**Introduction**

The objective of this report is to present a comprehensive summary of the analysis performed for Paradise Hotels in Ontario, with an emphasis on their Ottawa and Toronto sales. This research will examine the overall sales at each location separately, then the combined sales and each indicator of Ottawa and Toronto to determine 2022 Sales Data and 2023 KPIs for Ontario. Another portion will look at sales trends from 2017 to 2021 in Toronto, Ottawa, and Ontario in general. This section will provide several graphs and charts that illustrate average revenue and province trends.

**Sales Performance between Ottawa and Toronto**

When comparing 2022 Monthly Sales and Sparklines for each city, Toronto has much more sales than Ottawa. Every month, Toronto sells more than Ottawa, with a high of $72,905 in June and a low of $49,325 in March. Ottawa's greatest sales in 2022 were $17,380 in July. Population size, tourist attractions, and airport traffic could all be contributing factors to the significant discrepancy in sales. Toronto has a huge population and attracts numerous visitors for a variety of reasons. They also have one of Ontario's few international airports, which attracts many travelers. Toronto has higher sales from 2017 to 2021 than Ottawa, although Ottawa is continuously expanding.

**Key Performance Indicators (KPIs) For 2023**

The line chart in the summary of the Ontario workbook depicts the overall trend of sales performance throughout the year for the province of Ontario. The chart displays low, medium, and high sales performance. These metrics show if Ontario's sales performance meets or exceeds its targets. In this scenario, sales are just next to the midline on the KPI 2023-line chart, indicating that sales are up 2% from 2022. The midline represents medium sales performance, which is where Paradise Hotels performs in Ontario. Their sales performance in 2023 is almost 102% of their sales performance in 2022. When evaluating the data, it is clear that Ontario's bottom five sales, ranging from 60 thousand to 66 thousand, occur between February and April and November. This is likely a result of Ontario's harsh winters, which begin in November and last until April. Cities such as Ottawa and Toronto are expected to experience less visitors during this period due to the avoidance of weather, which explains the lower sales.

**Average Ontario Total Revenue**

The pivot table for Ontario total and the scatter plot show that average revenue and sales in Ontario are increasing between 2017 and 2021. The pivot table indicates that average revenue climbed from $65,873.67 in 2017 to $73,102.25 in 2021. The scatter plot for Ontario total sales indicates an upward sloping trend, suggesting that demand for hotels in the area has increased during the five-year period. This could be a result of increased tourism and growth in the economy. The scatter plot reveals that sales in the province range from a high of $76,872 to a low of $61,348 throughout the five years. Overall, this data shows that Paradise Hotels in Ontario saw favorable growth during the last five years.

**Conclusion**

This report presented a compelling and extensive analysis of Paradise Hotels' performance in Ontario by examining Key Performance Indicators for 2023 as well as previous sales results. The two areas were compared using numbers and data. It is evident that one area, Toronto, outperforms the other and accounts for most sales. The analysis also showed Ontario's positive revenue growth from 2017 to 2021, as seen by a rise in average revenue and sales, illustrated by the pivot table and scatter plot.