

Based on the hospitality dashboard, here are the **key insights** and recommendations:

1. Revenue and Key Metrics

- **Insight:** Total Revenue is **1.71bn**, with a **RevPAR (Revenue Per Available Room)** of **7.35K**, an **ADR (Average Daily Rate)** of **12.70K**, and an **Occupancy Rate** of **57.9%**.
 - **Week-on-Week Changes:**
 - RevPAR and Occupancy % have slightly improved (**+0.28**).
 - ADR and Revenue show a decline (**-0.82 in Revenue**).
 - **Recommendation:** Focus on marketing efforts to boost room bookings and increase ADR through premium packages or promotions to offset revenue decline.
-

2. Revenue by Category

- **Insight:** **61.61%** of revenue comes from **Business category**, while **38.39%** is from Luxury.
 - **Recommendation:**
 - Invest in amenities and services tailored to business travelers to further capitalize on this dominant segment.
 - Explore opportunities to grow the Luxury category by offering exclusive deals or experiences.
-

3. Weekday vs. Weekend Performance

- **Insight:**
 - **Weekend performance** outshines weekdays with higher **RevPAR (7,971.63)**, **Occupancy % (62.6%)**, and **Realization % (70.59%)**.
 - Weekday Occupancy and Revenue lag, with lower **RevPAR (7,101.15)** and **Occupancy % (56%)**.
 - **Recommendation:**
 - Introduce weekday-focused discounts, corporate tie-ups, or loyalty programs to attract business travelers during non-peak periods.
-

4. Booking Platforms and Realization %

- **Insight:** The **Realization % (70.15%)** and ADR are consistent across booking platforms, but there's room to improve overall realization.
- **Recommendation:**
 - Negotiate better commission rates with third-party platforms or encourage direct bookings through exclusive offers on your website.

5. Property Performance

- **Insight:** Properties in Bangalore and Delhi contribute significantly to revenue (e.g., **Attliq City and Attliq Bay**).
 - Bangalore properties show strong **Occupancy % (65.5%)** and higher average ratings (**4.28**).
 - Properties in Mumbai and Hyderabad show slightly lower occupancy and ratings.
- **Recommendation:**
 - Enhance customer experience in lower-performing cities (e.g., Mumbai, Hyderabad) by addressing guest feedback and improving service quality.
 - Promote high-performing properties as flagship destinations to boost brand value.

6. Trends by Key Metrics

- **Insight:** Key metrics such as **RevPAR, ADR, and Occupancy %** remain steady over time but show a need for growth in peak revenue periods.
- **Recommendation:**
 - Use dynamic pricing during high-demand periods and focus on boosting average occupancy rates during off-peak times.