

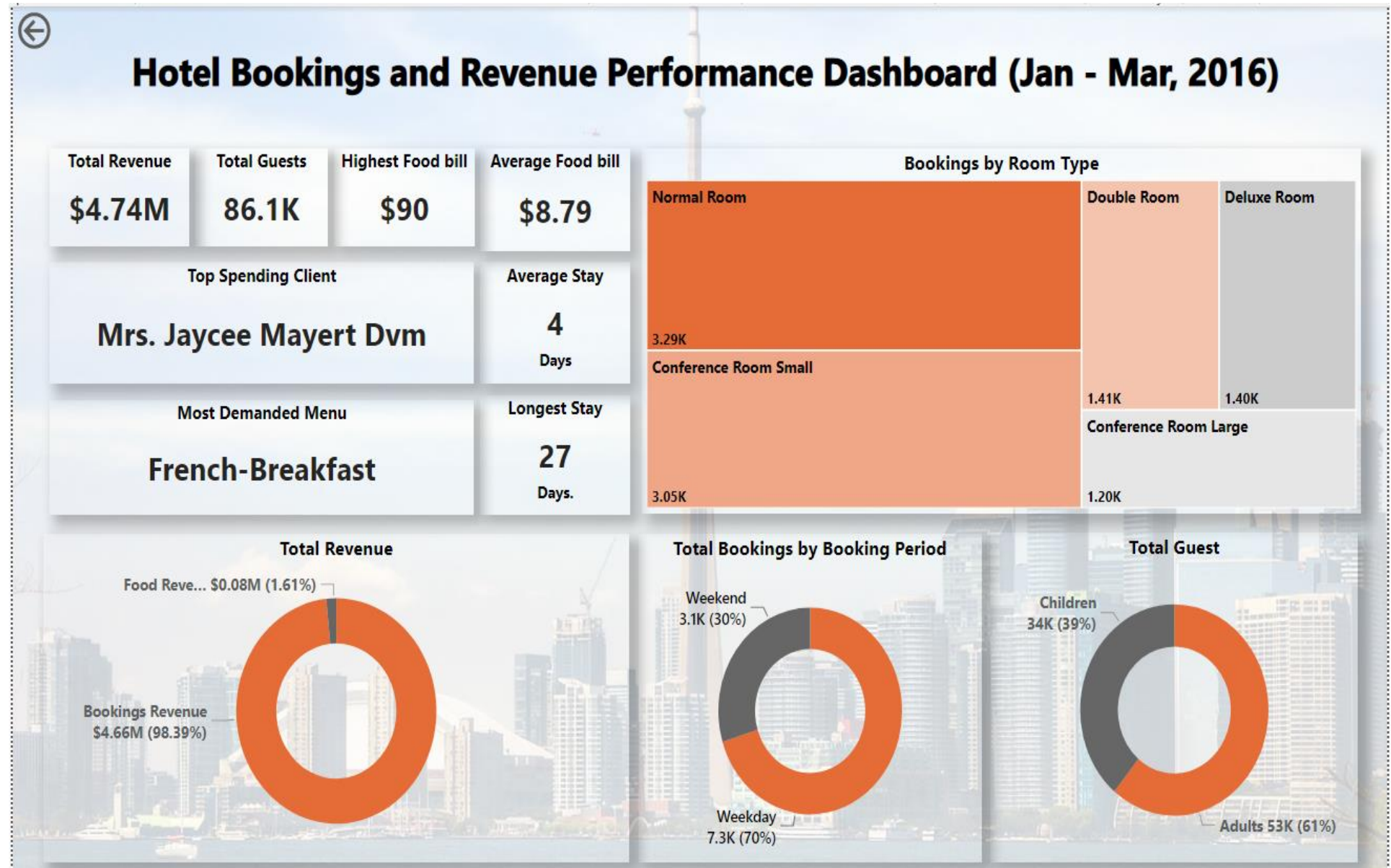
**About the Business:**

BlackTech Hotels is a hospitality business that provide room services and a restaurant where guest can order food while they are accommodated in the hotel. The hotel offers a rooms of different sizes at varying prices per day, the rooms are classified into normal room, double room, deluxe room, conference small rooms and conference large rooms while the restaurant offers various menus to the hotel customers. This Power BI dashboard shows insights from a hotel and restaurant business. An hotel business, like any other business, needs to be run efficiently after considering all the factors. This analysis aims to answer the following the following questions.

- What type of room drove the highest demand?
- What type of room generated the highest revenue?
- What is the purpose for the most demand?
- What period of the week had the most bookings?
- What is the most demanded menu?
- What period of the week and time of the day has the most food orders?
- Where was the more preferred order destination?
- What type of room made the highest food order

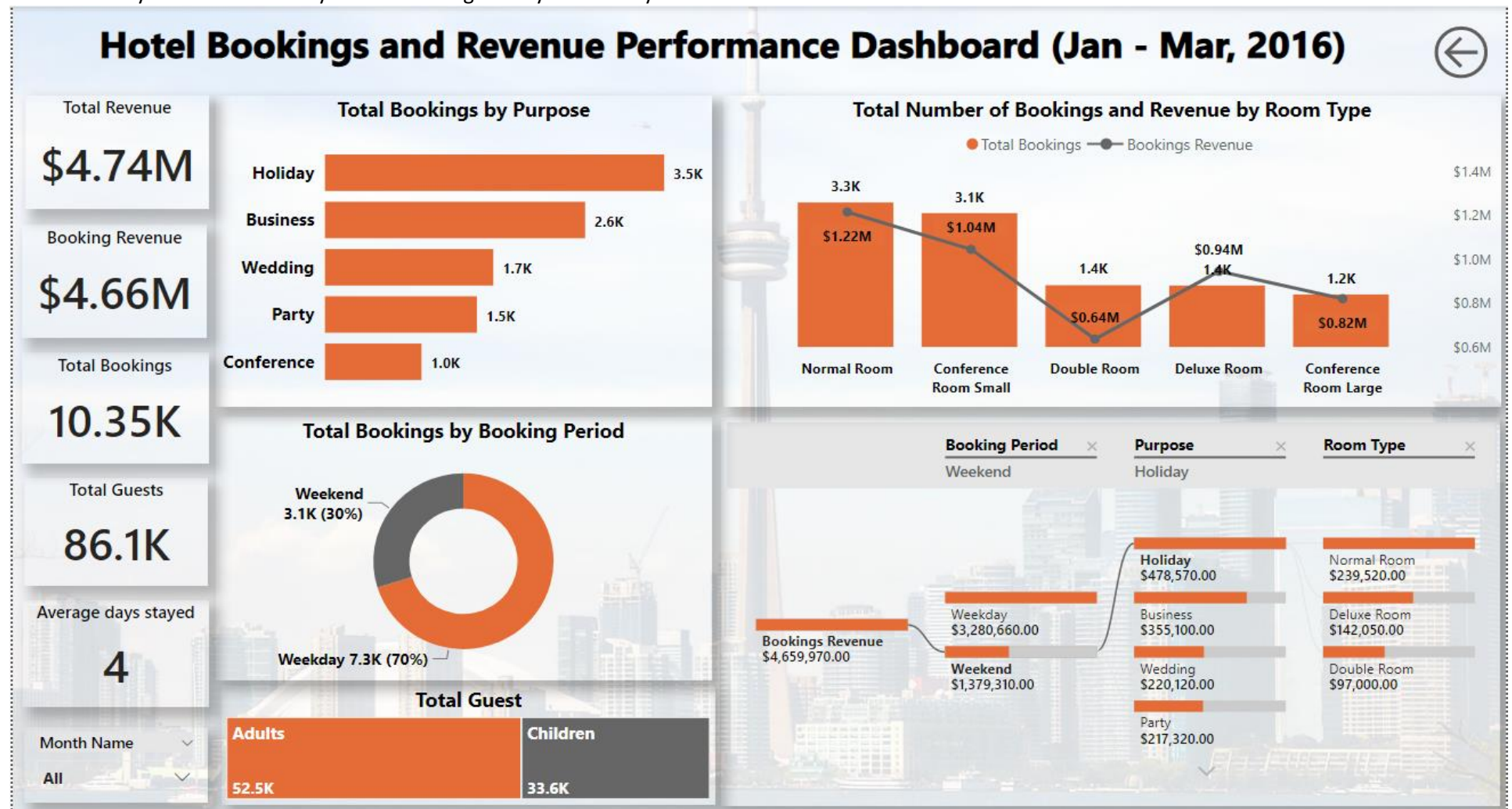
## Insights:

After analysing the data, I observed that there were 5,002 requests made by various clients between January and March 2016, but only 4,721 of these were confirmed as booking requests for 10,346 rooms which saw the hotel receive 86,007 guests and 8,714 food orders within the same period. The business generated a total revenue of \$4,736,197, 98% of which was generated from hotel bookings at \$4,659,970 while the remaining was generated from food orders.



The hotel offers 5 types of rooms. The normal room had the highest number with 3,293 of total bookings which accounted for 31.83%, closely followed by the conference room small with 3,050 bookings, the double room was booked 1,407 times, followed by the deluxe room which had 1,400 bookings while the conference room large had the lowest total bookings at 1,196 which was only 11.56% of the total bookings. Similarly, the normal room generated the highest portion of the total revenue accounting for 26.08% at \$1,215,280 but in contrast, the double room generated the least revenue at \$635,600 which was 13.64% of the total revenue.

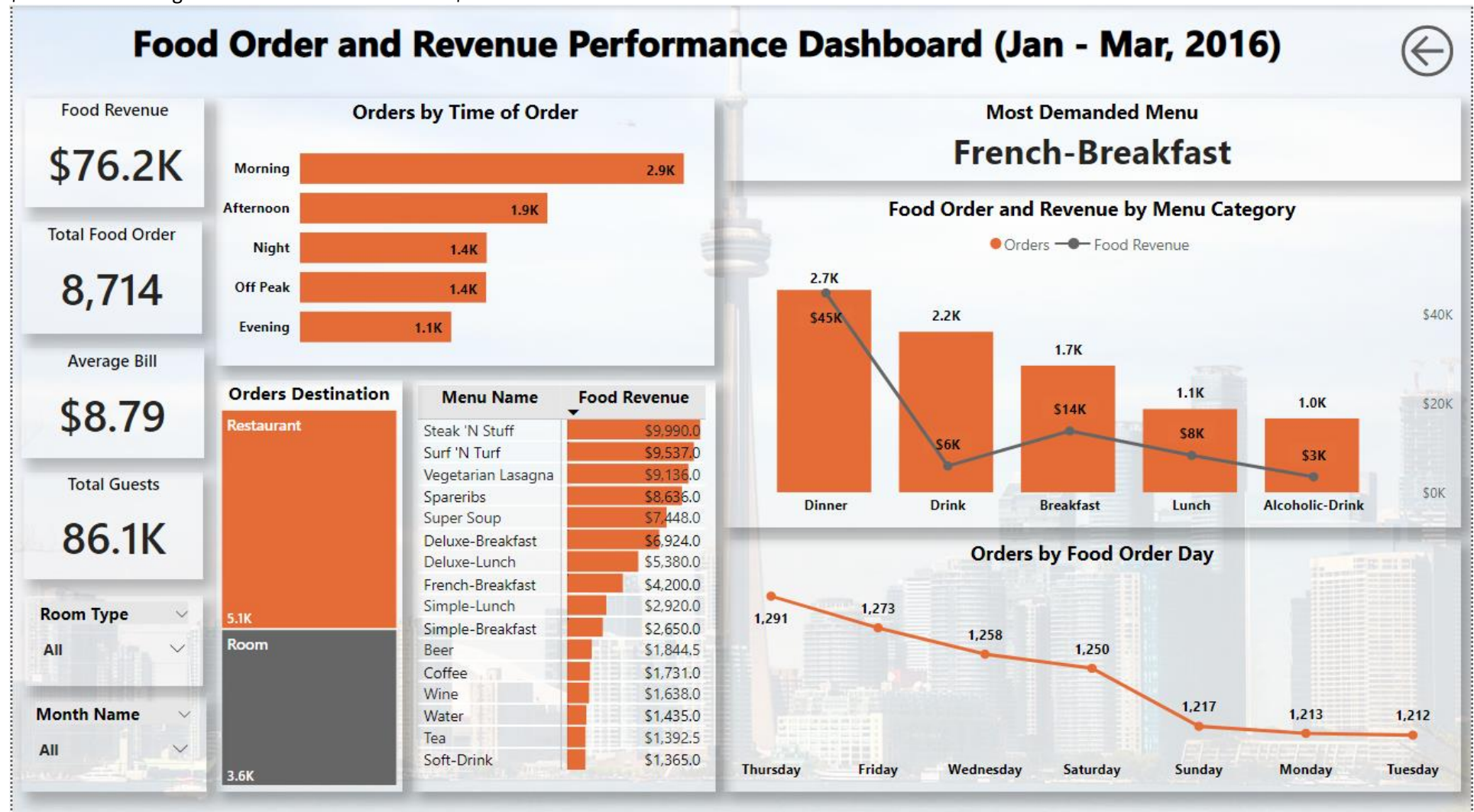
The hotel accommodated 86,077 guests during the review period, 52,504 were adults while the remaining 33,573 were children. There were 3,452 bookings for the purpose of holiday which was the highest of the total bookings while the lowest of the total bookings was for Conference purpose with 984 bookings. Holiday accounted for 33.37% of the total bookings. Other purpose of bookings included business, weddings, and party. A great amount of the total bookings had a start date during a weekday with 7,257 bookings which accounted for 70.14% of total bookings while 3,089 bookings start date were during the weekend. The average number of days booked was 4 days while the longest stay was 27 days.





The Steak 'N Stuff drove the highest Food Revenue at \$9,990.0 while the Soft-Drink had the lowest Food Revenue at \$1,365. Steak 'N Stuff accounted for 13.11% of total food revenue. Across all 16 Menu Name, food revenue ranged from \$1,365.0 to \$9,990.0. However, the most demanded menu was the French breakfast. The dinner category had the highest Orders with 2,727 orders accounting for 31.29% of total orders, and was 174.07% higher than Alcoholic-Drink, which had the lowest Orders with 995 orders made. The number of orders received, and total food revenue are positively correlated with each other.

Food Revenue and Orders diverged the most when the Menu Category was Dinner, when Food Revenue were 42,020 higher than Orders. Thursday accounted for 14.82% of the total orders made with 1,291 accounting for the highest orders and was 6.52% higher than orders made on Tuesday, which had the lowest Orders at 1,212. Furthermore, 58.32% of orders was consumed in the Restaurant (5,082) while the rest were consumed in the room (3,632). The average food bill was \$8.79 while the highest food order amounted to \$90.



**Recommendations:**

Based on the insights gotten from the analysis, below are some recommendations inline with business objectives:

- Further reviews should be conducted on reason for unconfirmed requests which made up 5.58% of total requests
- The hotel should consider offering holiday packages based on insights.
- The hotel should consider “Happy hour” shows and discounts on alcohol on Thursdays and Saturdays
- The hotel should employ more restaurant staff to work morning shift based on demand
- The restaurant should offer complementary menu alongside the French Breakfast.

**Conclusion:**

From the insights gotten from analyzing the dataset collected, some suggestions were made to help with the business objective such as improve collection of client details for feedback and loyalty reward programs. Also, for the hotel to consider holiday packages to further maximize revenue based on purpose of booking demands. These recommendations could help create more revenue and demand for year and thus achieving the business objective.

For further insightful analysis, the relevant missing information should be made available.