

Imperial Hotel Performance Dashboard Power BI

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Submission Date - 03-12-2025

Project Title - Imperial Hotel Performance Dashboard.

Overview - This dashboard provides a complete performance snapshot of Imperial Hotel across key business metrics. It highlights revenue, ADR, RevPAR, occupancy trends, and realization % over time. Viewers can compare weekday vs weekend performance, business vs leisure revenue share, and see which room categories and cities drive the highest earnings. It also presents property-wise KPIs, booking platform contribution, and cancellation trends, making it easy to track growth, spot patterns, and evaluate revenue generators at a glance.

Skills -

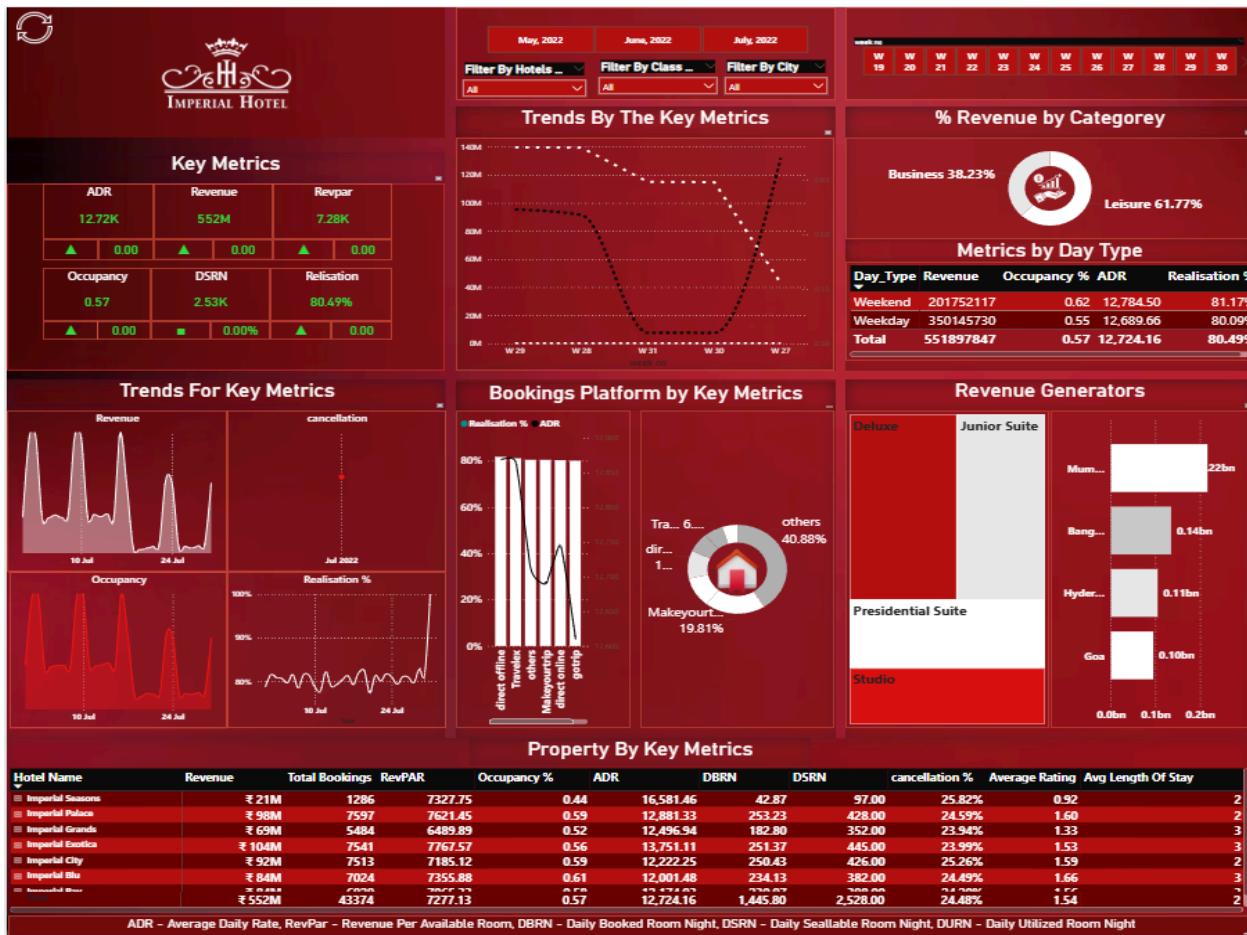
- 1.** Data Modeling & KPI Development – ability to derive metrics like ADR, RevPAR, Occupancy%, DSRN, Realisation%.
- 2.** Advanced Power BI Visualization – using charts, slicers, cards, and custom visuals for insights.
- 3.** Business Analytics & Revenue Interpretation – analysing hotel revenue, booking trends, cancellation rates, and segment contribution.
- 4.** Dashboard Storytelling & Insight Presentation – communicating insights clearly for decision-making.
- 5.** Report Design & UI/UX Formatting – applying theme, layout alignment, visual hierarchy, and readability.

Data Source - [Hotel Data Link](#)

Page 1 - Key Points

1. Revenue & RevPAR are strong, indicating healthy room earnings across properties.
2. Leisure contributes the highest revenue share (61.77%), showing strong non-business travel demand.
3. Occupancy trends are moderately stable, with variations visible across weeks and by property.
4. Junior & Deluxe Suites are major revenue generators, followed by Presidential Suite.
5. Cancellation % and booking platforms provide insight into customer behavior and operational efficiency.

Screenshot -

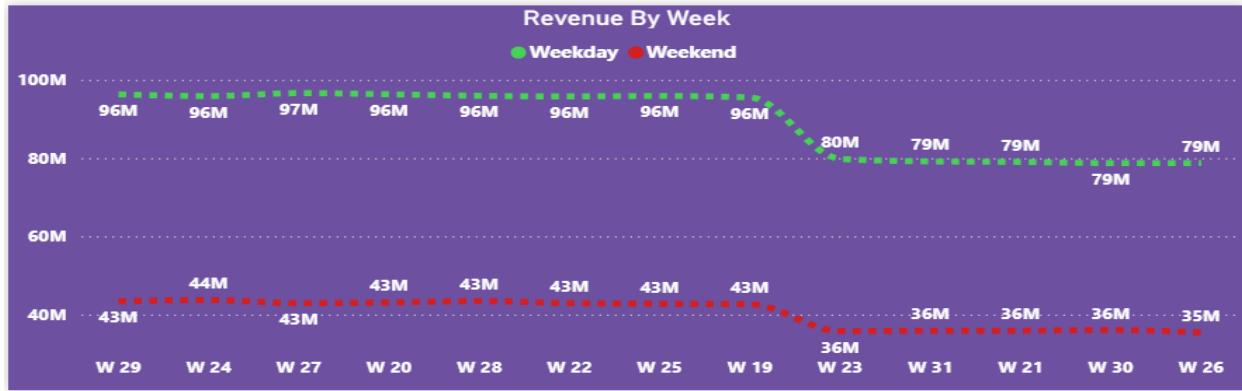


Result- Overall, the dashboard shows strong revenue performance with premium room categories contributing the most. Leisure travel dominates bookings, while occupancy and realization trends highlight steady but variable demand across properties.

Page 2 - Key Points

1. Weekday revenue stays higher throughout, averaging around 96M, but drops to 80M–79M in later weeks.
2. Weekend revenue remains lower and stable near 43M, with a dip to 35M–36M in later weeks.

Screenshot -

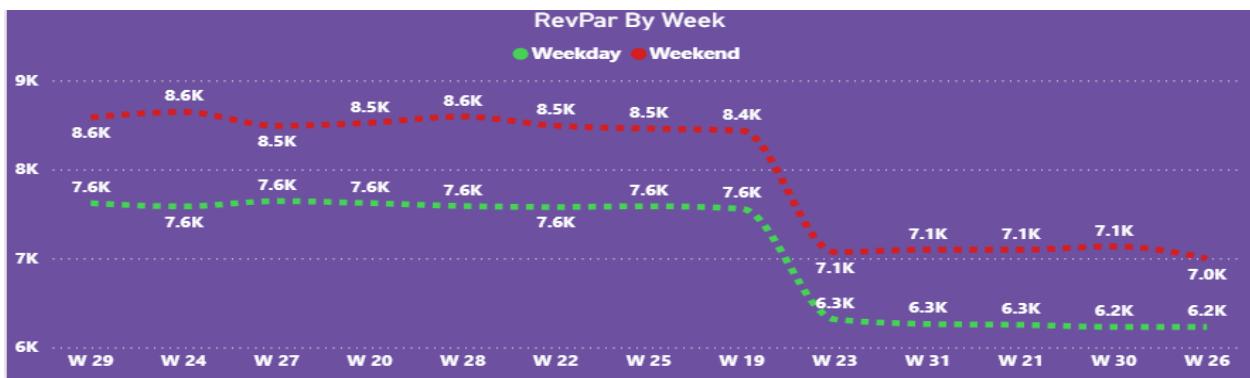


Results- Weekday revenue consistently outperforms weekends, but both show a gradual decline in later weeks, indicating reduced demand or seasonal slowdown.

Page 3 - Key Points

1. Weekend RevPAR remains higher than weekdays throughout, starting around 8.6K compared to 7.6K on weekdays.
2. Both segments drop sharply in later weeks, settling near 7.0–7.1K (weekend) and 6.2–6.3K (weekday).

Screenshot -

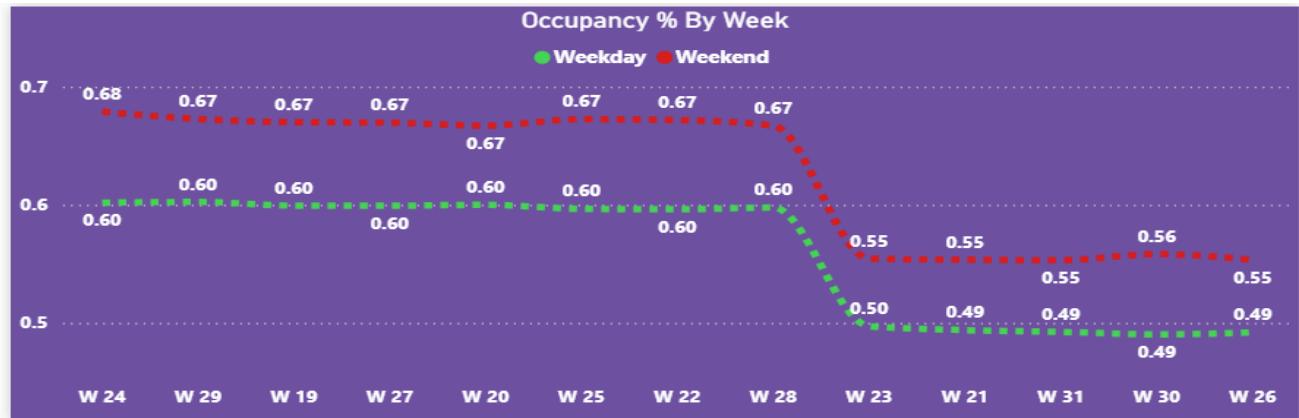


Results -Weekend RevPAR performs stronger than weekdays, but both decline noticeably in later weeks, indicating reduced revenue per room

Page 4 - Key Points

1. Weekend occupancy remains higher than weekdays, averaging around 0.67 vs 0.60.
2. Both show a sharp drop in later weeks, with weekend falling to 0.55 and weekday to 0.49

Screenshot -

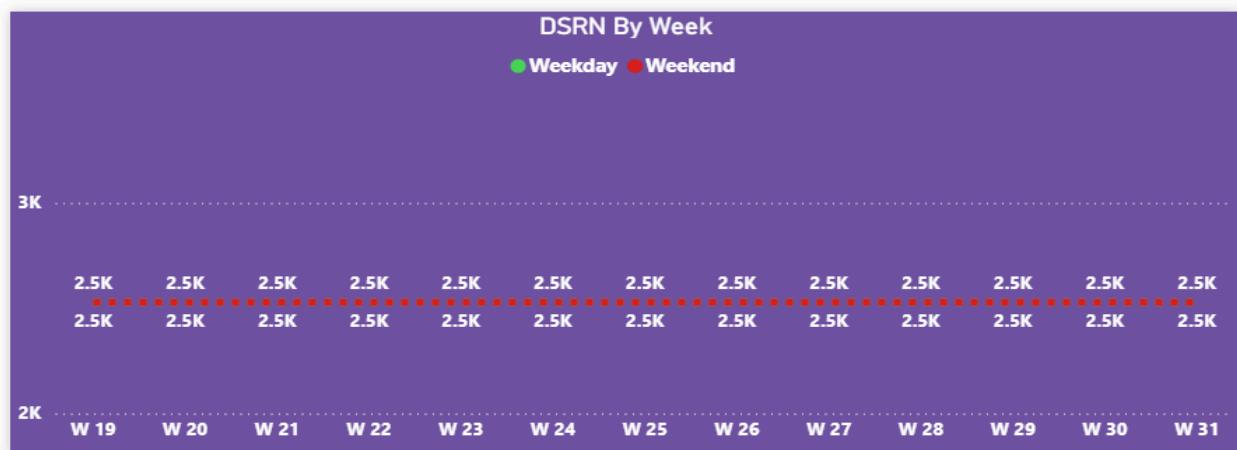


Results - Weekend occupancy performs better overall, but both segments decline towards the end, indicating reduced room utilization.

Page 5 - Key Points

1. Weekday and weekend DSRN remains constant at 2.5K across all weeks.
2. There is no fluctuation or trend change, indicating stable daily room nights.

Screenshot -

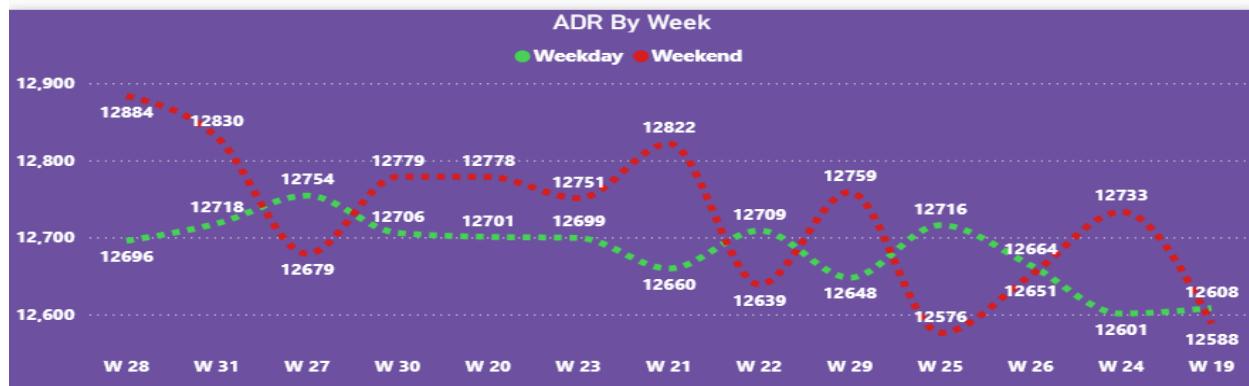


Result - DSRN performance is steady throughout the period, showing consistent room demand with no major rise or drop.

Page 6 - Key Points

1. Weekend ADR is generally higher than weekdays, but both show noticeable fluctuations week to week.
2. Weekday ADR remains around 12,650–12,750, while weekend rates vary more widely between 12,580–12,880.

Screenshot -

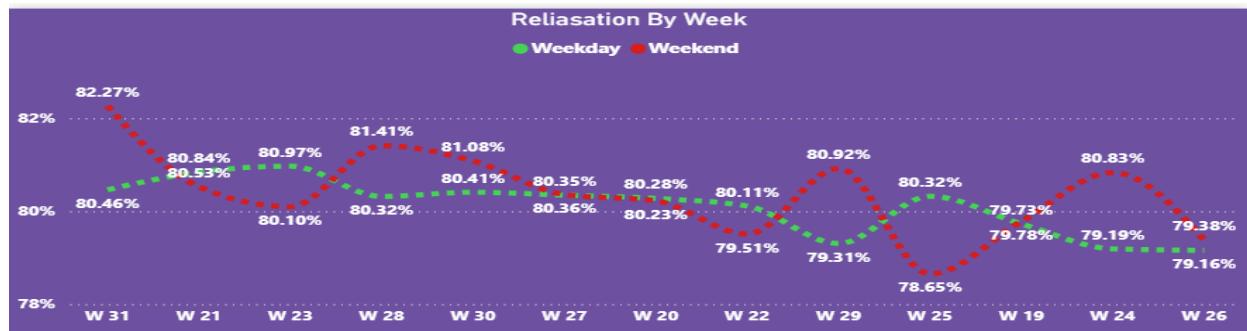


Result - ADR is unstable for both segments, with weekends priced higher overall but showing more volatility compared to weekdays.

Page 7 - Key Points

1. Realisation % stays close for both segments, mostly around 79–81%.
2. Weekend shows higher peaks (up to 82.27%) but also dips more sharply than weekdays.

Screenshot -



Result - Realisation performance remains stable overall, with weekends slightly outperforming weekdays but showing greater fluctuation.