

# Module 5 - Revenue Strategy Dashboard

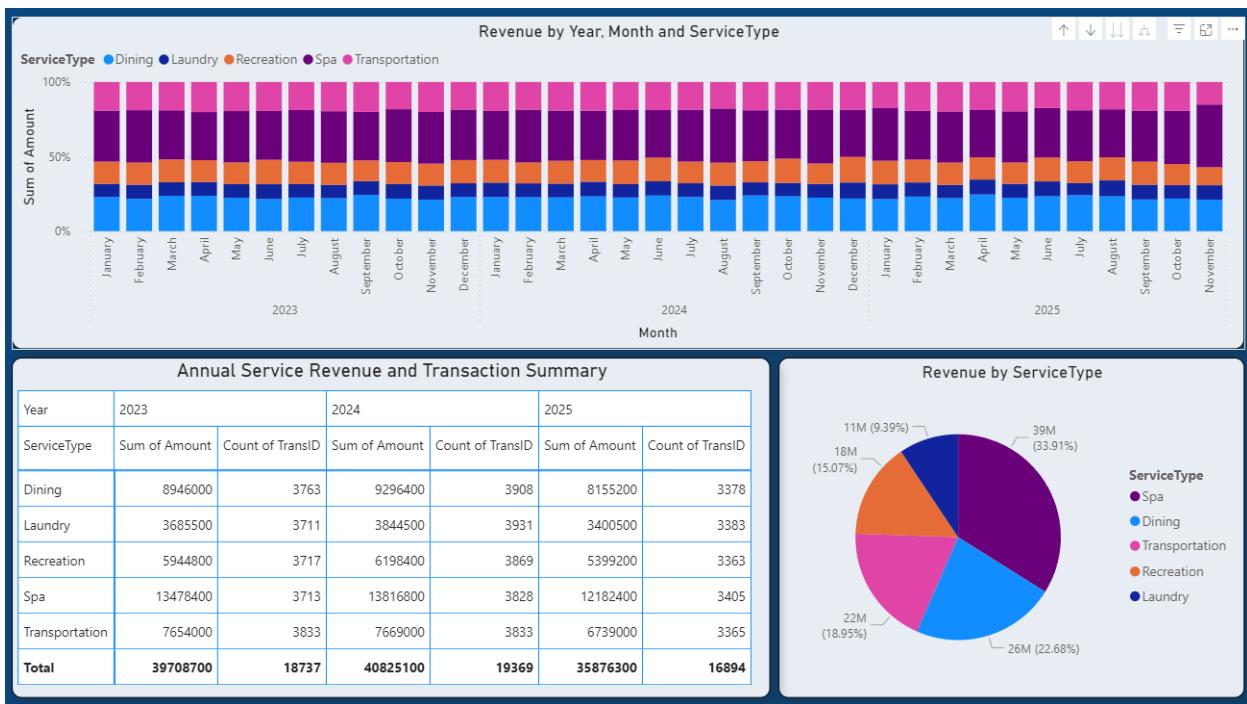
This dashboard consolidates revenue performance across services, room categories, and seasons, helping managers understand total revenue contribution and identify growth levers.

## 1. Upsell Potential – Ancillary Services

Dining, Spa, Transportation, Recreation and Laundry revenues are visualized to highlight **non-room spend opportunities**.

It helps identify which departments can be promoted through:

- bundled offers
- cross-selling
- seasonal packages
- premium upgrades

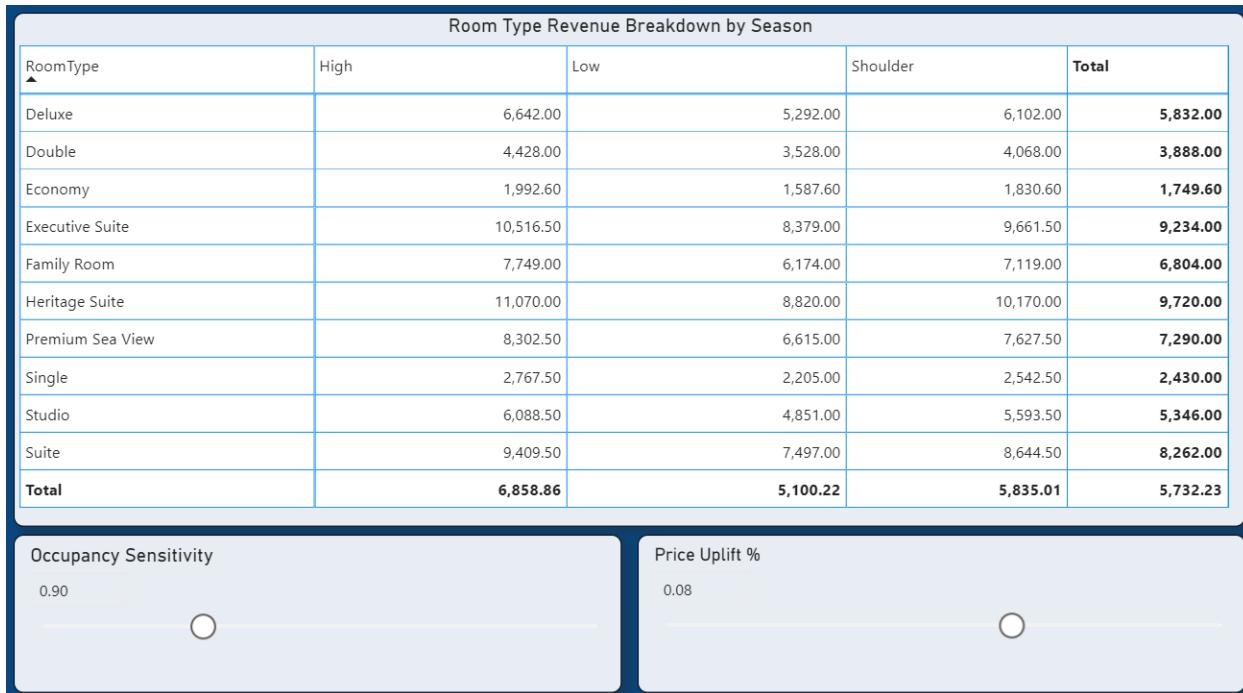


## 2. Pricing Tiers – Seasonal + Room Type

Room categories are mapped with High, Low and Shoulder seasons, enabling data-based pricing tiers:

- High season → premium rate
- Low season → discount strategy
- Shoulder season → competitive pricing

This helps optimise ADR and RevPAR by season and room class.

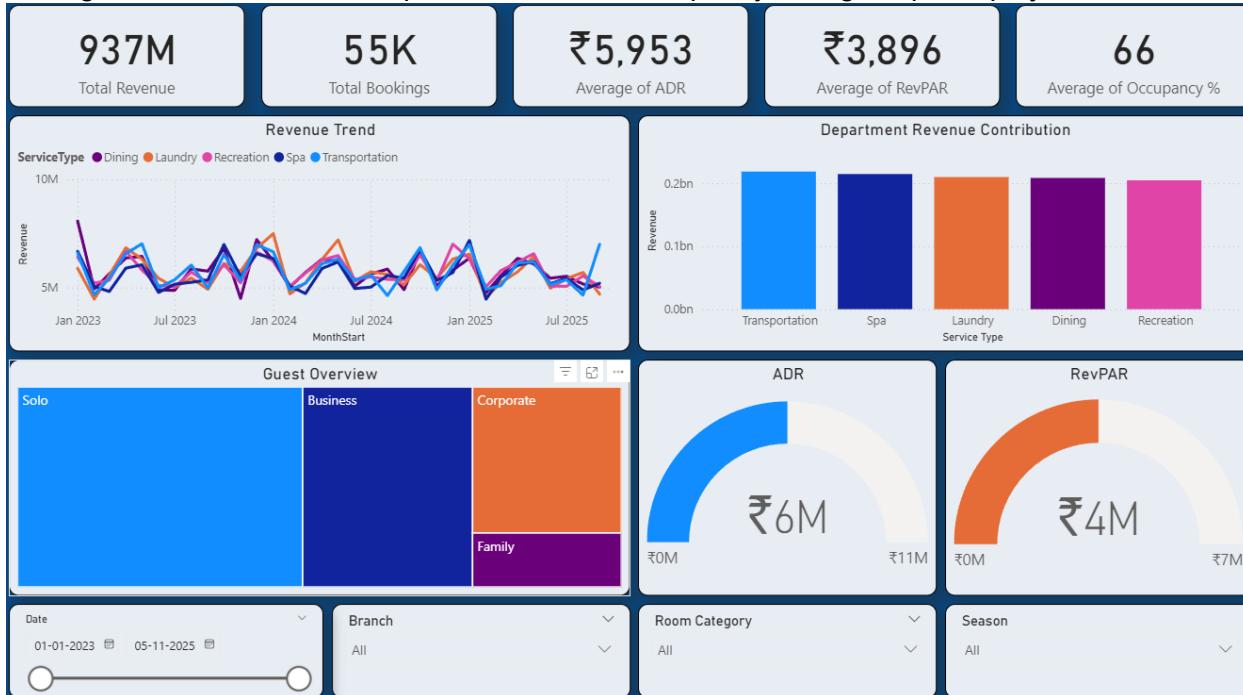


### 3. Interactive Parameters

Two dynamic controls:

- **Price Uplift %**
- **Occupancy Sensitivity**

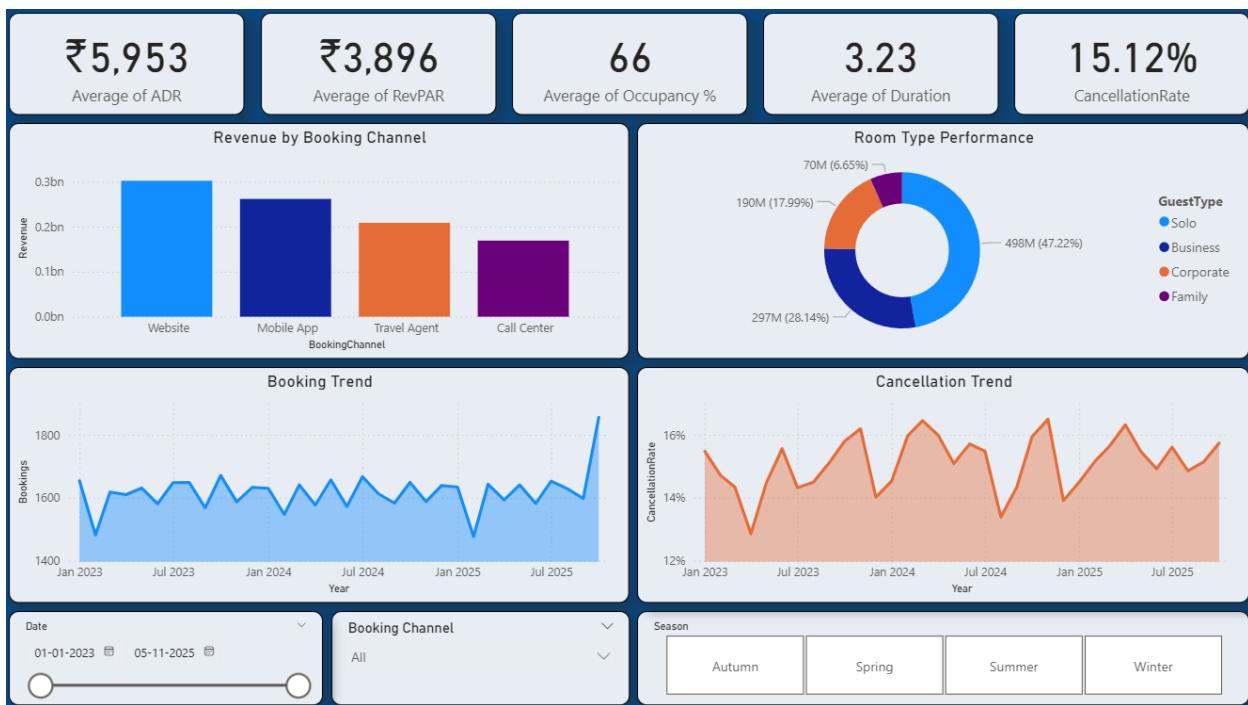
Managers can simulate how a price increase or occupancy change impacts projected revenue.



#### 4. Scenario Demo – Baseline vs Adjusted KPIs

Users can quickly compare current KPIs with adjusted KPIs after changing sliders, giving a real-time forecasting view of:

- ADR
- RevPAR
- Occupancy
- Total revenue impact



#### 5. Impact – Actionable Insights for Managers

This dashboard enables managers to:

- ✓ set price strategies
- ✓ push ancillary sales
- ✓ evaluate scenarios
- ✓ optimise seasonal pricing
- ✓ maximise revenue per guest

Overall, it supports **data-driven revenue decisions and proactive strategy planning**.