

MODULE 2: OCCUPANCY AND REVENUE METRICS

Objective:

To analyze hotel operational performance by tracking key revenue and occupancy metrics across different time levels.

What Was Done:

- Created core KPIs: Occupancy %, ADR, and RevPAR.
- Analyzed daily, weekly, and seasonal performance trends.
- Compared Direct bookings vs OTA bookings.
- Built time-series visuals and KPI cards.

Formulas Used:

Occupancy % =

Rooms Occupied / Total Available Rooms

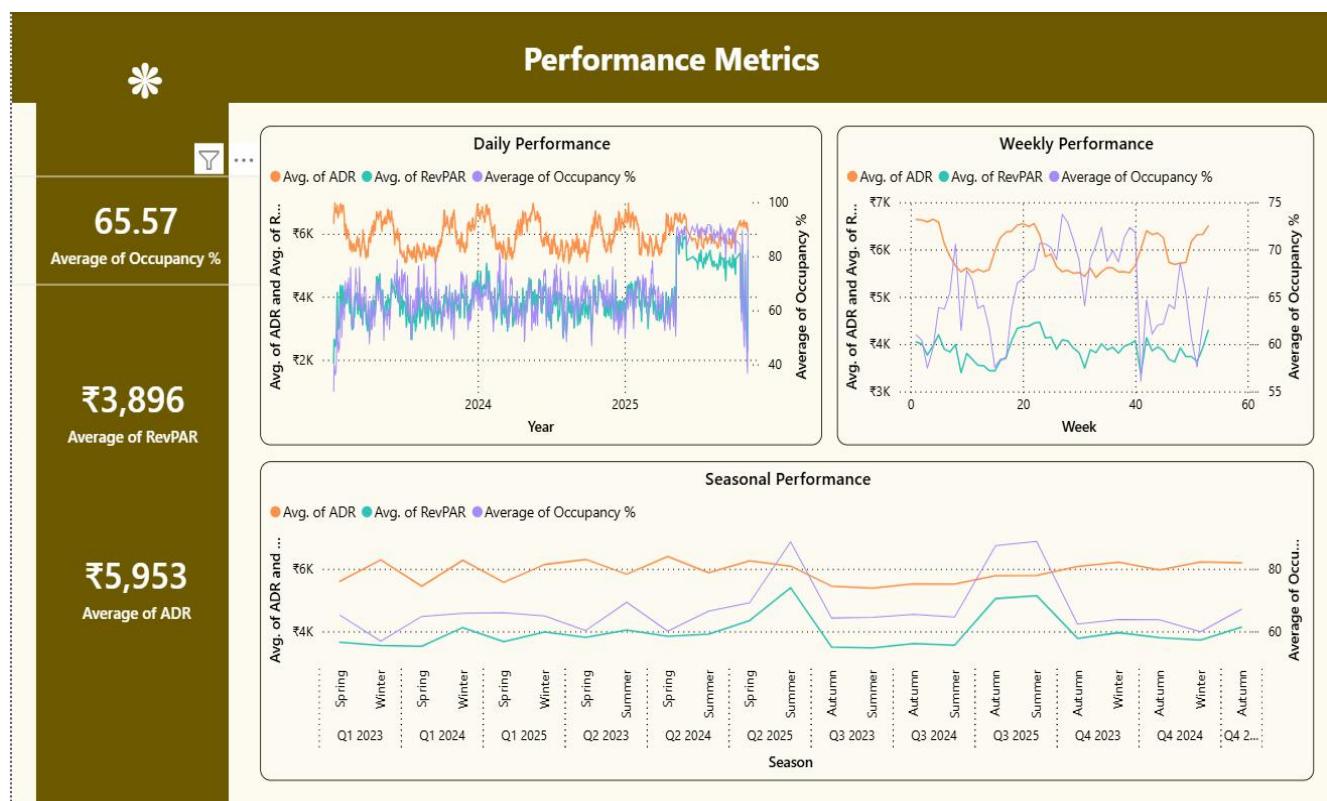
ADR (Average Daily Rate) =

Room Revenue / Rooms Occupied

RevPAR (Revenue Per Available Room) =

Room Revenue / Total Available Rooms

Dashboard:



Outcome:

- Enabled management to track hotel efficiency.
- Identified peak and low-performing periods.
- Improved understanding of channel performance.
- Supported pricing and capacity planning decisions.