

ITC HOTELS REVENUE OPTIMIZATION

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INTRODUCTION

Reports are crucial in documenting and analyzing a company's progress across different domains such as financial performance, customer engagement, and operational efficiency. For ITC Hotels, this report provides insights into financial performance, customer booking behavior, occupancy trends, and room category performance to optimize revenue generation, minimize cancellations, and enhance customer satisfaction. This report is backed by real-time data visualized in an interactive Power BI dashboard, designed to aid stakeholders in making informed decisions.

PROBLEM STATEMENT

ITC Hotels is a luxury hotel chain with a diversified portfolio of properties. To optimize revenue generation, minimize cancellations, and enhance customer satisfaction, the company requires a deeper understanding of its overall financial performance, booking patterns, occupancy trends, and room category performance. This project aims to create an interactive, multi-page Power BI dashboard to provide real-time insights into these areas, aiding in decision-making.



Dashboard

- Financial Overview & Revenue Performance
- Occupancy & Capacity Analysis
- Room Category Performance & Booking Insights
- Cancellations & Lost Revenue

Financial Overview & Revenue Performance

₹1.71bn

Revenue

Date

01-05-2022

31-07-2022

7.35K

Rev_Par

14.92K

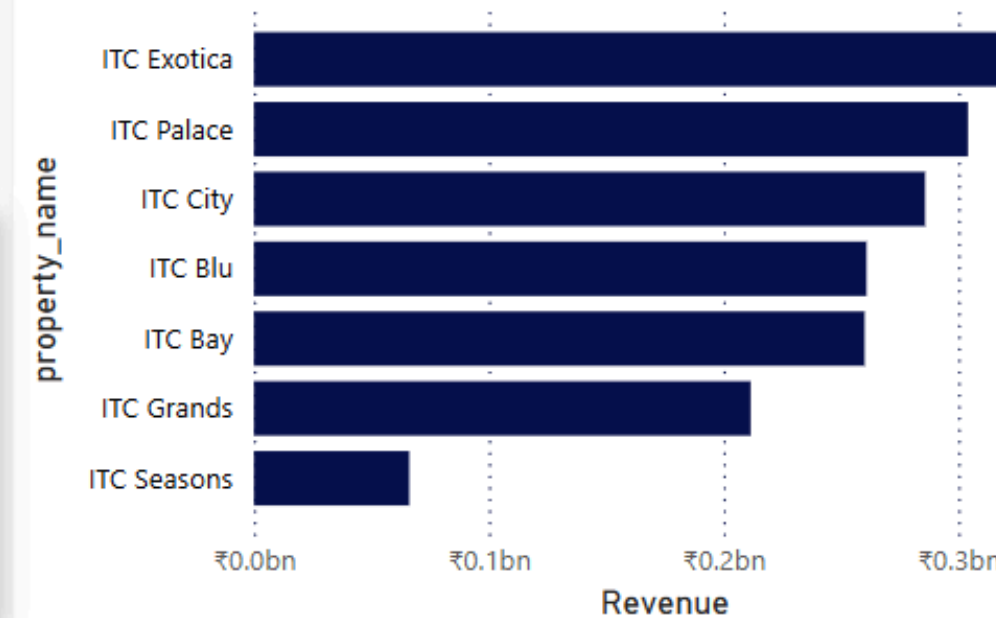
ADR



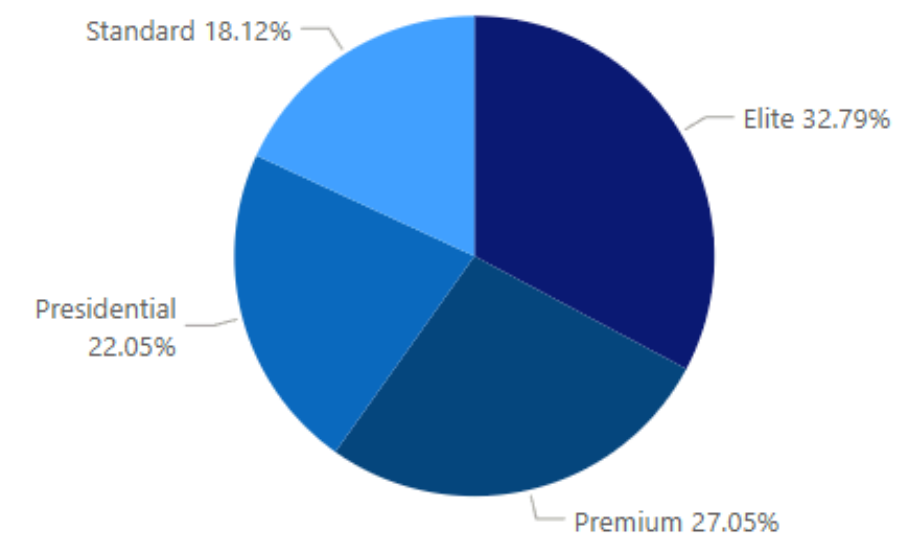
Financial Overview and Revenue Performance



Revenue by property_name

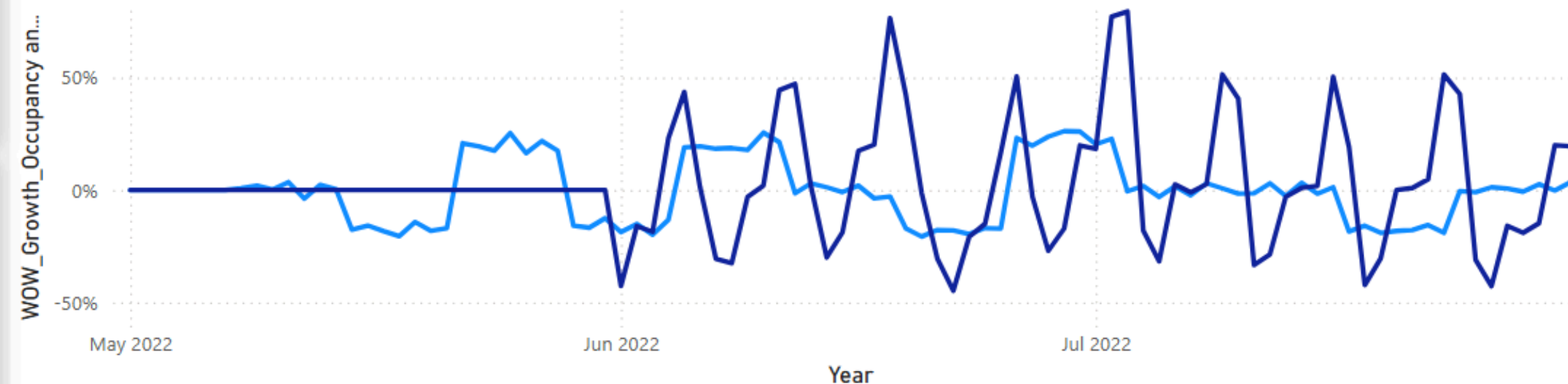


Revenue by room_class



WOW_Growth_Occupancy and MOM_Growth_Occupancy by Year, Quarter, Month and Day

● WOW_Growth_Occupancy ● MOM_Growth_Occupancy



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OCCUPANCY & CAPACITY ANALYSIS



Occupancy & Capacity Analysis



43.50%

Occupancy Rate

Day_Type

(Blank)

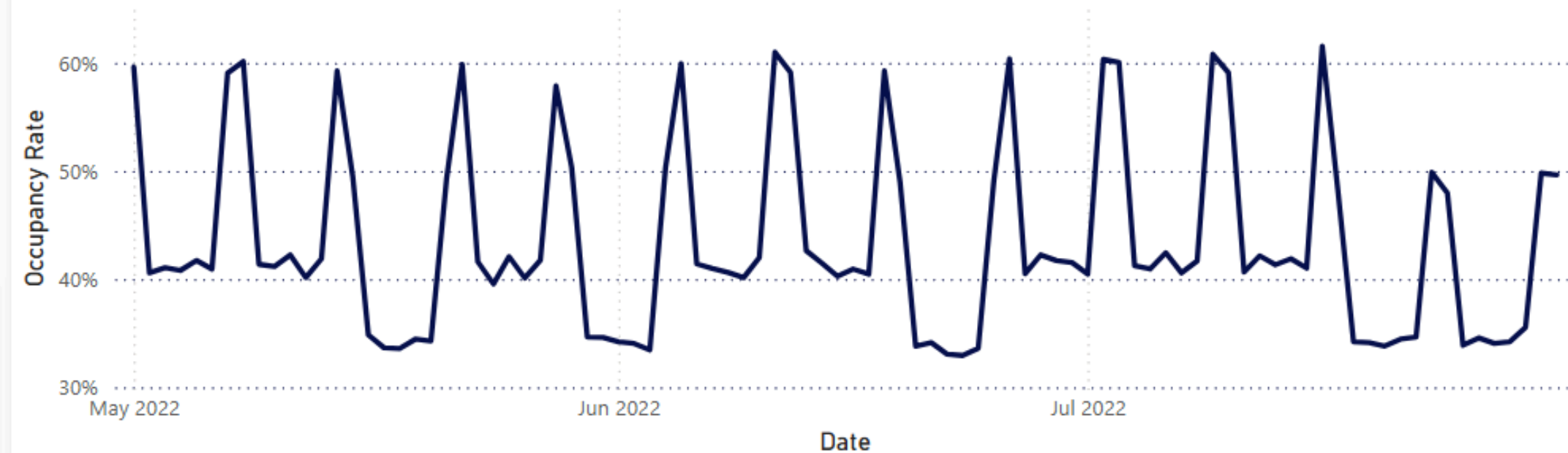
weekday

weekend

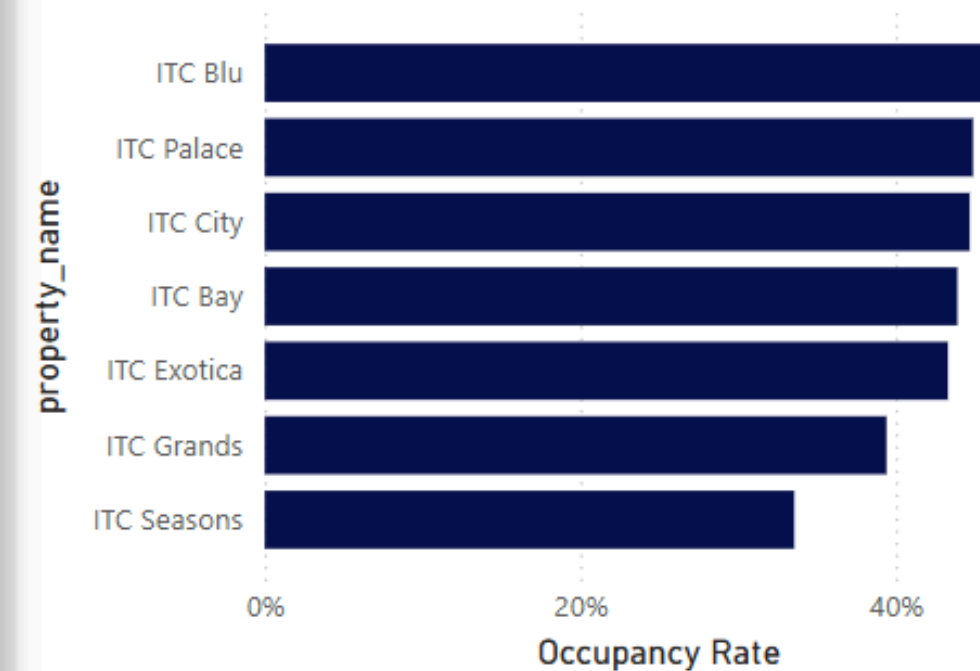
Name

- ☐ Ambedkar Jayanti
- ☐ Bakrid/Eid ul-Adha
- ☐ Bhai Duj
- ☐ Birthday of Rabindranath
- ☐ Buddha Purnima/Vesak
- ☐ Chaitra Sukhladi
- ☐ Chhat Puja (Pratihara Sashthi/Surya Sashthi)
- ☐ Christmas
- ☐ Christmas Eve
- ☐ December Solstice

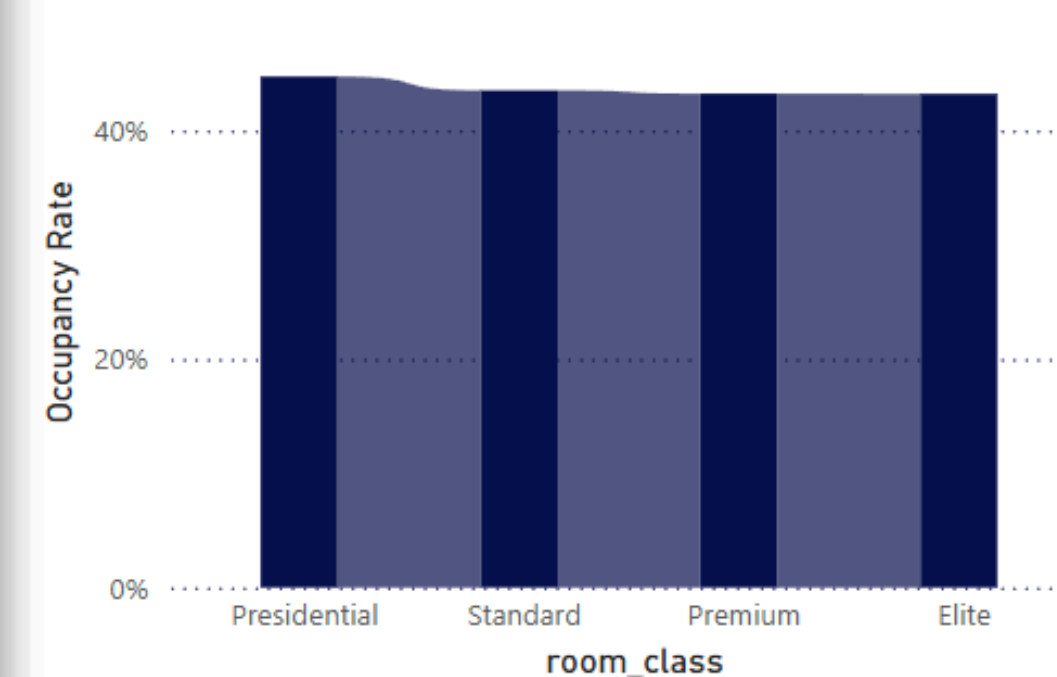
Occupancy Rate by Date



Occupancy Rate by property_name



Occupancy Rate by room_class



ROOM CATEGORY PERFORMANCE & BOOKING INSIGHTS



Room Category Performance & Booking Insights



4
Booking Lead Average

-0.88%
WOW_Growth_Occupa...

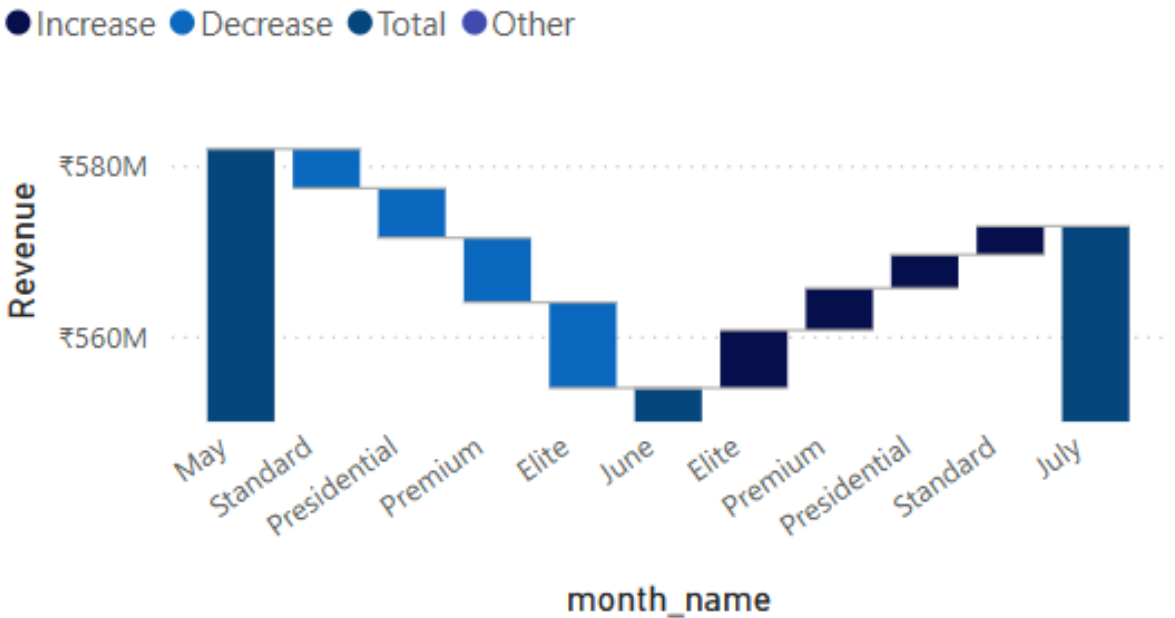
room_class

Elite

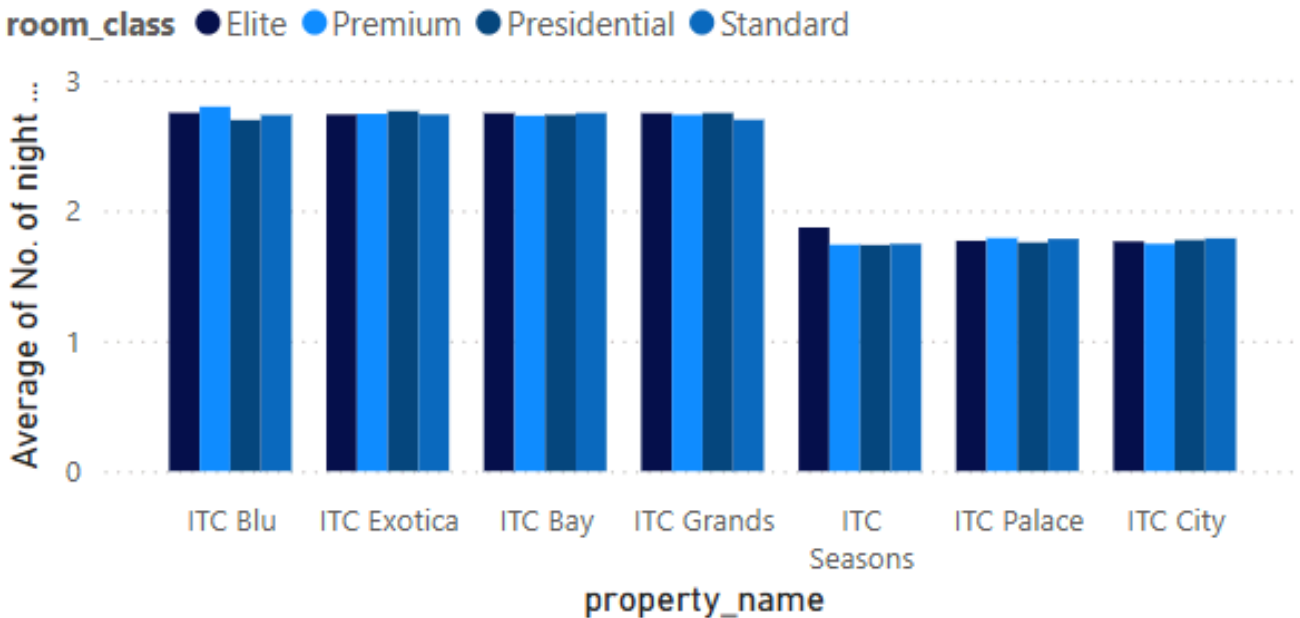
Premium

-0.12%
MOM_Growth_Occupancy

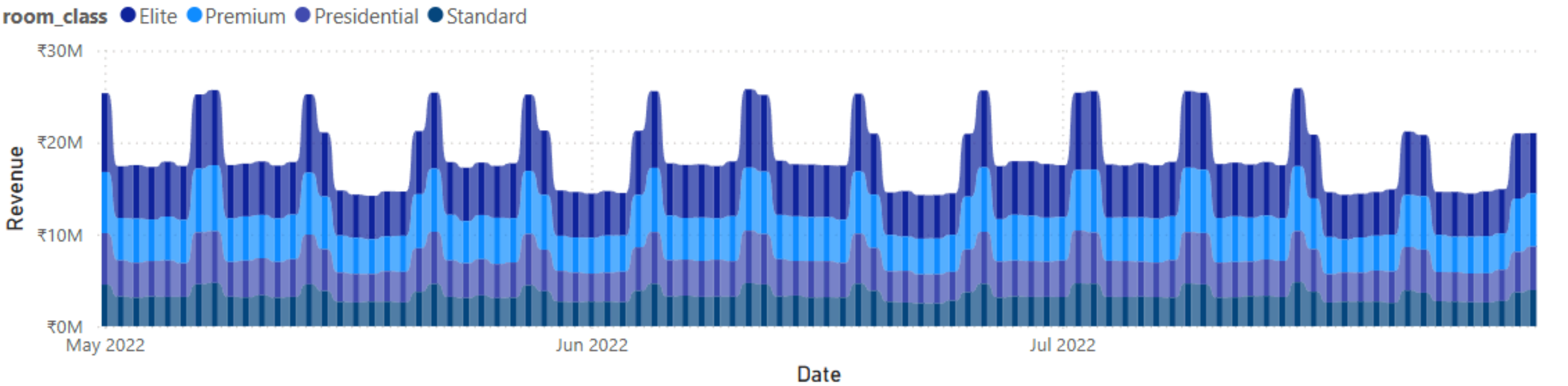
Revenue by month_name and room_class



Average of No. of night stays by property_name and room_class



Revenue by Date and room_class



CANCELLATIONS & LOST REVENUE

Cancellation & Lost Revenue Analysis

24.83%

Cancellation_Rate

199M

Lost_Revenue

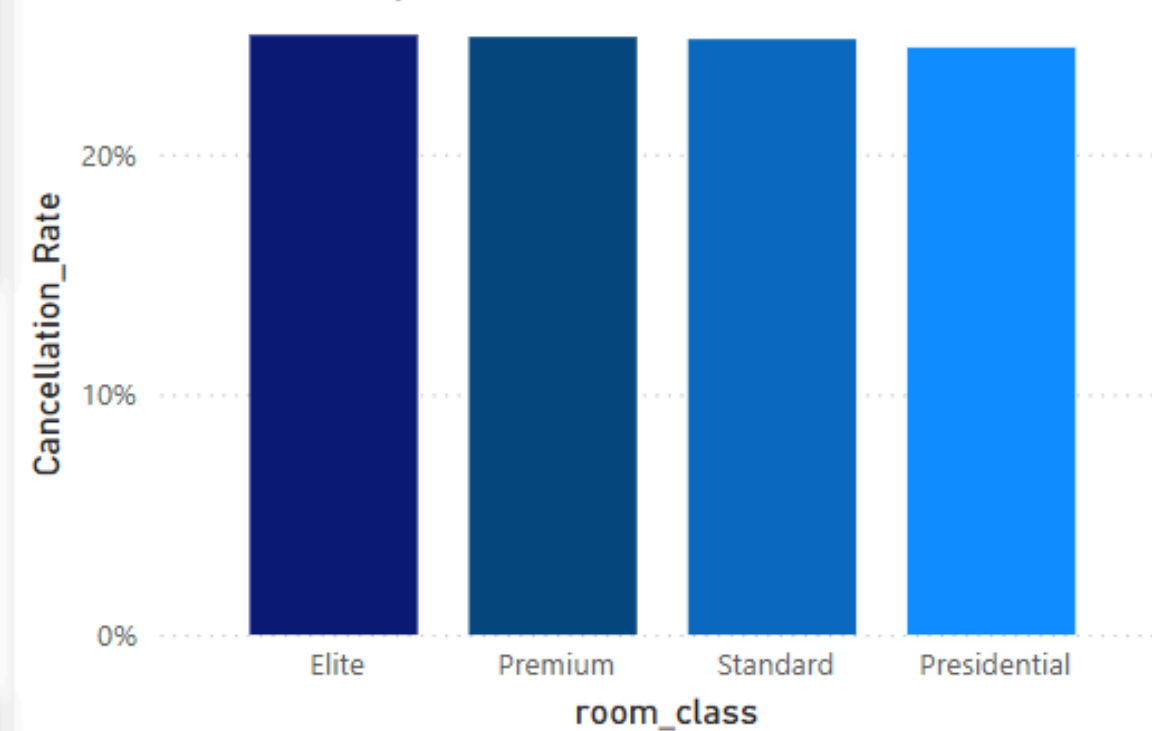
-0.75%

mom_cancellation rate

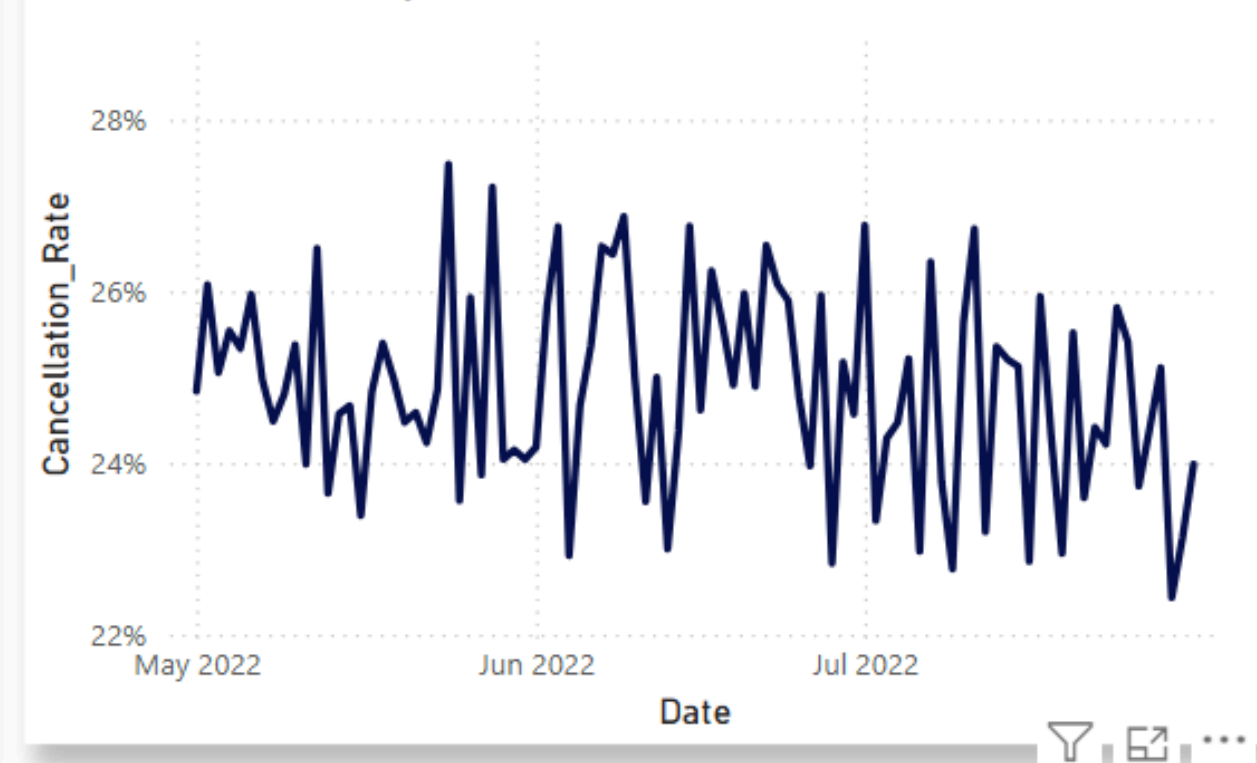
-0.25%

wow_cancellation rate

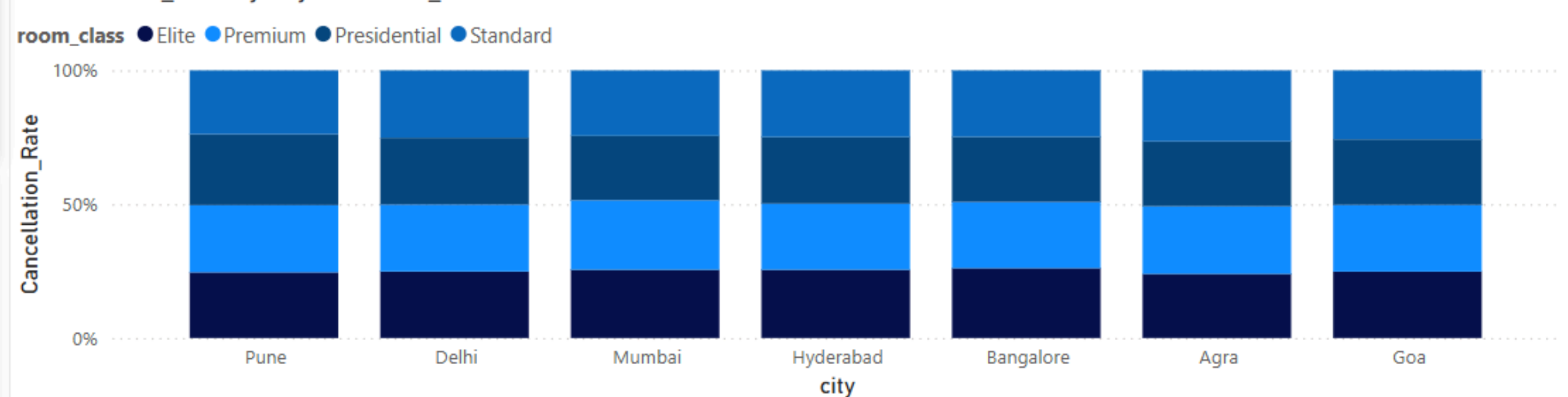
Cancellation_Rate by room_class



Cancellation_Rate by Date



Cancellation_Rate by city and room_class



CONCLUSION

The ITC Hotel Performance Dashboard serves as a powerful, data-driven tool to enhance strategic decision-making and operational efficiency. By providing real-time insights into financial performance, occupancy trends, booking behaviors, and cancellations, it enables ITC Hotels to identify growth opportunities and mitigate potential risks.

With a data-centric approach, ITC Hotels can optimize pricing strategies, improve room category performance, and enhance guest satisfaction. By leveraging these insights, the hotel chain can refine its revenue management tactics, strengthen customer retention, and drive long-term profitability.

As the hospitality industry continues to evolve, ITC Hotels remains committed to innovation and excellence. This dashboard will play a critical role in shaping the company's future strategies, ensuring sustained growth, and delivering unparalleled luxury experiences for its guests.

