



# Elizium Hotels

Business Performance Report

**By - Pranav Raskar**

# Agenda

- Introduction
- Dashboard
- Data Modeling in Power BI
- Key Metrics Overview
- Trend Analysis
- Property-wise Performance
- Day-wise Metrics
- Booking Platform Insights
- Revenue by Category & Room Type
- Revenue by City
- Ratings & Stay Patterns
- Recommendations
- Conclusion



# Introduction

## About Elizium Hotels:

Elizium Hotels is a luxury hotel brand based in South India with over 5 years of experience in the hospitality sector. Despite its premium offerings, the business has been experiencing a decline in revenue and market share due to ineffective management decisions.

## Business Problem:

The leadership team recognized the need for Business and Data Intelligence to make data-driven decisions. Without an in-house analytics team, they approached a freelance BI Analyst to analyze their past performance data and uncover critical business insights.

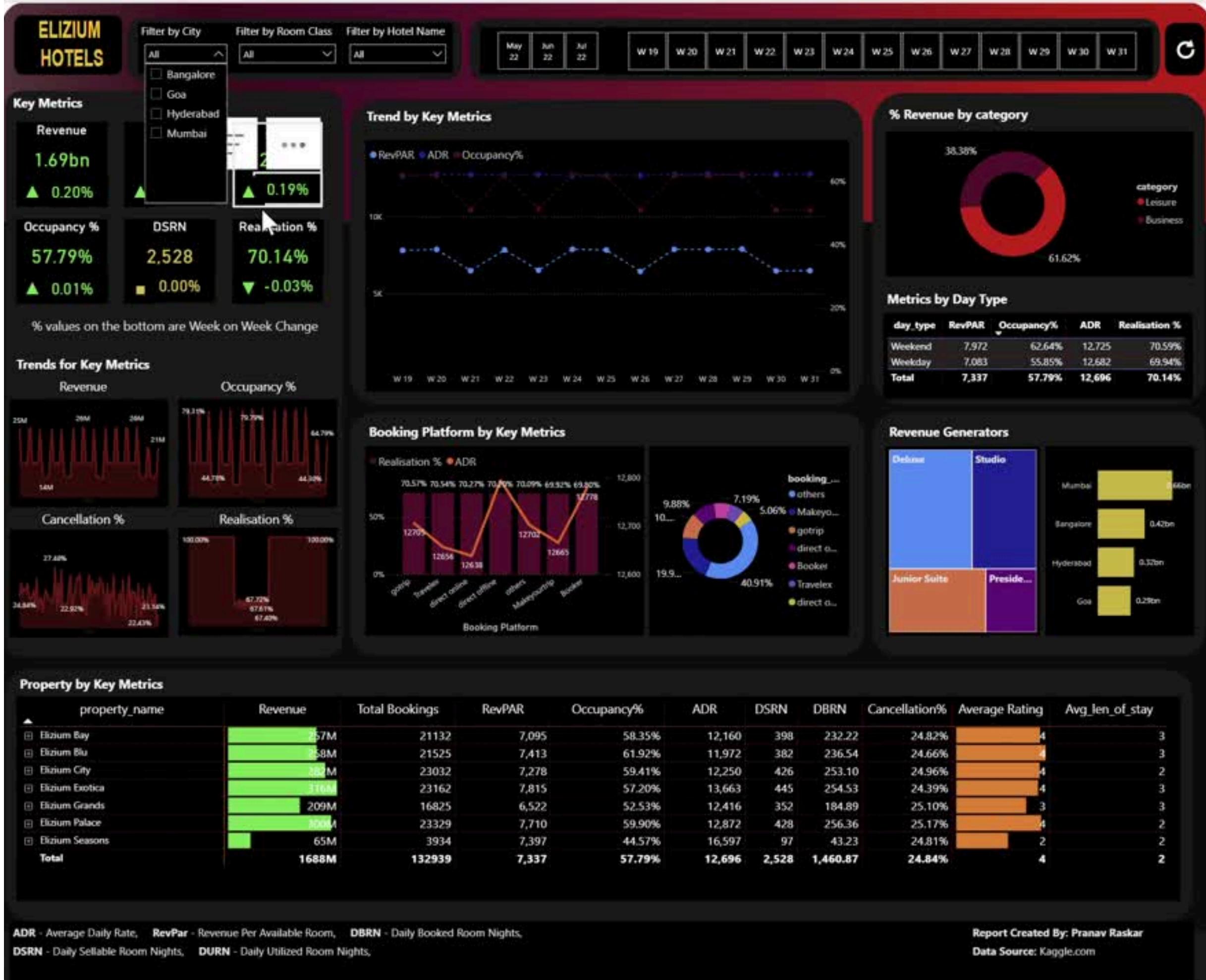


# Project Objective

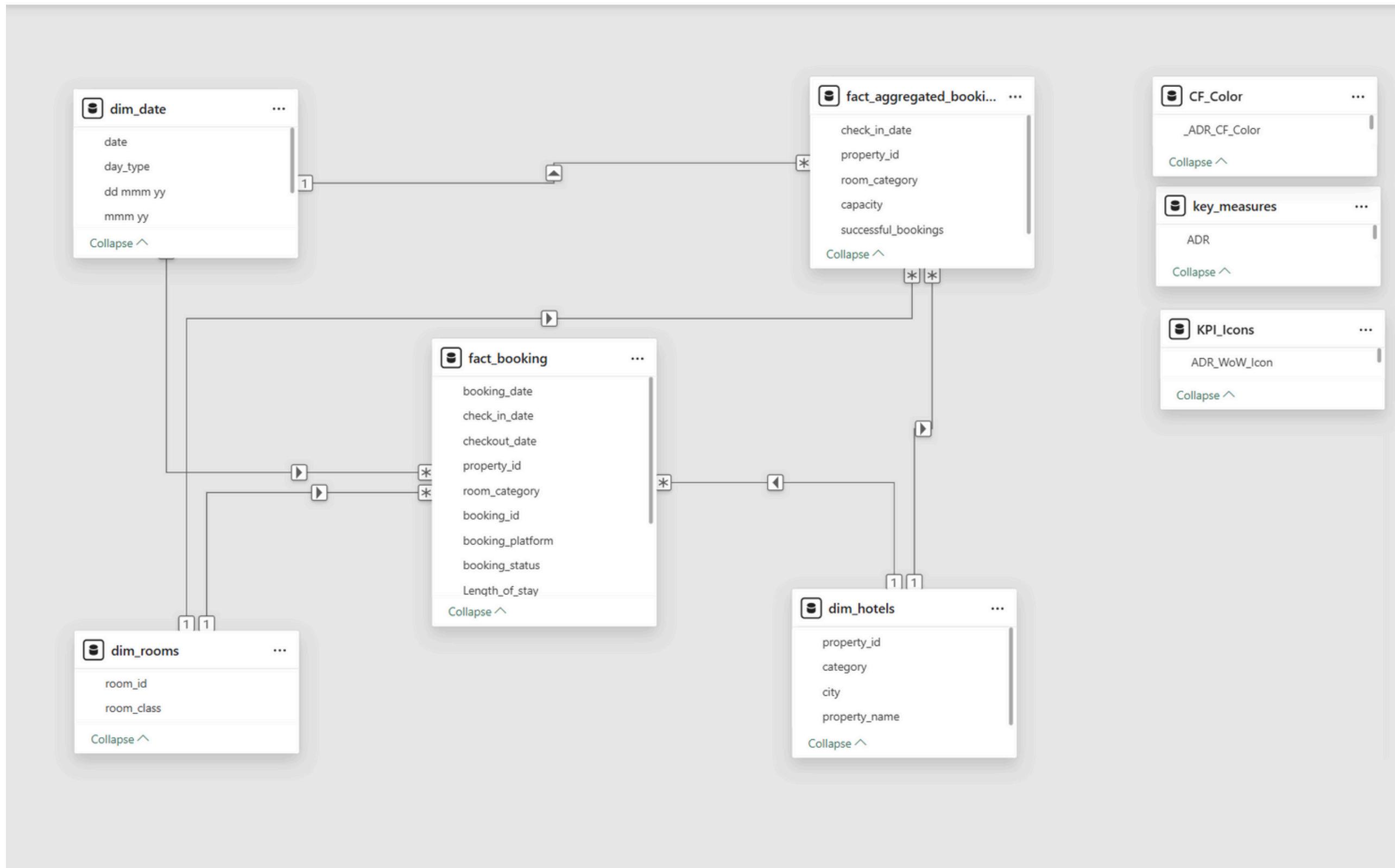
To create an interactive Power BI dashboard that provides actionable insights across properties, booking platforms, customer segments, and key performance metrics—helping Elizium Hotels recover and grow strategically.



# Dashboard



# Data Modeling in Power BI



Model Used: Star Schema

# Key Metrics Overview

Metric	Value	Change
Revenue	₹1.69B	▲ +0.20%
RevPAR	₹7,337	▲ +0.20%
ADR	₹12,700	▲ +0.19%
Occupancy %	57.79%	▲ +0.01%
DSRN	2,528	→ 0.00%
Realisation %	70.14%	▼ -0.03%

## Insights:

- Revenue and room profitability are growing steadily.
- Occupancy rates are stable but can be improved.
- Realisation % is slightly dropping — needs attention.

# Trend Analysis

- Revenue peaks around Week 24 (₹238M), lowest in Week 30
- Occupancy % mirrors revenue trends
- Cancellations spike in Weeks 20 and 28
- Realisation % mostly above 65%

## Insights:

- Mid-quarter weeks perform better
- Cancellation spikes align with promotional periods
- Focus on stabilizing off-peak weeks with offers or events



# Property-wise Performance

Hotel	Revenue	Occ. %	ADR	Rating	Stay
Exotica	₹316M	66.40%	₹13.7K	★ 4.0	3
Blu	₹284M	61.90%	₹11.9K	★ 4.0	3
City	₹282M	59.40%	₹12.2K	★ 4.0	3
Seasons	₹60M	44.80%	₹9.6K	★ 3.0	2

## Insights:

- Exotica is the best-performing property overall
- Seasons underperforms in every metric — needs a turnaround strategy
- All top hotels maintain a 4-star rating and 3-night average stay

# Day-wise Performance

Day Type	RevPAR	Occupancy	ADR	Realisation
<b>Weekend</b>	<b>₹7,972</b>	<b>62.64%</b>	<b>₹12.75K</b>	<b>70.59%</b>
<b>Weekday</b>	<b>₹7,083</b>	<b>55.85%</b>	<b>₹12.68K</b>	<b>69.64%</b>

## Insights:

- Weekends outperform weekdays across all KPIs
- Create promotions or dynamic pricing for weekday uplift

# Booking Platform Insights



- **Channel Share:**
  - Booking.com: 40.91%
  - GoTrip: 19.90%
  - Direct Online: 10.04%
  - MakeMyTrip: 7.19%
- **Realisation %:**
  - Highest in Direct Online (100.85%)
  - Lowest in aggregators
- **Insights:**
  - Push direct booking campaigns to improve profitability
  - Leverage GoTrip for premium offerings due to higher ADR



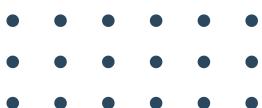
# Revenue by Category & Room Type



- **By Customer Category:**
  - Business: 61.62%
  - Leisure: 38.38%
- **By Room Type:**
  - Deluxe: Highest Revenue
  - Junior Suite, Studio: Moderate
  - Presidential: Niche Upsell
- Upsell premium room types to business travelers.



# Revenue by City



City	Revenue
Mumbai	₹648M
Bangalore	₹421M
Hyderabad	₹328M
Goa	₹278M



📍 Mumbai is the top-performing market. Consider expansion in Goa and Bangalore.

# Ratings & Stay Insights



Hotel Name	Avg Rating	Avg Stay
Elizium Exotica	★ 4.0	3 Nights
Elizium Seasons	★ 3.0	2 Nights



📌 Improve service & experience in low-rated hotels.

# Recommendations

- Push Direct Online Bookings for better margins
- Improve weekday performance through offers
- Optimize performance of Elizium Seasons
- Expand in top cities: Mumbai, Bangalore
- Upsell premium rooms to Business customers



# Conclusion

- Key business metrics show positive week-on-week growth
- Weekends, Direct Bookings, and Business Clients are main revenue drivers
- Elizium Exotica is the most profitable hotel
- Several opportunities for strategic improvement



⋮⋮⋮⋮

# THANK YOU

FOR YOUR ATTENTION

Created by: Pranav Raskar



pranavraskar02@gmail.com



[linkedin.com/in/pranav-raskar](https://linkedin.com/in/pranav-raskar)

