

# Revenue Statistics for Hotels

Hotel Type

City Hotel

Resort Hotel

Country

All

1/1/2018



9/14/2020



Total Revenue (sum)

\$29.12M

Daily Rate (avg)

\$104.45

Total Nights (sum)

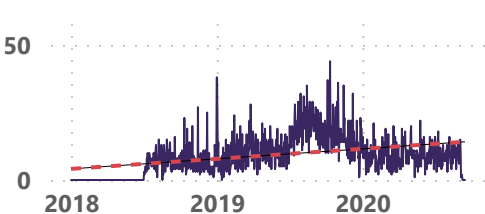
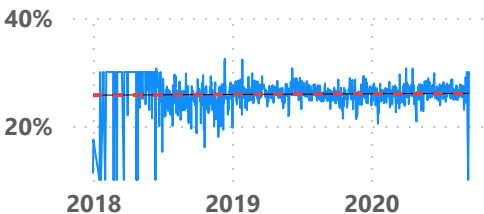
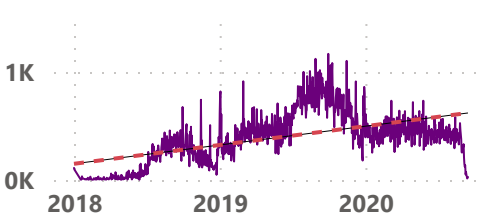
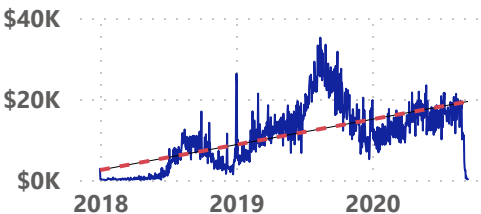
367.89K

Discount (avg)

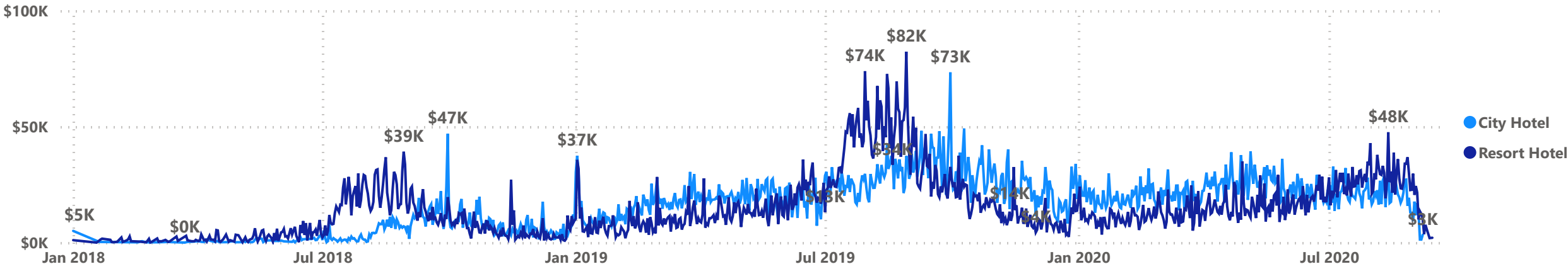
25.80%

Car Spaces (sum)

8.69K

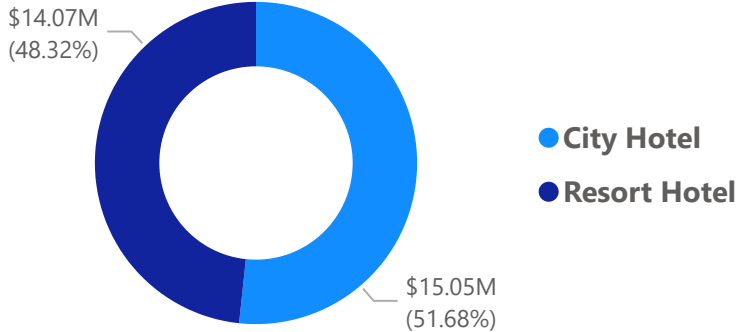


## Revenue by Reservation Date and Hotel Type



Year	Sum of Revenue	Sum of Car Spaces	Parking Percentage
2020	\$9,896,131.05	2,248.00	2.05%
City Hotel	\$5,462,240.54	532.00	0.88%
Resort Hotel	\$4,433,890.52	1,716.00	3.51%
2018	\$3,731,103.07	1,283.00	2.49%
City Hotel	\$1,343,711.71	185.00	0.95%
Resort Hotel	\$2,387,391.36	1,098.00	3.43%
2019	\$15,497,129.45	5,161.00	2.50%
City Hotel	\$8,244,503.87	1,384.00	1.29%
Resort Hotel	\$7,252,625.59	3,777.00	3.80%
Total	\$29,124,363.58	8,692.00	2.36%

## Revenue by Hotel Type (sum)



# Data Analysis Project Pipeline

## 1. Build a Database

with **MS SQL Server** from **Excel file** with 5 sheets

## 2. Create SQL Query

```
with hotels as (  
  select * from dbo.['2018$']  
  union  
  select * from dbo.['2019$']  
  union  
  select * from dbo.['2020$'])  
  
select * from hotels  
left join dbo.market_segment$  
on hotels.market_segment = market_segment$.market_segment  
left join dbo.meal_cost$  
on meal_cost$.meal = hotels.meal
```

## 3. Connect Power BI to the Database

## 4. Build a Dashboard



We answer the questions:

### 1. ***Is our hotel revenue growing by year?***

*We have 2 hotel types - City and Resort, so it would be good to segment revenue by hotel type.*

### 2. ***Should we increase our parking lot size?***

*We want to understand if there is a trend if a guest with personal car.*

### 3. ***What trends can we see in the data?***

*Focus on average daily rate and guests to explore seasonality.*

