

# Hospitality Revenue Insights Report: Unlocking Growth with Data

## Hotel Chain: Paradise Axis Hotels & Resorts

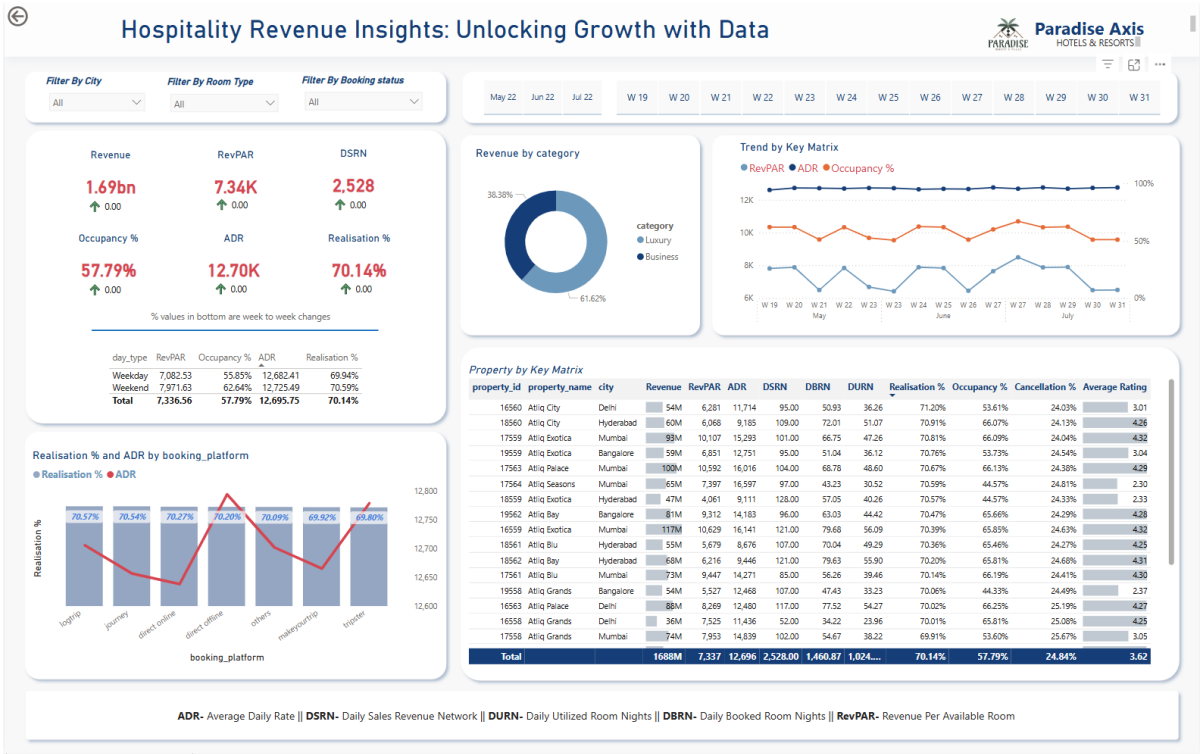
**Purpose:** This dashboard offers an in-depth analysis of the revenue, occupancy, customer behavior, and market trends for the hospitality business. It will help stakeholders understand performance, identify growth opportunities, and enhance decision-making in order to maximize revenue.

**Scope:** This report captures essential metrics such as total revenue, occupancy rates, customer segmentation, average daily rate, revenue per available room, and booking channels. In addition, it provides future forecasting on performance.

### Key Metrics for the Report

- Total Revenue (monthly, quarterly, yearly)
- Occupancy Rate (percentage of rooms sold)
- Average Daily Rate (ADR)
- Revenue per Available Room (RevPAR)
- Room Type Performance (Revenue, Occupancy by Room Type)
- Market Demand Trend

### Dashboard Screenshot



## Key Metrics Overview:

- Total Revenue: ₹1.69 billion
  - Occupancy Rate: 57.79%
  - Average Daily Rate (ADR): ₹12,700
  - Revenue per Available Room (RevPAR): ₹7,340
  - Daily Sales Revenue Network (DSRN): 2,528
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## Performance Highlights:

- Booking Platforms:
    - Top Performers: Logix and Journey show the highest realisation rates (70.57% and 70.24%) and ADRs.
    - Underperforming: makeyourtrip and tripster show lower realisation rates, suggesting potential for improvement.
  - Property Performance:
    - Best Performing: Attic Palace (Hyderabad) with a RevPAR of ₹10,670 and ADR of ₹19,135.
    - Lowest Performers: Attic Seasons (Hyderabad) with a RevPAR of ₹4,411.
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## Key Insights:

- Revenue Trends: Revenue showed growth from weeks 19 to 21 but declined during weeks 22 to 24.
  - Occupancy Stability: Occupancy rates remained steady, but ADR fluctuations suggest a need for dynamic pricing adjustments.
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## Recommendations:

Improve pricing strategies: Change rates in underperforming periods such as week 22-24 to improve RevPAR and ADR.

Focus on High-Performing Platforms: Strengthen partnership with Logix, and the partnership with Journey should drive bookings and revenues.

Target Low Occupancy Properties: Sell low occupancy properties, like Attic Seasons and Attic Bay, as high occupancies to minimize cancellations and maximize booking.

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**Conclusion:**

Even though the Paradise Axis Hotels & Resorts network as a whole is performing quite well, pricing optimization and strategic partnerships will be able to help improve performance in the underperforming areas while driving revenue growth.

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