

# MODULE 5

## Overview:

This module focuses on building an intelligent revenue dashboard with dynamic pricing and upsell analytics.

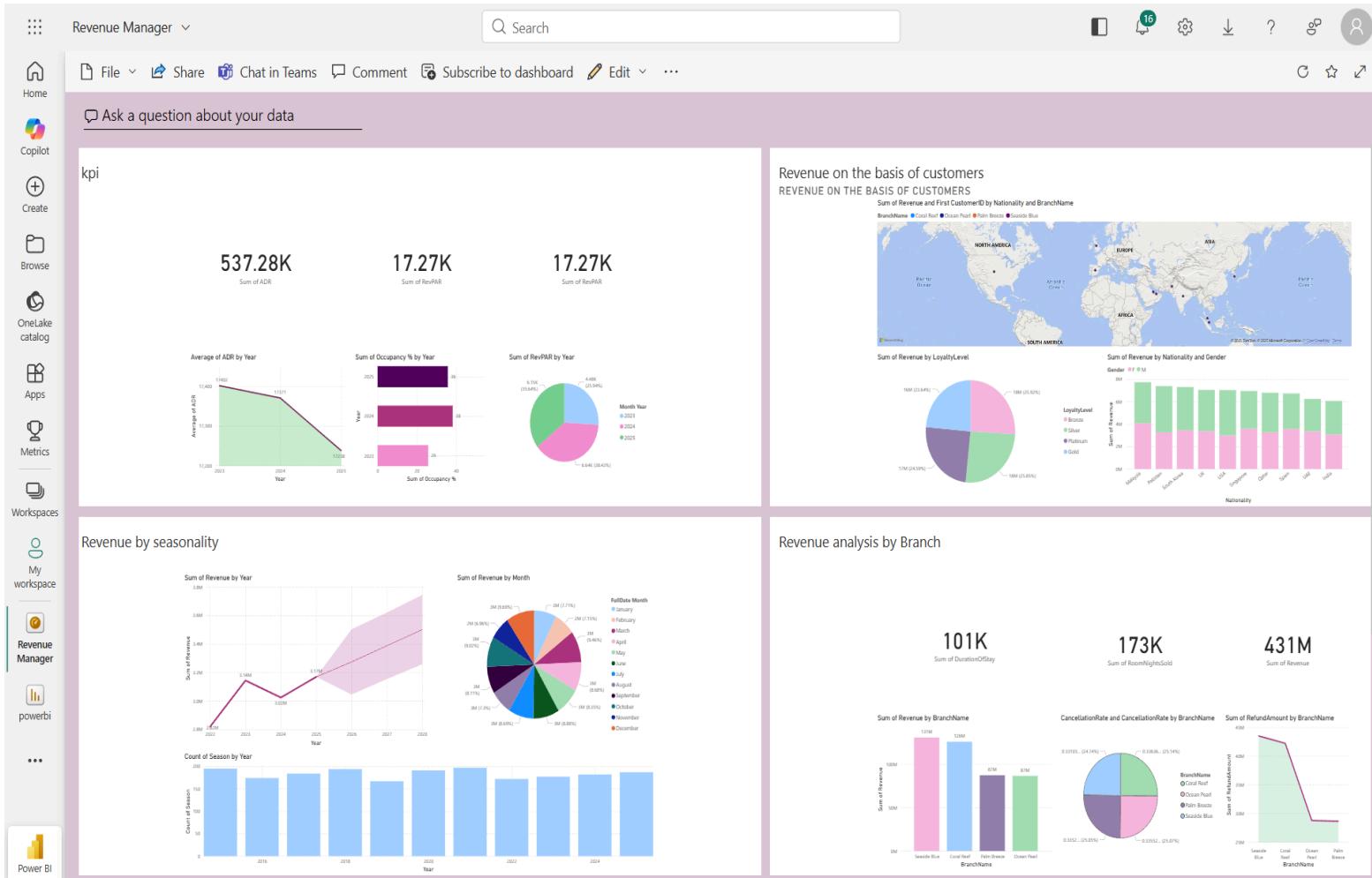
It highlights how hotels can improve conversions, optimize room rates, and maximize revenue.

Managers gain clear visibility into demand patterns, pricing opportunities, and performance trends.

## DASHBOARDS

### REVENUE MANAGER:

Analysis of revenue on the basis of branch , date and customers and other kpis



## Room booked analysis , purpose and staytype analysis and revenue generated according to the room type

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Ask a question about your data

### Guest and rooms booked analysis

Sum of Room Booked Count by Week

Count of SourceType by GuestType

| PricePerNight | Sum of Revenue | First RoomID | First BranchID | First BookingID | First CustomerID |
|---------------|----------------|--------------|----------------|-----------------|------------------|
| 2900          | 2625294        | RM309        | BR01           | BK010           | CU1005           |
| 3200          | 2506017        | RM306        | BR01           | BK043           | CU1005           |
| 3400          | 2500663        | RM318        | BR01           | BK008           | CU1002           |
| 3700          | 2581090        | RM307        | BR01           | BK012           | CU1008           |
| 3800          | 2864077        | RM312        | BR01           | BK059           | CU1013           |
| 4000          | 3054000        | RM302        | BR01           | BK003           | CU1017           |
| 4100          | 2886000        | RM304        | BR01           | BK032           | CU1002           |
| 4200          | 2645591        | RM305        | BR01           | BK021           | CU1016           |
| 4300          | 2703676        | RM313        | BR01           | BK016           | CU103            |
| 4350          | 2982234        | RM317        | BR01           | BK006           | CU1009           |
| 4400          | 2728794        | RM311        | BR01           | BK003           | CU102            |
| 4500          | 5399457        | RM301        | BR01           | BK005           | CU1002           |
| Total         | 54880859       | RM301        | BR01           | BK001           | CU1000           |

### purpose and staytype analysis

Sum of RoomNightsSold by StayType

Sum of Revenue by Purpose

Revenue by Room Type

CancellationRate by RoomCategory

Sum of DurationOfStay by RoomCategory

Sum of Revenue by RoomCategory

## 3. MODULE 5 DASHBOARD

Revenue and Occupancy sensitivity and price uplift analysis and amount generated on the basis of service type

Ask a question about your data

powerbi REVENUE

Sum of Amount by Date

Sum of Amount by ServiceType

powerbi PAGE 3

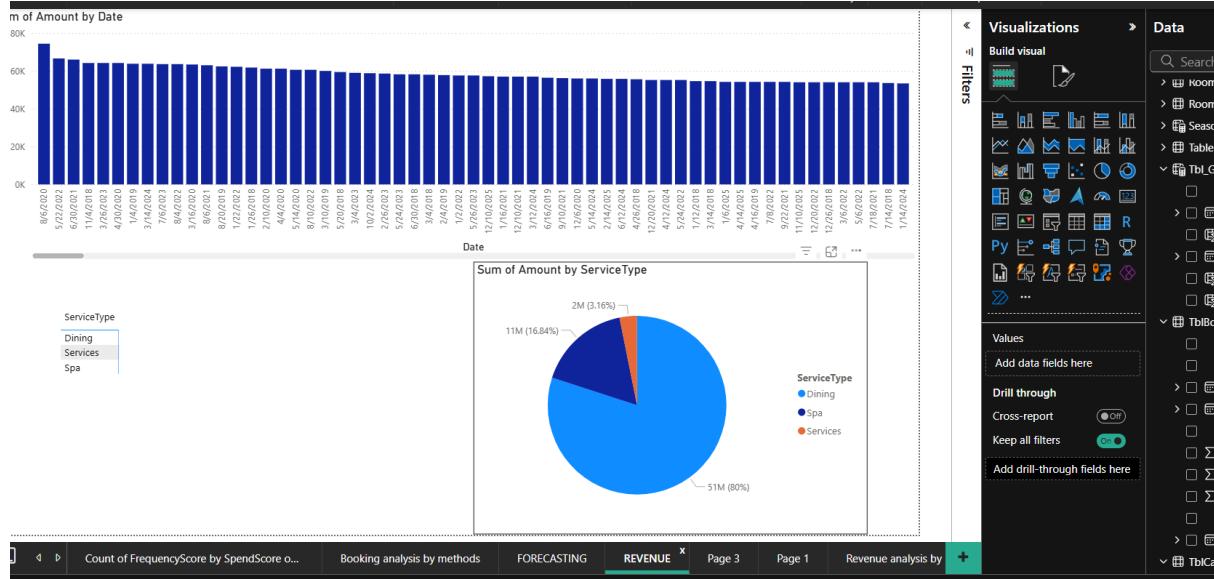
Occupancy Sensitivity

Price Uplift %

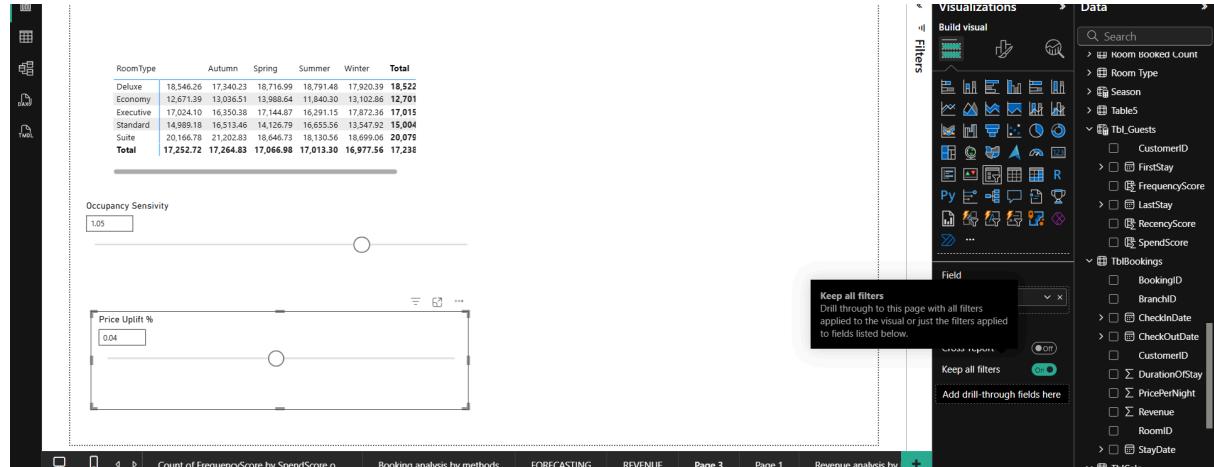
| RoomType  | Autumn    | Spring    | Summer    | Winter    | Total     |
|-----------|-----------|-----------|-----------|-----------|-----------|
| Deluxe    | 18,546.26 | 17,340.23 | 18,710.99 | 18,791.48 | 17,203.30 |
| Economy   | 12,671.39 | 13,036.51 | 13,988.64 | 11,840.30 | 13,102.85 |
| Executive | 17,024.10 | 16,350.38 | 17,144.81 | 16,291.15 | 17,873.36 |
| Standard  | 10,000.00 | 10,000.00 | 10,000.00 | 10,000.00 | 10,000.00 |
| Suite     | 20,164.78 | 21,202.83 | 18,445.73 | 18,130.55 | 18,460.00 |
| Total     | 17,252.72 | 17,254.83 | 17,066.98 | 17,013.30 | 16,977.54 |

## 1.sum of amount by date

### Sum of amount by service type



## 2. Occupancy sensitivity and price uplift analysis



## Tables and formulas

## **1.price upliftPrice**

**Price Uplift % = GENERATESERIES(-0.1, 0.2, 0.01)**

The screenshot shows the Power BI Data view with the following details:

- Table:** Price Uplift % (30 rows)
- Columns:** Price Uplift %
- Data:** A list of values from -0.1 to 0.1 in increments of 0.01, followed by a single row: -1.04083408559609E-17, 0.0099999999999999.
- Storage mode:** Import
- Data refreshed:** 12/8/2025, 8:14:16 PM
- Contextual menu:** Shows the table name, storage mode, and refresh time, along with a "Data" section containing various hotel metrics like Month, MonthStart, MRevPAR, Occupancy %, RevPAR, RoomAvailableCount, RoomSoldCount, TotalRevenue, Month and Yearly Data, Occupancy Sensitivity, Price Uplift %, Price Uplift % Value, Room Booked Count, StayDate, sumofrooms, Room Type, Amenities, BedType, and Capacity.

## **2.Occupancy sensitivity**

**Occupancy Sensivity = GENERATESERIES(0.8, 1.2, 0.05)**

The screenshot shows the Power BI Data view with the following details:

- Table:** Occupancy Sensivity (30 rows)
- Columns:** Occupancy Sensivity
- Data:** A list of values from 0.8 to 1.15 in increments of 0.05.
- Storage mode:** Import
- Data refreshed:** 12/8/2025, 8:16:00 PM
- Contextual menu:** Shows the table name, storage mode, and refresh time, along with a "Data" section containing various hotel metrics like MonthlyADR, MonthlyRevPAR, MonthStart, MRevPAR, Occupancy %, RevPAR, RoomAvailableCount, RoomSoldCount, TotalRevenue, Month and Yearly Data, Occupancy Sensivity, Occupancy Sensivity Value, Price Uplift %, Price Uplift % Value, Room Booked Count, StayDate, sumofrooms, Room Type, Amenities, and BedType.

## **3.Ancillary Transactions**

Structure      Relationships      Calculations      Calendars

**Data**

Search Ancillary\_Transactions

Amount  
Ancillary Rev / Booking  
Ancillary Revenue  
BookingID  
CustomerID  
Date  
Item  
MonthStart  
Quantity  
ServiceType  
TransID  
Upsell Conversion %  
Booking\_Details  
Bookings  
Booking\_Channel  
BookingID  
BookingStatus  
BranchID  
CancellationFlag  
CancellationRate  
CancellationReason

Table: Ancillary\_Transactions (25,000 rows)

Update available (click to download)

let

// Load Bookings table

Source = Bookings,

// Filter valid bookings

ValidBookings = Table.SelectRows(Source, each [CheckInDate] < null and [CheckOutDate] < null).

// Add ServiceType randomly

WithServiceType = Table.AddColumn(ValidBookings, "ServiceType", each let r = Number.Mod(Text.Length([BookingID]), 3) in if r = 0 then "Spa" else if r = 1 then "Dining" else "Services").

// Add Item based on ServiceType

WithItem = Table.AddColumn(WithServiceType, "Item", each if [ServiceType] = "Spa" then "Swedish Massage" else if [ServiceType] = "Dining" then "Buffet Dinner" else "Airport Pickup").

// Add Quantity randomly (1 to 3)

WithQuantity = Table.AddColumn(WithItem, "Quantity", each 1 + Number.Mod(Text.Length([CustomerID]) + Number.From(Date.Day([CheckInDate])), 3)).

// Add Amount based on ServiceType and Quantity

WithAmount = Table.AddColumn(WithQuantity, "Amount", each let base = if [ServiceType] = "Spa" then 1800 else if [ServiceType] = "Dining" then 1200 else 1000 in base \* [Quantity]).

// Add Transaction Date within stay period

WithDate = Table.AddColumn(WithAmount, "Date", each let los = Duration.Days([CheckOutDate] - [CheckInDate]), offset = Number.Mod(Text.Length([RoomTypeID]) +

```
Number.From(Date.Day([CheckOutDate])), los + 1)
in Date.AddDays([CheckInDate], offset)).

// Add TransID
WithIndex = Table.AddIndexColumn(WithDate, "TransID", 1, 1, Int64.Type),
Final = Table.TransformColumns(WithIndex, {
    {"TransID", each "ANC" & Text.PadStart(Text.From(_), 5,
    "0"), type text}
}),

// Select final columns
AncillaryTable = Table.SelectColumns(Final, {"TransID", "BookingID",
"CustomerID",
"Date", "ServiceType", "Item", "Quantity",
"Amount"})
in
AncillaryTable
```