Introduction

This project focuses on analyzing ITC Hotels' performance across key areas, including revenue generation, occupancy trends, room category contributions, and cancellations. Using interactive dashboards, the analysis provides a comprehensive view of financial metrics such as ADR (Average Daily Rate), RevPAR (Revenue Per Available Room), and revenue growth trends. It also examines guest booking patterns, seasonal fluctuations, and cancellation impacts to identify opportunities for optimization. The goal is to equip ITC Hotels' stakeholders with actionable insights to enhance revenue, improve occupancy, reduce cancellations, and deliver an exceptional guest experience, ensuring long-term profitability and growth.

Problem Statement

In the competitive hospitality industry, ITC Hotels faces challenges in optimizing revenue, improving occupancy rates, and minimizing cancellations while delivering an exceptional guest experience. With diverse room categories, fluctuating seasonal demands, and evolving guest preferences, identifying underperforming areas and maximizing operational efficiency becomes critical. Additionally, high cancellation rates and uneven weekday occupancy impact overall profitability. To address these challenges, ITC Hotels requires a data-driven approach to analyze financial performance, booking patterns, room category contributions, and cancellation trends. This project aims to provide actionable insights through interactive dashboards, empowering stakeholders to make informed decisions and drive sustainable growth.

Dashboard

Dashboard 1: Financial Overview & Revenue Performance
Dashboard 2: Occupancy & Capacity Analysis
Dashboard 3: Room Category Performance & Booking Insights
Dashboard 4: Cancellations & Lost Revenue

Dashboard 1: -

Financial Overview & Revenue Performance

This dashboard delivers a high-level overview of ITC Hotels' financial performance, highlighting total revenue, cumulative growth, and key metrics such as ADR (Average Daily Rate) and RevPAR (Revenue Per Available Room). It provides insights into revenue distribution across properties, room categories, and time periods, enabling stakeholders to track performance and identify growth opportunities.

Key Questions Answered:

1. **Total Revenue by Hotels & Room Categories:**

   o Total revenue is **₹1.71bn**.

   o Revenue distribution:

      ▪ By property: ITC Exotica contributes the highest (₹0.32bn), while ITC Seasons has the lowest revenue (₹0.07bn).

      ▪ By room class: Elite rooms contribute the most (32.79%), followed by Premium (27.05%) and Presidential (22.05%).

2. **Cumulative Revenue Growth:**

   o Cumulative revenue over time is **₹2bn**.

3. **Month-over-Month (MoM) & Week-over-Week (WoW) Growth:**
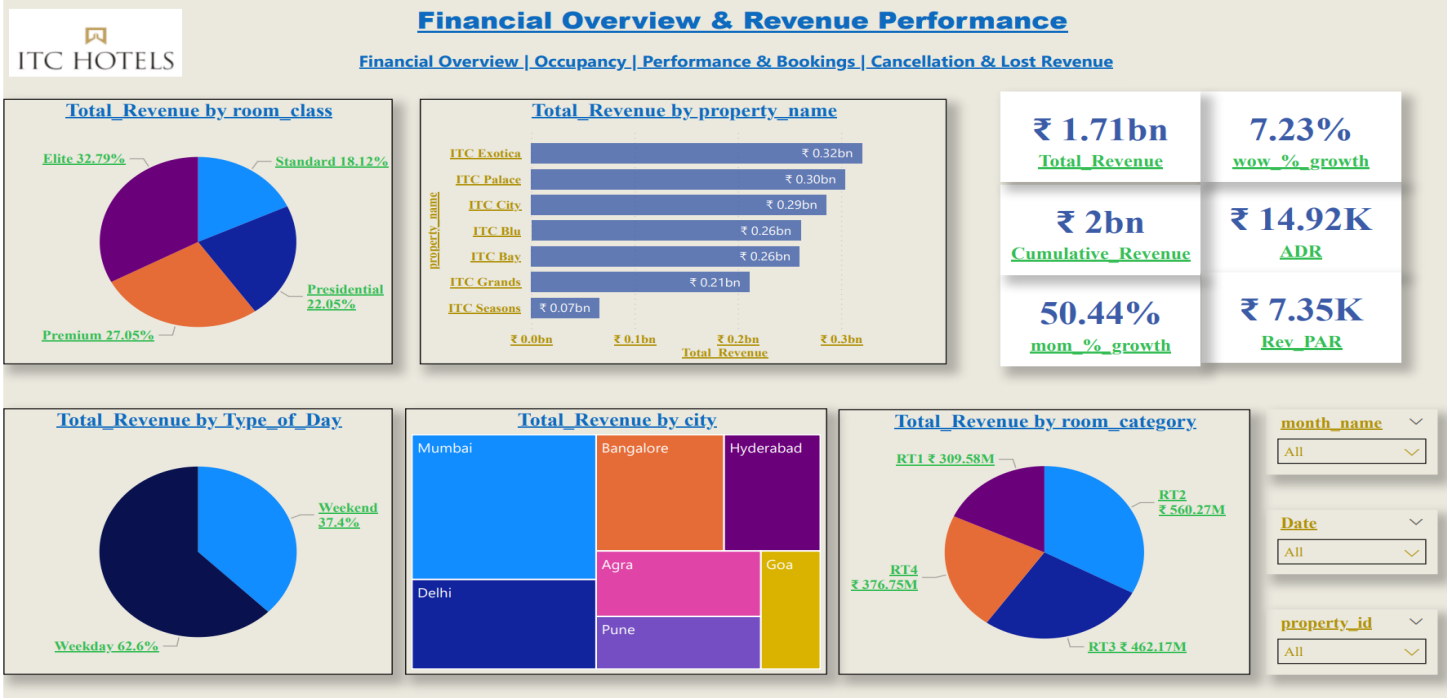
   o MoM growth: **50.44%**.

   o WoW growth: **7.23%**.

4. **Key Metrics (ADR and RevPAR):**

   o Average Daily Rate (ADR): **₹14.92K**.

   o Revenue Per Available Room (RevPAR): **₹7.35K**.

KPIs and Metrics Included:

- **Total Revenue:** ₹1.71bn.

- **Cumulative Revenue:** ₹2bn.

- **MoM Growth:** 50.44%.

- **WoW Growth:** 7.23%.

- **ADR:** ₹14.92K.

- **RevPAR:** ₹7.35K.

DASHBOARD 2: -

Occupancy & Capacity Analysis

This dashboard focuses on ITC Hotels' occupancy trends, offering insights into capacity utilization by property, room category, and time of day. It analyzes seasonal and periodic fluctuations in occupancy, highlighting opportunities to improve utilization through targeted strategies while correlating occupancy with revenue performance.

Key Questions Answered:

1. **Occupancy Rates:**

   o By property: ITC Blu has the highest occupancy (46.73%), while ITC Exotica has the lowest (43.3%).

   o By room category: RT4 leads with 44.75%, while RT2 has 43.23%.

2. **Occupancy Fluctuations:**

   o Weekends have a higher occupancy rate (55.57%) compared to weekdays (38.49%).

   o Seasonal dips observed in June (43.15%).

3. **Cumulative Occupancy Trends:**

   o Cumulative occupancy rate: **43.5%**.

   o Occupancy MoM growth: **-0.88%** (decline).

4. **Correlation with Revenue and RevPAR:**

   o High correlation between occupancy and total revenue, at **99.89%**.

KPIs and Metrics Included:

- **Occupancy Rate:** 43.5%.

- **MoM Growth in Occupancy:** -0.88%.

- **Occupancy Rate by Type of Day:** 55.57% (weekends), 38.49% (weekdays).

- **Occupancy-Revenue Correlation:** 99.89%.
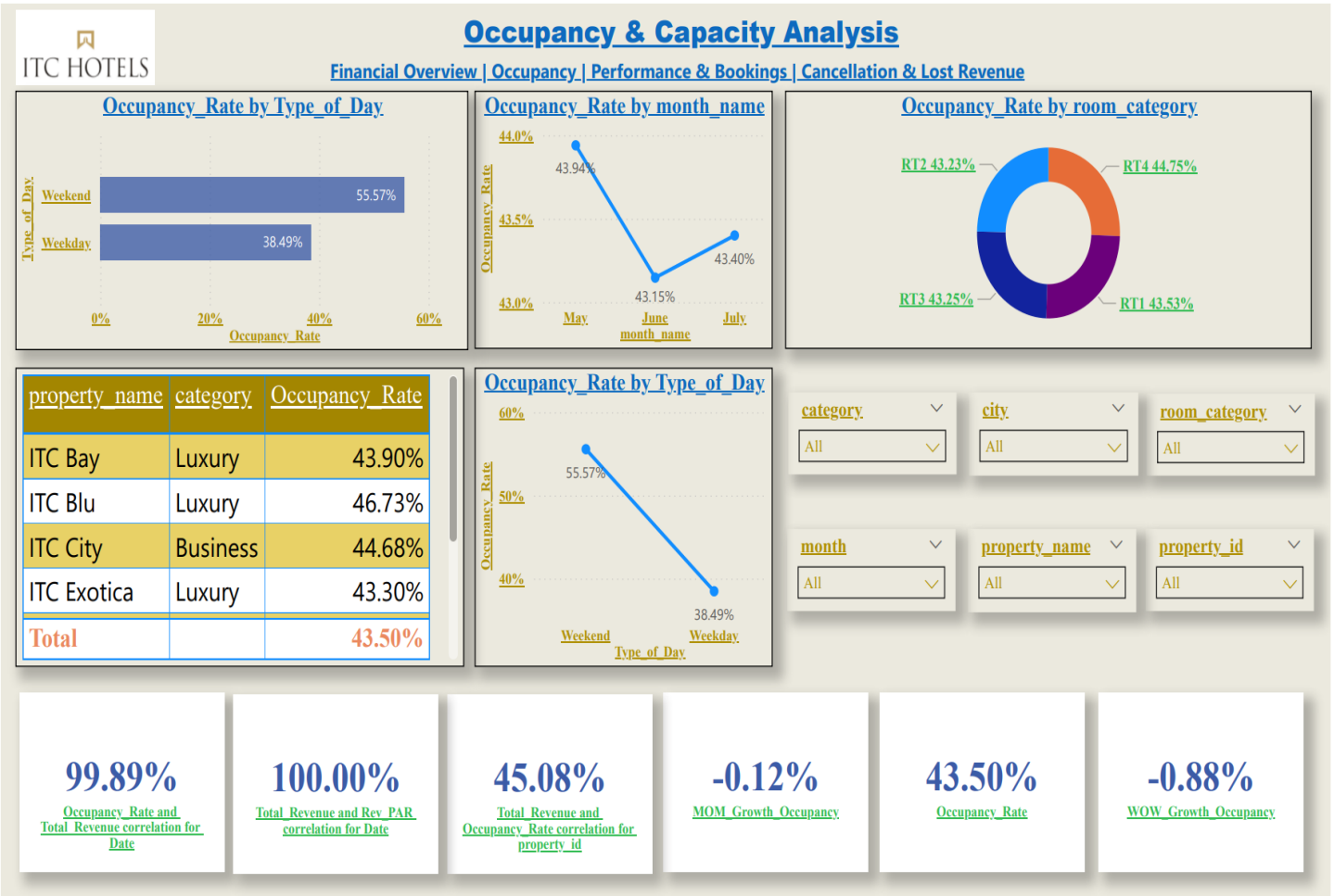
DASHBOARD 3: -

Room Category Performance & Booking Insights

This dashboard provides detailed insights into the performance of different room categories, booking patterns, and guest behavior. It highlights metrics such as Average Length of Stay (ALOS), booking lead time, and revenue contribution by room type, helping identify high-performing segments and areas for strategic improvements.

Key Questions Answered:

1. **Revenue Contribution by Room Categories:**

   o Elite rooms generate the most revenue (**₹0.56bn**), followed by Premium (₹0.46bn).

   o RT2 is the highest revenue-generating room category (₹0.56bn).

2. **Booking Patterns:**

   o Average Booking Lead Time: **3.71 days**.

   o Revenue peaks are observed during specific periods (based on filters like check-in date).

3. **Average Length of Stay (ALOS):**
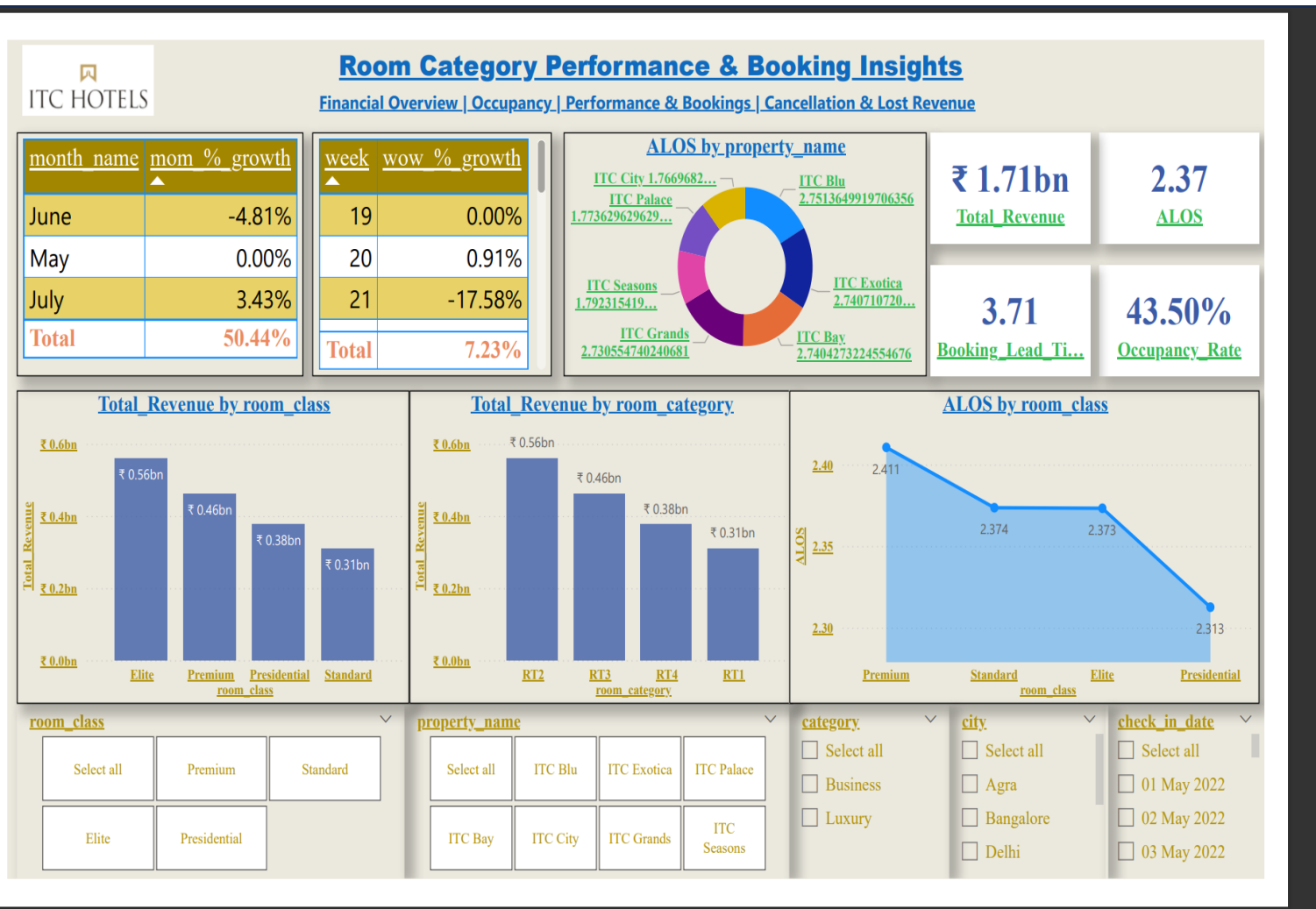
   o ALOS is **2.37 days** overall, with ITC Blu having the highest (2.75 days).

4. **Revenue Trends:**

   o MoM growth: **50.44%**.

   o WoW growth: **7.23%**.

KPIs and Metrics Included:

- **ALOS:** 2.37 days.

- **Booking Lead Time:** 3.71 days.

- **Room Revenue Trend:** Elite and RT2 categories lead revenue contributions.

- **MoM/WoW Growth:** 50.44% (MoM), 7.23% (WoW).

DASHBOARD 4: -

Cancellations & Lost Revenue

This dashboard examines ITC Hotels' cancellation trends and their financial impact. It tracks cancellation rates, lost revenue, and cumulative cancellations over time, providing actionable insights to reduce cancellations, optimize revenue, and enhance the booking experience for guests.

Key Questions Answered:

1. **Cancellation Rates:**

   o   Overall cancellation rate: **24.83%**.

   o   ITC Palace has the highest cancellation rate (25.18%), while ITC Exotica has the lowest (24.37%).

2. **Cancellation Trends (MoM/WoW):**

   o   MoM cancellation rate change: **-0.75%** (slight improvement).

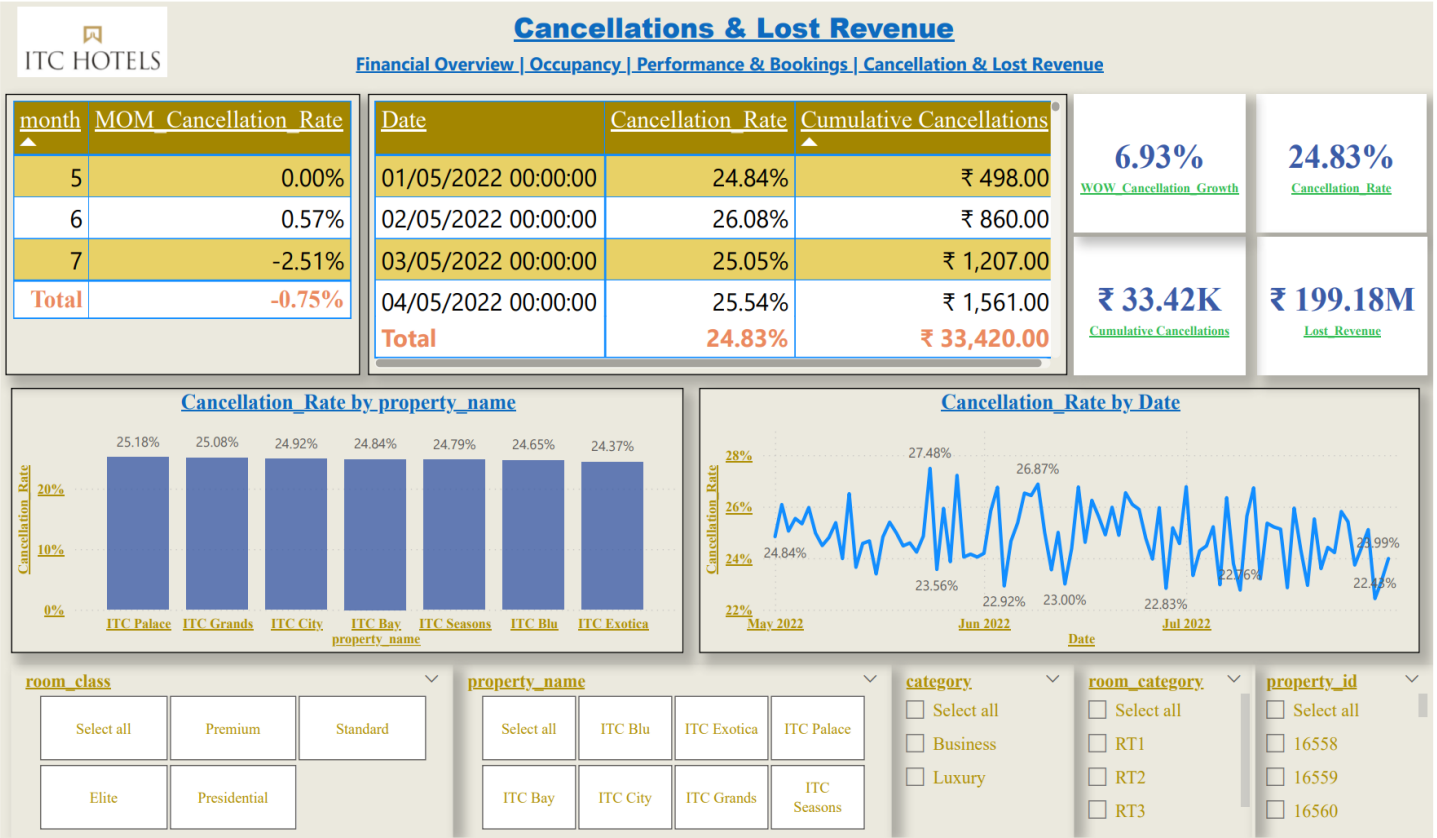3. **Lost Revenue:**

   o   Total lost revenue: **₹199.18M** due to cancellations.

   o   Cumulative cancellations: **₹33.42K**.

4. **Patterns in Cancellations:**

   o   Weekdays see slightly higher cancellation rates.

   o   Luxury room categories experience more cancellations.

KPIs and Metrics Included:

- **Cancellation Rate:** 24.83%.

- **Cumulative Cancellations:** ₹33.42K.

- **Lost Revenue:** ₹199.18M.

Cancellations & Lost Revenue

Financial Overview | Occupancy | Performance & Bookings | Cancellation & Lost Revenue

month	MOM_Cancellation_Rate
5	0.00%
6	0.57%
7	-2.51%
Total	-0.75%

Date	Cancellation_Rate	Cumulative Cancellations
01/05/2022 00:00:00	24.84%	₹ 498.00
02/05/2022 00:00:00	26.08%	₹ 860.00
03/05/2022 00:00:00	25.05%	₹ 1,207.00
04/05/2022 00:00:00	25.54%	₹ 1,561.00
Total	24.83%	₹ 33,420.00

6.93% WOW_Cancellation_Growth

24.83% Cancellation_Rate

₹ 33.42K Cumulative Cancellations

₹ 199.18M Lost_Revenue

Cancellation_Rate by property_name

ITC Palace 25.18% | ITC Grands 25.08% | ITC City 24.92% | ITC Bay 24.84% | ITC Seasons 24.79% | ITC Blu 24.65% | ITC Exotica 24.37%

Cancellation_Rate by Date

27.48% ... 26.87% ... 24.84% ... 23.56% ... 22.92% ... 23.00% ... 22.83% ... May 2022 | Jun 2022 | Jul 2022

room_class: Select all, Premium, Standard, Elite, Presidential

property_name: Select all, ITC Blu, ITC Exotica, ITC Palace, ITC Bay, ITC City, ITC Grands, ITC Seasons

category: Select all, Business, Luxury

room_category: Select all, RT1, RT2, RT3

property_id: Select all, 16558, 16559, 16560

Conclusion

This project provides a comprehensive analysis of ITC Hotels' financial performance, occupancy trends, room category insights, and cancellations. By leveraging data-driven dashboards, the findings empower stakeholders to make informed decisions that optimize revenue, improve occupancy, and enhance guest satisfaction. Key metrics such as ADR, RevPAR, ALOS, and cancellation rates offer actionable insights to identify growth opportunities, streamline operations, and address underperforming areas. With targeted strategies like dynamic pricing, personalized guest experiences, and focused promotional campaigns, ITC Hotels can strengthen its market position and deliver exceptional value to guests and shareholders alike.

Dashboard 1: Financial Overview

- Summarizes financial performance, highlighting revenue and growth metrics (ADR, RevPAR, etc.).

Dashboard 2: Occupancy & Capacity

- Focuses on capacity utilization, showing occupancy trends and their impact on revenue.

Dashboard 3: Room Category Performance

- Provides granular insights into room-level performance, booking patterns, and revenue drivers.

Dashboard 4: Cancellations & Lost Revenue

- Highlights financial impact and trends related to cancellations, aiding in identifying reduction strategies.

"ITC Hotels: A Forward-Looking Vision and Strategy for the Future"

1. Revenue Optimization:

Dynamic Pricing Strategy:

- Implement AI-driven dynamic pricing tools to adjust room rates in real time based on:
  - Demand fluctuations (e.g., peak travel seasons, holidays).
  - Competitor pricing analysis.
  - Guest booking patterns (e.g., lead time and type of room booked).
- Offer flexible pricing for last-minute bookings or cancellations to maximize room occupancy and reduce revenue leakage.

Increase ADR & RevPAR:

- Bundle room bookings with premium add-ons like spa services, dining discounts, or curated local experiences to increase the **Average Daily Rate (ADR)**.

- Focus on **RevPAR optimization** by reducing idle inventory:

    o Offer early check-in/late check-out options for a fee.

    o Promote weekday and off-peak bookings using value-driven offers.

- Expand corporate partnerships to attract high-spending business travellers with tailored packages.

2. Occupancy Improvement Initiatives:

Weekday Occupancy Boost:

- Launch "Workation Packages" to attract remote workers and corporate clients during weekdays.

- Offer corporate discounts, complimentary Wi-Fi, and meeting room access for business travellers.

- Create partnerships with local offices or coworking spaces to position ITC Hotels as a weekday business destination.

Seasonal Promotions:

- Design special **seasonal offers** like discounted stays during low-occupancy months, such as the monsoon season.

- Promote family-oriented packages during school holidays and festivals.

- Leverage regional holidays and local events (e.g., exhibitions, festivals) to attract domestic travellers with tailored promotions.

3. Enhanced Guest Experience & Satisfaction:

Personalized Guest Services:

- Use guest data analytics to personalize experiences:

    o Offer room preferences, special amenities, or customized dining based on previous stays.

    o Use loyalty program data to suggest relevant upgrades or exclusive offers.

- Train staff to provide proactive customer service, including handling special requests or resolving complaints efficiently.

Loyalty Program Expansion:

- Introduce a tiered loyalty program with increasing benefits (e.g., free upgrades, complimentary breakfast) for repeat customers.

- Offer exclusive rewards for long-term stays and milestone bookings.

- Collaborate with airlines and credit card companies to provide joint rewards (e.g., points redeemable for stays).

4. Focus on Room Category Performance:

Revamping Underperforming Room Types:

- Analyze underperforming room categories (e.g., Standard or Presidential rooms) and enhance their appeal:
    - Redesign interiors or amenities to match guest preferences.
    - Offer promotional discounts or complimentary upgrades to these rooms.
- Gather guest feedback on underperforming room types to identify pain points and address them (e.g., noise, layout, outdated design).

Promote Premium Room Classes:

- Market Elite and Premium rooms with experiential packages (e.g., luxury dining, spa treatments, chauffeur-driven tours).
- Highlight premium rooms on digital booking platforms with compelling visuals and descriptions to attract high-spending guests.
- Offer "Stay Longer, Save More" deals on premium rooms to incentivize longer stays.

Implementation Roadmap:

1. Revenue Optimization:

- Launch dynamic pricing tools and personalized guest services initiatives.
- Create marketing campaigns for premium rooms and loyalty program expansions.

2. Occupancy Improvement Initiatives:

- Begin workation and weekday occupancy campaigns.
- Revamp underperforming rooms with small-scale improvements.

3. Enhanced Guest Experience & Satisfaction:

- Focus on seasonal promotions and expanding corporate partnerships.
- Evaluate guest feedback for enhanced services and product refinements.

4. Focus on Room Category Performance:

- Review and adjust strategies based on performance metrics (ADR, RevPAR, occupancy rates).
- Plan for the next year based on key learnings and market trends.

| Contact Me: - | RAHUL NAGRA | Phone No: - 7973193965 | LinkedIn Profile |
| | | GMAIL: - rahul.nagra.001@gmail.com | |