

Elizium Hotels

Elizium Hotels is a luxury brand hotels chain in south India. They have been in the hospitality industry for 5 years. Elizium Hotel business is losing its money and market share to their competitors due to their poor management decisions.

To fix this, the Managing Director of Elizium Hotels wants to use “Business and Data Intelligence”. They do not have their own team to do this. So, They have decided to approach a freelance BI Analyst to seek help, and use their past information to get important insights.

Task:

You are a freelance BI Analyst who has been provided with sample data to create required metrics, dashboard/report to bring out the relevant insights.

The Basic KPIs for Hospitality Industry are:

1. Revenue
2. Total Bookings
3. Average Rating
4. Total Capacity
5. Total Successful Bookings
6. Occupancy %
7. Total Cancelled Bookings
8. Cancellation Rate
9. Average Daily Rate (ADR)
10. Revenue Per Available Room (RevPar)
11. Length of Stays

Note: You can download the metrics document for the metrics list and formulas.