

InSightify Hospitality - Comprehensive KPI Test Report

Date: December 15, 2024

Front Office Metrics:

Occupancy Rate: 85%
Average Daily Rate (ADR): GHS 450
Revenue per Available Room (RevPAR): GHS 382.50
Guest Count: 127
Booking Lead Time: 14 days
Cancellation Rate: 8.5%
No-Show Rate: 3.2%
Guest Satisfaction: 4.6/5

Food & Beverage Metrics:

Food Cost: 32%
Beverage Cost: 28%
Covers: 156
Average Check: GHS 45.50
Table Turnover: 2.8
Waste: 4.2%
Void/Comp: 1.8%
Food Revenue: GHS 7,098
Beverage Revenue: GHS 4,368
RevPASH: GHS 125.50

Housekeeping Metrics:

Rooms Cleaned: 127
Cleaning Time: 25 minutes
Room Turnaround: 2.5 hours
Inspection Pass Rate: 96%
Out-of-Order: 2.1%
Linen Cost: GHS 15.50
Guest Room Defect Rate: 1.8%
Chemical Cost: GHS 8.75
HK Staff Efficiency: 92%

Maintenance/Engineering Metrics:

Maintenance Cost: GHS 45.80
Energy Consumption: 12.5 kWh
Equipment Uptime: 98.5%
Preventive Maintenance: 95%
Response Time: 18 minutes
Work Order Completion: 94%
Vendor Performance: 4.2/5
Safety Incidents: 0
Energy Efficiency: 87%
Maintenance Staff Efficiency: 89%

Sales & Marketing Metrics:

Conversion Rate: 23.5%
Lead Generation: 45
Customer Acquisition Cost: GHS 125
Email Open Rate: 34.2%
Click Through Rate: 8.7%
Social Media Engagement: 67%
Website Traffic: 1,250
Booking Conversion: 18.9%
Customer Lifetime Value: GHS 2,450
Marketing ROI: 320%