**Revenue Insights in Hospitality Domain Overview**

## Problem Statement

The hospitality industry faces numerous challenges in understanding revenue trends due to the complexity of operations, seasonality, and varied customer preferences. Without actionable insights, businesses struggle to:

* Identify revenue leakage points.
* Understand the performance of different segments (e.g., rooms, food & beverage, events).
* Forecast revenue trends accurately.

## Business Benefits

This project offers several advantages for stakeholders in the hospitality industry:

1. **Enhanced Revenue Management**: Identify underperforming areas and optimize pricing strategies to maximize revenue.
2. **Improved Decision-Making**: Data-driven insights enable managers to make informed strategic and operational decisions.
3. **Customer Insights**: Understand customer preferences and spending patterns to improve service offerings.
4. **Operational Efficiency**: Monitor key metrics in real time to enhance productivity and reduce costs.

## Tools and Technologies

* **Power BI**: Data visualization and dashboard creation.
* **Microsoft Excel**: Data preprocessing and organization.

## Project Highlights

1. **Data Preparation**: Cleaning and transforming raw data to ensure accuracy and consistency.
2. **KPI Development**: Identifying and calculating key metrics critical to revenue analysis.
3. **Dashboard Creation**: Designing an intuitive and interactive Power BI dashboard for stakeholders.