



ITC HOTELS REVENUE OPTIMIZATION

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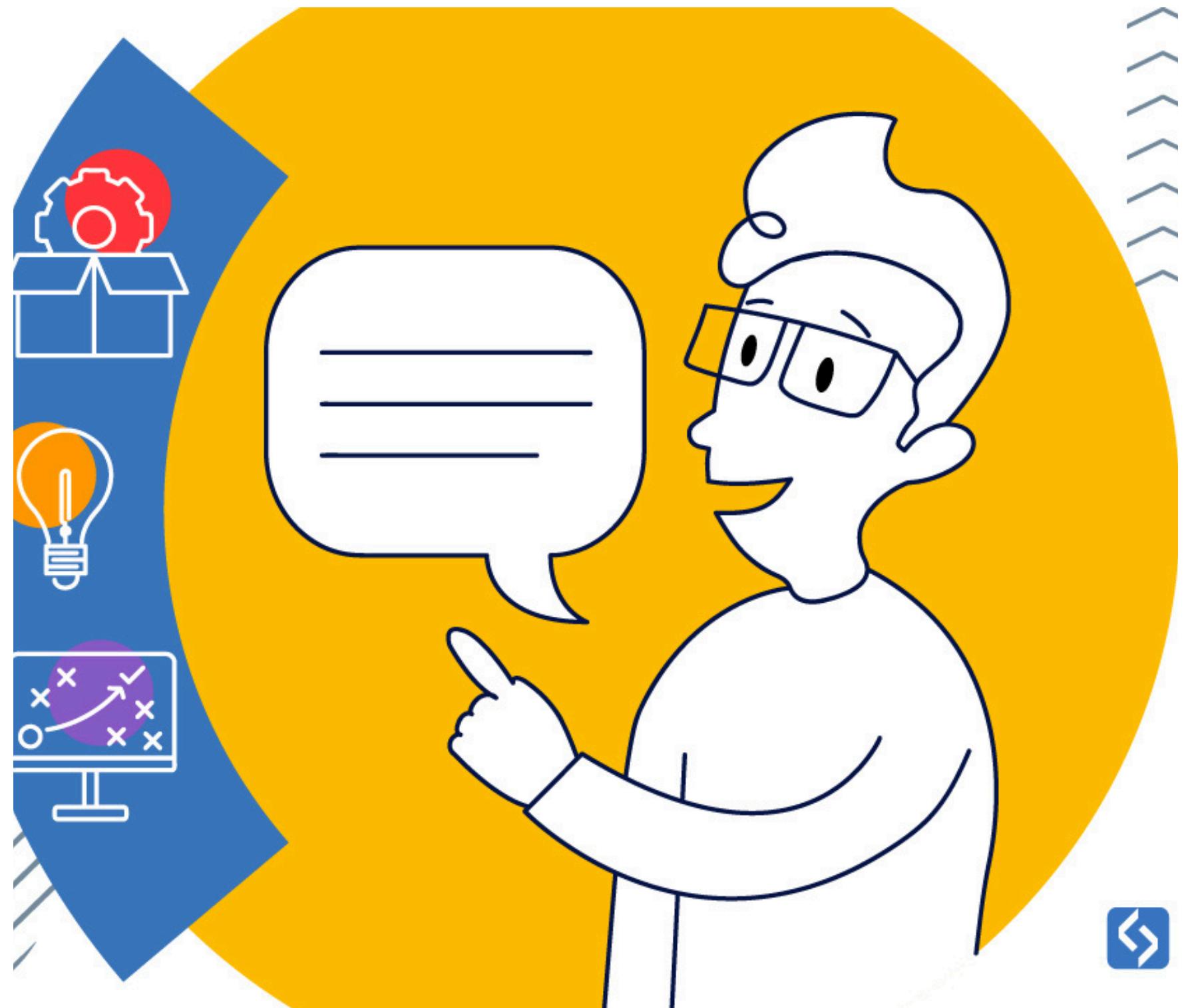
PRESENTED BY: AJAY MALIK



INTRO- DUCTION

ITC Hotels is one of India's leading luxury hotel chains, known for its world-class hospitality, sustainable practices, and rich Indian heritage. A division of ITC Limited, the brand operates a diverse portfolio of hotels, ranging from ultra-luxurious to business-friendly accommodations. Established in 1975, ITC Hotels has grown to become synonymous with elegance, eco-consciousness, and superior guest experiences.

With properties spread across major cities and scenic destinations in India, ITC Hotels is renowned for its "Responsible Luxury" philosophy, blending opulence with environmental sustainability. The brand has earned global recognition for its eco-friendly initiatives, with several of its hotels achieving LEED Platinum certification for sustainability.

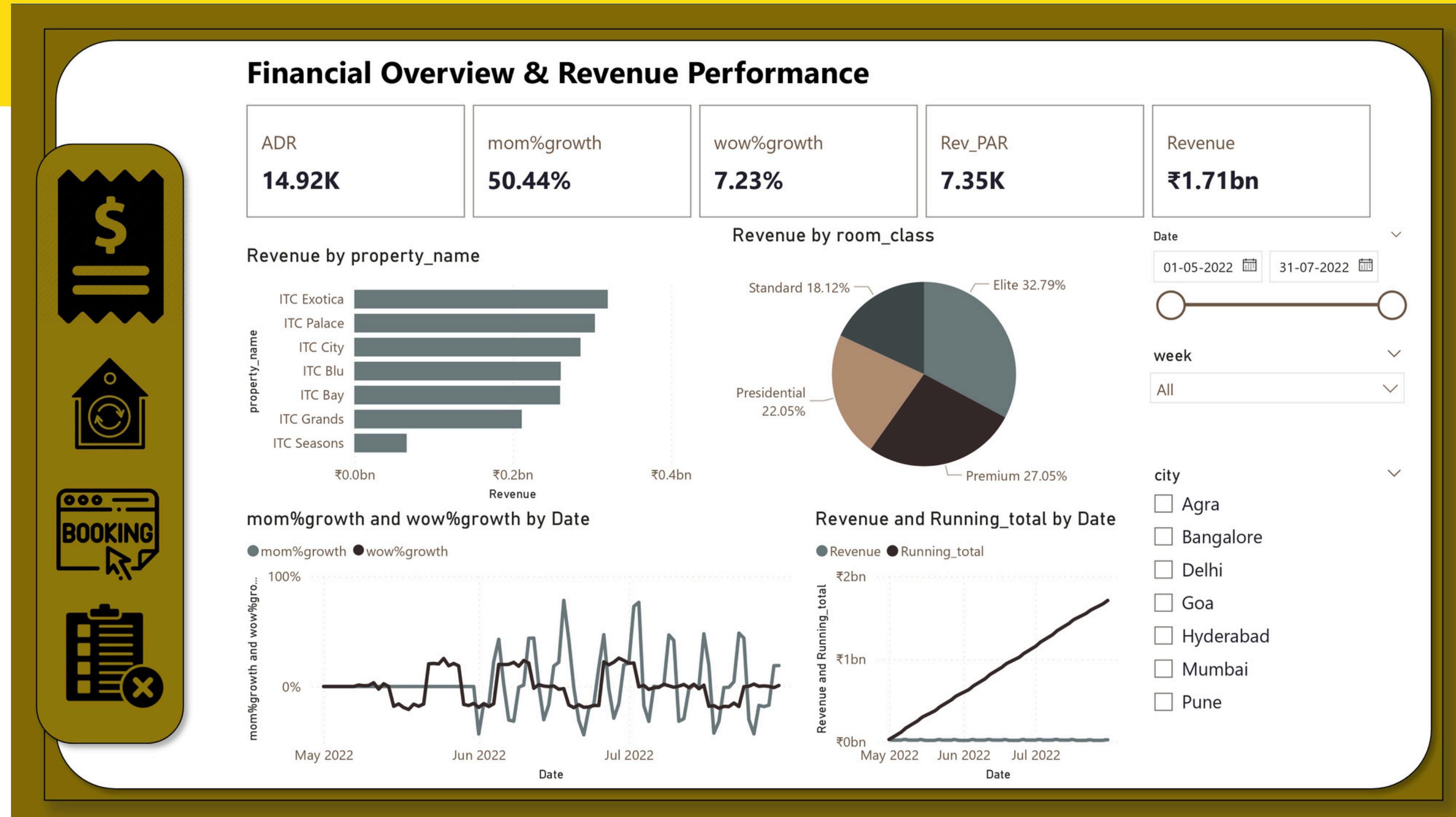


Problem **STATEMENT**

ITC Hotels is a chain of luxury hotel with a wide range of establishments. The business needs a better grasp of its overall financial performance, booking patterns, occupancy trends, and room category performance in order to maximize revenue generation, reduce cancellations, and improve customer satisfaction. The goal of this project is to develop an interactive, multi-page Power BI dashboard that will help with decision-making by offering real-time insights into these areas.

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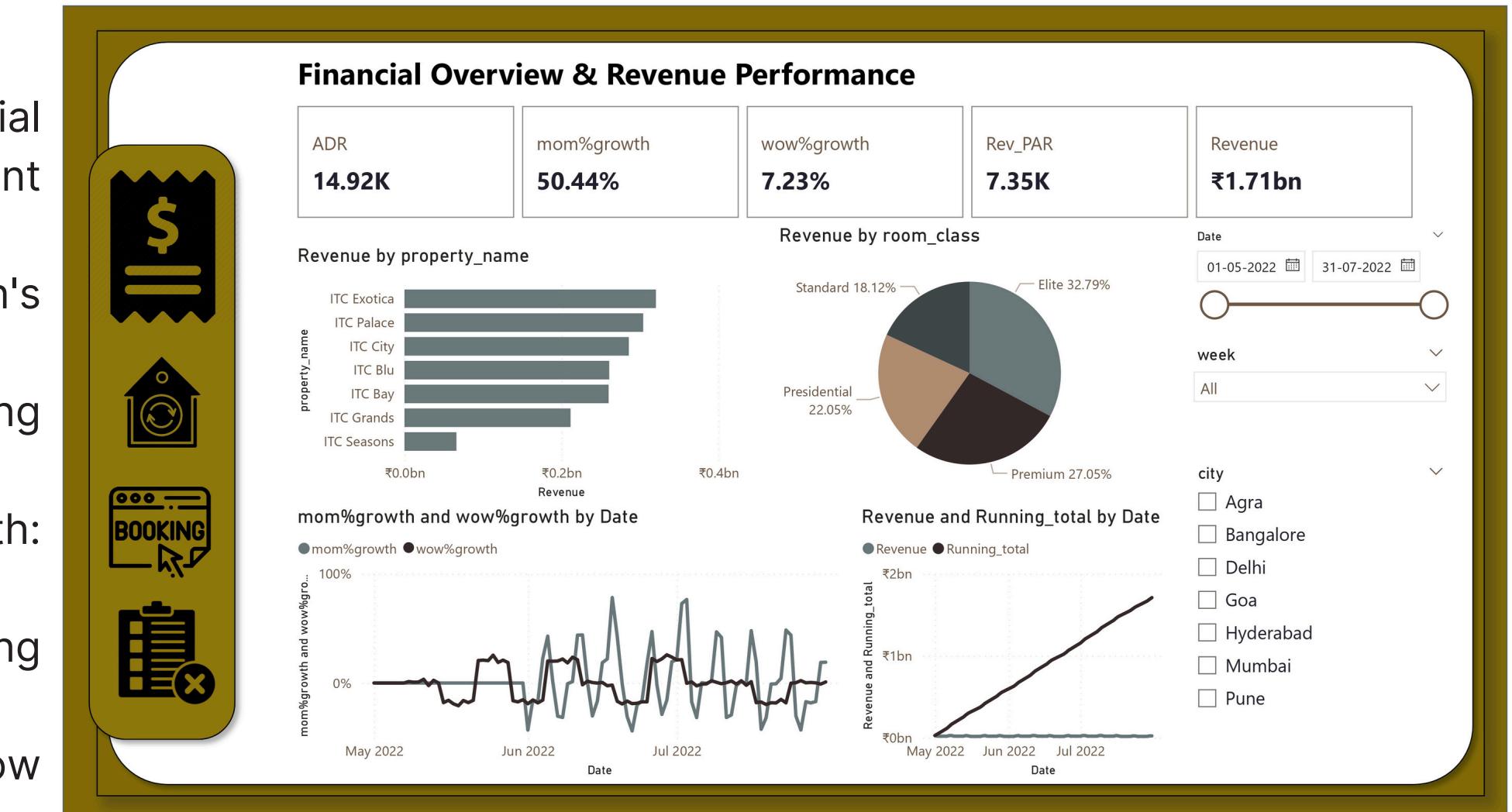
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FINANCIAL OVERVIEW & REVENUE PERFORMANCE

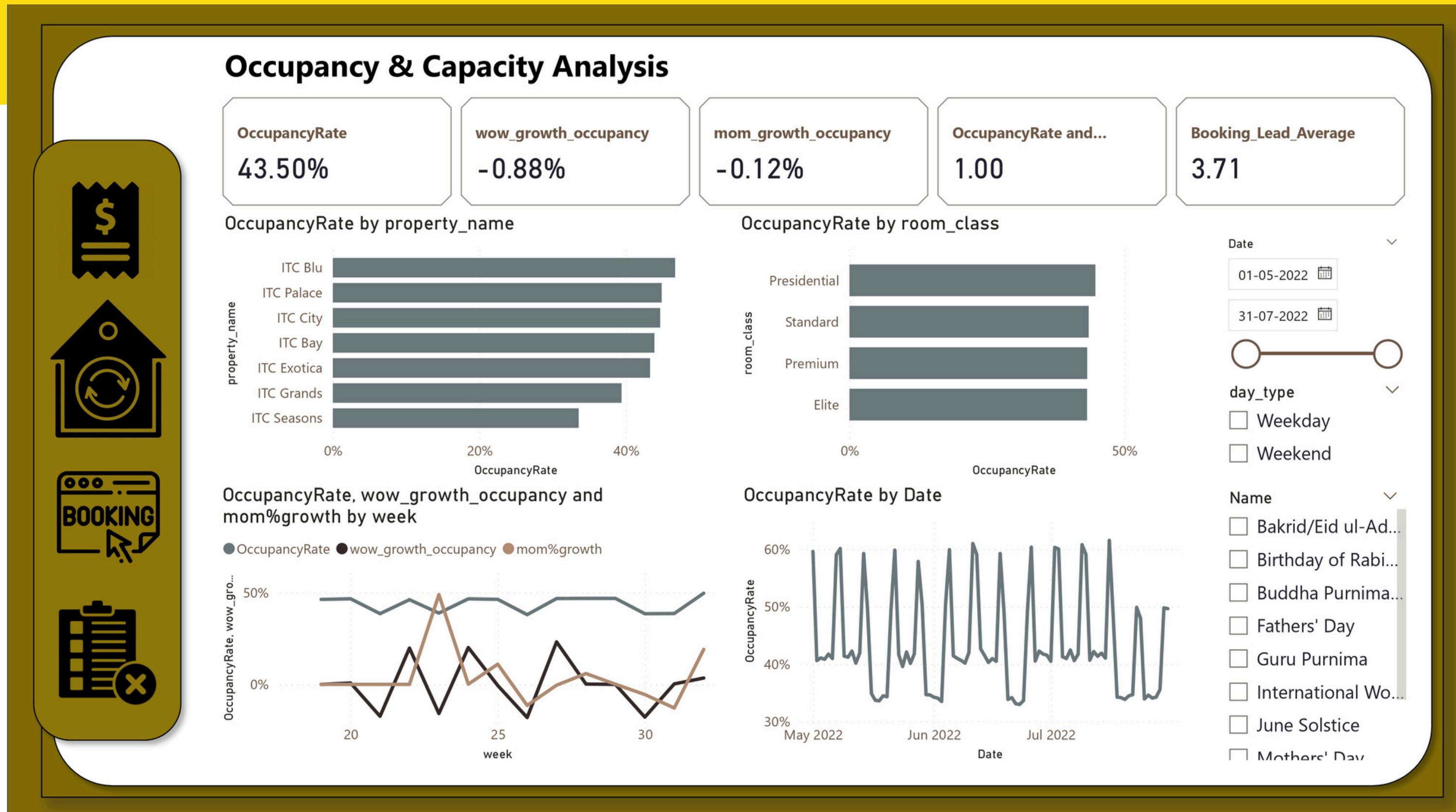
This page delivers a high-level overview of ITC Hotels' financial performance, with a breakdown of revenue across different properties and room categories.

- Total Revenue: ₹1.71 billion, demonstrating the hotel chain's overall strength.
- Cumulative Revenue Growth: Consistent and steady, showing positive financial trends.
- Week-over-Week (WoW) and Month-over-Month (MoM) Growth: Shows a noteworthy 7.23% WoW growth.
- The average daily rate (ADR) is ₹14.92K, which shows that pricing strategies are working.
- Revenue per Available Room (RevPAR), which shows how efficiently rooms are used, is ₹7.35K.



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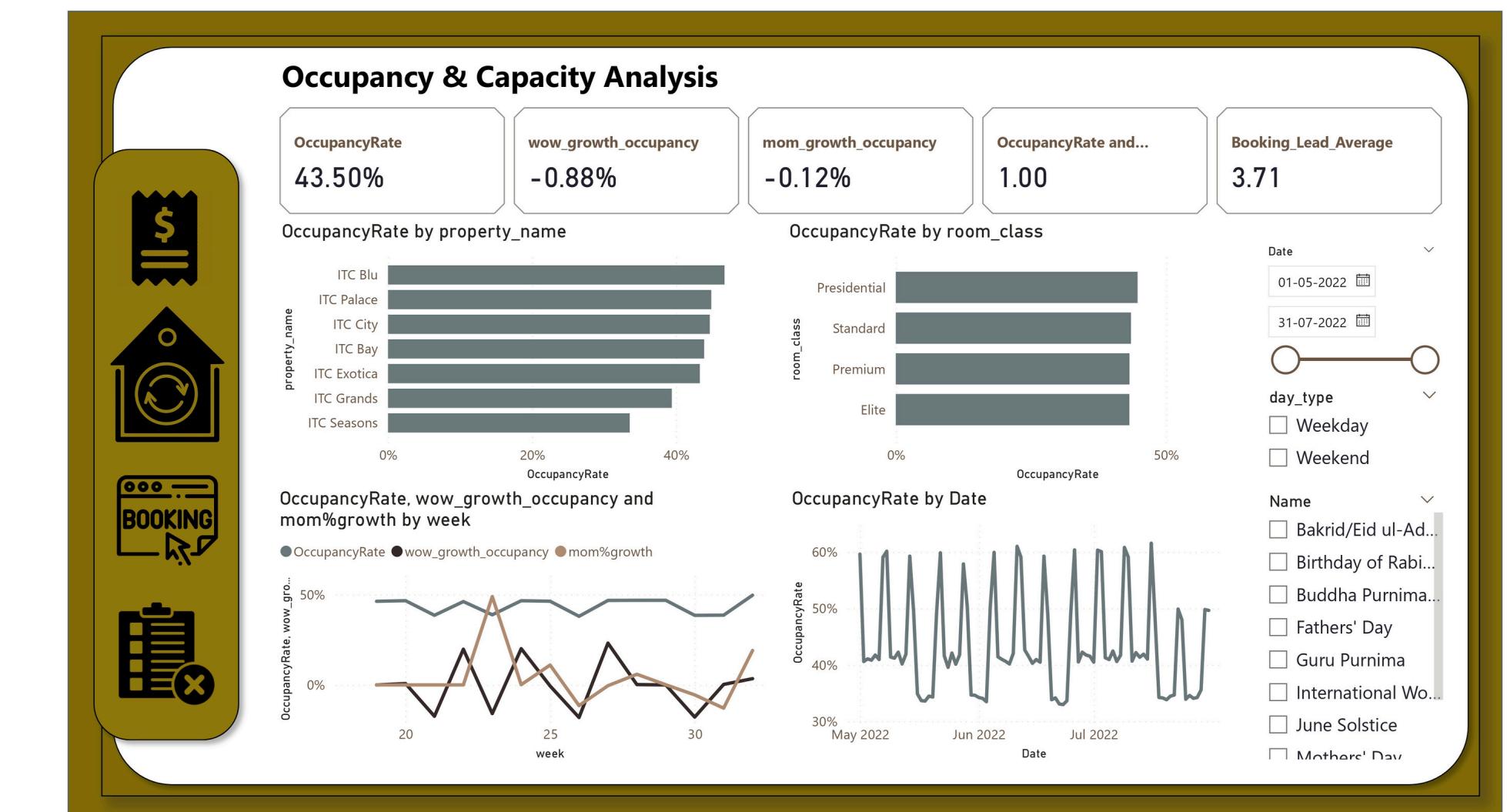
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OCCUPANCY & CAPACITY ANALYSIS

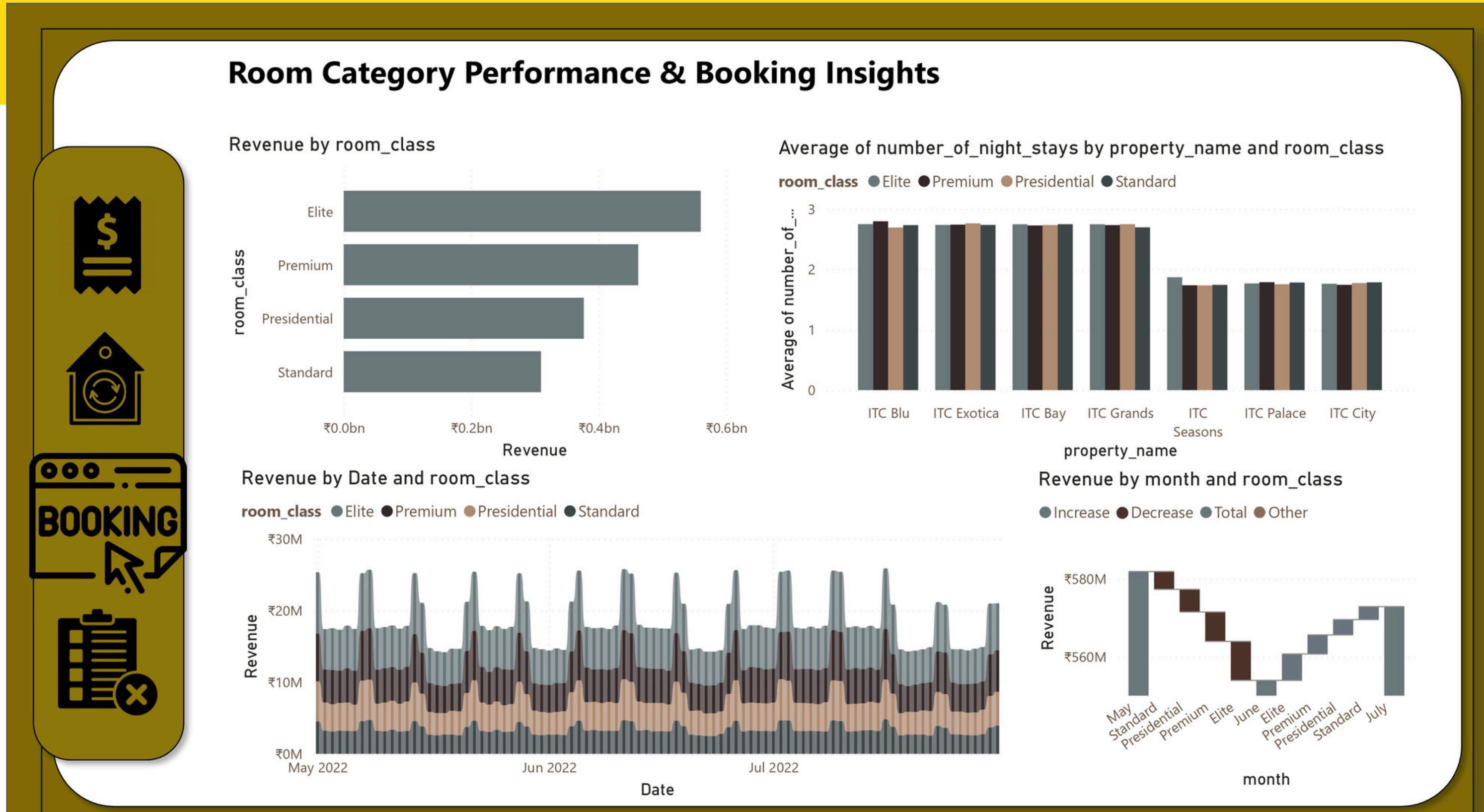
The hotel chain's capacity management and occupancy trends are the main topics of this page:

- The occupancy rate of 43.50% indicates that there is potential for improvement, particularly during the week.
- MoM(-0.12%), A 0.12% drop is minor but signals a slight dip in business performance. And WoW(-0.88%), Occupancy Growth: A thorough examination of occupancy variations that emphasizes seasonal trends and patterns of consumer behavior.
- Revenue-Occupancy Correlation: A correlation of 0.45 suggests that revenue growth is moderately impacted by higher occupancy.
- OccupancyRate and Revenue correlation for Date is 1.



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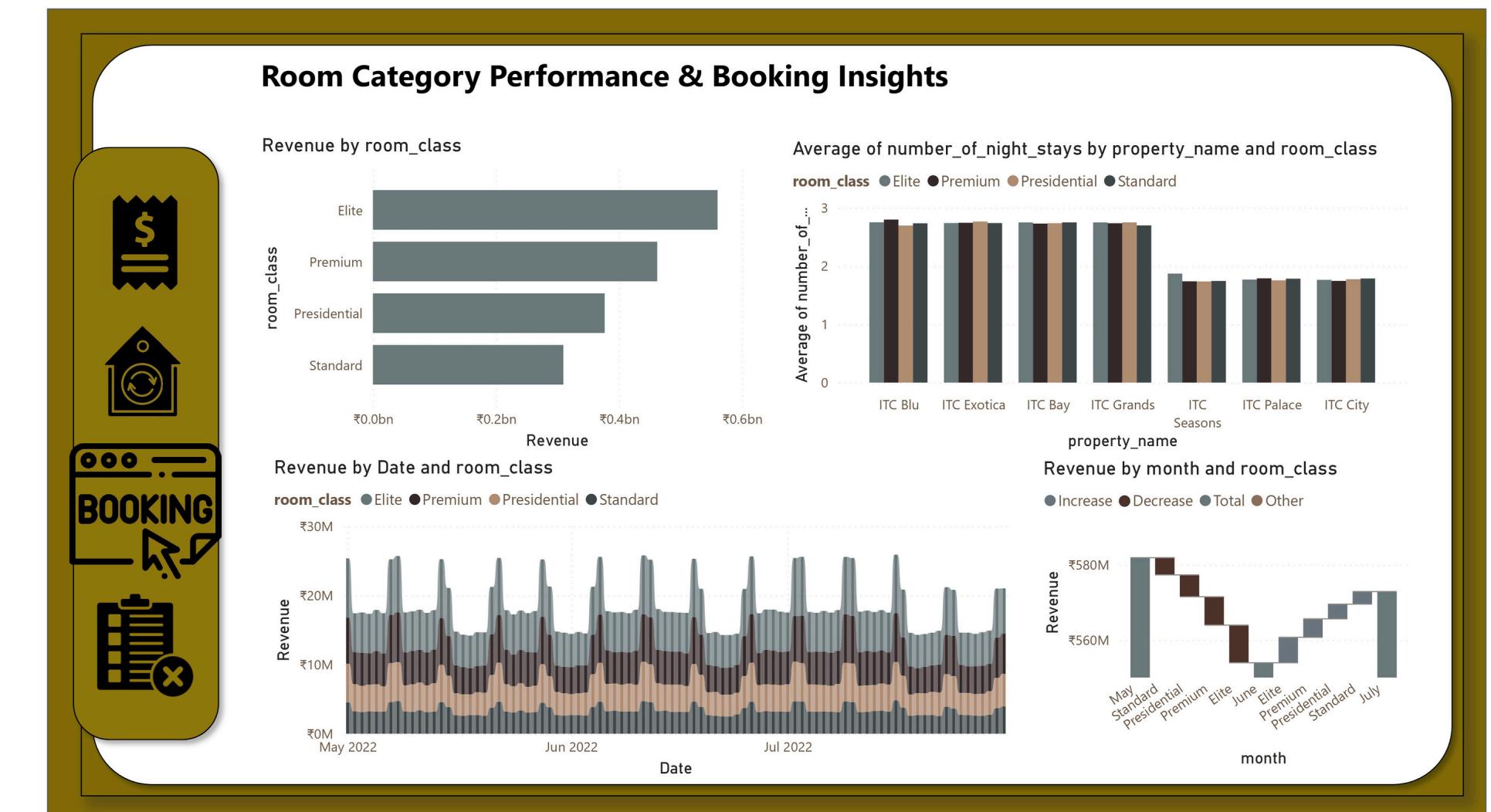
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ROOM CATEGORY PERFORMANCE & BOOKING INSIGHTS

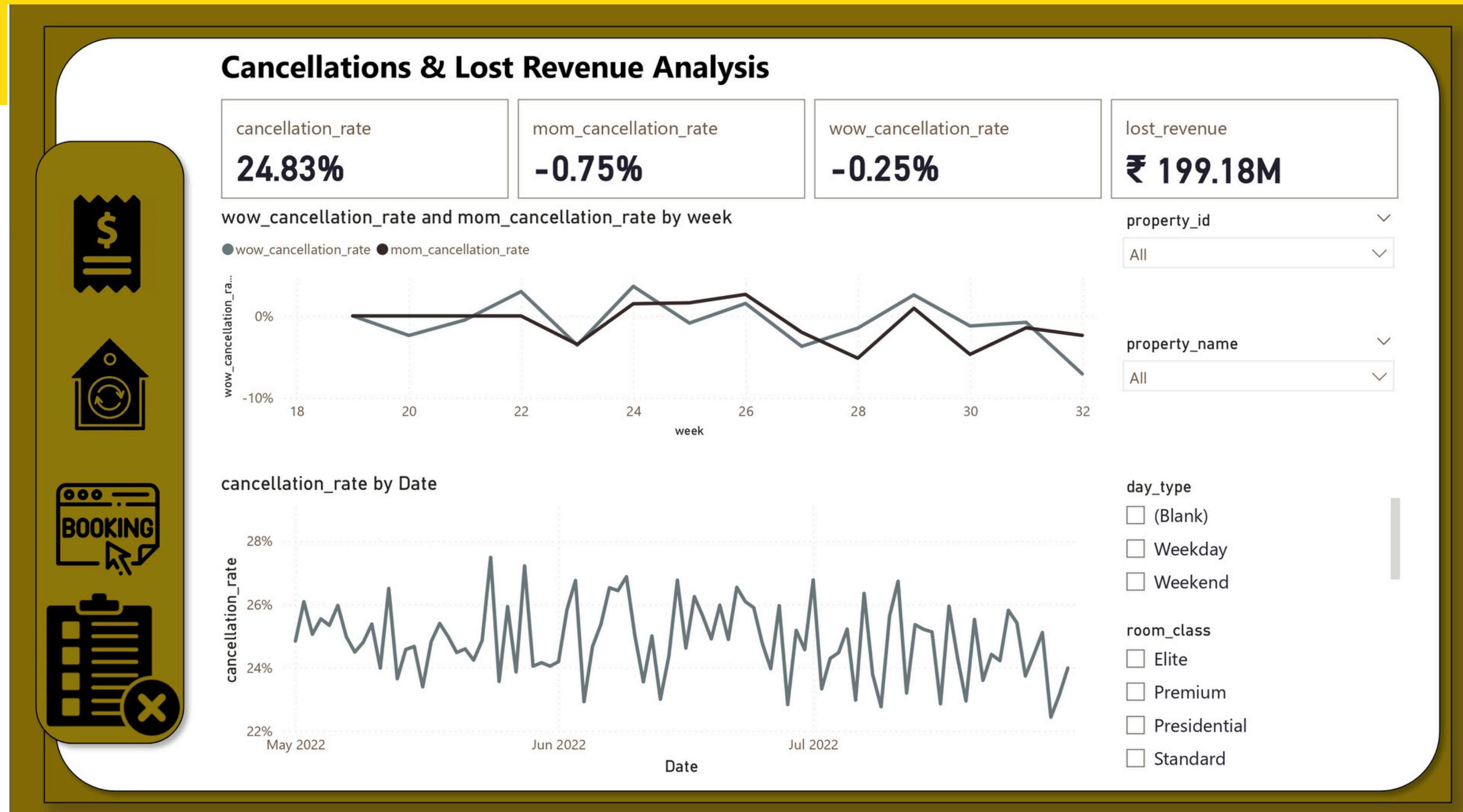
This section offers a thorough analysis of the ways in which various room types influence income and visitor preferences:

- 2.37 days is the Average Length of Stay (ALOS), which provides information for adjusting prices and marketing campaigns. Revenue by Room Class: A summary of revenue by type of room that helps with focused pricing and marketing tactics.
- Booking Patterns: By analyzing lead times, one can gain insight into customer preferences for bookings, which can inform changes to pricing and promotional strategies.
- More accurate revenue optimization and customer targeting are made possible by knowing how different room categories perform.



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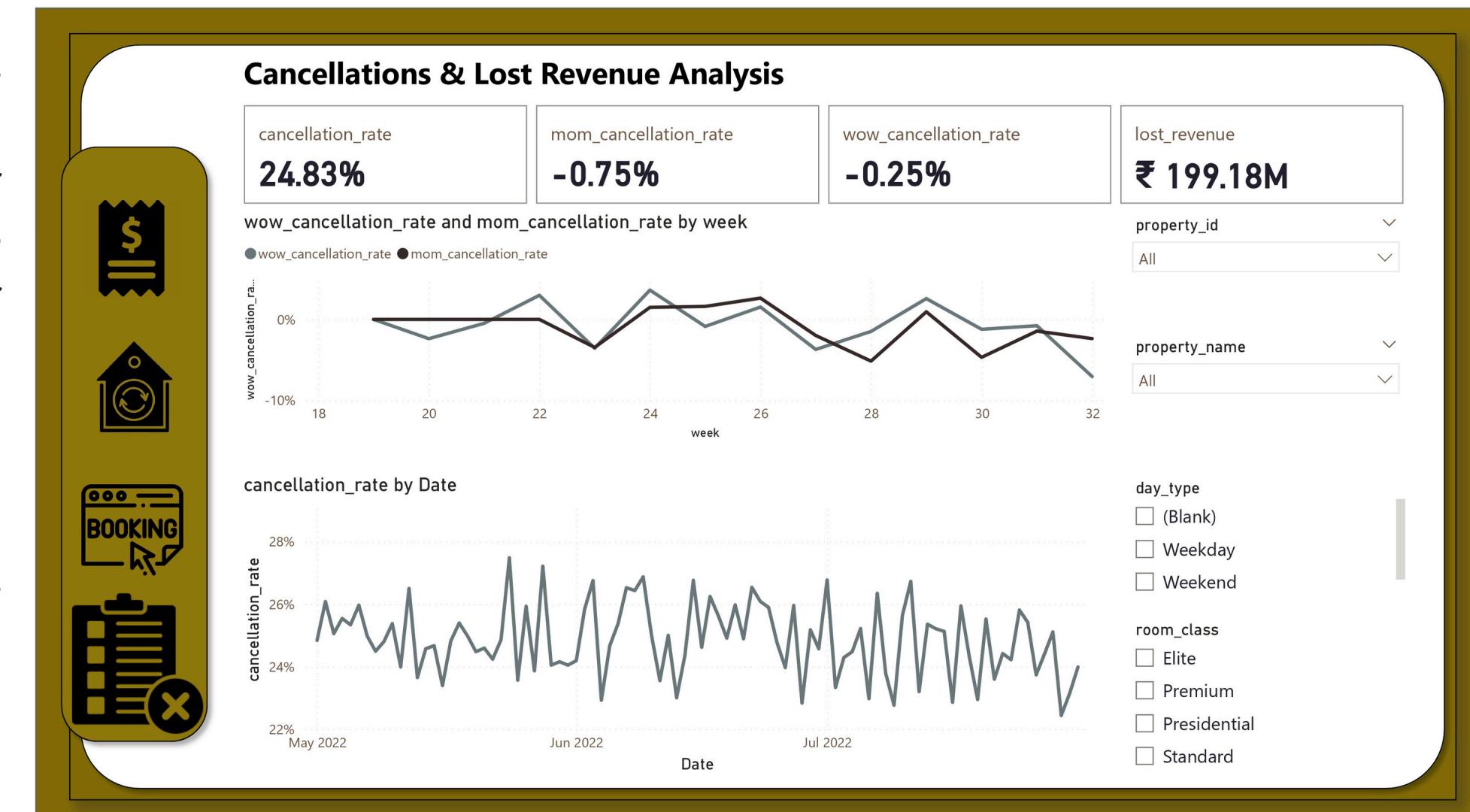
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CANCELLATIONS & LOST REVENUE

The effect of cancellations on overall financial performance is examined on this page:

- One of the most important metrics for assessing customer retention and cancellation patterns is the cancellation rate which is 24.83. A 24.83% cancellation rate is relatively high for a hotel, but whether it's "good" or "bad" depends on several factors
- Lost Revenue from Cancellations: Calculates the financial impact, which is crucial for resource allocation and planning.
- Cumulative Cancellations & Growth: Monitors cancellations over time, enabling preventative actions to lessen losses in revenue.
- ITC Hotels uses these insights to lower cancellation rates, improve revenue forecasting, and put customer retention plans into action.



CONCLUSION

For tracking financial performance, occupancy trends, room category contributions, and cancellations, the ITC Hotel Performance Dashboard offers a centralized, data-driven resource. Real-time insights enable ITC Hotels to create focused plans that maximize profits, enhance client happiness, and simplify resource management. This strategy will enhance guest experiences throughout all of the hotel's properties while strengthening its competitive position.



**THANK
YOU**

Ajay Malik