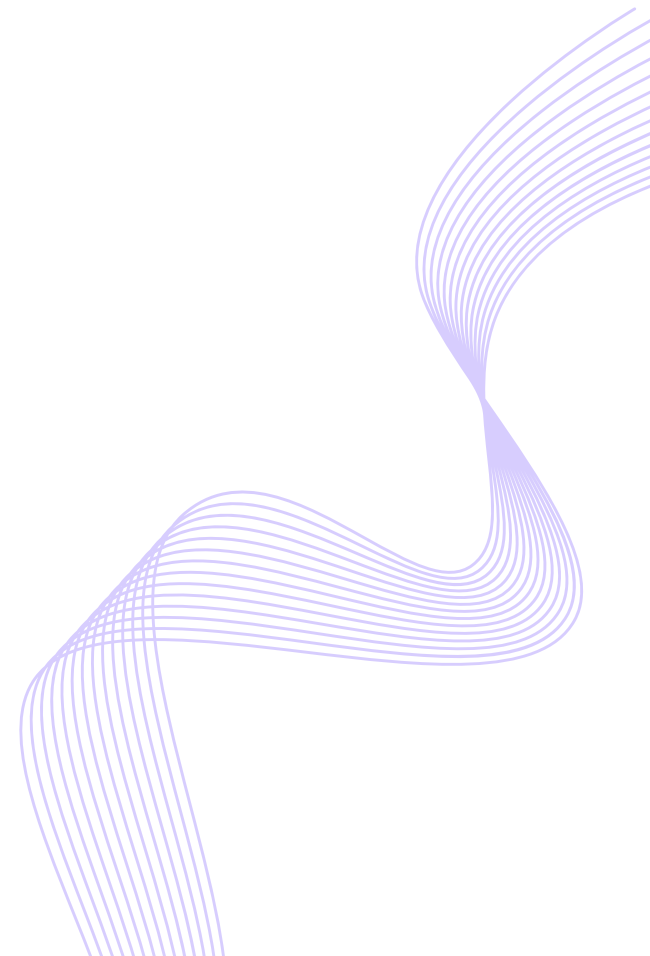



# **ITC HOTELS PROJECT REPORT**

**Submitted By:- Rajat Tyagi**



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With over 115 hotels in 80+ destinations across six distinct brands, ITC's hotel group integrates India's renowned tradition of hospitality and warmth, with globally benchmarked facilities & services.

Each ITC Hotel is an archetype of the culture and ethos of the region that it is located in. The concept of each of the hotels weaves in the strongest elements of the culture of the region – harking back through architecture, interiors, art, and artifacts to the major dynasties who have ruled India.

The unique value propositions, including the differentiated character of hotels, coupled with indigenous experiences is what makes every ITC Hotel unique.

India's centuries-rooted sacred relationship with its environment, of sustenance and nurture, is a vital and living heritage that is the cornerstone of the ITC Hotels ethos and an affirmation of Responsible Luxury: luxury without compromising the earth and sustainability without compromising luxury.

Responsible Luxury is the effective combination of luxury and responsible practices (enriching society and the environment) so that the luxury experiences delivered at ITC Hotels do not in any way burden the environment or the culture around us. In fact, it is aimed at creating a positive impact on both the community at large and the environment.

It ensures that sustainable practices are built into our hotels in the design phase itself, thus enabling ITC Hotels to be eco-embedded, services to be eco-easy and our associates to be eco-sensitised; all of this while ensuring you indulge guilt-free. All ITC Hotels are LEED Platinum certified.



**Problem Statement:-** ITC Hotels aims to enhance its revenue and overall profit percentage, addressing challenges that are impacting financial performance.



## **Data transformation:-**

- In the Bookings tables Stay Nights, Rev per night, Revenue Realized, Refund and Days prior Check-in are calculated.
- Those who have booked between 0-2 days before check-in are considered Urgent.
- Those who have booked between 3-7 days before check-in are considered Few Days.
- Those who have booked more than 7 days before check-in are considered More Days.
- For the Ratings Column, the values of Cancelled and No-Show Booking Status are kept null while for the checked-out null values we have filled the Average Rating of that particular property ID.
- Created a new table named Cancellation where we have calculated the total no. of cancellations based on property ID, Room ID, and Date. This is further used to calculate the occupancy and total successful bookings (Checked-Out + No-show).
- In the Date table Week number of year, Day name, and assigning day type (Weekday and Weekend). In Hotel Industry Friday and Saturday are considered as Weekends.



## **Data Modeling:-**

- Modeled the data based on one-to-many relationships using property ID, date, room ID, and Room class.



## Key Measures:-

- **Average Daily Rate (ADR):-** ADR is a key performance metric in the hospitality industry that measures the average revenue earned per occupied room over a specific period. It is calculated by dividing the total room revenue by the number of rooms sold (occupied rooms).

The formula is:

$$\text{ADR} = ((\text{Revenue Realized}) / ((\text{Total Successful Bookings}) + ((\text{Cancelled}) * 0.4)))$$

We have taken 40% of the canceled amount only because we have refunded the rest amount.

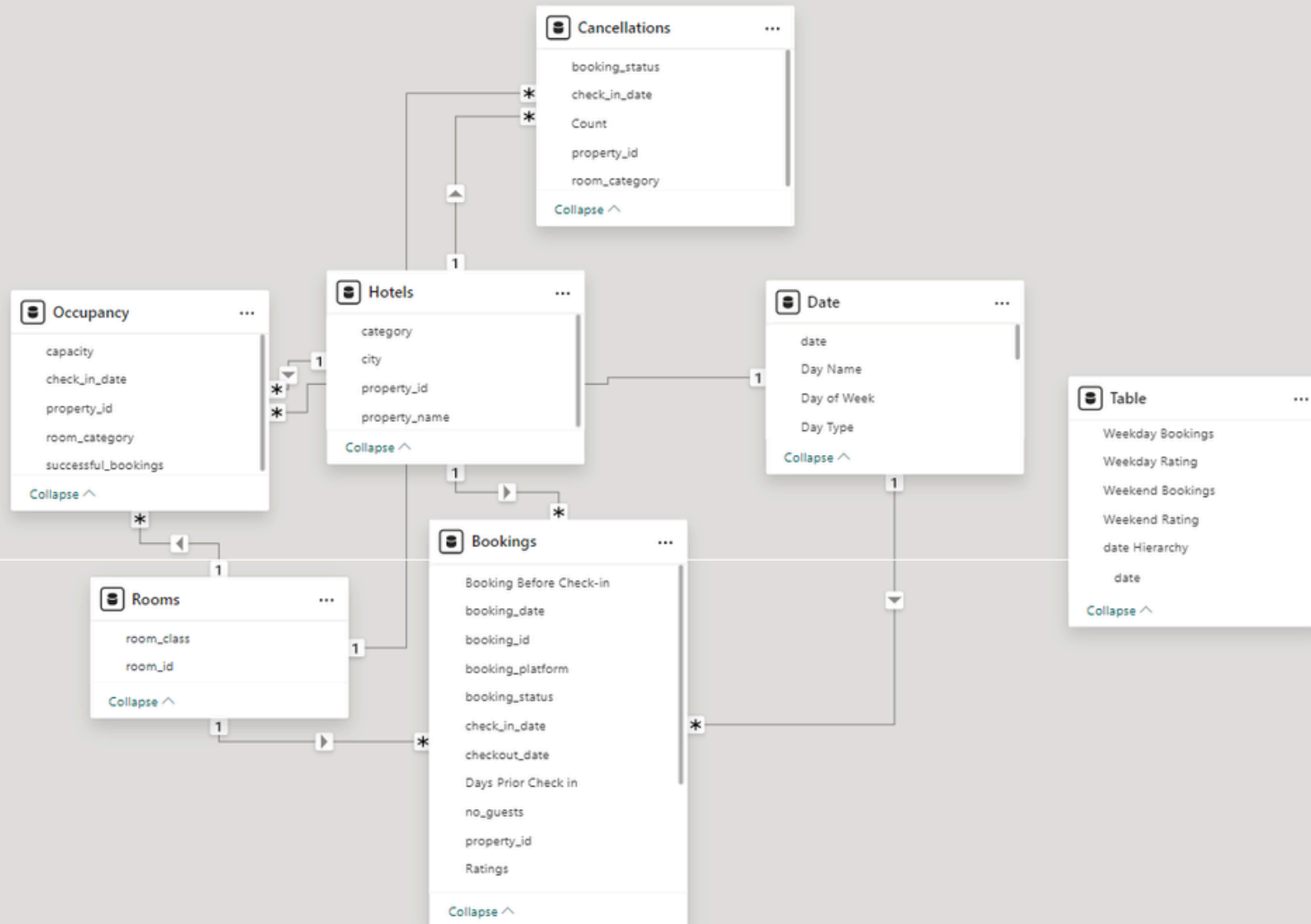
- **Revenue Per Available Room (RevPar):-** It measures the revenue generated per available room, regardless of whether the room is occupied or not. It provides a comprehensive picture of a hotel's financial performance.

The formula for RevPAR is:

$$\text{RevPAR} = \text{Revenue Realized} / \text{Number of Available Rooms}$$

Alternatively, it can also be calculated by multiplying the ADR (Average Daily Rate) by the Occupancy Rate:

$$\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$$





Dashboard

Weekly trends

WoW

Hotel View

City Analytics

Room Class  
Analytics

Pattern View

ITC HOTELS  
RESPONSIBLE LUXURY

WSCUBE TECH  
System For Satisfaction

24.83% Cancellat...  
₹1,70,87...  
Revenue ...

134590 Total Boo...  
1,462.93 DBRN

131406 Unoccopi...  
1,026.21 DURN

₹7,347.15 RevPAR  
₹14,918.81 ADR

July

June

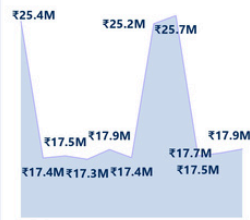
May

W 19 W 20 W 21 W 22 W 23 W 24 W 25 W 26 W 27 W 28 W 29 W 30 W 31 W 32

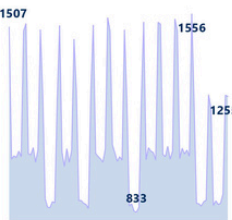
Average Rating

4

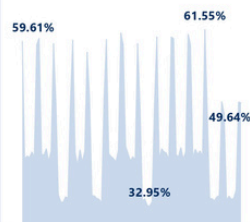
Revenue Realized by date, Day Na...



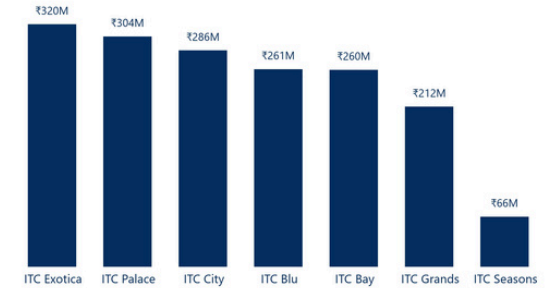
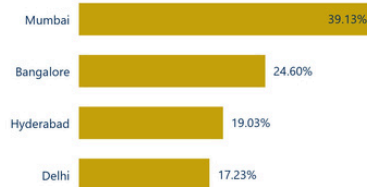
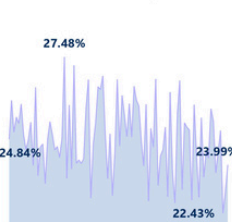
Total Succesfull Bookings by date



Occupancy% by date



Cancellation % by date



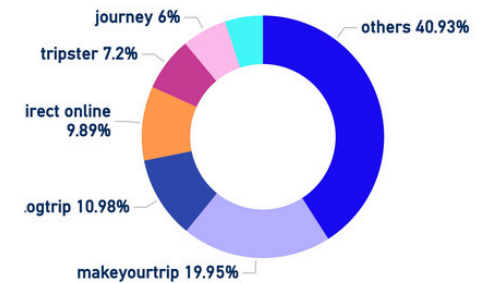
Checked Out 82.46%

Cancelled 11.66%

No Show 5.88%

Luxury 61.61%

Business 38.39%



Dashboard

Weekly trends

WoW

Hotel View

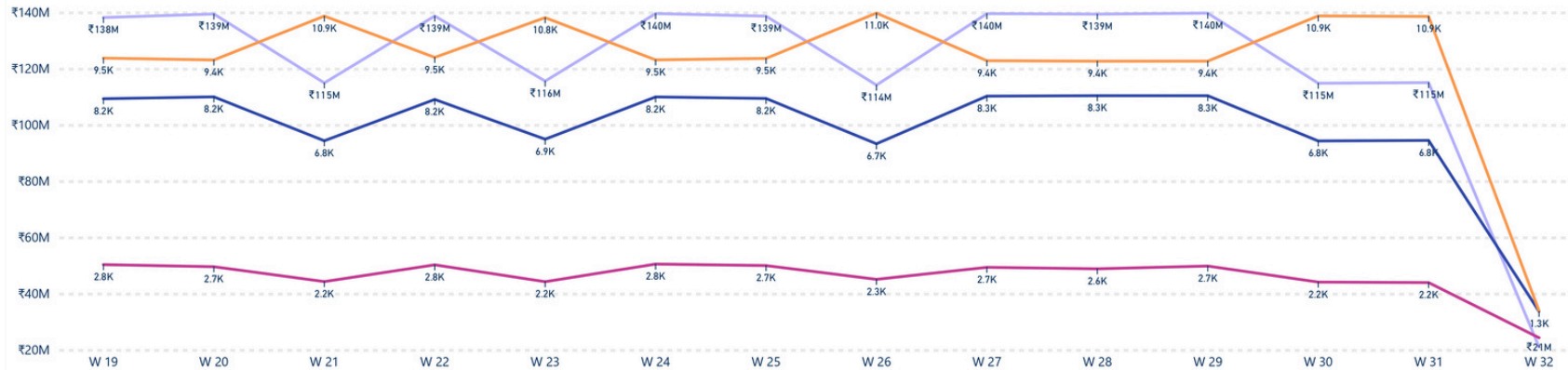
City Analytics

Room Class  
Analytics

Pattern View

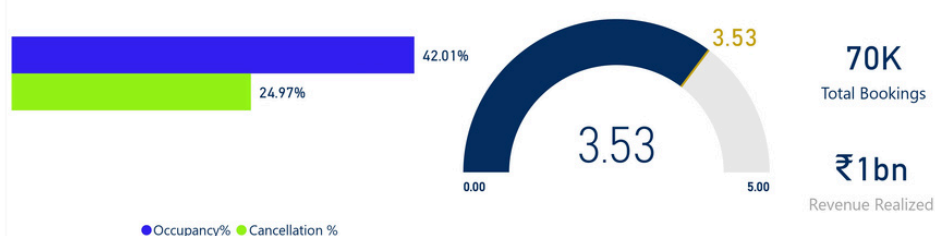
#### Weekly Trends For Key Matrices

Revenue Realized Total Successful Bookings Unoccupied Cancelled

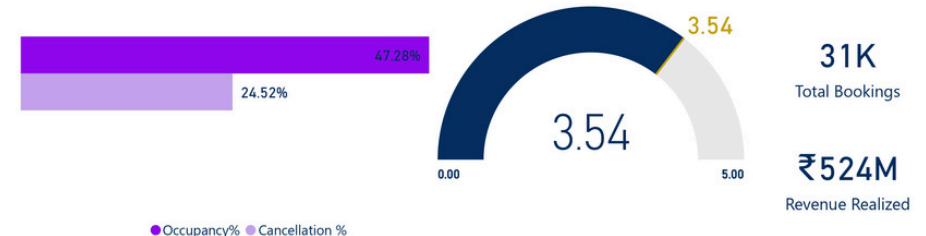


Week no.	Revenue WOW
W 19	0.00%
W 20	0.91%
W 21	-17.58%
W 22	20.71%
W 23	-16.69%
W 24	20.78%
W 25	-0.65%
W 26	-17.68%
W 27	22.25%
W 28	-0.12%
W 29	0.25%
W 30	-17.83%

#### WEEKDAYS



#### WEEKEND



Dashboard

Weekly trends

WoW

Hotel View

City Analytics

Room Class  
Analytics

Pattern View

Bangalore

Delhi

Hyderabad

Mumbai

Business

Luxury

July

June

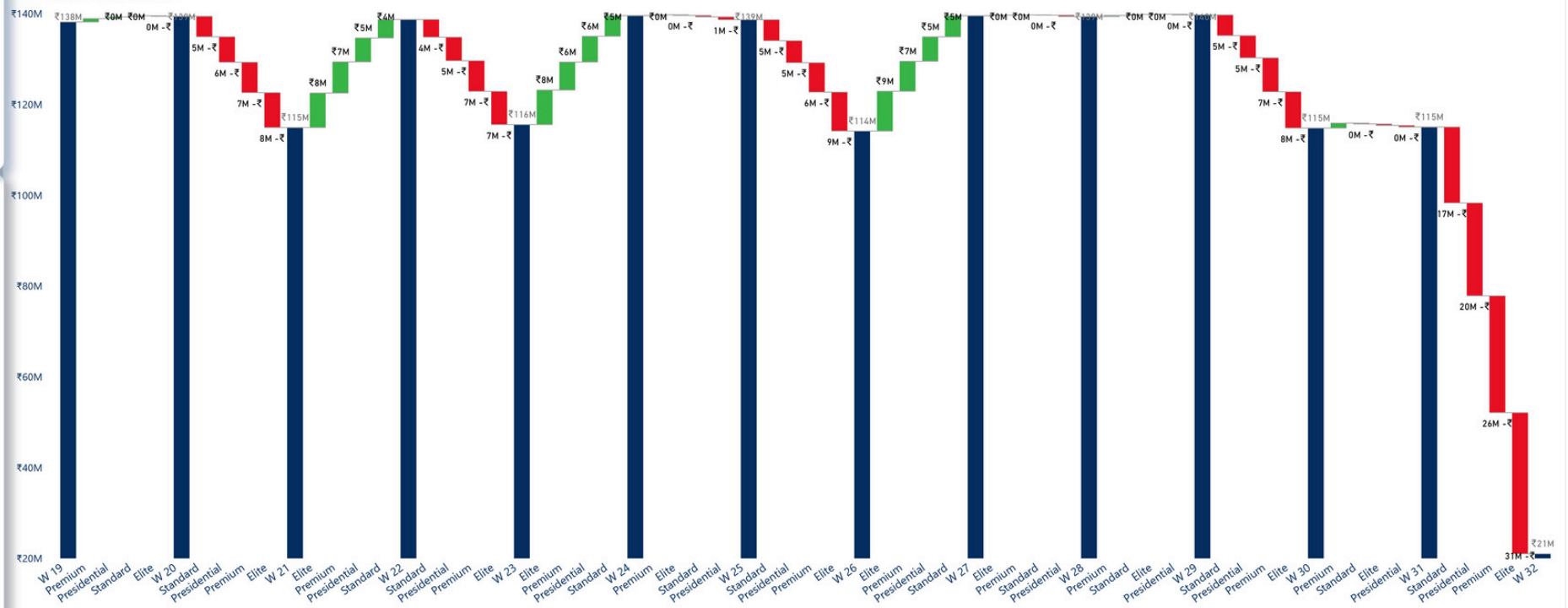
May

Property ID

- ☐ 16558
- ☐ 16559
- ☐ 16560
- ☐ 16561
- ☐ 16562
- ☐ 16563
- ☐ 17558
- ☐ 17559
- ☐ 17560
- ☐ 17561
- ☐ 17562
- ☐ 17563
- ☐ 17564
- ☐ 18558
- ☐ 18559
- ☐ 18560
- ☐ 18561
- ☐ 18562
- ☐ 18563
- ☐ 19558
- ☐ 19559
- ☐ 19560
- ☐ 19561
- ☐ 19562
- ☐ 19563

Revenue Realized by week no and room\_class

● Increase ● Decrease ● Total ● Other



Dashboard

Weekly trends

WoW

Hotel View

City Analytics

Room Class  
Analytics

Pattern View

Date

01-05-2022

31-07-2022

Week No.

All

Day Name

All

Day Type

All

Room Class

All

Business

Luxury

July

June

May

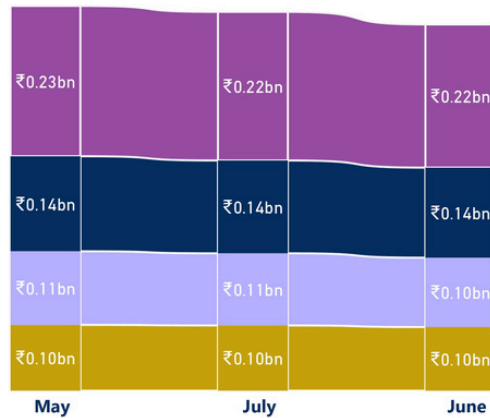
property_name	property_id	Revenue Realized	ADR	RevPAR	Occupancy%	Check-Out%	Cancellation %	No Show %	DBRN	DURN	Average Rating
ITC Bay	16562	₹5,64,37,570	₹13,801.62	₹6,259.71	39.95%	69.29%	25.27%	5.44%	52.39	36.30	★★★★☆
ITC Bay	17562	₹5,19,14,158	₹17,892.80	₹6,798.61	33.43%	69.63%	25.44%	4.94%	37.22	25.91	★★★★☆
ITC Bay	18562	₹6,92,55,910	₹11,087.33	₹6,221.34	49.60%	70.18%	24.70%	5.13%	79.71	55.93	★★★★☆
ITC Bay	19562	₹8,24,43,540	₹16,609.63	₹9,334.64	49.80%	70.46%	24.33%	5.21%	63.17	44.51	★★★★☆
ITC Blu	16561	₹5,79,33,400	₹15,482.76	₹8,626.18	49.00%	69.87%	25.51%	4.62%	48.02	33.55	★★★★☆
ITC Blu	17561	₹7,39,18,312	₹16,722.09	₹9,452.47	50.03%	69.98%	24.52%	5.50%	56.34	39.42	★★★★☆
ITC Blu	18561	₹5,60,40,450	₹10,149.68	₹5,692.85	49.75%	70.46%	24.17%	5.37%	70.20	49.46	★★★★☆
ITC Blu	19561	₹7,29,63,360	₹14,928.26	₹6,778.46	40.15%	69.79%	24.65%	5.56%	62.35	43.51	★★★★☆
ITC City	16560	₹5,49,32,178	₹13,685.83	₹6,285.15	40.74%	71.13%	24.12%	4.75%	51.01	36.28	★★★★☆
ITC City	17560	₹8,79,96,216	₹17,224.44	₹7,776.27	39.82%	69.55%	25.06%	5.39%	65.36	45.46	★★★★☆
ITC City	18560	₹6,10,07,200	₹10,738.81	₹6,083.69	50.29%	70.99%	24.03%	4.99%	72.15	51.22	★★★★☆
ITC City	19560	₹8,18,76,345	₹16,268.55	₹8,989.50	48.33%	69.13%	26.38%	4.50%	64.99	44.92	★★★★☆
ITC Exotica	16559	₹11,84,48,418	₹18,938.41	₹10,640.35	49.69%	70.37%	24.61%	5.01%	79.76	56.13	★★★★☆
Total		₹1,70,87,71,229	₹14,918.81	₹7,347.15	43.50%	70.15%	24.83%	5.02%	1,462.93	1,026.21	★★★★☆

CTRL+click here to follow link

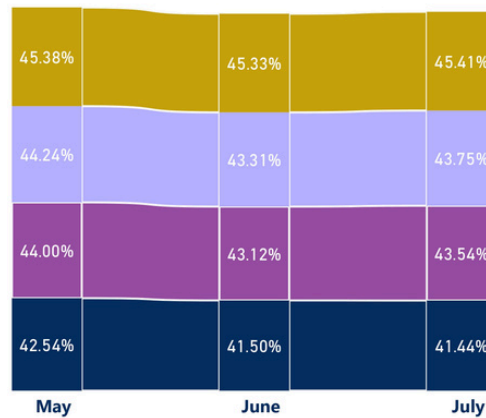


[Dashboard](#)
[Weekly trends](#)
[WoW](#)
[Hotel View](#)
[City Analytics](#)
[Room Class Analytics](#)
[Pattern View](#)

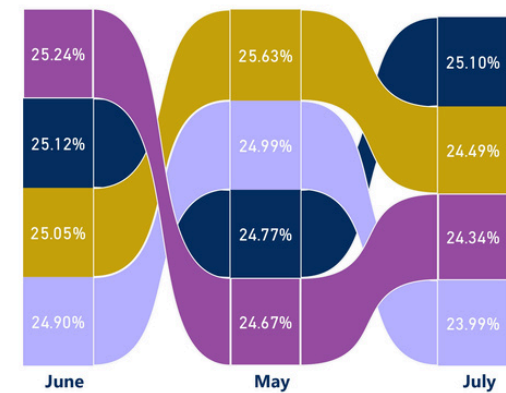
<b>Bangalore</b> city	<b>₹42,03,97,050</b> Revenue Realized	<b>₹7,322.97</b> RevPAR	<b>₹15,447.37</b> ADR	★★★★★ Rating
<b>Delhi</b> city	<b>₹29,45,00,318</b> Revenue Realized	<b>₹7,358.83</b> RevPAR	<b>₹14,304.60</b> ADR	★★★★★ Rating
<b>Hyderabad</b> city	<b>₹32,52,32,870</b> Revenue Realized	<b>₹5,413.69</b> RevPAR	<b>₹10,938.52</b> ADR	★★★★★ Rating
<b>Mumbai</b> city	<b>₹66,86,40,991</b> Revenue Realized	<b>₹8,906.66</b> RevPAR	<b>₹18,070.11</b> ADR	★★★★★ Rating



City ● Bangalore ● Delhi ● Hyderabad ● Mumbai



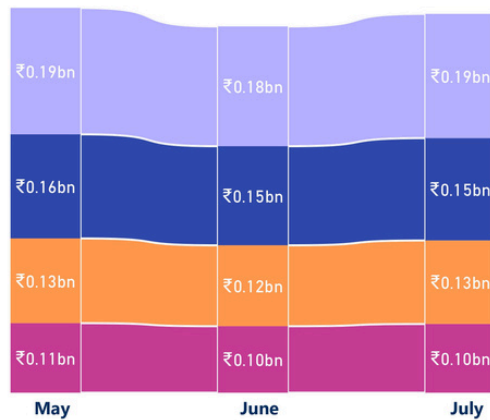
City ● Bangalore ● Delhi ● Hyderabad ● Mumbai



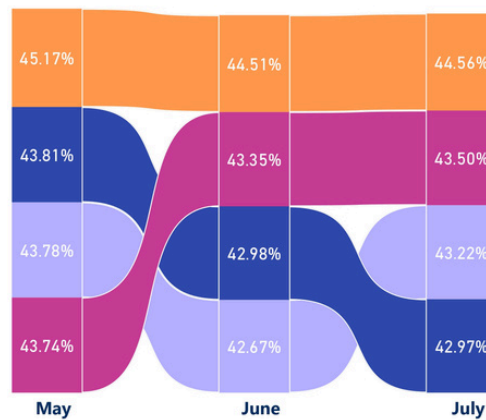
City ● Bangalore ● Delhi ● Hyderabad ● Mumbai

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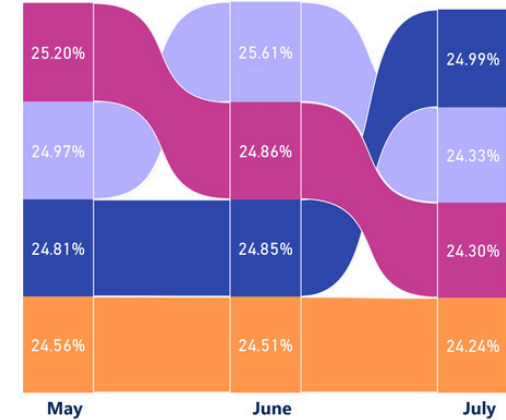
<b>Elite</b> room_class	<b>₹56,02,71,204</b> Revenue Realized	<b>₹6,520.24</b> RevPAR	<b>₹13,311.01</b> ADR	★★★★★ Rating
<b>Premium</b> room_class	<b>₹46,21,66,344</b> Revenue Realized	<b>₹8,706.32</b> RevPAR	<b>₹17,773.58</b> ADR	★★★★★ Rating
<b>Presidential</b> room_class	<b>₹37,67,52,786</b> Revenue Realized	<b>₹13,881.83</b> RevPAR	<b>₹27,467.72</b> ADR	★★★★★ Rating
<b>Standard</b> room_class	<b>₹30,95,80,895</b> Revenue Realized	<b>₹4,660.68</b> RevPAR	<b>₹9,459.21</b> ADR	★★★★★ Rating



City ● Elite ● Premium ● Presidential ● Standard



City ● Elite ● Premium ● Presidential ● Standard



City ● Elite ● Premium ● Presidential ● Standard

Dashboard

Weekly trends

WoW

Hotel View

City Analytics

Room Class  
Analytics

Pattern View

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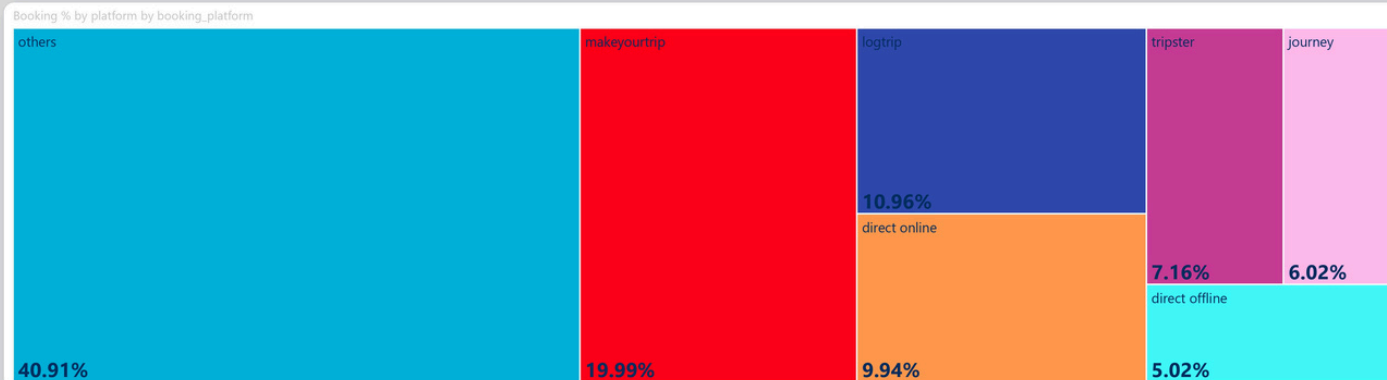
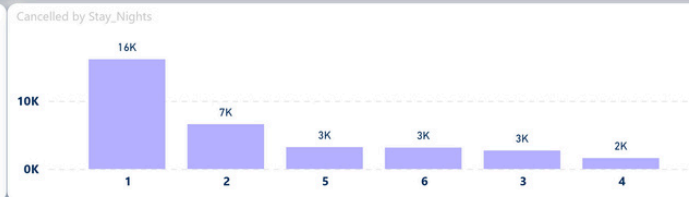
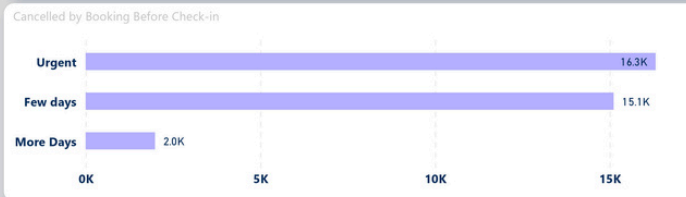
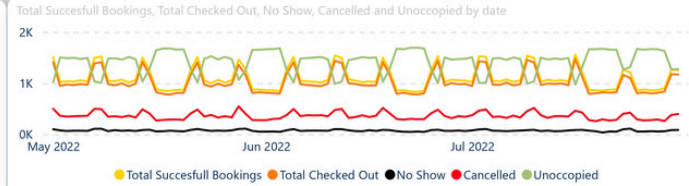
All

date

All

Day ...

All



₹2,008M

Revenue Generated

₹ 1,709M

Revenue\_realized

₹299M

Refund



## **Conclusions:-**

- There is a large number of cancellations coming from customers staying for 1 and 2 nights and booking rooms immediately.
- Also, revenue and Occupancy for Weekends and Weekdays are almost equal which shows that the per-day demand for weekdays is much less than that for weekends.

## **Solutions:-**

- For Urgent Bookings refund should not be given
- For the Few Days before booking refund amount should be 40% of the total room rent.
- For the More Days before bookings refund can be kept as it is.
- For Weekdays hotels can start giving offers like Gala Dinner, Live Music, Membership cards, and Cultural activities.