ITC HOTELS REVENUE OPTIMIZATION

INTRODUCTION:

ITC Hotels, a premier luxury hotel chain, operates a diverse range of properties across India, each offering different room categories and facing varying occupancy rates. As the hospitality sector continues to grow and evolve, ITC Hotels is focused on optimizing its revenue generation strategies while enhancing the overall guest experience. To achieve this, the company is seeking to gain deeper insights into its financial performance, customer booking behaviors, occupancy trends, and the performance of individual room categories. These insights will be pivotal in making data-driven decisions aimed at maximizing profitability, minimizing cancellations, and improving customer satisfaction. The project aims to develop an interactive, multi-page Power BI dashboard that will provide stakeholders with real-time, comprehensive insights into these key business areas. By leveraging advanced data analytics, this dashboard will allow ITC Hotels to track critical metrics such as booking trends, occupancy rates, revenue per available room (RevPAR), cancellation patterns, and room performance across different categories. These insights will empower decision-makers to make timely adjustments to pricing, inventory, and marketing strategies to optimize revenue and resource allocation. Through the development of this dashboard, ITC Hotels can streamline its revenue optimization processes, adapt to market fluctuations, and ensure a more personalized experience for its customers, all while staying ahead in a highly competitive industry.

PROBLEM STATEMENT:

ITC Hotels faces challenges in maximizing revenue due to a lack of integrated, real-time insights into its financial performance, occupancy trends, and room category effectiveness. The company struggles to understand how total revenue varies across properties and room types, how occupancy impacts revenue, and how cancellation trends lead to lost revenue. There is a need for better visibility into key metrics like ADR, RevPAR, occupancy rates, and booking behaviors. This project aims to develop an interactive Power BI dashboard that will provide real-time insights into these metrics, enabling ITC Hotels to optimize pricing strategies, improve occupancy, reduce cancellations, and ultimately enhance profitability and customer satisfaction.
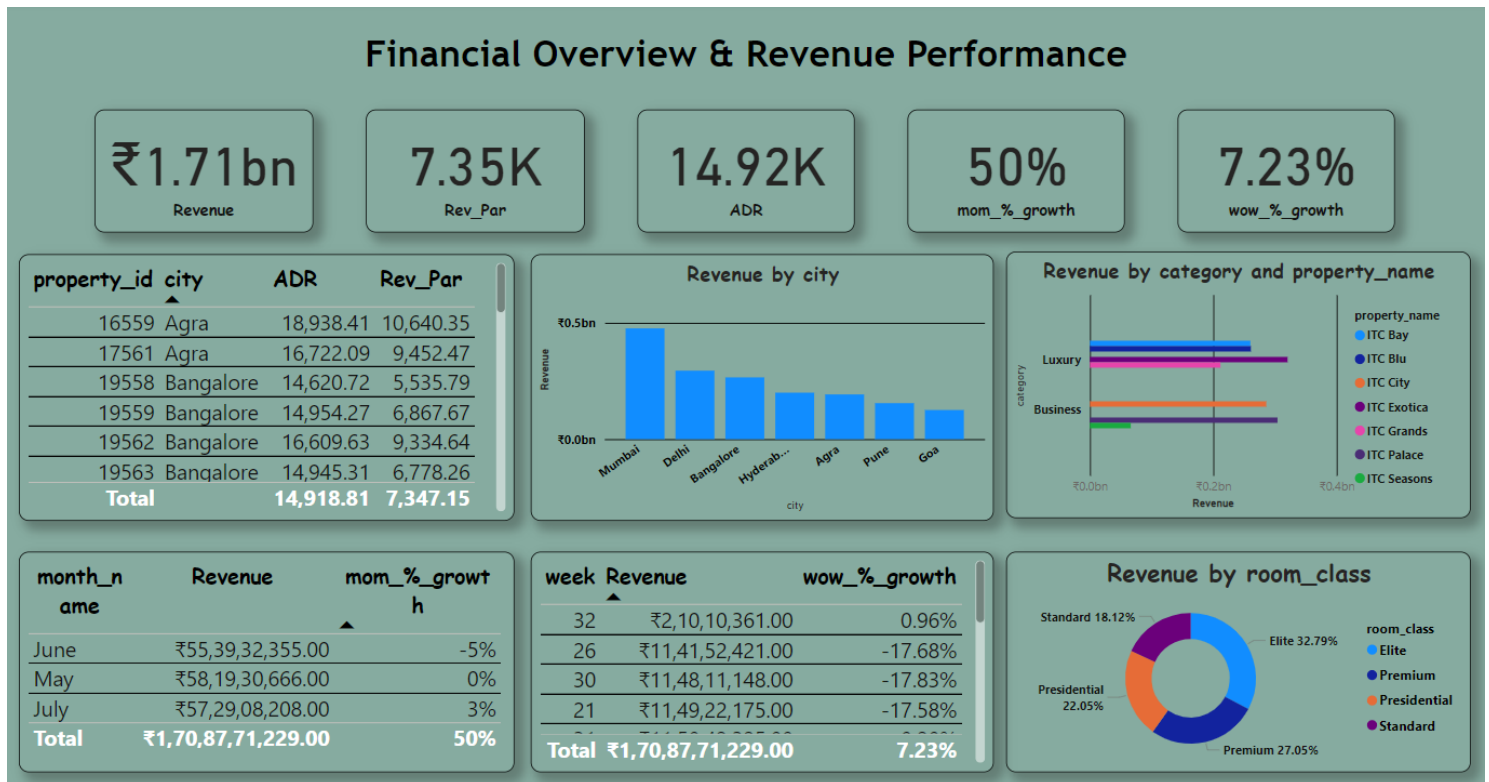
Dashboard:
Page 1: Financial Overview

Page 2: Occupancy & Capacity

Page 3: Room Category Performance & Bookings

Page 4: Cancellations & Lost Revenue

Financial Overview & Revenue Performance:

Financial Overview & Revenue Performance

₹1.71bn	7.35K	14.92K	50%	7.23%
Revenue	Rev_Par	ADR	mom_%_growth	wow_%_growth

property_id	city	ADR	Rev_Par
16559	Agra	18,938.41	10,640.35
17561	Agra	16,722.09	9,452.47
19558	Bangalore	14,620.72	5,535.79
19559	Bangalore	14,954.27	6,867.67
19562	Bangalore	16,609.63	9,334.64
19563	Bangalore	14,945.31	6,778.26
Total		**14,918.81**	**7,347.15**

Revenue by city — Mumbai, Delhi, Bangalore, Hyderab..., Agra, Pune, Goa

Revenue by category and property_name — Luxury, Business; property_name: ITC Bay, ITC Blu, ITC City, ITC Exotica, ITC Grands, ITC Palace, ITC Seasons

month_name	Revenue	mom_%_growth
June	₹55,39,32,355.00	-5%
May	₹58,19,30,666.00	0%
July	₹57,29,08,208.00	3%
Total	**₹1,70,87,71,229.00**	**50%**

week	Revenue	wow_%_growth
32	₹2,10,10,361.00	0.96%
26	₹11,41,52,421.00	-17.68%
30	₹11,48,11,148.00	-17.83%
21	₹11,49,22,175.00	-17.58%
Total	**₹1,70,87,71,229.00**	**7.23%**

Revenue by room_class — Elite 32.79%, Premium 27.05%, Presidential 22.05%, Standard 18.12%

-This page provides a comprehensive overview of itc hotels' financial performance, highlighting revenue distribution across various properties and room categories. Key metrics showcased include:

- Total Revenue: ₹1.71 billion with consistent growth metrics.
- Key Metrics: RevPAR is 7.35K, ADR is 14.92K, and month-over-month (MoM) growth is 50%.
- City-wise Performance: Mumbai leads in revenue generation.
- Category Contribution: Luxury properties perform better than business properties.
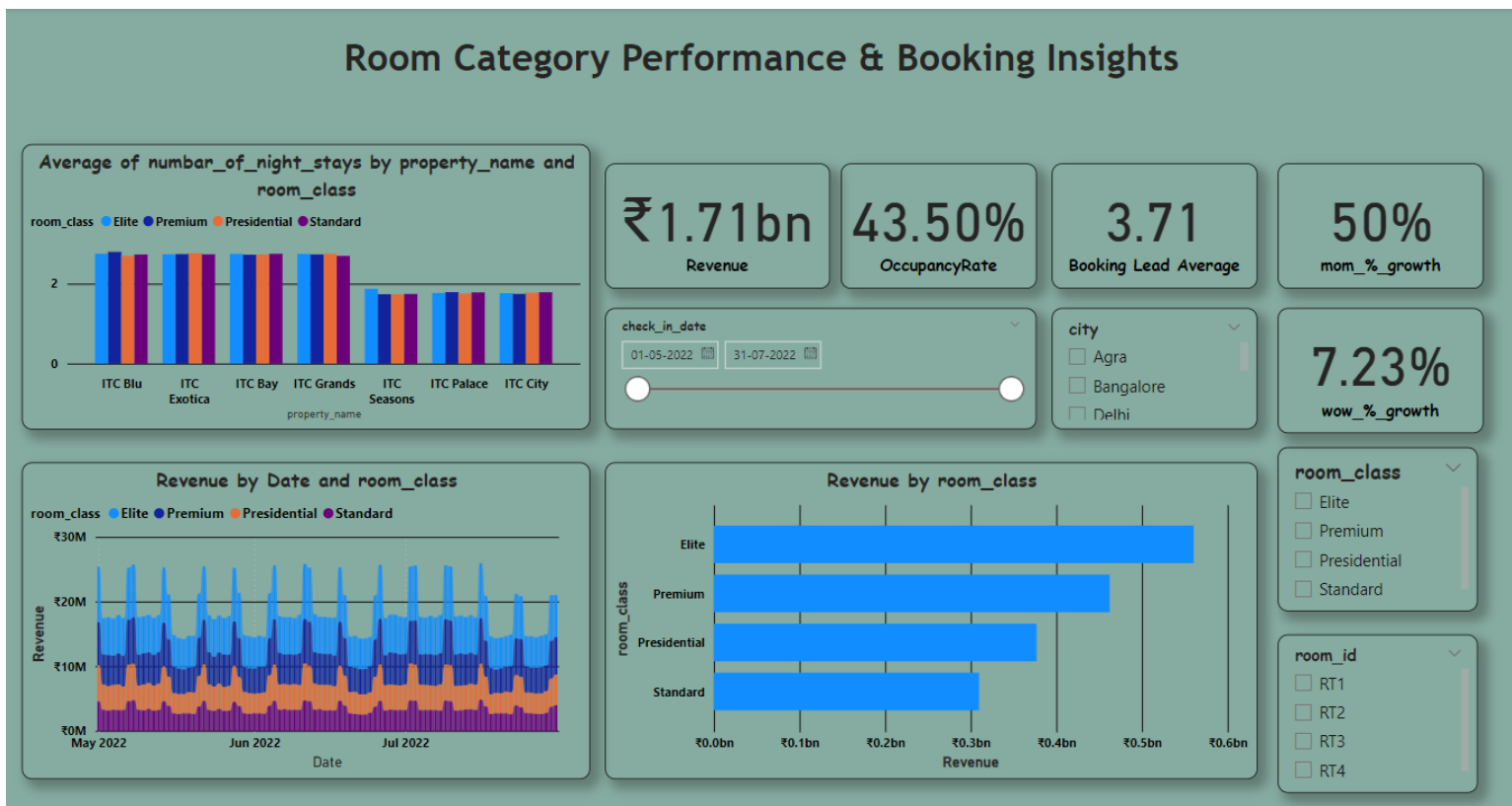- Room Class Revenue: Elite rooms contribute the most (32.79%).

Occupancy & Capacity Analysis:
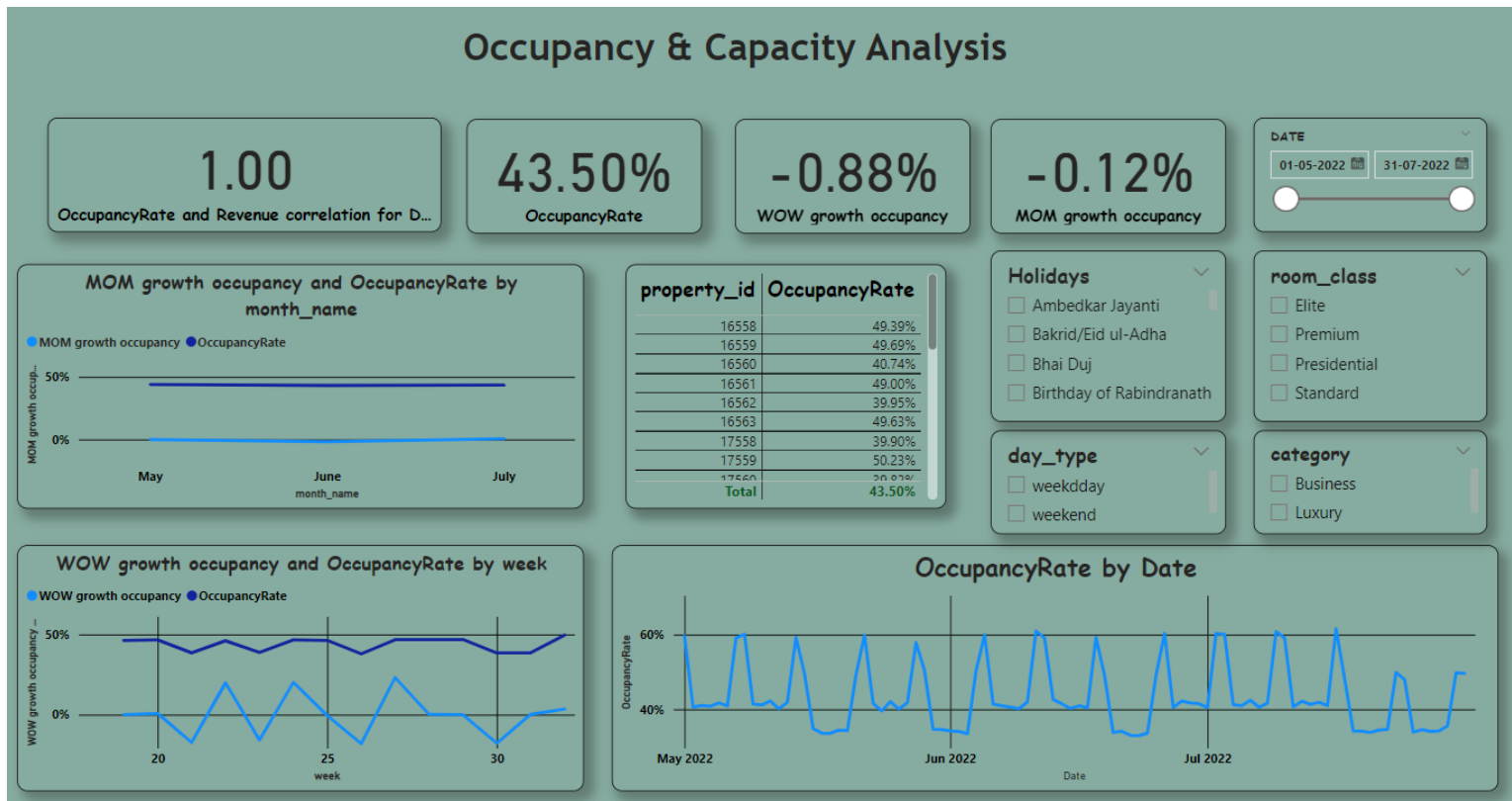
-This page highlights the occupancy trends and capacity management of the hotel chain:

- Occupancy Rate: The overall occupancy rate is 43.50%.
- Correlation: There is a perfect correlation (1.00) between occupancy rate and revenue.
- Growth Trends: Month-over-month (MoM) and week-over-week (WoW) growth in occupancy are negative (-0.12% and -0.88%, respectively).
- Property Performance: Individual property occupancy rates range from 39.30% to 50.23%.
- Trends Over Time: Occupancy rate varies over dates and weeks, with fluctuations shown in the line charts

Room Category Performance & Booking Insights:

This section provides an in-depth look at how different room categories contribute to revenue and guest preferences:

- Revenue: Total revenue generated is ₹1.71 billion.
- Occupancy Rate: The overall occupancy rate stands at 43.50%.
- Room Class Performance: Elite rooms generate the highest revenue among all room classes.
- Booking Trends: The average booking lead time is 3.71 days.
- Growth: Month-over-month (MoM) growth is 50%, and week-over-week (WoW) growth is 7.23%.

Cancellations & Lost Revenue
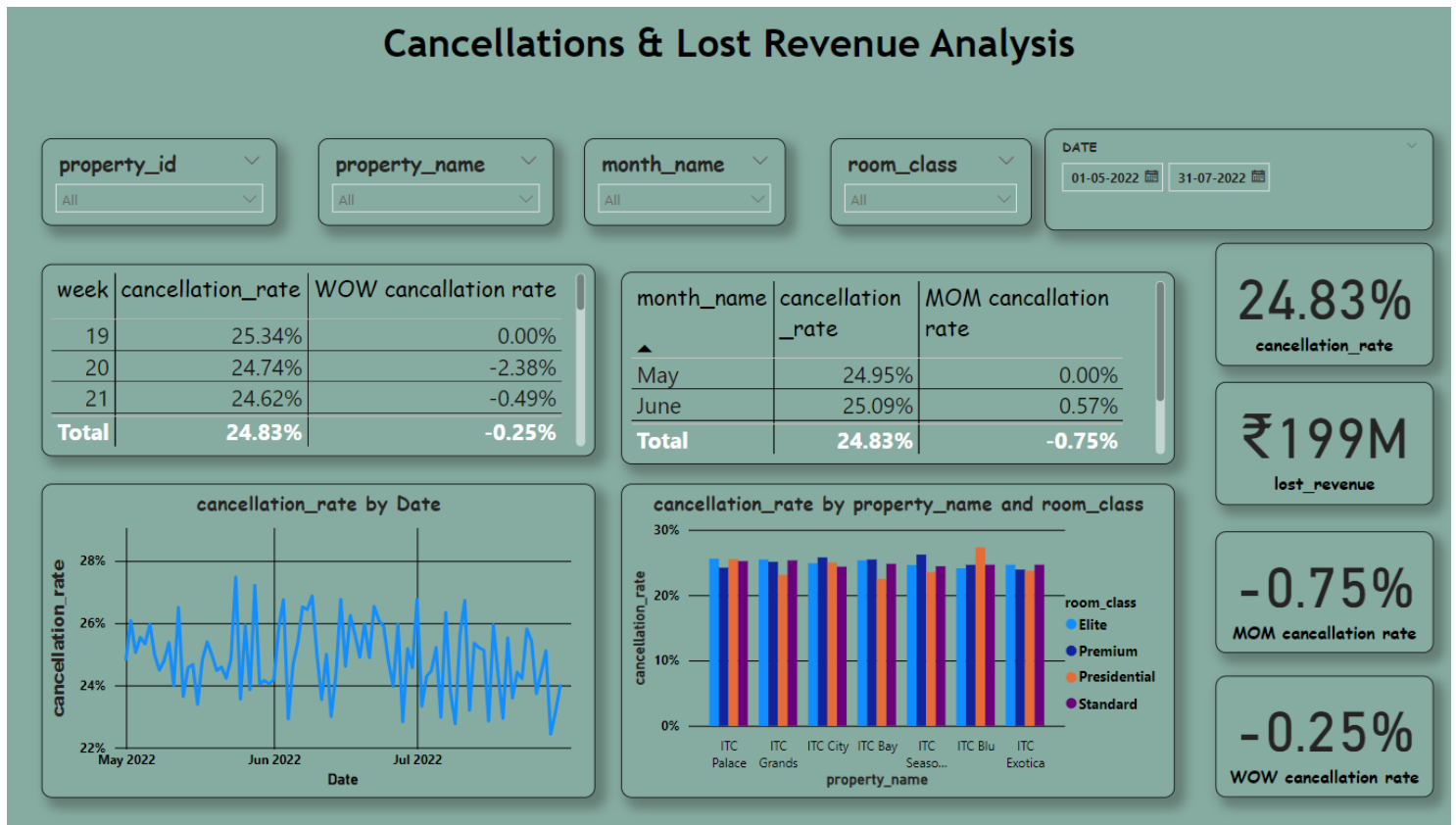
This page examines the impact of cancellations on overall financial performance:

- Cancellation Rate: The overall cancellation rate is 24.83% for the selected period (May-July 2022).
- Lost Revenue: The cancellations resulted in a revenue loss of ₹199M.
- Week-on-Week (WoW) Change: The WoW cancellation rate decreased by 0.25%.
- Month-on-Month (MoM) Change: The MoM cancellation rate decreased by 0.75% (May to June).
- Room-Class Analysis: Cancellation rates vary by room class (Elite, Premium, Presidential, Standard) across different properties.

THANK YOU! FOR YOUR TIME AND ATTENTION

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