TOTAL REVENUE

42.3M

OCCUPANCY

83.3

AVERAGE DAILY RATE

277.96

REVENUE PAR

277.96

CANCELLATIONS

28

MINIMUM ROOM RATE

50

Occupancy & Efficiency:

The overall occupancy rate is 83.3%, which is excellent for the hospitality industry.

A consistently high occupancy suggests strong demand, but management must watch for overbooking risks (cannot exceed 100%).

Also the minimum room rate is 50$ per one night which also shows affordablity.

Extra Charges Contribution:

Extra services (meals, spa, parking, etc.) generated up to $300K+ across customer types.

Business customers & Groups contribute the most in extra charges, while Families & Couples contribute less.

This suggests corporate packages & group events drive ancillary revenue hotels should expand premium add-ons for these segments.

EXTRA CHARGES CONTRIBUTION
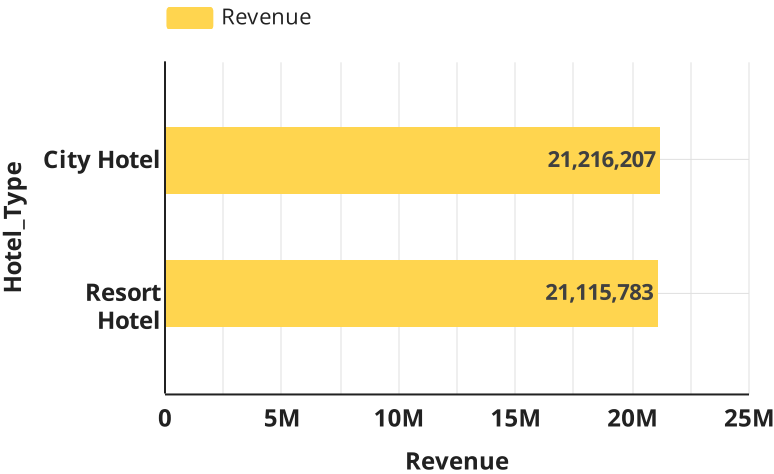
■ Extra_Charges
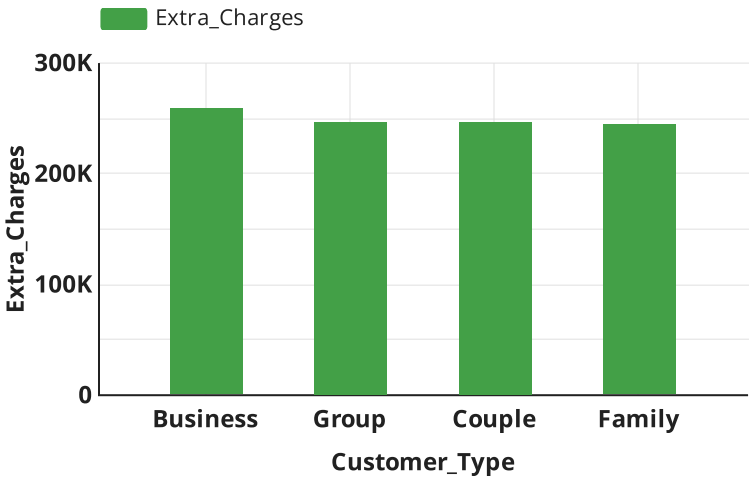
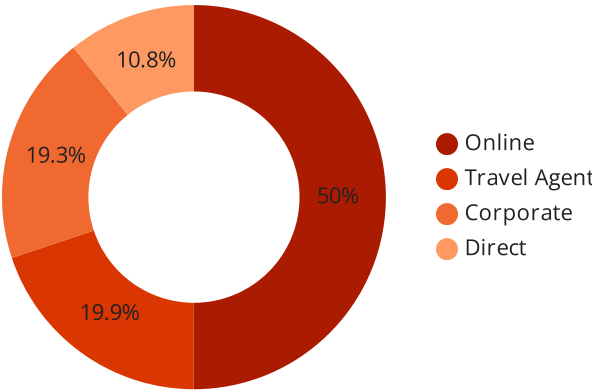
City vs Resort Comparison:

City Hotels & Resort Hotels a $21.2M & $21.1M revenue.

The near 50-50 revenue split shows both hotel types are equally profitable.

CITY HOTEL VS RESORT COMPARISION

■ Revenue

City Hotel — 21,216,207

Resort Hotel — 21,115,783

BOOKING CHANNEL REVENUE SPLIT

Pie chart segments:
- 50% Online
- 19.9% (Travel Agent)
- 19.3% (Corporate)
- 10.8% (Direct)

Legend:
- Online
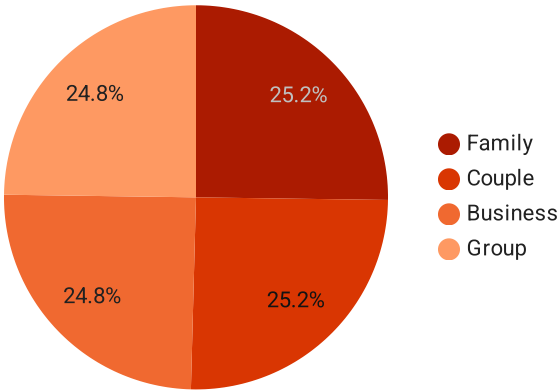- Travel Agent
- Corporate
- Direct

Booking Channels:

Online channels dominate with 50% of total revenue.

Travel Agents & Corporate bookings contribute ~20% each, while Direct bookings lags at 11%.

Recommendation: strengthen direct booking campaigns (loyalty programs, website offers, etc) to reduce reliance on online intermediaries which could save us lots of money.

CUSTOMER TYPE BY STAY DURATION

Pie chart segments:
- 25.2% (Family)
- 25.2% (Couple)
- 24.8% (Business)
- 24.8% (Group)

Legend:
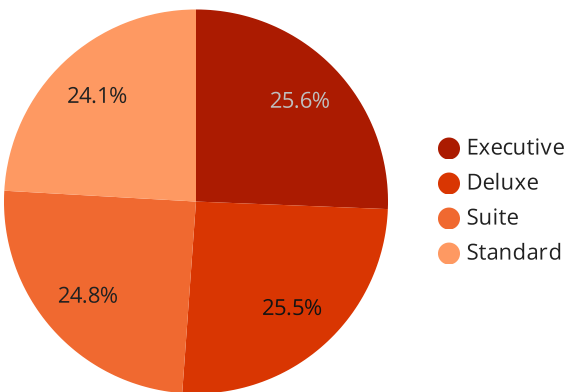- Family
- Couple
- Business
- Group

Customer Segments:

All four customer types (Family, Couple, Business, Group) are evenly split at ~25% each.

This balance indicates a healthy, diversified customer base with no single segment dominating.

ROOM TYPE OCCUPANCY

Pie chart segments:
- 25.6% (Executive)
- 25.5% (Deluxe)
- 24.8% (Suite)
- 24.1% (Standard)

Legend:
- Executive
- Deluxe
- Suite
- Standard

Room Type Performance:

Executive (25.6%) & Deluxe (25.5%) rooms drive the most occupancy.

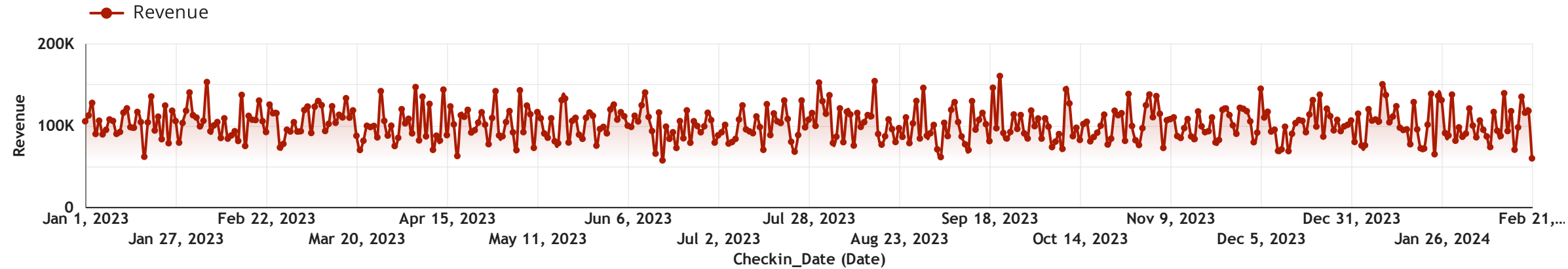Suite & Standard rooms are slightly lower but still evenly distributed.

Insight: Hotels are not overly reliant on 1 room type, which balances revenue risk.

TOP 10 COUNTRIES BY REVENUE

	Country	Revenue ▾
1.	UAE	4.4M
2.	Brazil	4.4M
3.	USA	4.3M
4.	China	4.3M
5.	France	4.3M
6.	India	4.2M
7.	UK	4.2M
8.	Canada	4.1M
9.	Australia	4.1M
10.	Germany	4M
	Grand total	**42.3M**

Regional Revenue:

Top contributing countries: UAE ($4.4M), Brazil ($4.4M), USA ($4.3M), China ($4.3M) & France ($4.3M).

Together, these five markets contribute >50% of total revenue, highlighting strong international diversity.

City vs Resort Hotels:

City Hotels ($21.2M) & Resort Hotels ($21.1M) generate almost identical revenue.

This shows balanced demand across both hotel types, reducing risk of market dependence.

A search filter used to find out the whole details of the using booking ID.

Booking_ID ▾

DETAILED TABLE WITH FILTERS

Booking_ID	Country	Hotel_Type	Room_Type	Rooms_Booked ▾	Length_of_Stay	Revenue
BKG3072	UK	Resort Hotel	Executive	3	4	1.9K
BKG160	USA	Resort Hotel	Deluxe	3	1	688
BKG499	Germany	City Hotel	Executive	3	2	2K
BKG896	UK	Resort Hotel	Standard	3	7	6.6K
BKG576	China	Resort Hotel	Standard	3	3	3.9K
BKG5120	India	Resort Hotel	Executive	3	5	7.2K
BKG2816	France	Resort Hotel	Suite	3	6	5.8K
BKG8202	Canada	Resort Hotel	Suite	3	12	12.2K
BKG3328	Canada	City Hotel	Standard	3	13	18.2K
BKG7294	Brazil	Resort Hotel	Suite	3	5	5.2K
BKG60	UK	City Hotel	Executive	3	1	1.3K
BKG8704	China	City Hotel	Deluxe	3	13	2.3K
BKG4471	UAE	Resort Hotel	Suite	3	4	735
BKG2432	UK	Resort Hotel	Standard	3	2	2.9K
BKG8663	China	Resort Hotel	Standard	3	3	2.5K
BKG5376	Germany	City Hotel	Suite	3	8	9.9K
BKG77	China	Resort Hotel	Suite	3	5	7.3K
BKG5888	France	City Hotel	Suite	3	5	955
BKG5857	UK	Resort Hotel	Executive	3	2	1.8K
BKG25	Canada	Resort Hotel	Deluxe	3	14	9.8K
BKG3820	UAE	City Hotel	Deluxe	3	2	2K
BKG108	India	Resort Hotel	Standard	3	7	10.1K
BKG7318	Germany	City Hotel	Suite	3	14	3.8K
Grand total				**20K**	**74.7K**	**42.3M**

1 - 10000 / 10000 ‹ ›

VAMSI ANALYTICS
LAST MODIFIED: FRIDAY, SEPTEMBER 12, 2025

REVENUE BY MONTH

Revenue by Month (Trend Analysis):

Revenue peaked strongly in January (≈ $200K), aligning with the high occupancy that month.

From March onwards, revenue declined sharply & then stabilized around $100K per month, showing a clear seasonal dip.

The end-of-year months (Oct–Dec) did not recover to January's highs, suggesting demand is front-loaded in the year.

Seasonal Trends:

Peak occupancy in January (2,927 rooms) gradually declined, stabilizing around ~1,400-1,500 rooms booked per month.

Revenue also peaked early in the year, then flattened, suggesting seasonality in demand (likely holiday vs off-season).

OCCUPANCY TREND
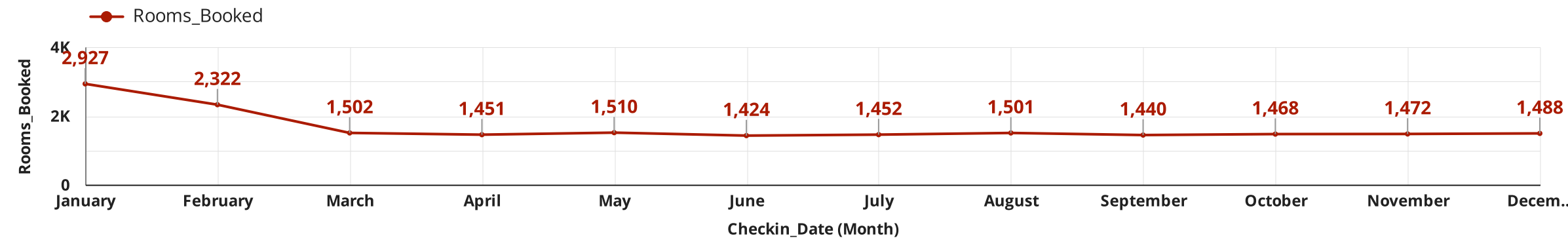
The dashboard shows 28% cancellations.

Recommendation: Investigate whether cancellations are concentrated in certain channels (e.g., Online) (or) regions & consider stricter deposit/refund policies.

Suggested Business Recommendations:

1. Boost Direct Bookings to reduce reliance on Online aggregators.

2. Explore seasonal promotions to stabilize revenue in off-peak months.

3. Introduce flexible cancellation policies with penalties to manage the 28% cancellation rate.

4. Target high-performing regions (UAE, Brazil, USA, China, France) with tailored marketing campaigns.

5. Keep balancing City vs Resort offerings, as both show nearly equal performance.

6. Run seasonal promotions in off-peak months to maintain cash flow.

7. Offer corporate packages/business incentives mid-year, when leisure demand is lower.

8.Optimize staffing and resources in low-revenue months to control costs.

9. • City Hotels are steady year round business (corporate + short stays) while Resorts are more seasonal, tied to vacations & leisure try maintain balanced marketing across both segments.

10. Invest in seasonal promotions for Resorts while ensuring corporate loyalty programs keep City Hotels stable.