

Hotel Performance Dashboard – Insights Summary

Objective:

Analyze hotel performance metrics such as occupancy rate, revenue, and booking patterns using Power BI.

Key Metrics:

- **Occupancy Rate:** 26.67%
- **Total Revenue:** \$19,540 CAD
- **ADR (Average Daily Rate):** ~\$488.50 CAD

Insights:

- 2 queens standard and Suite rooms generate the highest average revenue.
- Direct bookings receive higher customer ratings compared to OTA channels.
- Occupancy is lower midweek, suggesting potential for weekday promotions.

Recommendations:

- Introduce loyalty discounts to increase direct bookings.
- Launch targeted weekday offers to boost occupancy.
- Continue emphasizing high-performing room types in marketing campaigns.

Tools Used:

Power BI, DAX, Data Modeling, Excel