

# MODULE 5: REVENUE STRATEGY DASHBOARD

## Objective:

To support strategic decision-making for General Managers and Revenue Managers.

## What Was Done:

- Identified upsell opportunities (Spa, Dining, Services).
- Analyzed revenue contribution by room type and season.
- Recommended pricing tiers based on demand.
- Built a final interactive executive dashboard.

## Formulas Used:

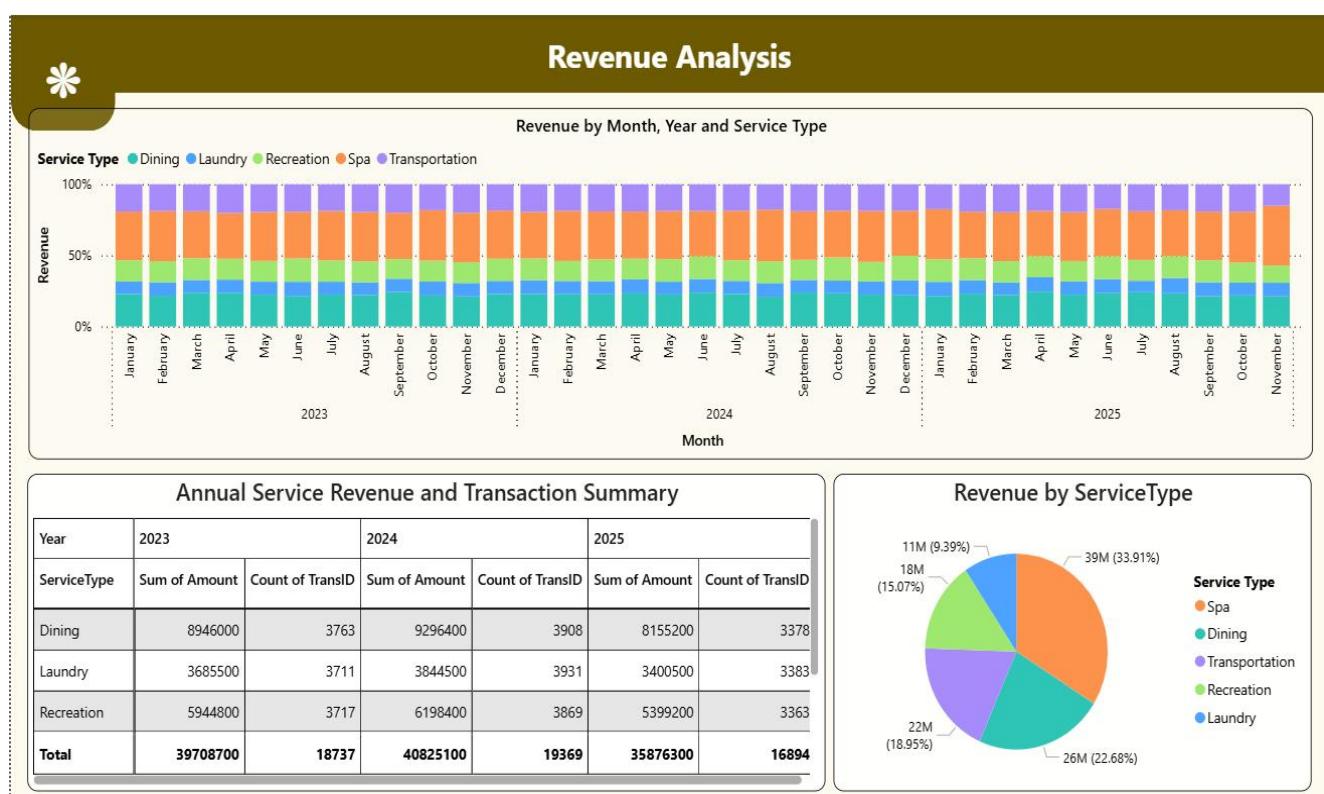
Upsell Revenue =

Total Revenue - Room Revenue

Seasonal Pricing Indicator =

IF(Season = "Peak", "Increase Price", "Discount Strategy")

## Dashboards:



### Room Type Revenue Breakdown by Season

RoomType	High	Low	Shoulder	Total
Heritage Suite	11,500.00	9,000.00	10,500.00	<b>10,000.00</b>
Executive Suite	10,925.00	8,550.00	9,975.00	<b>9,500.00</b>
Suite	9,775.00	7,650.00	8,925.00	<b>8,500.00</b>
Premium Sea View	8,625.00	6,750.00	7,875.00	<b>7,500.00</b>
Family Room	8,050.00	6,300.00	7,350.00	<b>7,000.00</b>
Deluxe	6,900.00	5,400.00	6,300.00	<b>6,000.00</b>
Studio	6,325.00	4,950.00	5,775.00	<b>5,500.00</b>
Double	4,600.00	3,600.00	4,200.00	<b>4,000.00</b>
Single	2,875.00	2,250.00	2,625.00	<b>2,500.00</b>
Frnnnmv	2,070.00	1,620.00	1,890.00	<b>1,800.00</b>
<b>Total</b>	<b>7,125.28</b>	<b>5,204.31</b>	<b>6,024.35</b>	<b>5,897.35</b>

#### Occupancy Sensitivity

1.00



#### Price Uplift %

0.00



### Outcome:

- Improved revenue optimization strategies.
- Identified cross-selling and upselling opportunities.
- Enabled data-driven pricing decisions.
- Delivered an executive-ready dashboard for leadership.