



WITH POWER BI 

ITC HOTELS

REVENUE OPTIMIZATION

RESPONSIBLE LUXURY

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ABOUT “ITC HOTEL”

RESPONSIBLE LUXURY

- ITC Hotels is one of **India's leading luxury hotel chains**, renowned for its commitment to *responsible luxury, world-class hospitality, and sustainability*. A part of **ITC Limited**, the brand operates a diverse portfolio of hotels across various segments, including luxury, business, and heritage properties.
- With iconic properties such as **ITC Maurya in New Delhi** and **ITC Grand Chola in Chennai**, the brand is known for its architectural grandeur, personalized services, and deep-rooted sustainability initiatives.
- ITC Hotels follows the ethos of "**Responsible Luxury**," integrating green building practices, renewable energy usage, and waste management solutions while delivering an uncompromised luxury experience.
- From business travelers to leisure seekers, **ITC Hotels offers an unparalleled stay experience, combining tradition with innovation to create unforgettable moments for its guests**.



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PROBLEM STATEMENT

- ITC Hotels is a luxury hotel chain that operates multiple properties with diverse 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"





ITC HOTELS DASHBOARD



Financial Overview & Revenue Performance

₹ 1.71bn

Total revenue



DATE

01-05-2022 31-07-2022



Month name

May June July

Room class

Elite	Presidential
Premium	Standard

50%

Month over Month

7%

Week over Week

₹ 15K

Average Daily Rate

₹ 101M

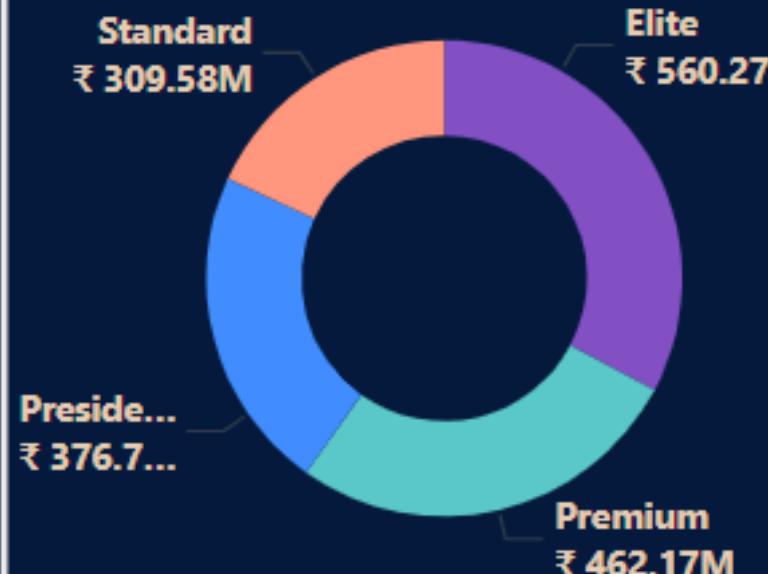
Moving avg of 4 ...

₹ 7,347

Revenue_PAR

Date	Total revenue	Running Total
01-05-2022	₹ 2,53,57,111	₹ 2,53,57,111
02-05-2022	₹ 1,74,08,806	₹ 4,27,65,917
03-05-2022	₹ 1,75,34,188	₹ 6,03,00,105
04-05-2022	₹ 1,73,32,054	₹ 7,76,32,159
05-05-2022	₹ 1,79,01,036	₹ 9,55,33,195
06-05-2022	₹ 1,74,26,886	₹ 11,29,60,081
07-05-2022	₹ 2,52,21,983	₹ 13,81,82,064
08-05-2022	₹ 2,56,97,319	₹ 16,38,79,383
09-05-2022	₹ 1,75,37,981	₹ 18,14,17,364
10-05-2022	₹ 1,76,96,996	₹ 19,91,14,360
Total	₹ 1,70,87,71,229	₹ 1,70,87,71,229

Revenue Composition

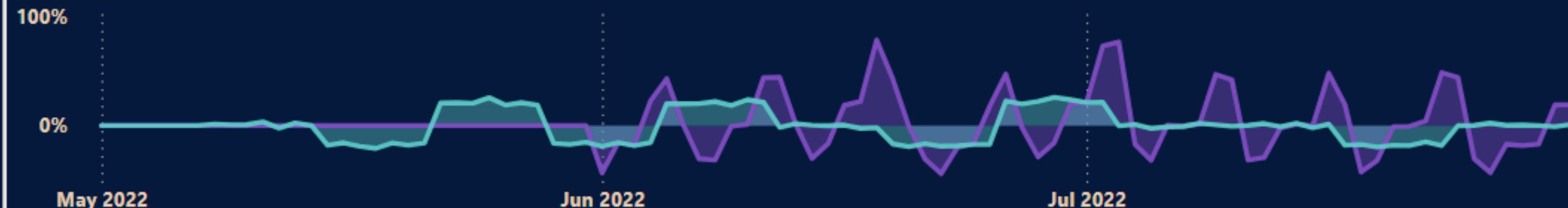


Total Revenue



MOM and WOW Growth

● Month over Month ● Week over Week



Occupancy & Capacity Analysis

43%

Occupancy Rate



100%

Total revenue and Rev P...

Holidays

All

Type of Day

Weekday

Weekend

DATE

01-05-2022

31-07-2022

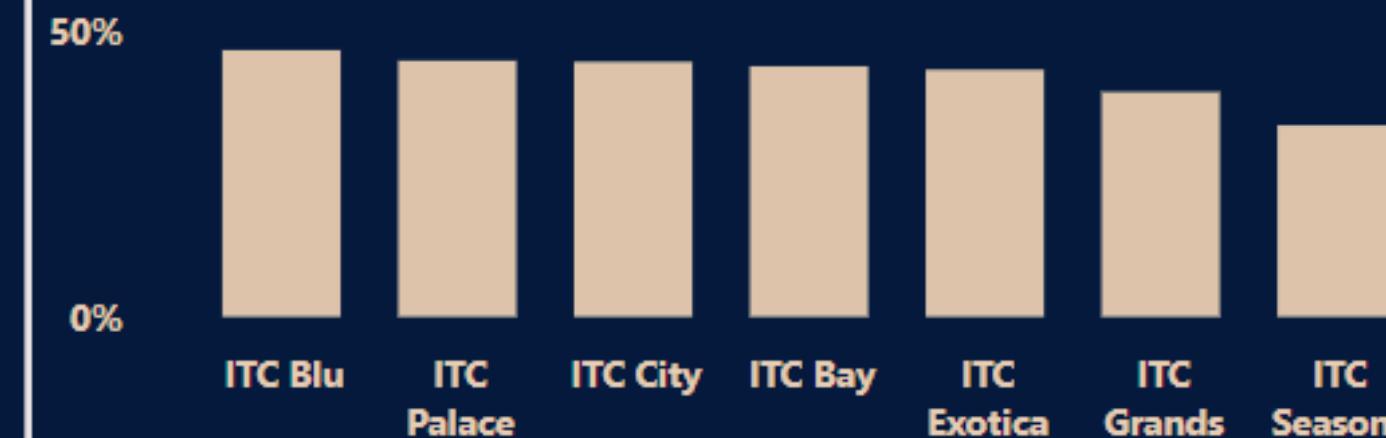
-0.12%

MoM Occupancy

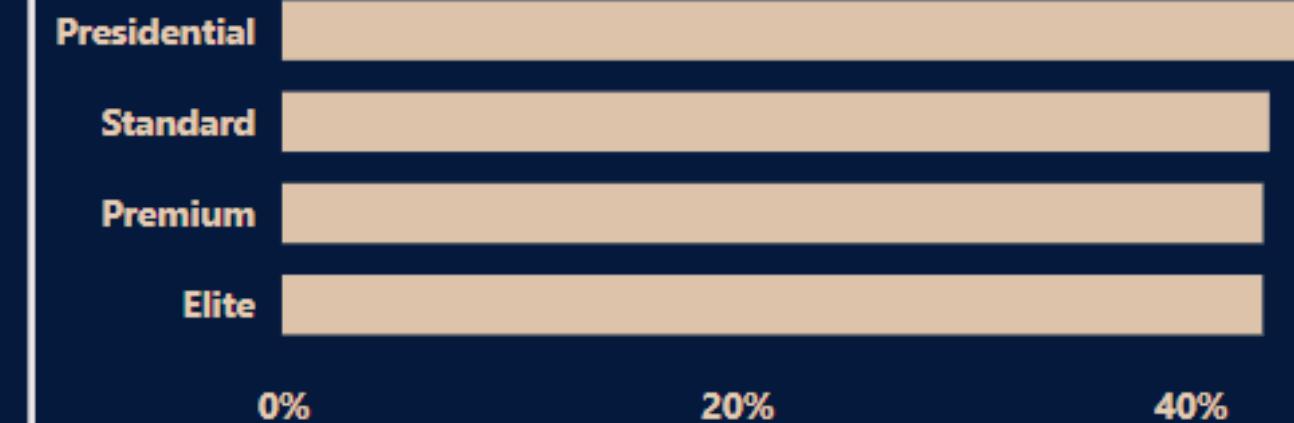
-0.88%

WoW Occupancy

Occupancy rate

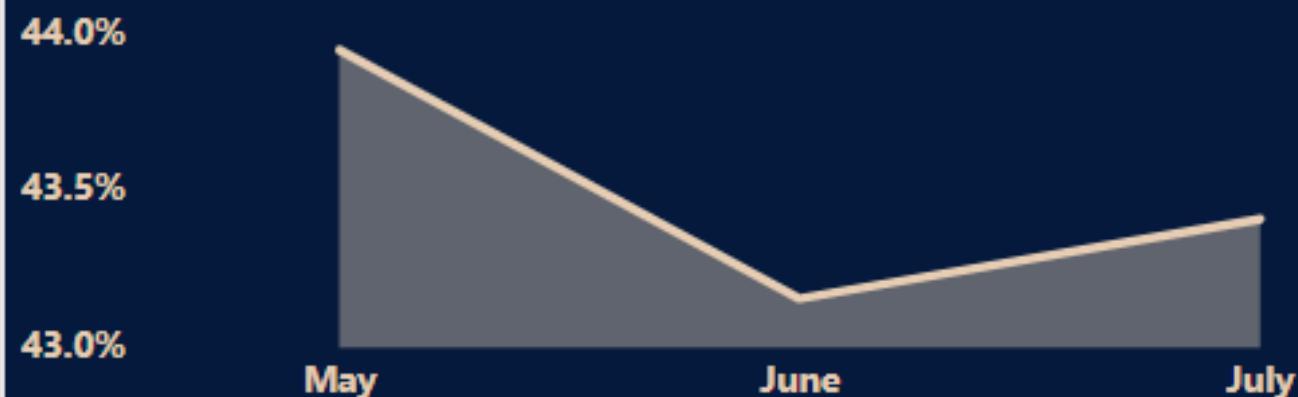


Occupancy rate

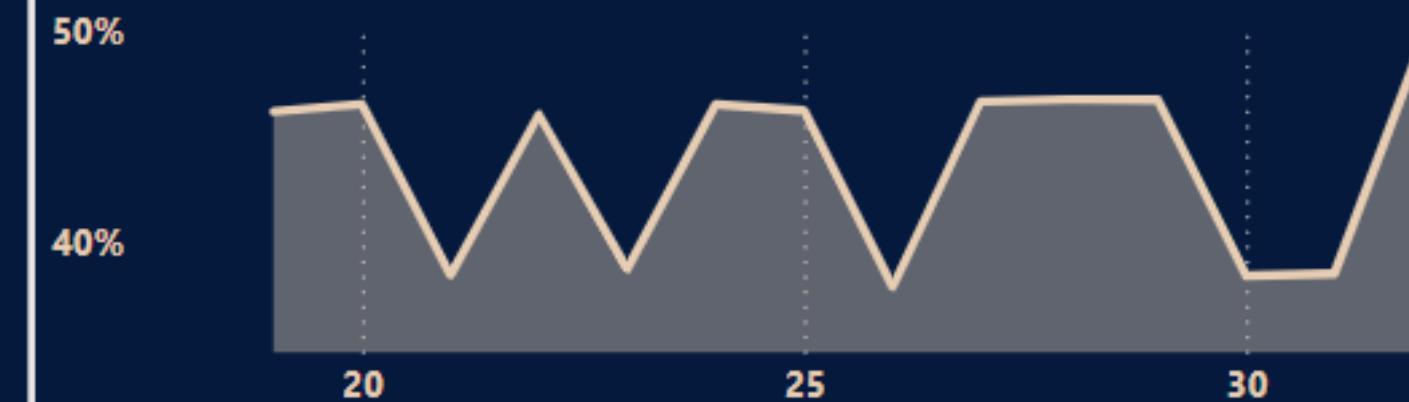


100%

Occupancy Rate by Month



Occupancy Rate by Week



Month name

Occupancy Rate

MoM Occupancy

WoW Occupancy

Month name

Occupancy Rate

MoM Occupancy

WoW Occupancy

MoM Occupancy

Room Category Performance & Booking Insights

2.37

ALOS



2.12%

Occupancy Rate and B...

DATE

01-05-2022 31-07-2022



City

All

Type of Day

Weekday Weekend

₹ 1.71bn

Total revenue

3.71

Booking lead average

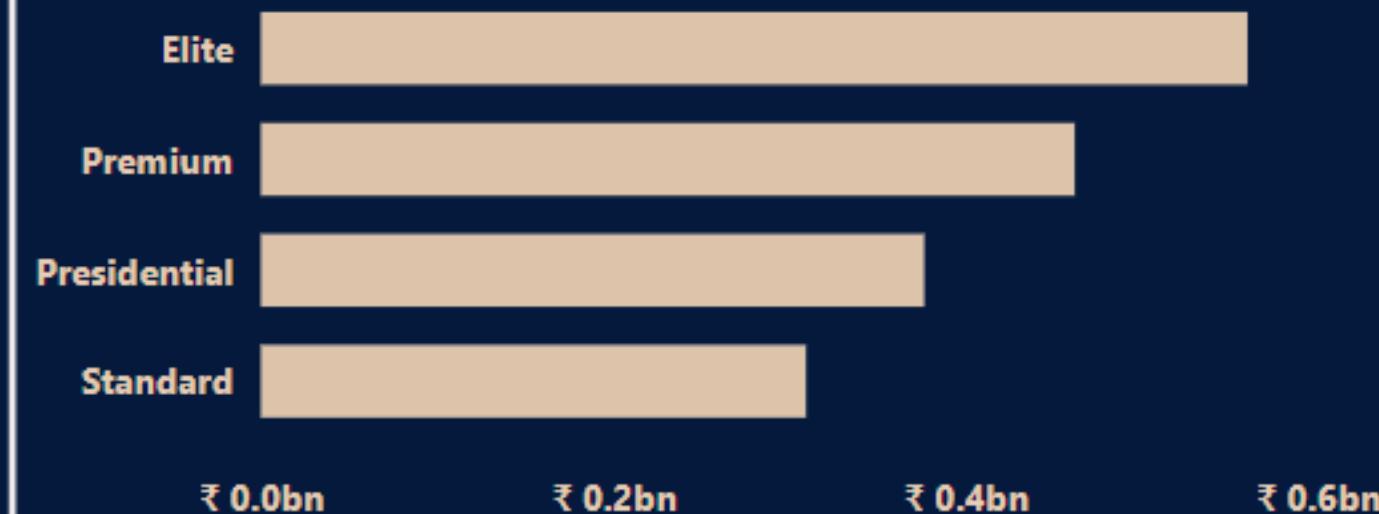
-8.09%

Total revenue and AL...

99.89%

Occupancy Rate and Tot...

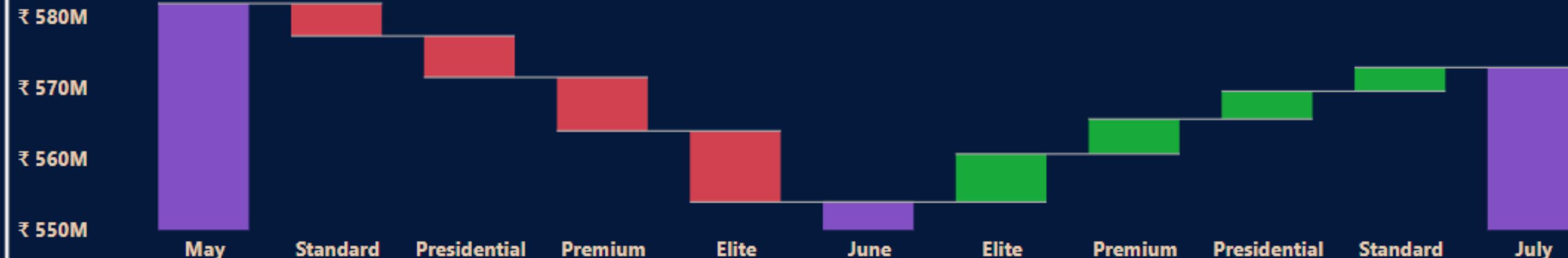
Total revenue by Room type



Average length of Stay



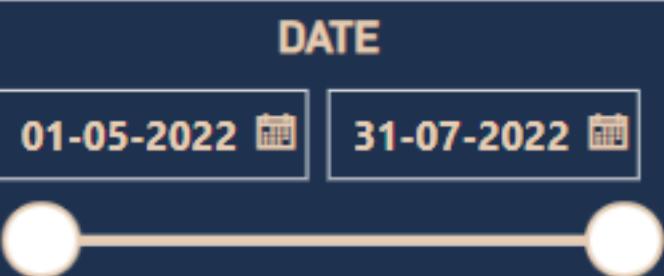
Revenue distribution by Month



Cancellations & Lost Revenue Analysis

33.42K

Cancelled



Holidays

All

City

All

Type of Day

Weekday Weekend

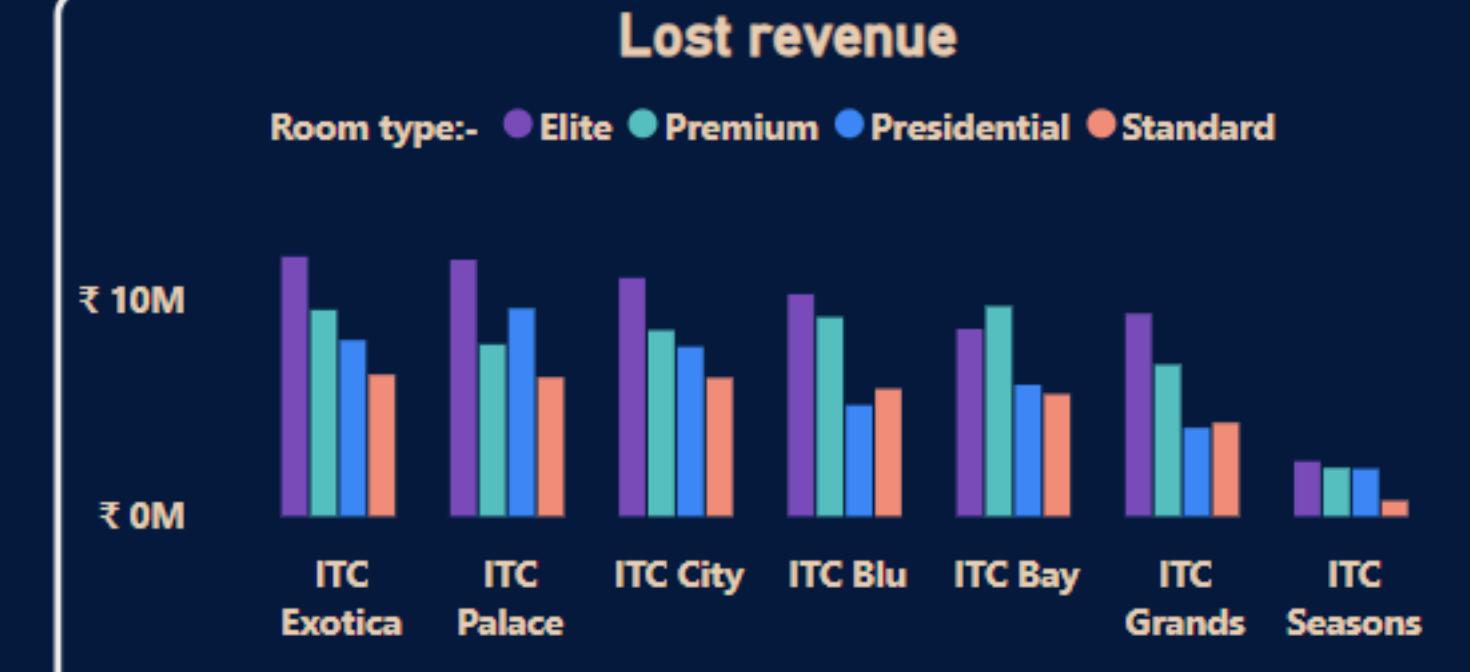
₹ 199.18M
Lost revenue

24.83%
Cancellation rate

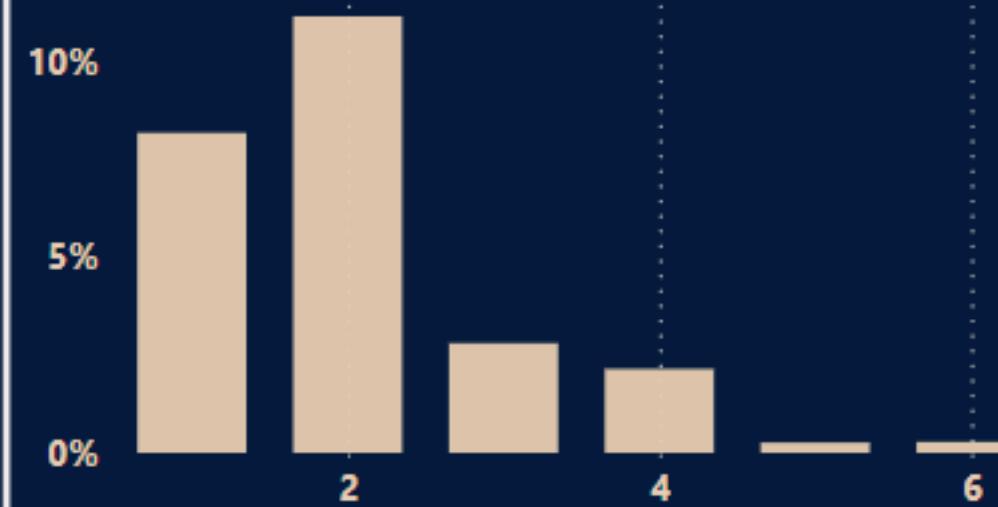
-0.25%
WoW Cancellation rate

-0.75%
MoM cancellation rate

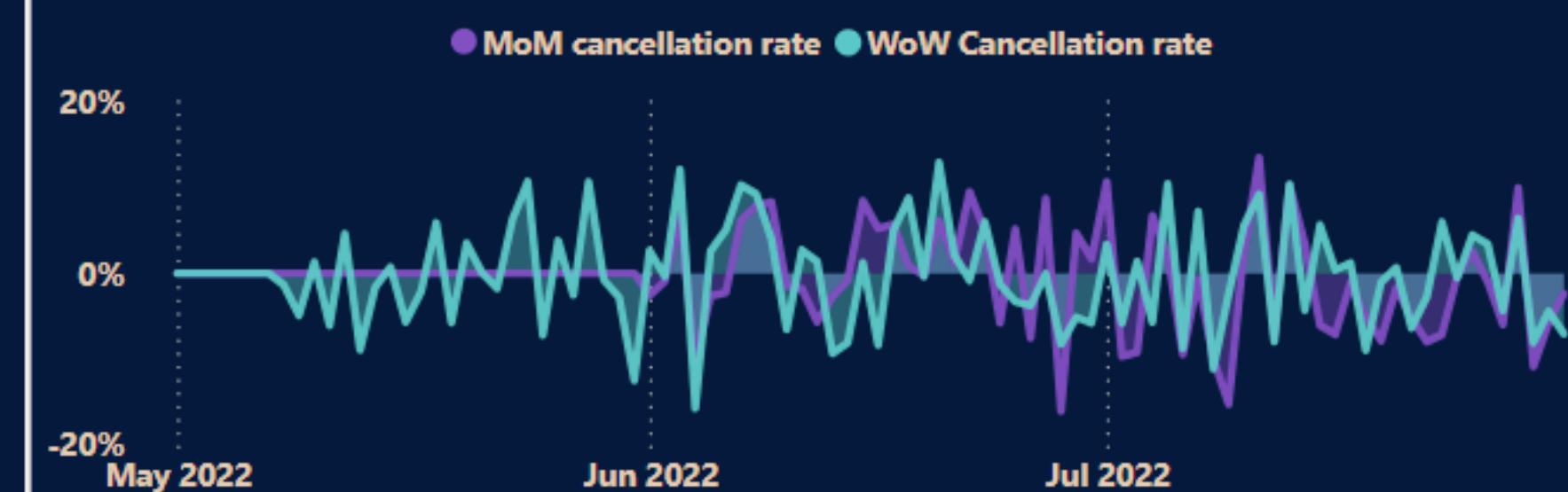
Date	Lost revenue	Cumulative Lost revenue
01-05-2022	₹ 30,07,266	₹ 30,07,266
02-05-2022	₹ 21,94,536	₹ 52,01,802
03-05-2022	₹ 20,86,908	₹ 72,88,710
04-05-2022	₹ 20,87,094	₹ 93,75,804
05-05-2022	₹ 21,51,826	₹ 1,15,27,630
06-05-2022	₹ 21,91,356	₹ 1,37,18,986
07-05-2022	₹ 29,41,308	₹ 1,66,60,294
08-05-2022	₹ 29,64,394	₹ 1,96,24,688
Total	₹ 19,91,83,324	₹ 19,91,83,324



Cancellation rate by Days stayed



MoM and WoW cancellation Fluctuations





INSIGHTS



1) Financial Overview and Revenue Performance :-

- **Total Revenue** - ₹1.71bn with a 50% MoM growth and 7% WoW growth.
- **Average Daily Rate (ADR)** - ₹15K, suggesting a strong pricing strategy.
- **Revenue Composition** - Elite category leads (₹560.27M), followed by Premium (₹462.17M) and Standard (₹309.58M).
- **Top-performing properties** - ITC Exotica and ITC Palace generate the highest revenue.

	2023	2022	Change
Revenue	1,710.00	1,140.00	+56%
Operating expenses	1,140.00	780.00	+47%
Net profit	570.00	360.00	+59%
EPS	1.43	0.86	+67%
Dividends paid	50.00	30.00	+67%
Capital invested	1,230.00	850.00	+45%
Net cash flow from operations	1,230.00	850.00	+45%
Net cash position at end of period	1,710.00	1,140.00	+56%

Conclusion : The revenue performance is strong, with steady MoM and WoW growth. The Elite category contributes the most, making it a key focus for premium services.

INSIGHTS



2) Occupancy Deviations and Capacity Analysis :-

- **Occupancy Rate** - 43%, showing a slight **decline** of (-0.12%) MoM and (-0.88%) WoW.
- **Best performing properties in occupancy** - ITC Blu, ITC Palace, and ITC City.
- **Occupancy by Room Type** - Presidential and Standard rooms show higher occupancy rates.
- **Week-wise fluctuations** - Occupancy dropped significantly in week 21 (-17.35%) but recovered in week 22 (+19.75%).



Conclusion : While revenue is growing, occupancy rates need improvement, particularly in underperforming weeks and specific room categories.

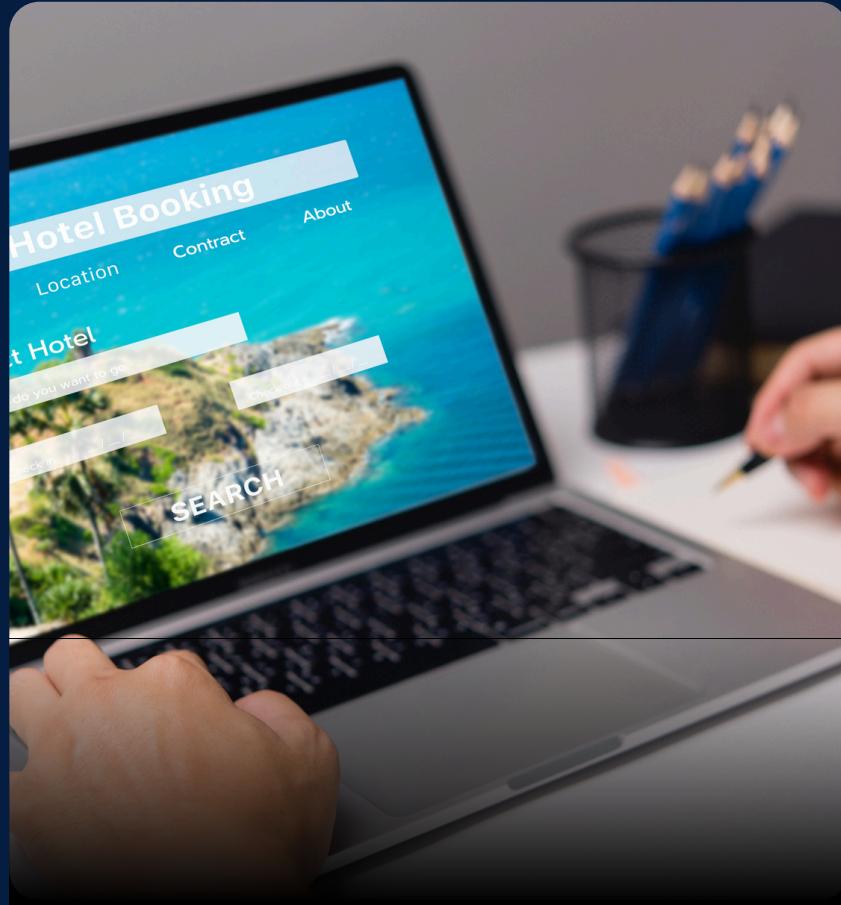


INSIGHTS



3) Room Category Performance & Booking Insights :-

- **Average Length of Stay (ALOS)** - 2.37 days, indicating short-term stays.
- **Booking Lead Time** - 3.71 days, meaning customers book with short notice.
- **Revenue Contribution by Room Type** - Elite generates the most revenue, followed by Premium and Presidential.
- **Monthly Revenue Trends** - May had the highest revenue, followed by a decline in June and a slight recovery in July.



Conclusion: The booking lead time is short, requiring agile marketing strategies. Elite rooms are the top revenue drivers, but lower-tier rooms need pricing and promotional strategies to boost profitability.

INSIGHTS

4) Cancellations & Lost Revenue Analysis :-

- **Total Cancellations** - 33.42K bookings resulted in ₹199.18M lost revenue.
- **Cancellation Rate** - 24.83%, with a (-0.25%) WoW and (-0.75%) MoM decline.
- **Room types with highest cancellations** - Elite and Premium categories.
- **Cancellation trends** - Most cancellations happen within 1-2 days of booking.



Conclusion: High cancellations significantly impact revenue. The premium and elite categories have the most cancellations, possibly due to high booking costs or flexible cancellation policies.

★ IMPROVEMENT & RECOMMENDATIONS ★

Improve Occupancy Rates

- **Targeted promotions** for lower occupancy weeks (e.g., Week 21).
- **Discounted rates for longer stays** to increase ALOS and stabilize occupancy.
- **Loyalty programs** to encourage repeat stays.

Address Cancellations & Revenue Loss-

- Introduce **stricter cancellation policies** for last-minute cancellations.
- Offer **incentives for non-refundable bookings** to secure revenue.
- Implement **dynamic pricing** to adjust rates based on cancellation risks.

Optimize Booking Lead Time

- Promote **early booking discounts** to extend the lead time.
- Leverage **corporate partnerships** to ensure steady advanced bookings.
- Improve marketing strategies to **target last-minute travelers** effectively.

Enhance Revenue from Standard & Presidential

- Offer upgrades from Standard to Premium with **small fee add-ons**.
- **Include meal packages or spa services** to increase revenue per booking.
- **Adjust rates dynamically** based on demand trends.



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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

