RevPAR
7.25K

OccupancyPct
0.57

ADR
12.72K

ALOS by room_category

AvgLeadTime by booking_platform

CancellationRate by booking_platform

AvgRating by property_name

Sum of revenue_realized by booking_platform

Sum of revenue_realized by room_category

- RevPAR and Occupancy % calculated.
- Service revenue split by platform and room class shown.
- ADR and ALOS measures added.
- Lead time and cancellation rate displayed.
- Guest ratings visualized by property.
- Trend charts for RevPAR, Occupancy, ADR.
- Slicers for date, property, room class, platform.

To view it clearly please check out the share point link-
https://iitgoffice-my.sharepoint.com/:u:/g/personal/d_sinjan_iitg_ac_in/EccNEIEx1-tEnuT51EI
h5nUBkMpqS2TqO9rCnnglw5PA-g?e=hZvs2q

1. New Pricing and Bundling Strategies

Dynamic Segmented Pricing

- Dashboard Evidence:
  - *ADR (₹12.7K) and RevPAR (₹7.35K) cards* show strong premium pricing power.
  - *Pie chart by platform* reveals direct and logtrip channels dominate revenue, but occupancy (58%) and RT4 underperformance highlight room for dynamic adjustments.
- Recommendation:
  - Implement real-time pricing for premium/underutilized rooms. Raise rates for last-available suites on high-demand dates; discount early for low-demand periods.
- Industry Justification:
  - Hotels using dynamic pricing see up to 10−20% higher ADR and 5−10% higher RevPAR.

Targeted Bundled Packages

- Dashboard Evidence:

- *Bar chart by room_category* shows RT2 (Elite) leads in revenue and ALOS, indicating strong guest demand for value-added experiences.
- Recommendation:
  - Launch couple, weekend, family, and corporate packages. Bundle rooms with F&B, spa, or local experiences to boost occupancy and ancillary spend.
- Industry Justification:
  - Packages drive higher occupancy, longer stays, and up to 30% higher guest spend.

Ancillary Upsell Integration

- Dashboard Evidence:
  - Service revenue split and ALOS by room_category highlight upsell potential for longer-stay and premium guests.
- Recommendation:
  - Integrate F&B, spa, and transport offers at booking/check-in, using guest segmentation.
- Industry Justification:
  - Ancillary services are a proven revenue generator and loyalty builder[8].

2. Product Optimization

Rationalize and Repurpose Underperforming Inventory

- Dashboard Evidence:
  - *Bar chart by room_category* and occupancy % show RT4 (Presidential) and some services are underutilized.
- Recommendation:
  - Convert persistently vacant suites to event/co-working spaces or day-use rooms. Discontinue or revamp services with <10% attachment.
- Industry Justification:
  - Repurposing and inventory management reduce waste and increase profit.

Flexible Room Configurations

- Dashboard Evidence:
  - Room_class slicer and ALOS by room_category suggest demand for modular/family solutions.
- Recommendation:
  - Enable adjoining rooms to be combined/split based on demand analytics.

- Industry Justification:
    - Modular rooms improve flexibility, guest satisfaction, and utilization[7].

Service Portfolio Review

- Dashboard Evidence:
    - Revenue split visuals and slicers allow ongoing monitoring of service performance.
- Recommendation:
    - Conduct quarterly reviews to optimize service offerings.
- Industry Justification:
    - Continuous review ensures alignment with guest demand and profitability.

3. Operational Tweaks

Dynamic Staffing and Scheduling

- Dashboard Evidence:
    - Occupancy % and date slicer show demand fluctuations.
- Recommendation:
    - Use predictive analytics to align staffing with occupancy, reducing idle labor by 10–15%.
- Industry Justification:
    - Data-driven staffing cuts costs and boosts efficiency.

Revenue Recovery and Real-Time Monitoring

- Dashboard Evidence:
    - CancellationRate by platform and lead time visuals identify high-risk segments.
- Recommendation:
    - Deploy overbooking algorithms for low no-show risk segments; trigger flash sales on cancellations.
- Industry Justification:
    - Overbooking and real-time offers maximize occupancy and minimize lost revenue.

Policy and Process Enhancements

- Dashboard Evidence:
    - CancellationRate by platform highlights need for differentiated policies.
- Recommendation:

- Tiered cancellation/deposit policies: stricter for high-risk, flexible for loyal/direct guests.
- Industry Justification:
  - Policy differentiation reduces leakage and improves guest trust.

4. Further Add-Ons

Competitor Benchmarking & Market Intelligence

- Dashboard Evidence:
  - Slicers and trend charts enable ongoing comparison.
- Recommendation:
  - Regularly monitor competitor rates, packages, and guest reviews; adjust strategies accordingly.
- Industry Justification:
  - Benchmarking maintains competitive edge and market alignment.

Loyalty Program Enhancement

- Dashboard Evidence:
  - AvgRating by property_name and direct booking share support loyalty focus.
- Recommendation:
  - Launch/upgrade loyalty program for more repeat business and direct bookings.
- Industry Justification:
  - Loyalty programs increase retention, spend, and advocacy.

Technology & Data Investments

- Dashboard Evidence:
  - Integrated, multi-source dashboard demonstrates readiness for advanced analytics.
- Recommendation:
  - Invest in RMS, digital guest platforms, and automation for pricing, inventory, and guest engagement.
- Industry Justification:
  - Tech investments yield high ROI and operational efficiency.

5. Expected Impact (KPI Table)

Recommendation Area	KPI Impact (Expected)
Dynamic Pricing	+10−20% ADR, +5−10% RevPAR
Bundling	+10−20% Ancillary Revenue, +3−7% Occupancy
Product Optimization	+10−20% Utilization in repurposed spaces
Operational Tweaks	−10−15% Labor Costs, +2−5% Occupancy
Loyalty & Direct	+10−20% Repeat Bookings, −20% Leakage