

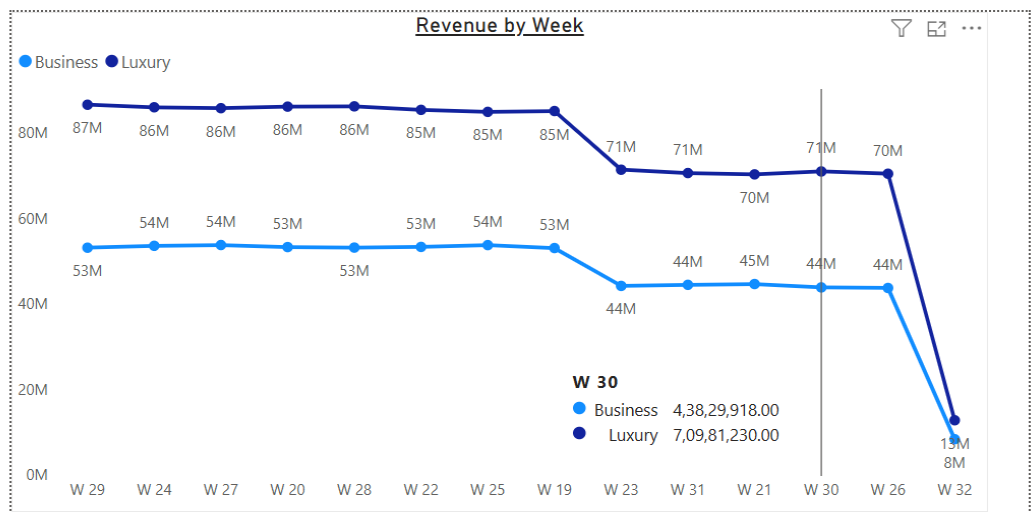
Tooltip Usage in KPI

Visualizations

Overview

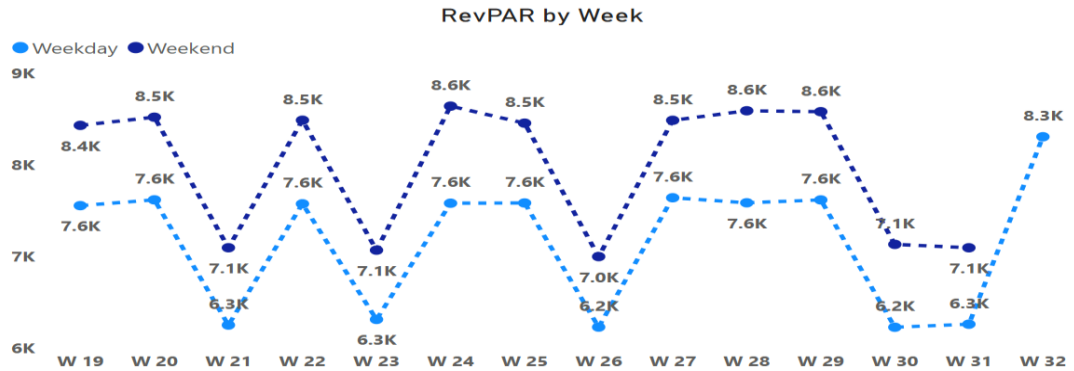
Tooltips provide additional insights into key performance indicators (KPIs) by displaying specific data points when hovered over. This enhances data interpretation and enables better business strategy and performance evaluation.

1. Revenue Tooltip



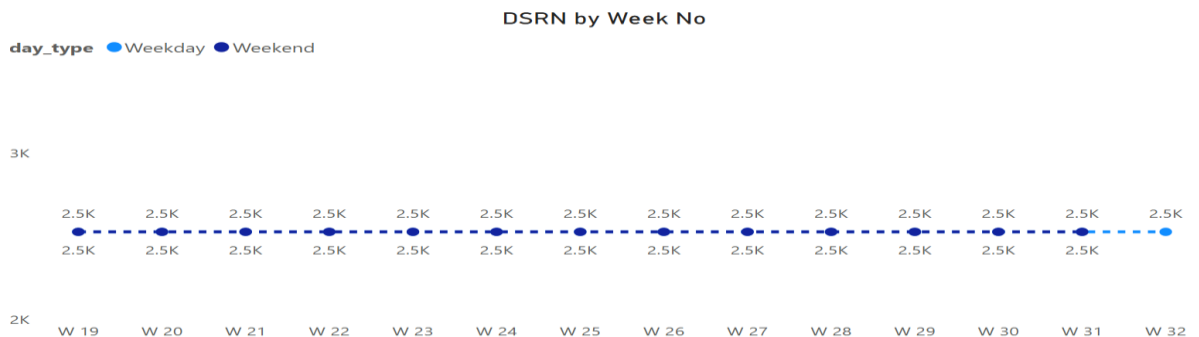
- **Metric:** Revenue by Week
- **Categories:** Business & Luxury
- **Purpose:**
 - Displays weekly revenue trends for Business and Luxury segments.
 - Helps identify revenue fluctuations and trends over time.
 - Aids in decision-making for pricing and marketing strategies.

2. RevPAR Tooltip



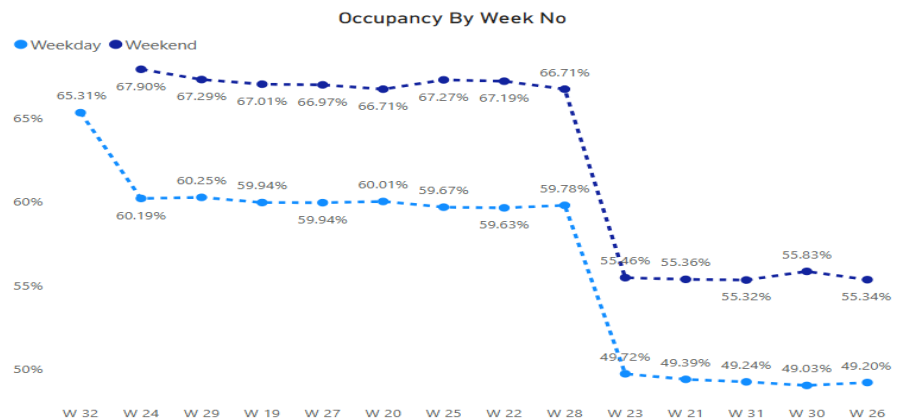
- **Metric:** Revenue per Available Room (RevPAR) by Week
- **Categories:** Weekday & Weekend
- **Purpose:**
 - Shows RevPAR variations between weekdays and weekends.
 - Helps in optimizing room pricing strategies based on occupancy trends.
 - Identifies demand patterns for targeted revenue management.

3. DSRN Tooltip



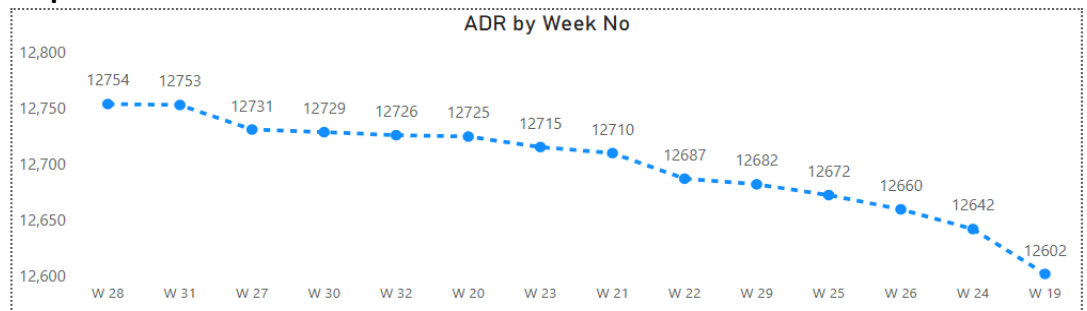
- **Metric:** Demand-Supply Ratio Normalized (DSRN) by Week
- **Categories:** Weekday & Weekend
- **Purpose:**
 - Displays the balance between demand and supply for different weeks.
 - Helps in understanding fluctuations in room availability.
 - Assists in optimizing supply strategies based on demand trends.

4. Occupancy Tooltip



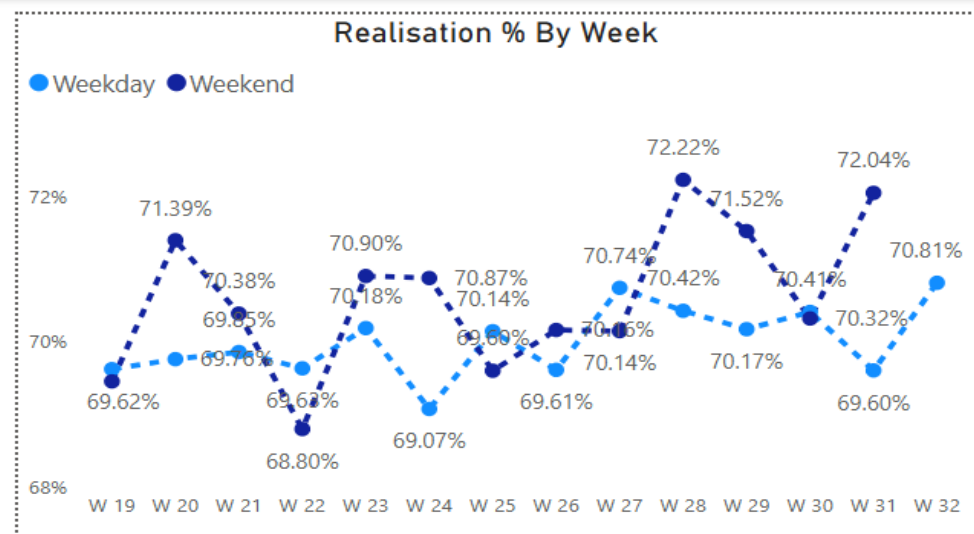
- **Metric:** Occupancy Percentage by Week
- **Categories:** Weekday & Weekend
- **Purpose:**
 - Tracks the percentage of occupied rooms for weekdays and weekends.
 - Helps identify trends in guest bookings and peak demand periods.
 - Aids in forecasting occupancy levels for better resource management.

5. ADR Tooltip



- **Metric:** Average Daily Rate (ADR) by Week
- **Categories:** All room types
- **Purpose:**
 - Represents the average revenue earned per available room per week.
 - Helps in tracking pricing trends over time.
 - Assists in pricing strategy adjustments based on market conditions.

6. Realisation % Tooltip



- **Metric:** Realisation Percentage by Week
- **Categories:** Weekday & Weekend
- **Purpose:**
 - Measures the percentage of actualized revenue compared to potential revenue.
 - Provides insights into booking trends and revenue efficiency.
 - Helps in optimizing marketing and sales strategies to maximize revenue realization.

Conclusion

These tooltips enhance data readability by offering quick insights into KPIs. They allow for efficient tracking of performance metrics, enabling better decision-making in revenue management, occupancy planning, and pricing strategies.