booking and rating trends).
- **Property Information:** property\_id, property\_name.

### 3. Time-based Data:

- The dashboard allows filtering by a specific time period, for example, from **5/22/2025 to 7/22/2025**, and shows trends across **May, June, and July**.

#### **4. Granular Property Data:**

For each property, the dashboard displays:

- property\_id
- property\_name
- city
- Revenue
- RevPAR
- DBRN
- Total Bookings
- Total cancelled bookings
- Average Rating

In essence, the data covers financial performance, operational efficiency (bookings, cancellations, no-shows), customer satisfaction, and detailed breakdowns by location, room type, booking channel, and specific property.



# Detailed Analytics

## 1. Executive Summary

This report provides an in-depth analysis of the hospitality business performance based on the provided Power BI dashboard. It covers key performance indicators (KPIs), revenue trends, booking patterns, and customer satisfaction metrics across different cities, room categories, and booking platforms.

## 2. Dashboard Overview

The dashboard is designed to provide a comprehensive view of the hospitality business, with three main pages focusing on different aspects of the data.

### 2.1. Page 1: Overall Performance & Revenue Analysis

This page focuses on the high-level business performance and revenue distribution.

#### Key Performance Indicators (KPIs):

- **Revenue:** Displays the total revenue generated.
- **Cancellation %:** Shows the percentage of bookings that were cancelled.
- **Total Bookings:** Represents the total number of bookings.
- **RevPAR (Revenue Per Available Room):** A key metric for hotel performance.
- **DBRN (Daily Booking Rate N...):** Another important booking rate metric.

#### Visualizations:

- **Revenue by City:** A bar chart showing the distribution of revenue across different cities (Mumbai, Bangalore, Hyderabad, Delhi). This helps in identifying top-performing cities.
- **Booking by Room Category:** A bar chart illustrating bookings across various room categories (RT1, RT2, RT3, RT4). This provides insight into the popularity of different room types.
- **Average Rating:** A single card displaying the overall average customer rating (e.g., 3.62).

#### Slicer Features:

- **SELECT TIME PERIOD:** Allows users to filter data based on a date range (e.g., 5/22/2025 to 7/22/2025).
- **SELECT CITY:** Enables filtering data by specific cities.
- **BOOKING PLATFORM:** Allows filtering by different booking platforms.
- **Clear all slicers:** A button to reset all applied filters.

## 2.2. Page 2: Booking Trends & Customer Satisfaction

This page delves deeper into booking patterns over time and customer satisfaction metrics.

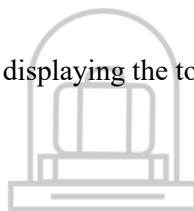
### Visualizations:

- **BOOKING BY PLATFORM:** A bar chart showing the count of bookings for each booking platform (e.g., Others, MakeMyTrip, Logtrip, Direct Online, Tripster, Journey). This highlights the most effective booking channels.
- **BOOKING BY DAY TYPE:** Displays total bookings and revenue split between weekday and weekend bookings. This helps understand demand patterns.
- **BOOKING TREND:** A line chart showing the trend of total bookings over months (May, June, July). This helps identify seasonal variations or growth patterns.
- **AVG RATING BY MONTH:** A line chart illustrating the average rating trend across months (May, June, July). This indicates changes in customer satisfaction over time.
- **AVG RATING BY CITY:** A horizontal bar chart comparing average ratings across different cities (Delhi, Hyderabad, Mumbai, Bangalore). This can pinpoint cities with higher or lower customer satisfaction.

### Key Metrics:

- **Total Cancelled Bookings:** A card showing the total number of cancelled bookings (e.g., 33K).
- **Total No Show Bookings:** A card displaying the total number of no-show bookings (e.g., 6759).

### Slicer Features:



- **SEARCH BY HOTEL NAME:** Allows users to search and filter data by specific hotel names.
- **Clear all slicers:** A button to reset all applied filters.

### 2.3. Page 3: Detailed Property Performance

This page provides a detailed breakdown of performance metrics for individual properties.

#### Table Columns:

The table presents a comprehensive view of each property with the following columns:

- **property\_id:** Unique identifier for each property.
- **First property\_name:** Name of the property.
- **First city:** City where the property is located.
- **Revenue:** Total revenue generated by the property.
- **RevPAR:** Revenue per available room for the property.
- **DBRN:** Daily booking rate for the property.
- **Total Bookings:** Total number of bookings for the property.
- **Total cancelled bookings:** Total number of cancelled bookings for the property.
- **Average Rating:** Average customer rating for the property.

#### Example Data Rows (Top Performers):

- **Atliq Exotica, Mumbai:** Revenue: 118,448,418, RevPAR: 509.29, DBRN: 79.76, Total Bookings: 7338, Cancelled: 1806, Avg Rating: 4.32
- **Atliq Bay, Hyderabad:** Revenue: 69,255,910, RevPAR: 297.78, DBRN: 79.71, Total Bookings: 7333, Cancelled: 1811, Avg Rating: 4.30
- **Atliq Palace, Delhi:** Revenue: 89,135,998, RevPAR: 383.26, DBRN: 77.68, Total Bookings: 7147, Cancelled: 1805, Avg Rating: 4.27

#### Overall Totals:

- **Total Revenue:** 1,708,771,229
- **Total RevPAR:** 7,347.15
- **Total DSRN:** 1,462.93
- **Total ADR:** 12,700.00
- **Total Bookings:** 134,590
- **Total Cancelled Bookings:** 33,420
- **Overall Average Rating:** 3.62

### 3. Conclusion

This Power BI dashboard serves as a highly effective tool for comprehensive hospitality business analysis. With a **Total Revenue of 1,708,771,229 (approx. 1,708.8 million)** and **134,590 Total Bookings**, the business demonstrates significant scale. The remarkably low **Cancellation Rate of 0.25%** highlights strong customer commitment and effective booking management, contributing to a healthy **RevPAR of 7,347.15**.

Key insights from the dashboard reveal that Mumbai is a strong revenue contributor, while booking trends show fluctuations across months, indicating potential seasonal patterns that could be leveraged for targeted marketing. Customer satisfaction, reflected by an **overall average rating of 3.62**, provides a solid foundation, with opportunities to enhance experiences in specific cities like Bangalore, which has a slightly lower average rating of 3.4 compared to Delhi's 3.8. The detailed property performance data, exemplified by top performers like Atliq Exotica in Mumbai with over 118 million in revenue, allows for granular operational adjustments and strategic resource allocation. This dynamic dashboard empowers stakeholders to make informed, data-driven decisions to optimize performance, refine strategies, and ensure sustained growth in the competitive hospitality market.

