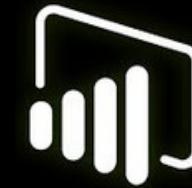


ITC HOTELS
RESPONSIBLE LUXURY



WITH POWER BI



ITC HOTELS REVENUE OPTIMIZATION



WHERE COMFORT MEETS LUXURY



ABOUT ITC HOTEL

WHERE COMFORT MEETS LUXURY

ITC Hotels is one of India's leading luxury hotel chains, known for its world-class hospitality, sustainable practices, and rich Indian heritage. A division of ITC Limited, the brand operates a diverse portfolio of hotels ranging from ultra-luxurious resorts to business-friendly accommodations.

Established in 1975, ITC Hotels has become synonymous with elegance, eco-consciousness, and exceptional guest experiences. With properties located across major cities and scenic destinations in India, ITC Hotels follows its unique philosophy of "Responsible Luxury" – blending opulence with environmental sustainability.

The brand has also received global recognition for its green initiatives, with several of its properties earning LEED Platinum certification for sustainability efforts.





PROBLEM STATEMENT



- ITC HOTEL S IS A LUXURY HOTEL CHAIN THAT OPERATES MULTIPLE PROPERTIES WITH DIFFERENT ROOM CATEGORIES AND VARYING OCCUPANCY RATES .
- THE COMPANY WANTS TO GAIN DEEPER INSIGHTS INTO ITS OVERALL FINANCIAL PERFORMANCE, CUSTOMER BOOKING BEHAVIOR , OCCUPANCY TRENDS , AND ROOM CATEGORY PERFORMANCE
- TO OPTIMIZE REVENUE GENERATION, MINIMIZE CANCELLATIONS , AND ENHANCE CUSTOMER SATISFACTION.
- THE GOAL OF THIS PROJECT IS TO CREATE AN INTERACTIVE, MULTI - PAGE POWER BI DASHBOARD TO PROVIDE STAKEHOLDERS WITH REAL - TIME INSIGHTS FOR DECISION-MAKING.





ITC HOTELS DASHBOARD



Financial Overview & Revenue Performance

Occupancy Analysis

2.0bn

Revenue_generated

8.6K

Rev_PAR

14.9K

ADR

50.3%

mom_growth

Room Performance

1390.8%

wow-growth

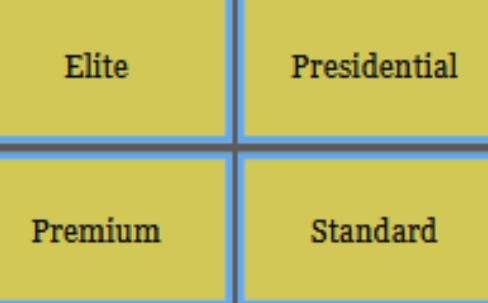
Cancellations Analysis

Date

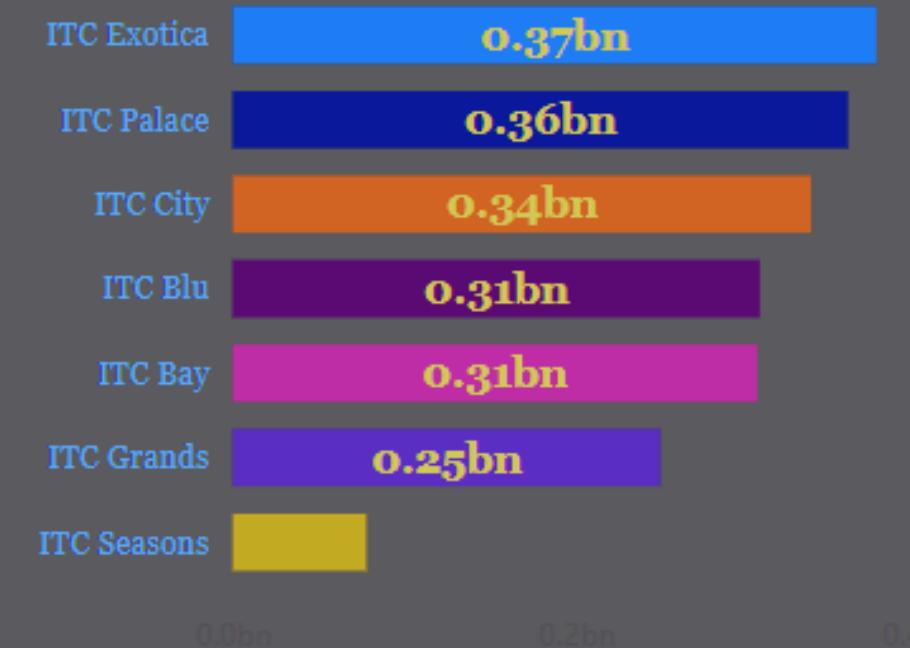
5/1/2022

7/31/2022

Hotels Category



Revenue by property_name



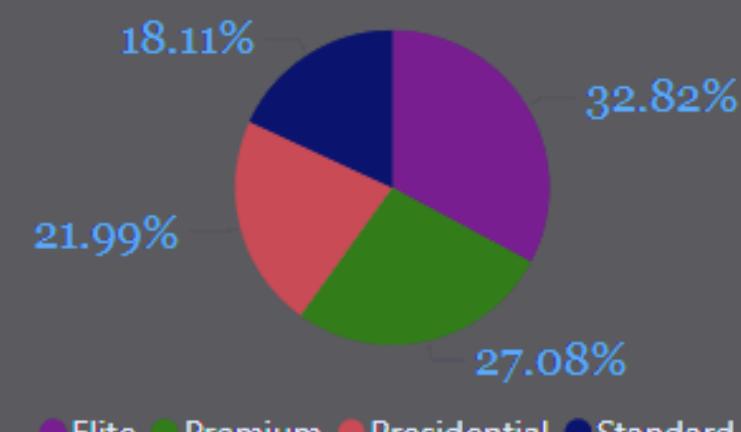
Cummulative _Revenue

Date	Cummulative_Revenue	Revenue_generated
5/1/2022	29868010	29868010
5/2/2022	50568620	20700610
5/3/2022	71233170	20664550
5/4/2022	91695865	20462695
5/5/2022	112824640	21128775
5/6/2022	133538560	20713920
5/7/2022	163172505	29633945
5/8/2022	193316415	30143910
5/9/2022	213868655	20552240
5/10/2022	234686830	20818175
Total	2007546215	2007546215

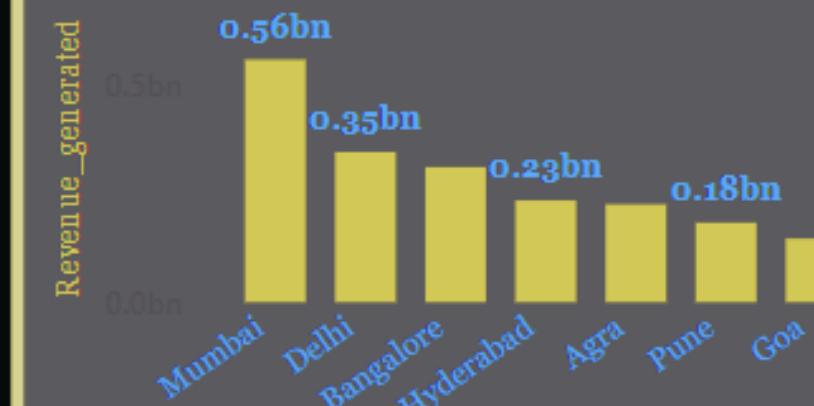
Month



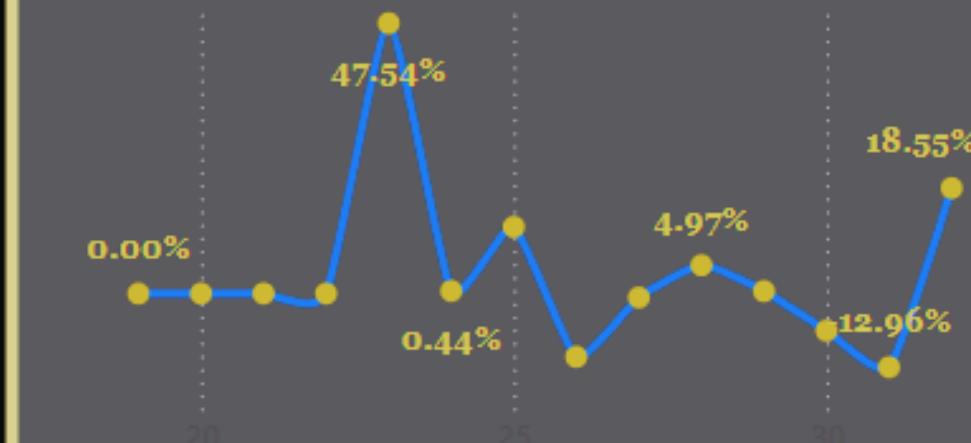
Revenue by room_class



Revenue_generated_by_city



Week_Over_Week_Growth



Week Num

All



INSIGHTS



1) Financial Overview & Revenue Performance :-

- Total Revenue – ₹2.0bn with 50.3% MoM growth and an exceptional 1390.8% WoW growth.
- Average Daily Rate (ADR) – ₹14.9K, reflecting strong pricing and premium positioning.
- Revenue Per Available Room (RevPAR) – ₹8.6K, indicating solid room utilization.
- Revenue Distribution – Presidential class leads (32.82%), followed by Standard (27.08%) and Premium (21.99%).
- Top Cities by Revenue – Mumbai dominates with ₹0.56bn, followed by Delhi (₹0.35bn) and Hyderabad (₹0.23bn).
- Best Performing Properties – ITC Exotica (₹0.37bn) and ITC Palace (₹0.36bn) are the top revenue generators.

Conclusion :-

The occupancy and capacity performance is robust with strong MoM and WoW growth. Presidential class and metro cities like Mumbai and Delhi are the major revenue drivers, making them key focus areas for high-end strategies.

Occupancy & Capacity Analysis

Financial Analysis

43.5%
Occupancy_Rate

8.6K
Rev_PAR

12.7%
Occupancy_WoW_Growth

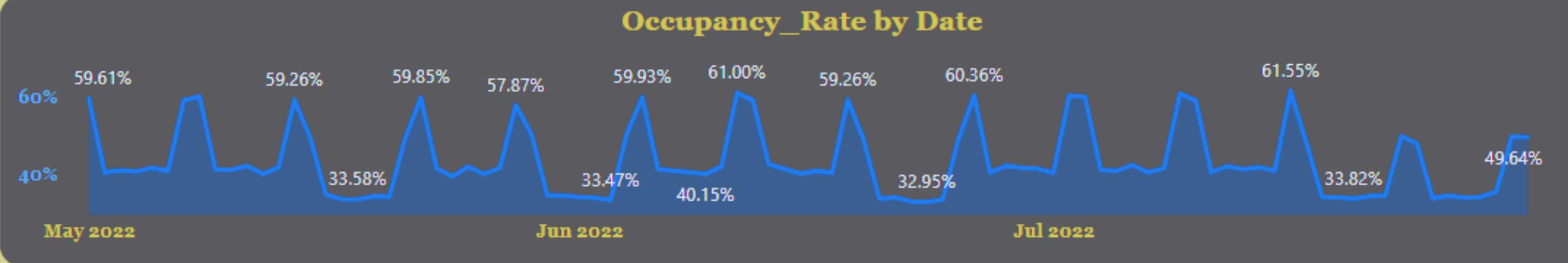
-0.12%
Occupancy_MoM_Growth

Room Performance

Cancellations Analysis

Holidays

All



Date

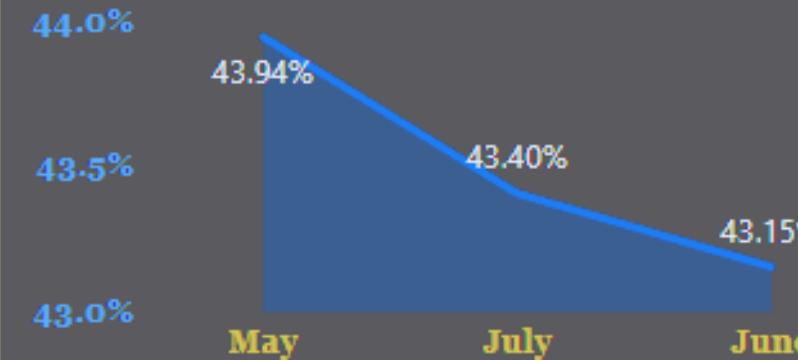
5/1/2022 7/31/2022



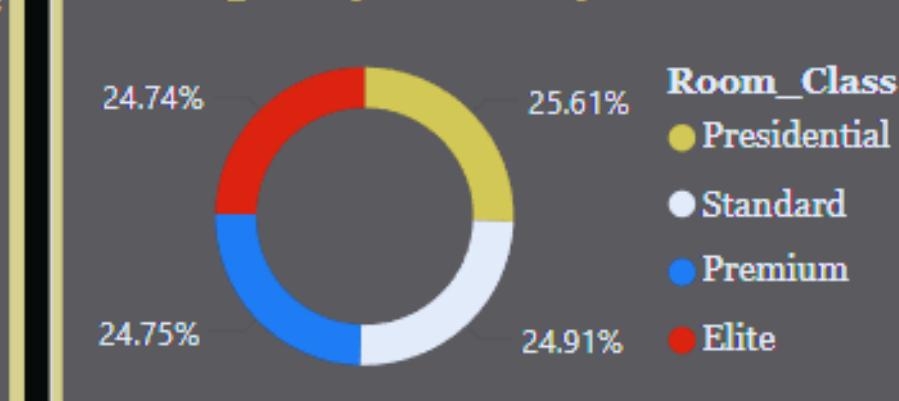
Month

July June May

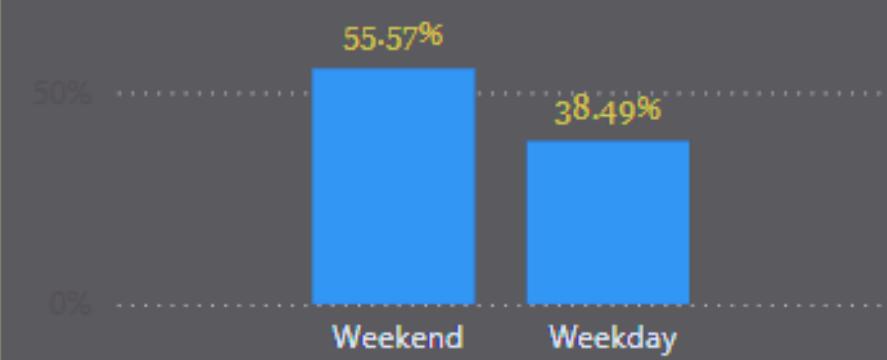
Occupancy_Rate by Month_name



Occupancy_Rate by room_class



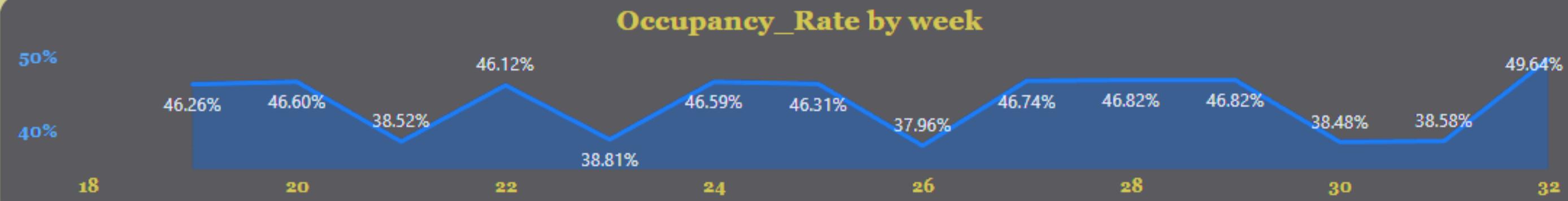
Occupancy_Rate Day_Of_Week



Days

Weekday Weekend

Occupancy_Rate by week





INSIGHTS



2) Occupancy & Capacity Performance :-

- Overall Occupancy Rate – 43.5%, with 12.7% WoW growth but slight -0.12% MoM decline.
- RevPAR (Revenue per Available Room) – ₹8.6K, reflecting steady room performance.
- Monthly Occupancy Trend – Highest in May (43.94%), followed by July (43.40%), and then a dip in June (43.15%).
- Room Class Occupancy – All room categories have balanced occupancy; Presidential rooms slightly lead with 25.61%, followed closely by Standard and Elite.
- Day-wise Occupancy – Weekends (55.57%) significantly outperform weekdays (38.49%), indicating leisure travel dominance.
- Weekly Occupancy – Peak occupancy noted in Week 22 and 28, both above 46%, while dips observed in Weeks 30-31.

Conclusion :

Occupancy levels remain stable with weekend peaks and minor monthly fluctuation. Focus on weekend packages and Presidential-class promotions could further enhance room utilization and revenue.

Room Category Performance & Bookings Insight

Financial Analysis

2.4
ALOS

3.7
AvgLeadTime

2.0bn
Revenue_generated

50.3%
mom_growth

Occupancy Analysis

Cancellations Analysis

Date

5/1/2022 7/31/2022

Revenue_generated by room_class



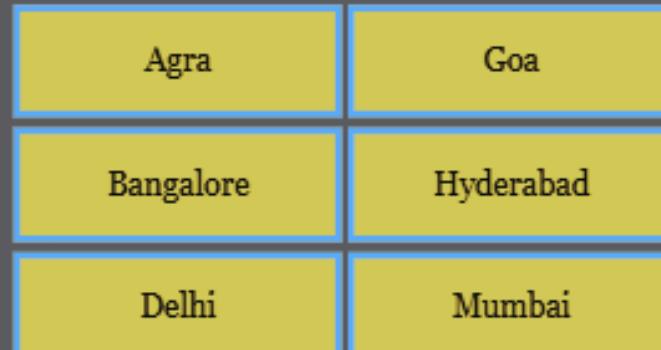
Revenue_generated by Advance_booking_days



Month



City



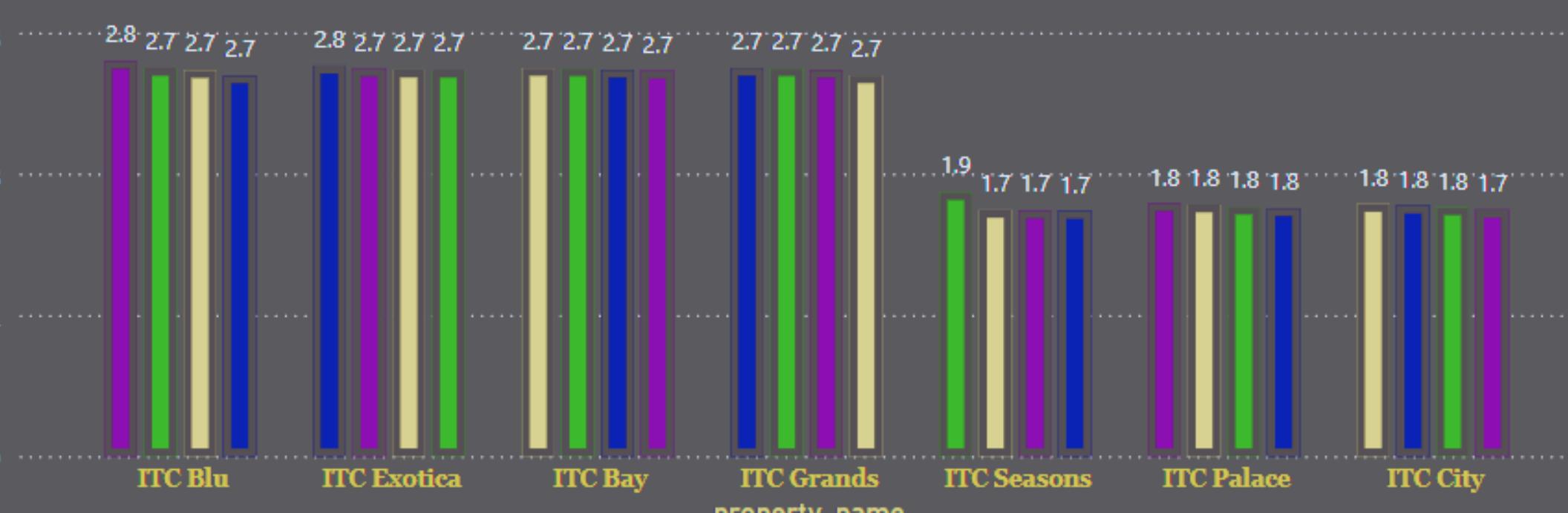
Hotels

property_name ALOS

property_name	ALOS
ITC Bay	2.7
ITC Blu	2.8
ITC City	1.8
ITC Exotica	2.7
ITC Grands	2.7
ITC Palace	1.8
ITC Seasons	1.8
Total	2.4

ALOS by property_name and room_class

Room_Class ● Elite ● Premium ● Presidential ● Standard





INSIGHTS



3) Room Category Performance & Booking Insight :-

- Average Length of Stay (ALOS) – 2.4 days, indicating short-to-mid stay trends across properties.
- Average Lead Time – 3.7 days, showing that guests mostly book closer to check-in date.
- Revenue by Room Class – Elite rooms lead with ₹0.66bn, followed by Premium (₹0.54bn) and Presidential (₹0.44bn).
- Advance Booking Trends – Revenue sharply declines after 4 days; highest revenue comes from 1-2 day advance bookings.
- Top Properties by ALOS – ITC Blu (2.8 days) and ITC Bay, Exotica, Grands (2.7 days) have longest average stays.
- Short-Stay Properties – ITC City, Palace, and Seasons report the shortest ALOS (~1.7 to 1.9 days).
- Balanced ALOS Across Room Classes – All room types across high-performing properties show consistent stay patterns (~2.7 days)

Conclusion :-

Elite rooms drive the highest revenue, and most bookings are made within 2–4 days of stay. Longer stays at key properties like ITC Blu and Exotica present strong opportunities for targeted loyalty programs and bundled offers.

Cancellations & Lost Revenue Analysis

Financial Analysis

-0.75%
MoM_Cancellations

2.14%
wow-Cancellations

24.83%
Cancellation_rate

199.18M
Actual_Revenue

Occupancy Analysis

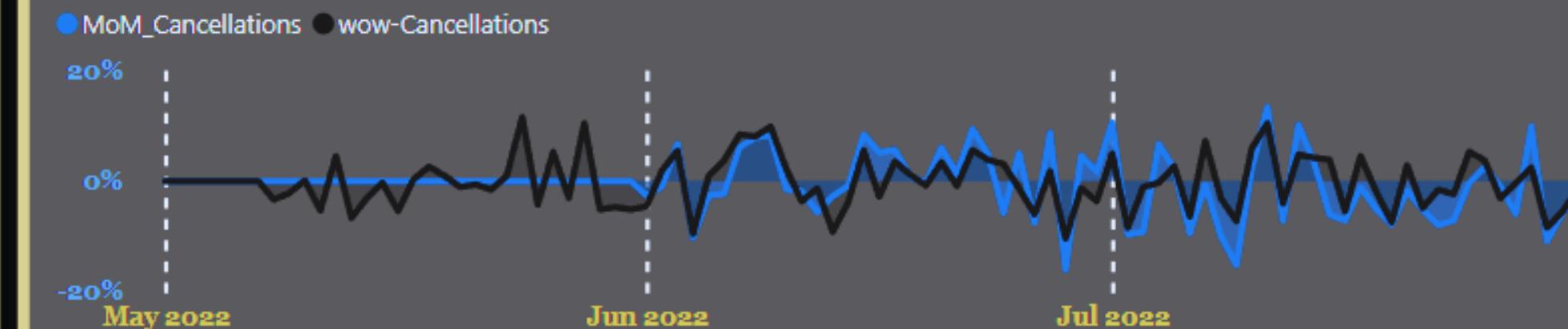
Room Performance

Date

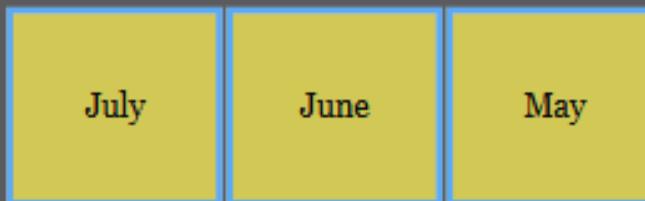
5/1/2022 7/31/2022

33.42K
Cancelled_bookings

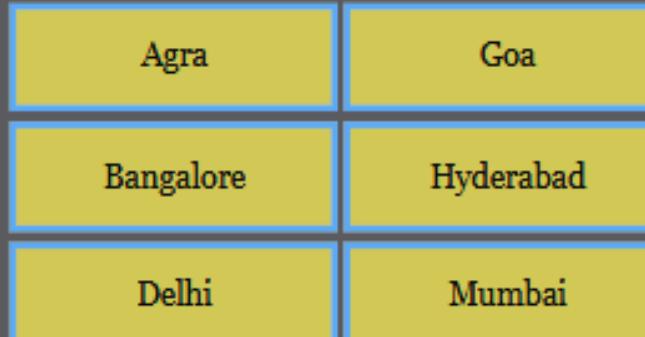
MoM & Wow Cancellations Fluctuation



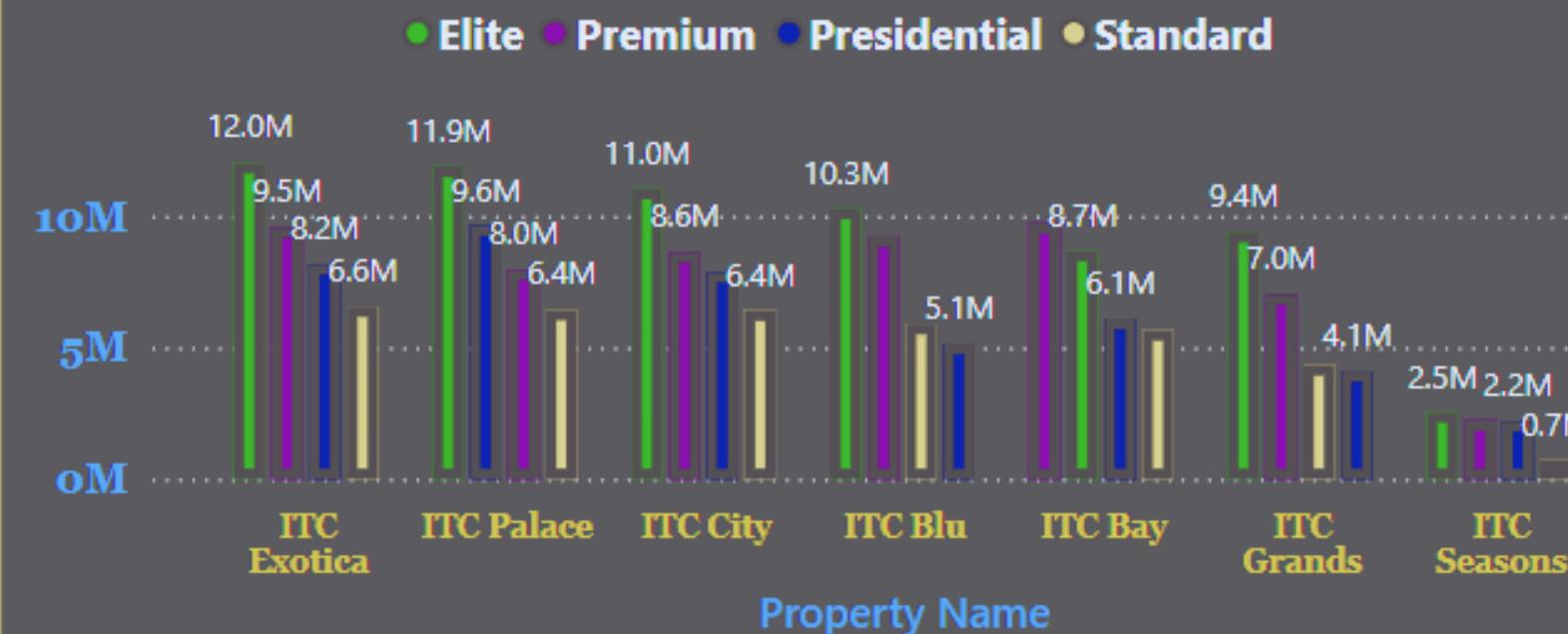
Month



City



Lost Revenue





INSIGHTS



4) Cancellations & Lost Revenue Analysis :-

- Total Cancelled Bookings – 33.42K cancellations observed during the period.
- Cancellation Rate – High at 24.83%, indicating 1 in every 4 bookings is being cancelled.
- MoM & WoW Trends – Slight MoM decline (-0.75%) but WoW cancellations increased by 2.14%.
- Total Revenue Lost – Over ₹199.18M in revenue lost due to cancellations.
- Top Properties Affected –
 - ITC Exotica lost ₹12M,
 - ITC Palace ₹11.9M,
 - ITC City ₹11M.
- Room Class Impact – Highest revenue loss seen in Elite and Premium categories across most properties.
- Volatility Trend – Continuous fluctuations in cancellation pattern seen over May–July.

Conclusion :-

The cancellation rate is alarmingly high, especially impacting high-value Elite and Premium bookings. Focused strategies like flexible booking policies, prepayment discounts, or cancellation penalties can help reduce lost revenue.

KEY RECOMMENDATIONS AND IMPROVEMENTS

1. Reduce Cancellations with Targeted Policies

- Insight: Cancellation rate is very high (24.83%), especially in Elite and Premium categories.
- Action:
 - Introduce non-refundable deals with discounts.
 - Send timely reminder notifications and provide easy rescheduling options.
 - Offer incentives (like free breakfast or late checkout) for non-cancelled bookings.

2. Improve Weekday Occupancy through Business Travel Packages

- Insight: Occupancy is much higher on weekends (55.57%) than weekdays (38.49%).
- Action:
 - Launch corporate tie-ups and weekday-only packages for business travelers.
 - Offer flexible check-in/check-out for work-from-hotel customers.
 - Promote “Workation” offers in metro cities like Mumbai and Delhi.

3. Maximize Revenue by Focusing on Elite Room Class

- Insight: Elite rooms generate the highest revenue (₹0.66bn), yet ALOS is short (2.4 days).
- Action:
 - Introduce luxury experience packages to increase ALOS.
 - Upsell to Elite rooms via last-minute upgrades.
 - Highlight Elite features prominently on the website and in marketing.

4. Drive More Advance Bookings (2–4 Day Window)

- Insight: Maximum revenue comes from bookings made 2–4 days in advance; steep drop after that.
- Action:
 - Run limited-time offers valid only 3 days before check-in.
 - Push ads/offers on mobile & email 4 days before predicted peak days.
 - Use AI-based nudges (like “only 2 rooms left!”) to create urgency.



I welcome and appreciate your thoughts about this project and always open to every suggestion, let's connect here..

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THANK YOU

FOR ATTENTION

