

MODULE 5

Overview:

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

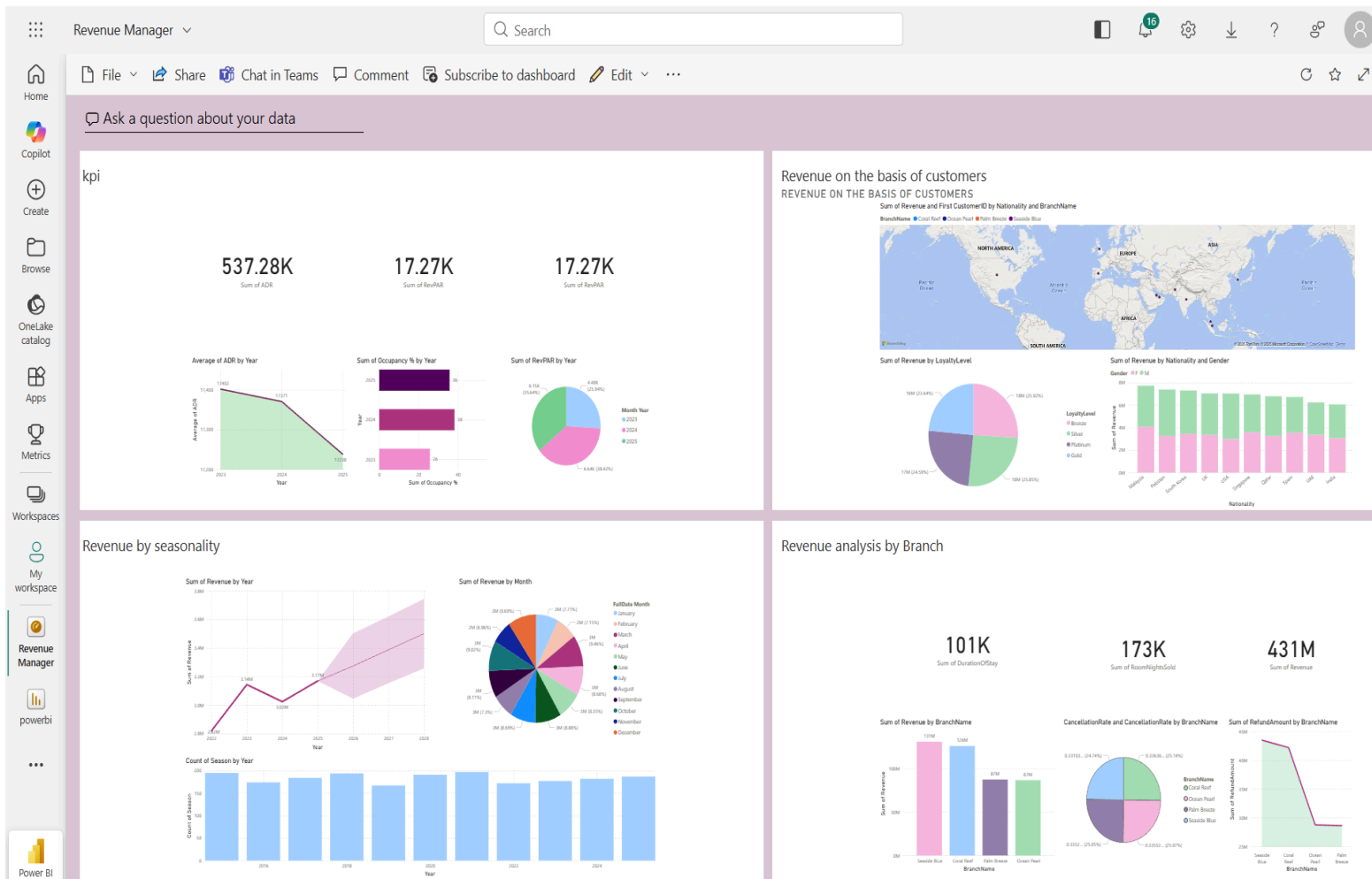
It highlights how hotels can improve conversions, optimize room rates, and maximize revenue.

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

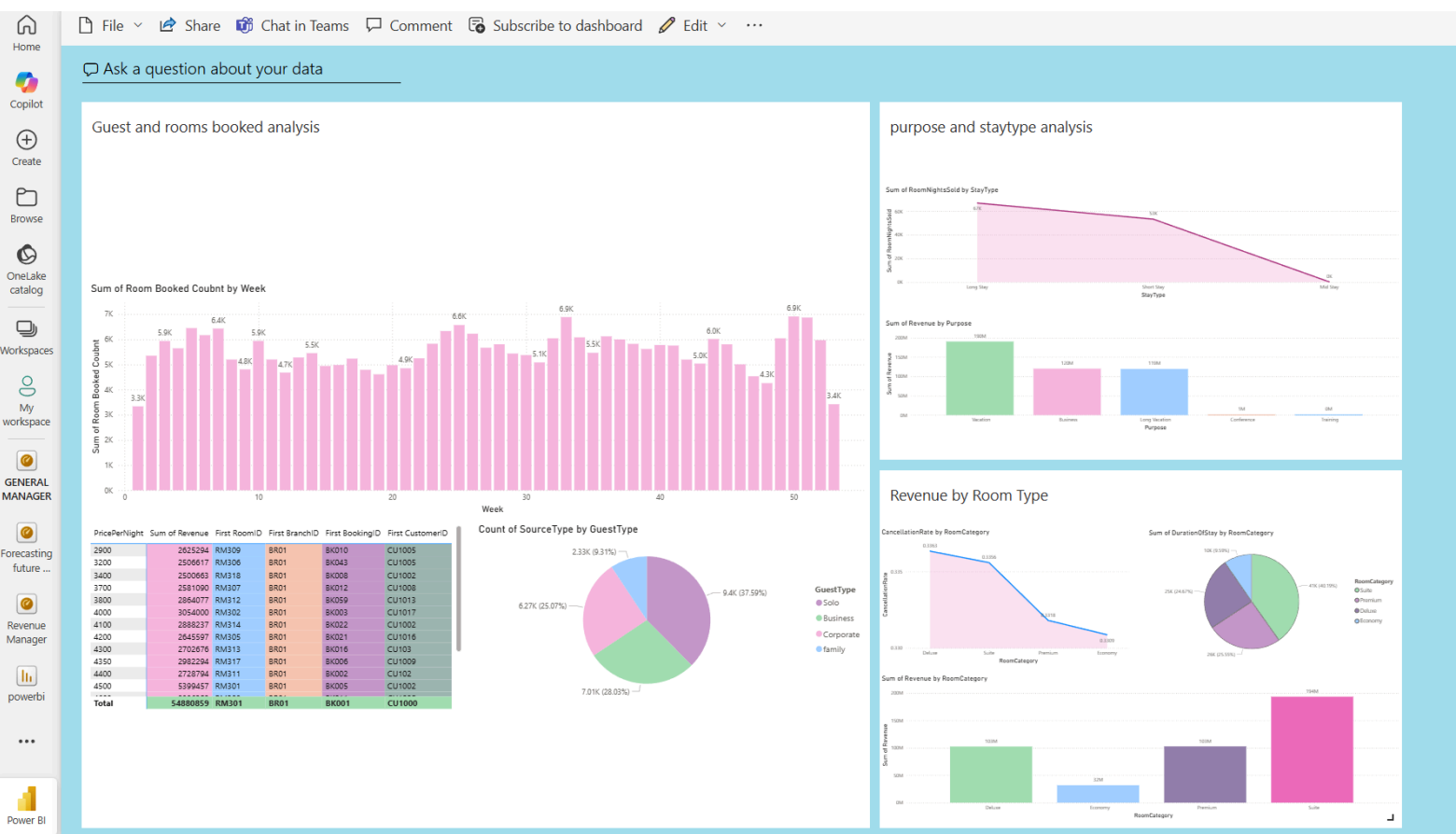
DASHBOARDS

REVENUE MANAGER:

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

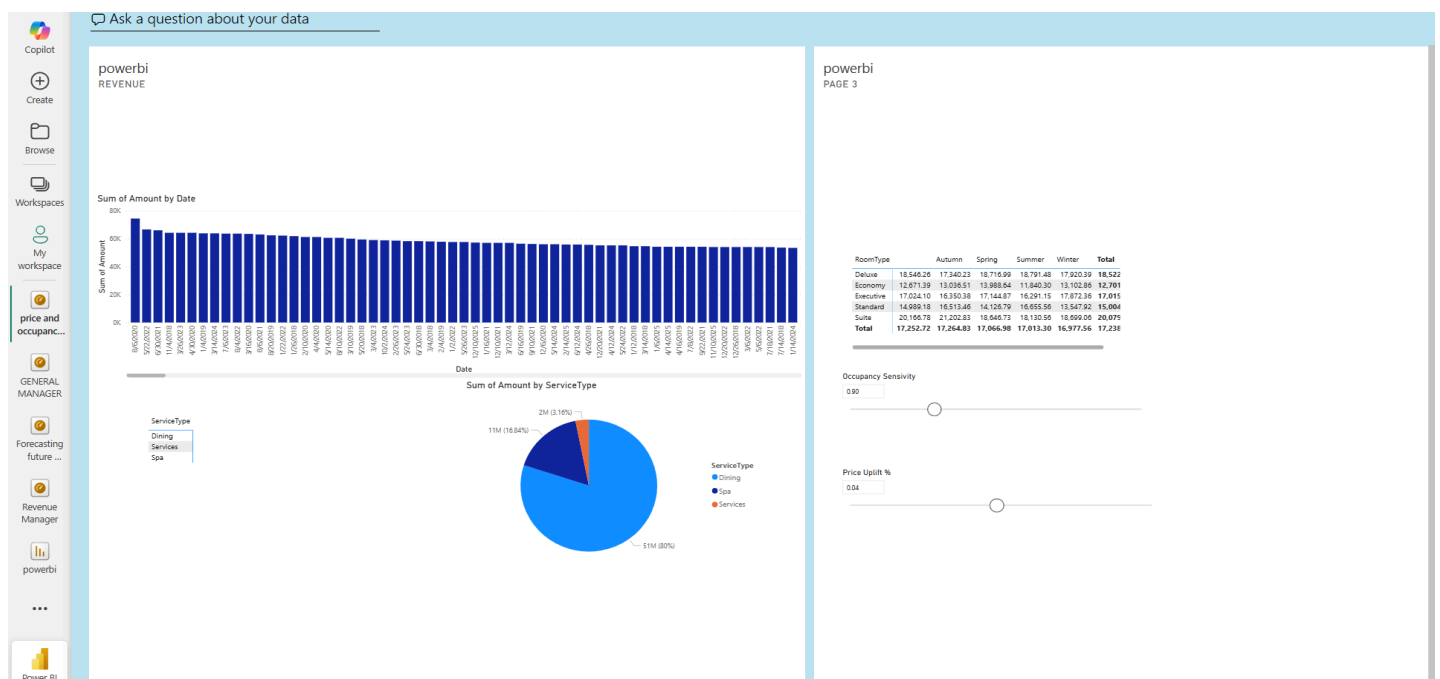


Room booked analysis , purpose and staytype analysis and revenue generated according to the room type



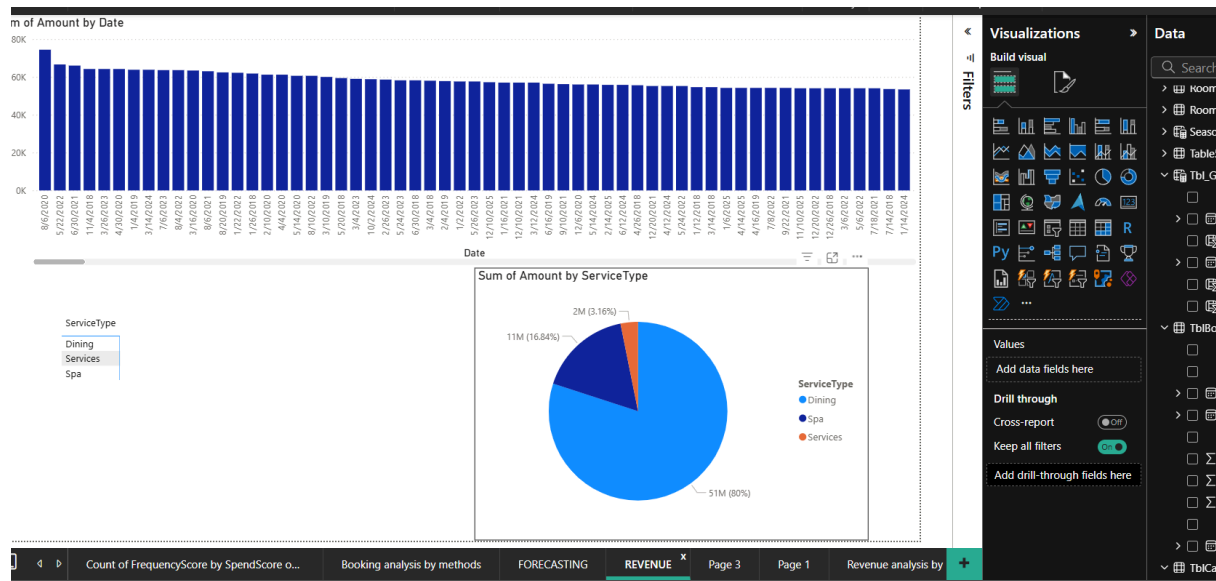
3.MODULE 5 DASHBOARD

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

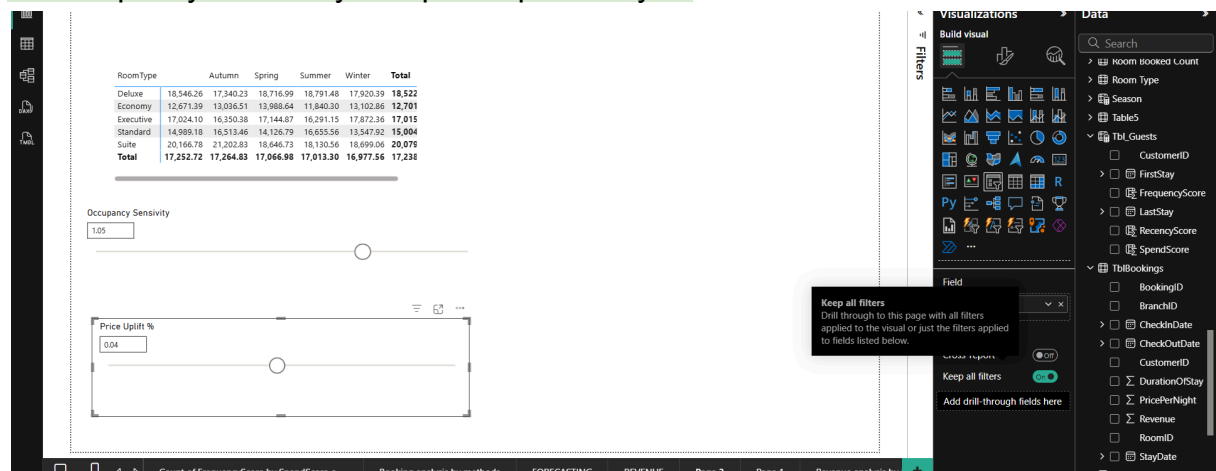


1.sum of amount by date

Sum of amount by service type



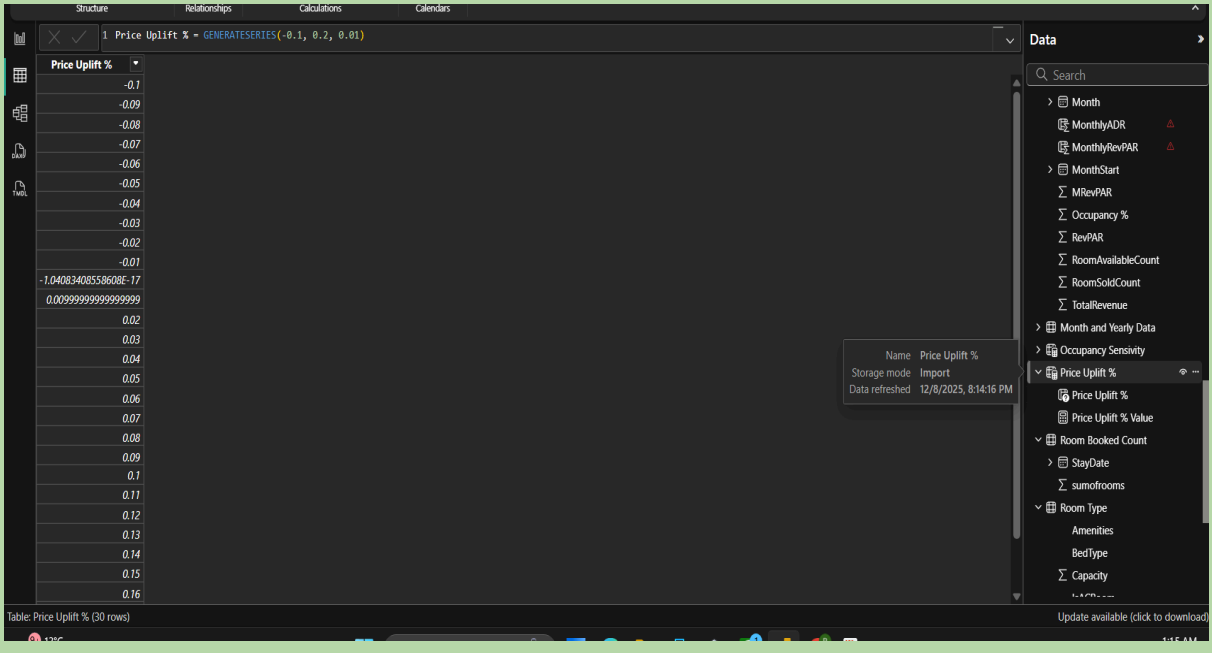
2. Occupancy sensitivity and price uplift analysis



Tables and formulas

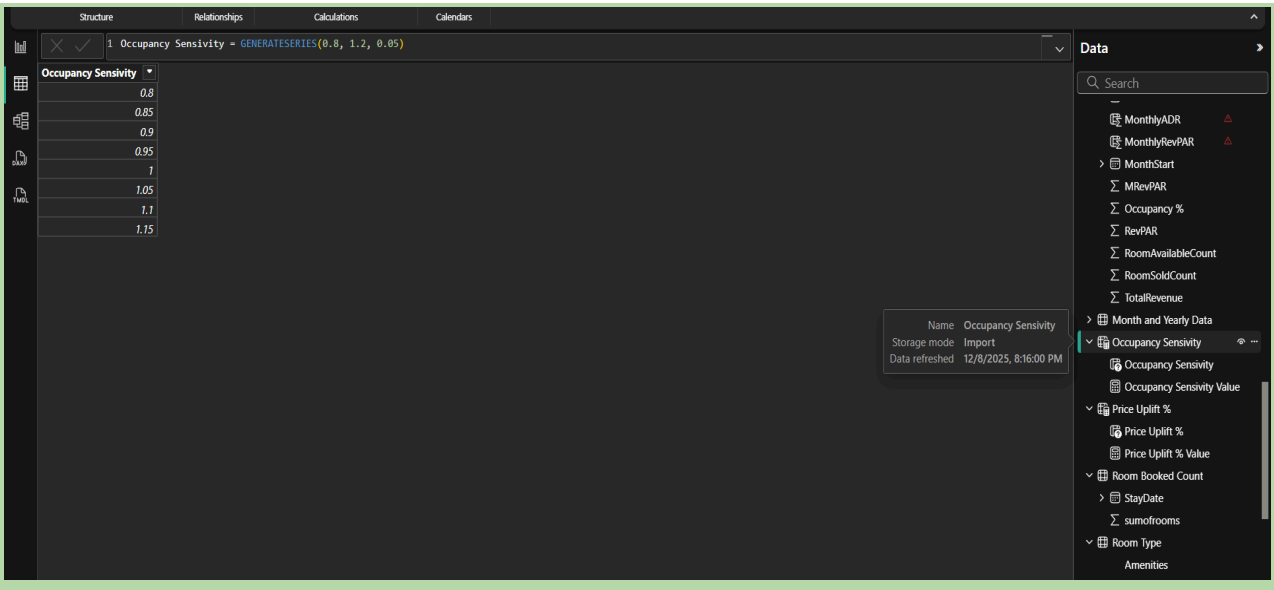
1.price upliftPrice

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



2.Occupancy sensitivity

Occupancy Sensivity = GENERATESERIES(0.8, 1.2, 0.05)



3.Ancillary Transactions

TransID	BookingID	CustomerID	Date	ServiceType	Item	Quantity	Amount	MonthStart
ANCO4003	BK04003	CU4103	10/10/2025	Dining	Buffet Dinner	3	3600	10/1/2025 12:00:00 AM
ANCO4004	BK04004	CU4104	4/17/2025	Dining	Buffet Dinner	3	3600	4/1/2025 12:00:00 AM
ANCO4007	BK04007	CU4107	4/14/2021	Dining	Buffet Dinner	3	3600	4/1/2021 12:00:00 AM
ANCO4011	BK04011	CU4111	10/31/2019	Dining	Buffet Dinner	3	3600	10/1/2019 12:00:00 AM
ANCO4014	BK04014	CU4114	12/17/2023	Dining	Buffet Dinner	3	3600	12/1/2023 12:00:00 AM
ANCO4017	BK04017	CU4117	11/23/2018	Dining	Buffet Dinner	3	3600	11/1/2018 12:00:00 AM
ANCO4019	BK04019	CU4119	9/20/2024	Dining	Buffet Dinner	3	3600	9/1/2024 12:00:00 AM
ANCO4025	BK04025	CU4125	4/26/2018	Dining	Buffet Dinner	3	3600	4/1/2018 12:00:00 AM
ANCO4030	BK04030	CU4130	6/29/2024	Dining	Buffet Dinner	3	3600	6/1/2024 12:00:00 AM
ANCO4031	BK04031	CU4131	12/8/2023	Dining	Buffet Dinner	3	3600	12/1/2023 12:00:00 AM
ANCO4037	BK04037	CU4137	11/11/2018	Dining	Buffet Dinner	3	3600	11/1/2018 12:00:00 AM
ANCO4041	BK04041	CU4141	3/31/2023	Dining	Buffet Dinner	3	3600	3/1/2023 12:00:00 AM
ANCO4044	BK04044	CU4144	7/31/2024	Dining	Buffet Dinner	3	3600	7/1/2024 12:00:00 AM
ANCO4045	BK04045	CU4145	11/8/2022	Dining	Buffet Dinner	3	3600	11/1/2022 12:00:00 AM
ANCO4048	BK04048	CU4148	5/26/2022	Dining	Buffet Dinner	3	3600	5/1/2022 12:00:00 AM
ANCO4051	BK04051	CU4151	11/14/2025	Dining	Buffet Dinner	3	3600	11/1/2025 12:00:00 AM
ANCO4053	BK04053	CU4153	10/26/2019	Dining	Buffet Dinner	3	3600	10/1/2019 12:00:00 AM
ANCO4054	BK04054	CU4154	11/22/2023	Dining	Buffet Dinner	3	3600	11/1/2023 12:00:00 AM
ANCO4055	BK04055	CU4155	3/20/2025	Dining	Buffet Dinner	3	3600	3/1/2025 12:00:00 AM
ANCO4062	BK04062	CU4162	7/2/2024	Dining	Buffet Dinner	3	3600	7/1/2024 12:00:00 AM
ANCO4063	BK04063	CU4163	1/11/2024	Dining	Buffet Dinner	3	3600	1/1/2024 12:00:00 AM
ANCO4067	BK04067	CU4167	12/20/2023	Dining	Buffet Dinner	3	3600	12/1/2023 12:00:00 AM
ANCO4069	BK04069	CU4169	5/24/2020	Dining	Buffet Dinner	3	3600	5/1/2020 12:00:00 AM
ANCO4071	BK04071	CU4171	11/26/2021	Dining	Buffet Dinner	3	3600	11/1/2021 12:00:00 AM
ANCO4072	BK04072	CU4172	9/2/2025	Dining	Buffet Dinner	3	3600	9/1/2025 12:00:00 AM
ANCO4073	BK04073	CU4173	4/29/2025	Dining	Buffet Dinner	3	3600	4/1/2025 12:00:00 AM
ANCO4076	BK04076	CU4176	10/29/2021	Dining	Buffet Dinner	3	3600	10/1/2021 12:00:00 AM

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