

A photograph of a modern hotel pool area at dusk. The scene features several tall palm trees, lounge chairs with closed umbrellas, and a swimming pool in the foreground. The sky is a mix of purple and orange, and the hotel buildings are visible in the background.

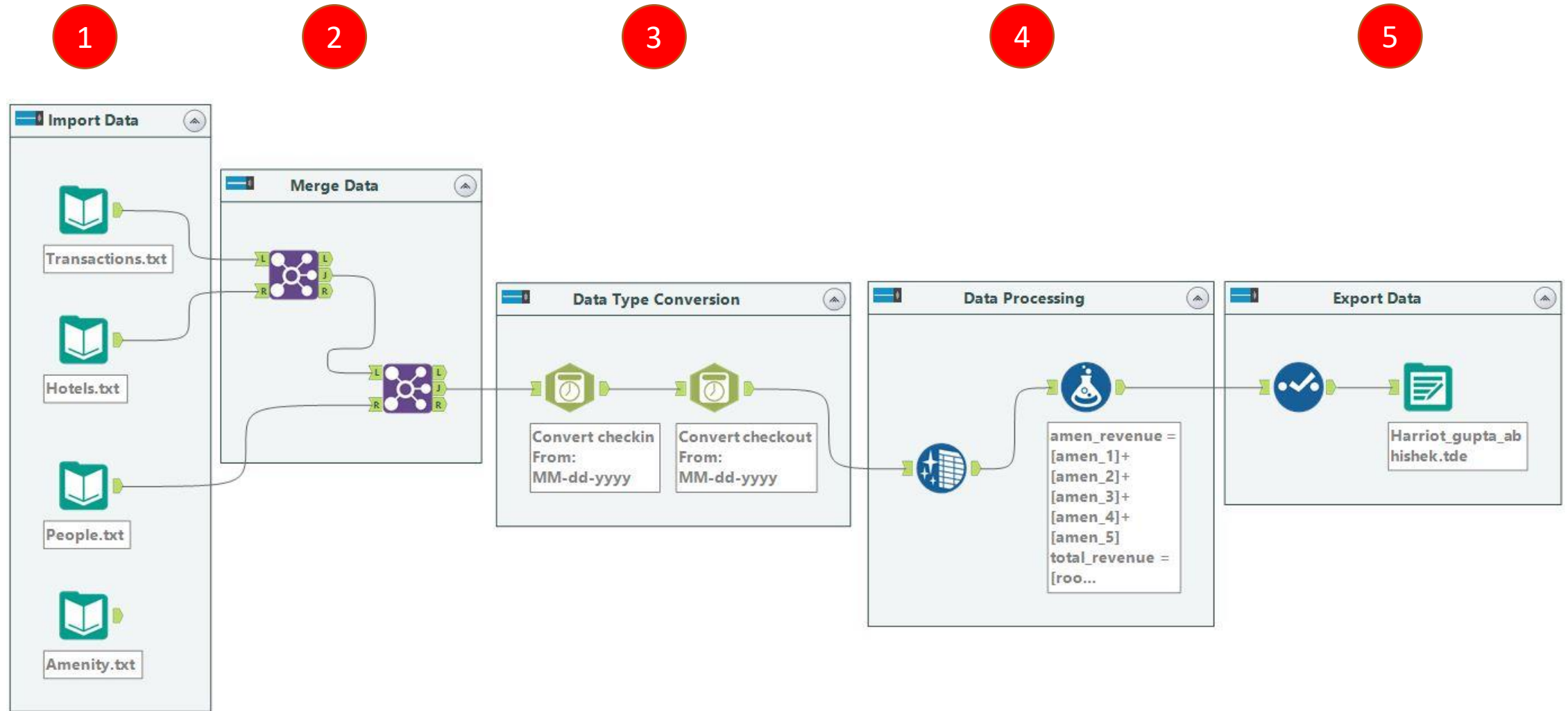
# Harriott Hotel Group (HHG)

**-Alteryx Workflow**

**-Tableau Dashboard**

# Alteryx Workflow

Snapshot of Alteryx Workflow for Harriott Hotel Group



# Alteryx Workflow

## Steps of Alteryx Workflow for Harriott Hotel Group

### Step 1: Import Data

- All four files are imported using the In/Out -> Input Data tool.

### Step 2: Merge Data

- Transactions, Hotels, and Peoples files are merged using the Join -> Join tool.
- Some numeric fields like *"room\_rev"* are converted to *"Int16"* type from configuration window to make file size smaller.

### Step 3: Data Type Conversion

- Date is converted to appropriate Data Type using Parse -> DateTime tool.

### Step 4: Data Processing

- Data cleaning is done using Preparation -> Data Cleansing tool to facilitate future calculations
- Four new columns are added for *amen\_revenue*, *total\_revenue*, *amen\_profit*, and *per\_night\_price* using Preparation -> Formula

### Step 5: Export Data

- Preparation -> Select tool is used to select the columns to be exported.
- Final data is exported using In/Out -> Output Data as a .tde file for importing into Tableau

***A container is used to distinguish between different steps.***



# Harriott Hotel Group (2014-2016)

We can categorize hotels in 3 groups. Group 1 contains hotels A & E, Group 2 contains hotels F, D, B, and H, and Group 3 contains hotels I, C, and G

Total Revenue	Total Occupancy	Avg. Per Night Price	Amen Profit
\$600,783K	3,289K	\$173	\$6,975K

Hotel

(All)

Gender

(All)

Rate Type

(All)

Hotel ID

A

E

F

D

B

H

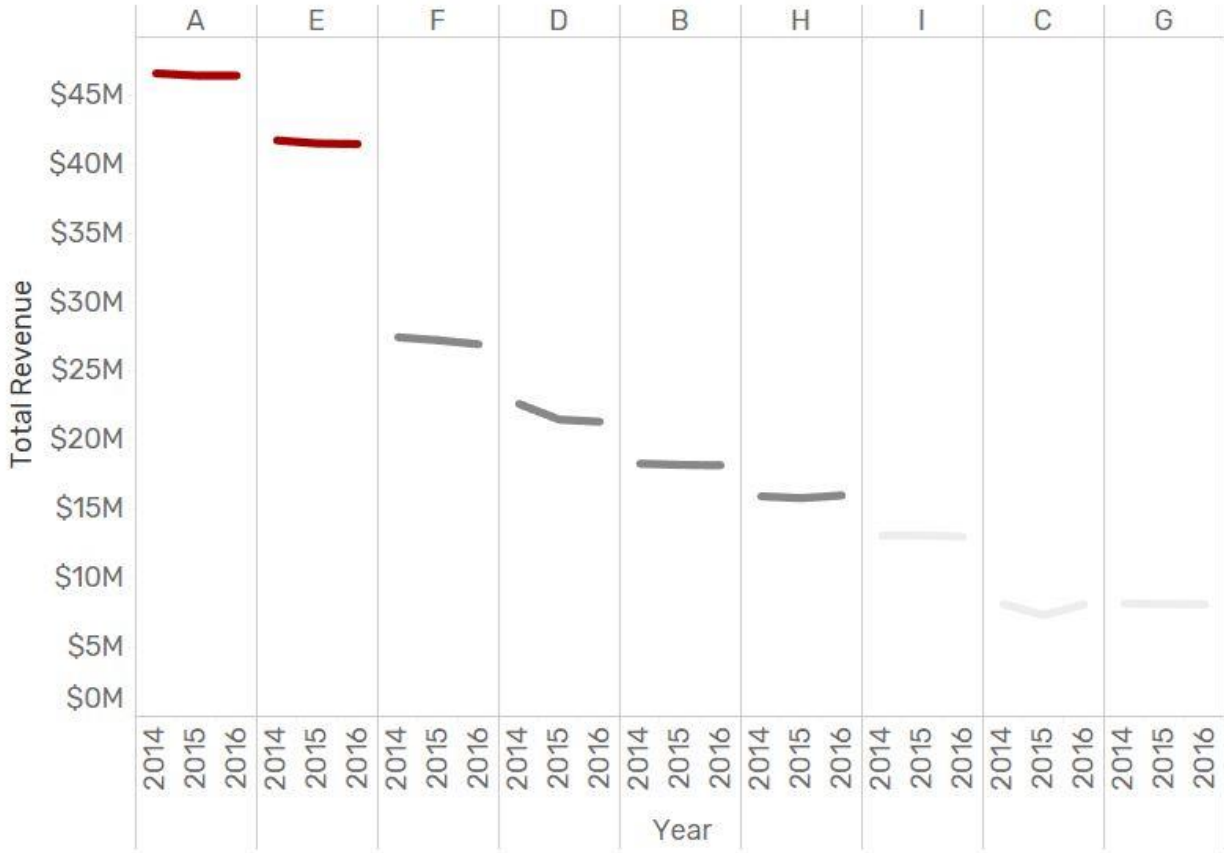
I

C

G

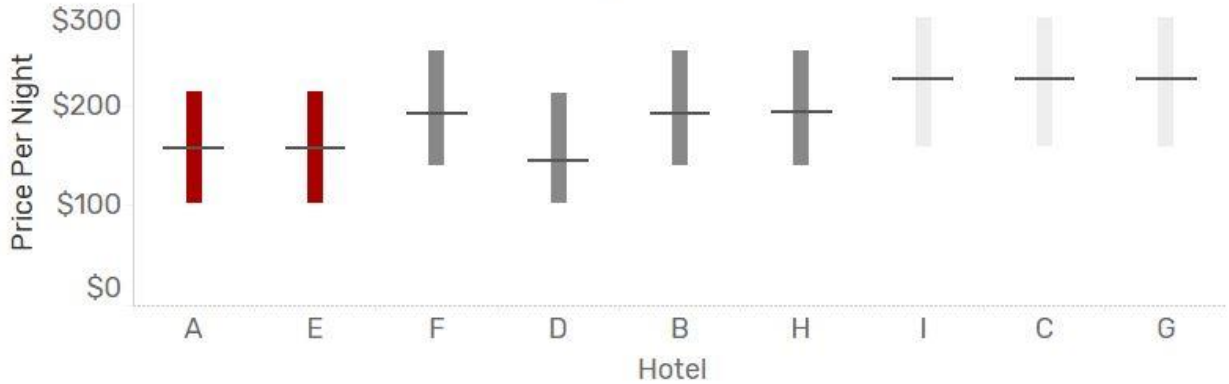
## YoY Revenue by Hotel

Group 1 is generating the highest revenue followed by Group 2 and Group 3  
Group 2 is preferred for Leisure bookings



## Average & Range of Price Per Night

Business vs Leisure does not affect pricing



## Quarterly Occupancy & Seasonal Trend

We can see a seasonal trend. Q3 has the highest bookings.

