**Power BI Lab 6**

**Source: hotels.csv**

**Data Preparation**

1. Load & Inspect: Import hotels.csv into Power BI Desktop. Review data types and headers.
2. Clean & Transform (Power Query Editor):
   * Thoroughly clean the data: Address missing values, correct data types, and fix any inconsistencies or errors.
   * Create new columns for analysis: Think about what metrics would be valuable (e.g., 'Revenue', 'Length of Stay', 'Peak Season').
   * Document your cleaning and transformation steps.

**Dashboard Creation & Insights**

Your main goal is a visually appealing and highly insightful dashboard. Focus on generating good insights through your visuals.

1. Key Performance Indicators (KPIs):
   * Display cards for critical metrics like Total Bookings, Average Daily Rate (ADR), Occupancy Rate, Cancellation Rate, and Total Revenue.
2. Visualizations for Insights:
   * Show performance trends over time (e.g., bookings/revenue by month).
   * Break down data by segments like Hotel Type, Market Segment, and Customer Type to identify key drivers.
   * Visualize customer behavior insights, such as lead time or country of origin.
   * Analyze room type and price distribution.
3. Interactive Elements:
   * Add slicers (e.g., by date, hotel type, market segment) to allow users to explore data dynamically.

**Creative Design & User Experience**

Make your dashboard visually engaging and easy to use.

* Choose a professional color palette.
* Ensure a clean, logical layout with clear titles and consistent spacing.
* Prioritize readability and simplicity.
* Experiment with themes or backgrounds.
* Customize tooltips for extra detail.

**(Bonus): Publishing to Power BI Report Server**

* Publish your .pbix file to a Power BI Report Server.
* Provide a screenshot of your report successfully published online.