

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:

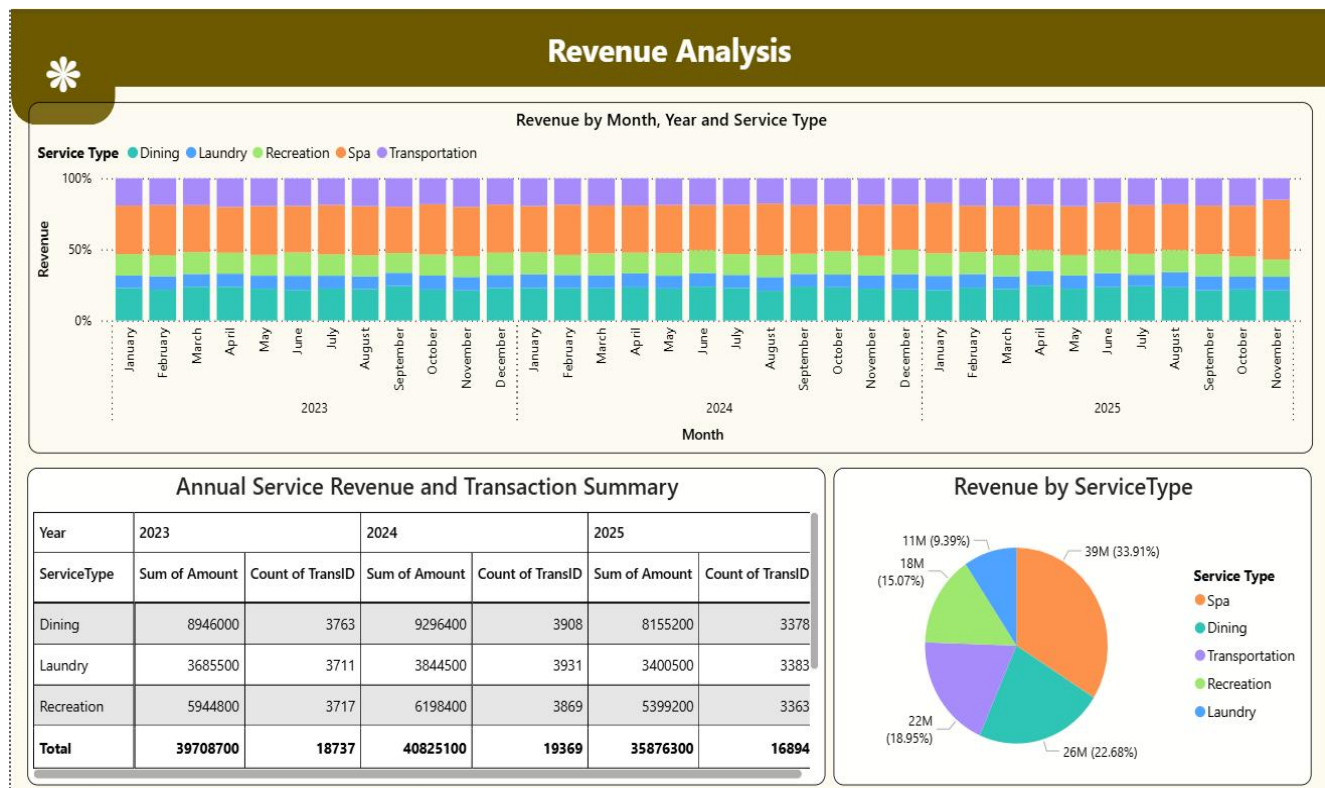
Upsell Revenue =

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

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.