1. Cover Page

Report Title: Hospitality Revenue Performance & Business Insights Report
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Tool Used: Power BI,Excel

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2. Executive Summary

This project uses an interactive Power BI dashboard to assess the revenue and occupancy performance of a hospitality business. The study is mainly concentrated on business metrics such as **revenue generated**, **revenue realized**, **occupancy rate**, **ADR**, **RevPAR**, And **Customer ratings**.

The main goal of this project is to provide the revenue management teams with the right hand of the management in the form of the decision-making process.

Most of the findings show upward trends of occupancy, good pricing performance, and a significant contribution of premium room categories. Nevertheless, the dependency on OTA platforms and lower ratings in certain room classes may lead to the profitability of the business being risked.

The recommendations derived from the insights are pricing strategy optimization during high-demand periods, the focus on direct bookings and service quality improvement to increase customer satisfaction and revenue sustainability.

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3. Business Objective

The objective of this analysis is to:

- Track weekly performance trends

- Identify revenue and occupancy drivers

- Support pricing and distribution strategy decisions

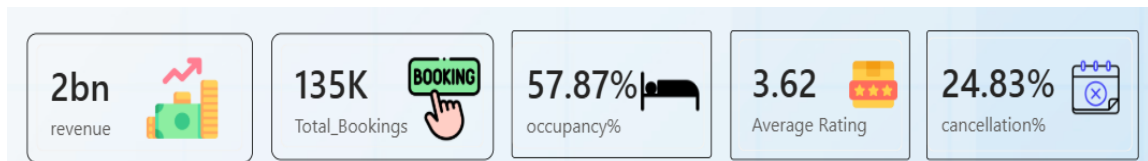- Enable data-driven decision making for stakeholders

4. KPIs Covered

- **Total Revenue**

- **Total Bookings**

- **Occupancy Percentage**

- **Cancellation Percentage**
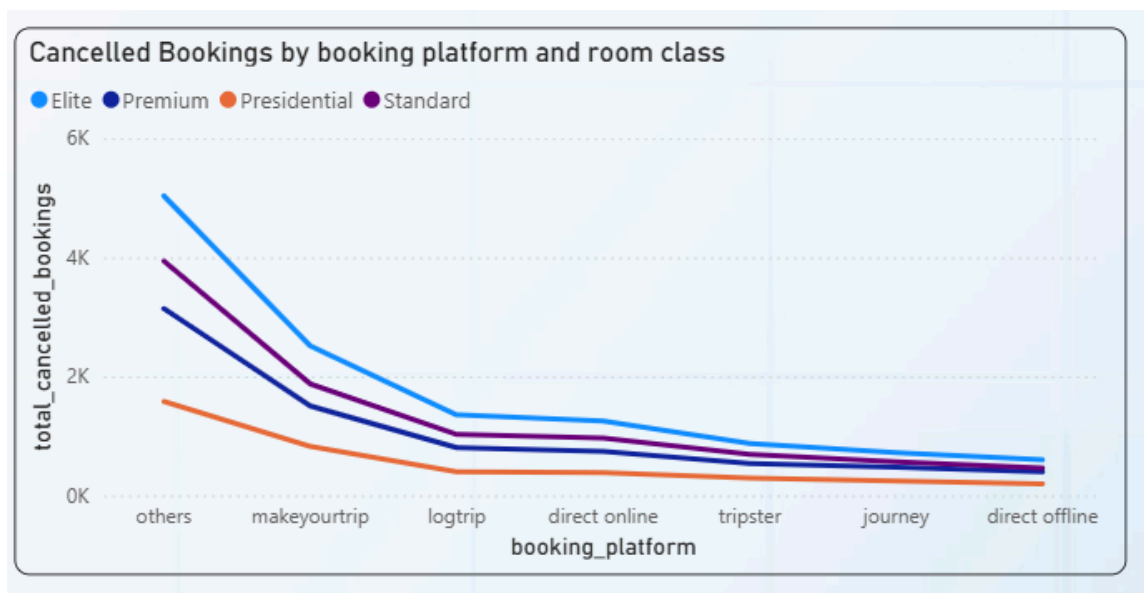
- **Average Customer Rating**

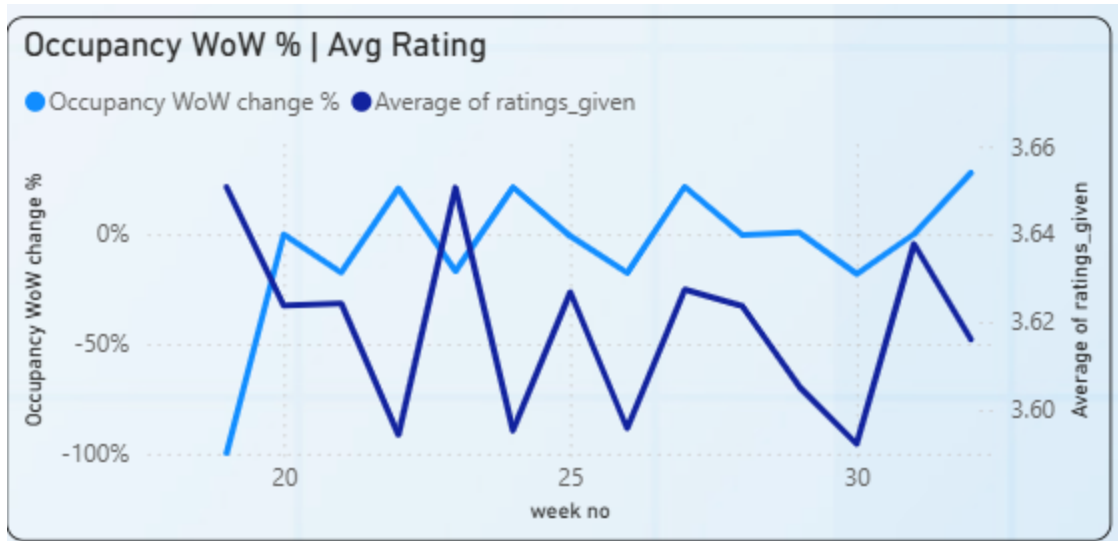# 5. Dashboard Overview

The Power BI dashboard is structured into the following sections:

- **Top KPI Cards:**

- **Trend Analysis:** Week-over-Week changes

Occupancy WoW % | Avg Rating

● Occupancy WoW change % ● Average of ratings_given

Cancelled Bookings by booking platform and room class

● Elite ● Premium ● Presidential ● Standard

- **Segmentation Analysis:** Performance by room class and booking platform

Weekly ADR Change by Room Class

room_class	ADR WoW change %
Presidential	-0.2%
Standard	-0.3%
Elite	-0.35%
Premium	-0.5%

x-axis: ADR WoW change % (-0.6%, -0.4%, -0.2%, 0.0%)

Booking % by platform

booking_platform	BOOKINGS%_by_platform
others	42
makeyourtrip	20
logtrip	11
direct online	10
tripster	7
journey	6
direct offline	5

x-axis: BOOKINGS%_by_platform (0, 20, 40)

Booking% By Room Class
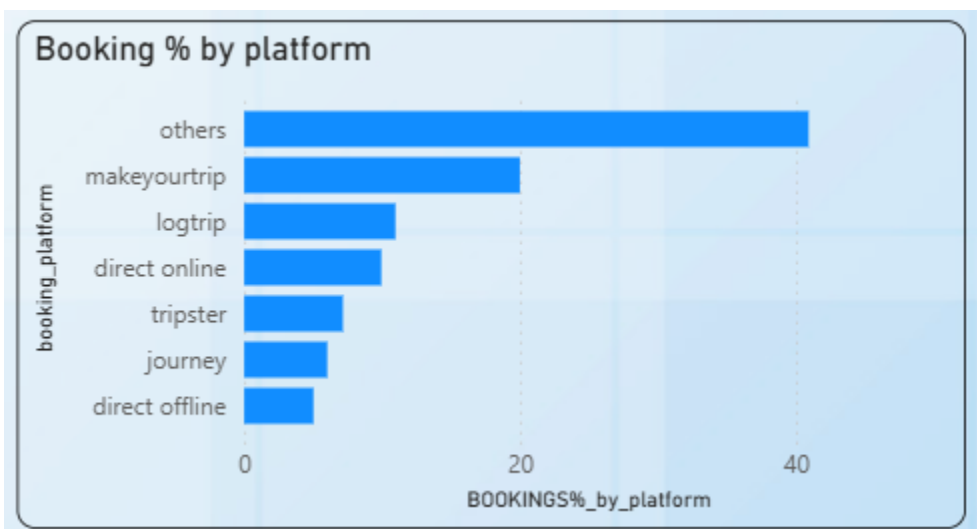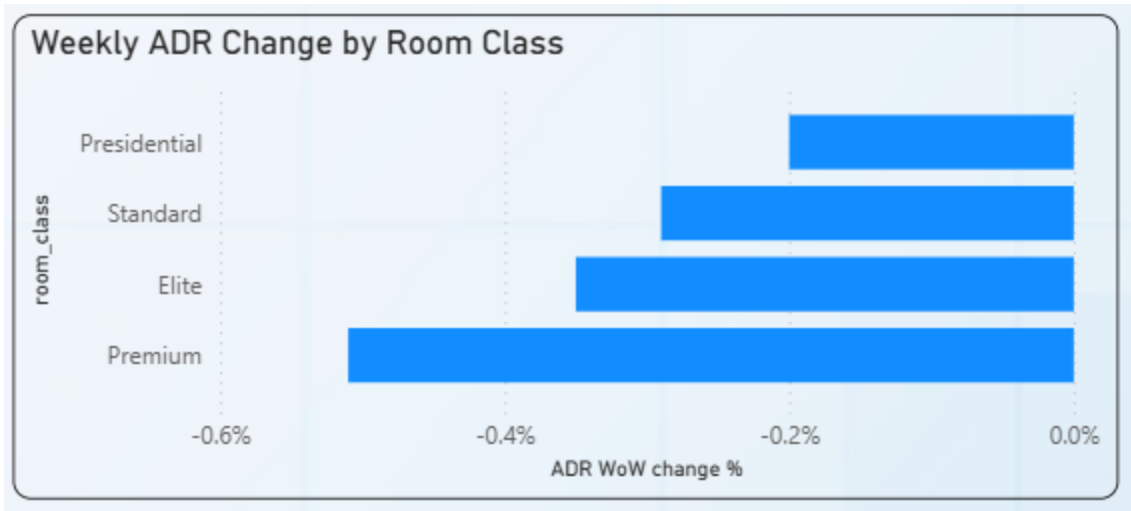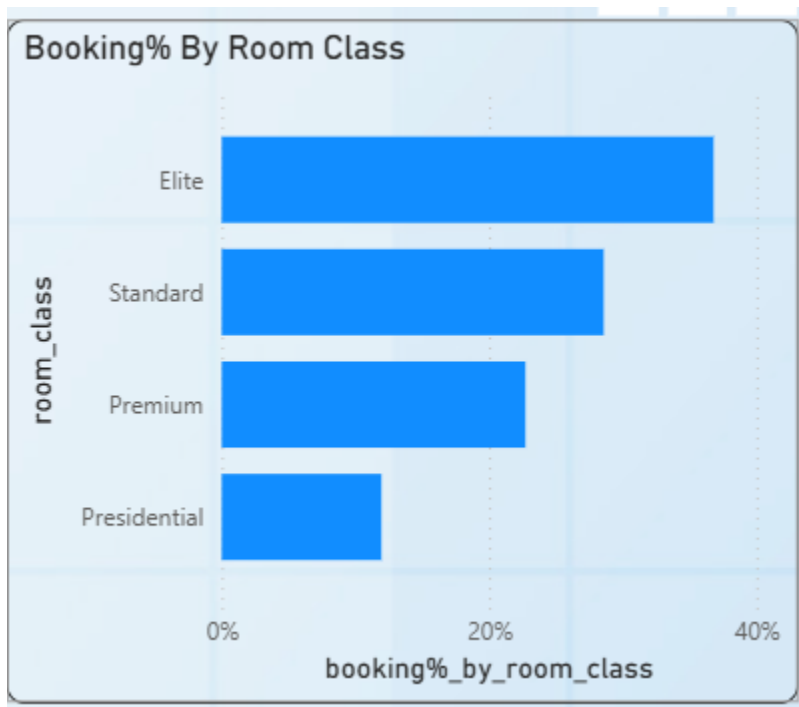
Filters Used: Date, Room Class, Booking Platform

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6. Key Insights

- Overall occupancy across the period was **57.87%**

- Out of **2.0 Bn** in revenue generated, **1.7 Bn** was realized, resulting in a realization rate of approximately **85%**

- Premium room categories deliver higher ADR

- Occupancy levels are consistently higher during weekends, indicating stronger leisure-driven demand.

- The 'Other' booking channel contributes the highest share of bookings, exceeding MakeMyTrip, LogTrip, and Direct Online platforms.

- Mumbai leads in total revenue driven by the highest booking volume, while Delhi records the highest occupancy. Hyderabad shows balanced performance, whereas Bangalore underperforms on occupancy and customer ratings.

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7. Business Impact

Sustained growth in occupancy with declining ADR suggests increased discounting, which may negatively affect long-term profitability.City-level performance variations significantly impact revenue realization and operational efficiency. While Mumbai and Delhi drive demand, high cancellations and utilization gaps affect revenue quality. Balanced performance in Hyderabad supports stability, whereas underperformance in Bangalore poses risks to profitability and customer satisfaction.

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8. Recommendations

- **Strengthen Revenue Conversion**

    - Reduce the gap between revenue generated and realized by closely monitoring cancellations and no-shows, especially in high-demand cities like Mumbai and Delhi.

- **City-Specific Demand Optimization**

    - Apply targeted pricing and promotional strategies based on city performance, leveraging high occupancy in Delhi and booking volume in Mumbai to improve overall revenue quality.

- **Improve Customer Experience in Underperforming Cities**

    - Focus on service quality and guest experience improvements in Bangalore to address lower occupancy and ratings, which may impact long-term demand.

- **Optimize Weekday Utilization**

    - Introduce weekday-focused offers and corporate partnerships to balance higher weekend occupancy and improve overall room utilization.

- **Channel Mix Optimization**

    - Analyze the 'Other' booking channel in detail and encourage growth in more controllable digital channels to reduce dependency and improve margin

efficiency.

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9. Conclusion

This analysis provides a comprehensive view of revenue and occupancy performance across key cities in the hospitality business. The dashboard highlights clear differences in demand patterns, revenue contribution, and customer behavior across locations.

While Mumbai and Delhi emerge as major demand and revenue drivers, gaps between revenue generated and realized, along with relatively high cancellation rates, indicate opportunities to improve revenue quality. Hyderabad demonstrates stable and balanced performance, whereas Bangalore requires focused attention on occupancy improvement and customer experience.

Overall, the insights derived from this analysis support data-driven, city-specific strategies to enhance revenue realization, operational efficiency, and long-term profitability.