

Data Analytics Experiment 2: Create interactive Dashboard using Microsoft Power BI

For this experiment I had found a real-life problem statement example on the internet and created an interactive Dashboard using Power BI for the same.

Domain: Hospitality **Function:** Revenue

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

Task:

You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. You can download all relevant documents from the download section.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

Terminologies used:

RevPar = Revenue per available room = Total Revenue/Total rooms available to sell

ADR = Average daily rate = Total rooms revenue/Number of rooms sold

OCC% = Total rooms occupied/Total rooms available

SRN = Sellable room nights

DSRN = Daily sellable room nights

URN = Utilised room nights

BRN = Booked room nights

Realization = URN/BRN

Weekend in hotel business: Friday, Saturday

Weekday in hotel business: Sunday to Thursday

Dim = dimension

WoW = Week on week



Filter By City

All

Filter By Room Type

All

May 22

Jun 22

Jul 22

W 19

W 20

W 21

W 22

W 23

W 24

W 25

W 26

W 27

W 28

W 29

W 30



Revenue

1.69bn



0.00

Occupancy

57.79%

RevPar

7,337

Realisation

70.14%

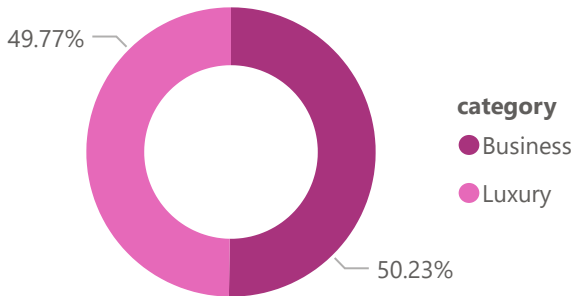
DSRN

2,528

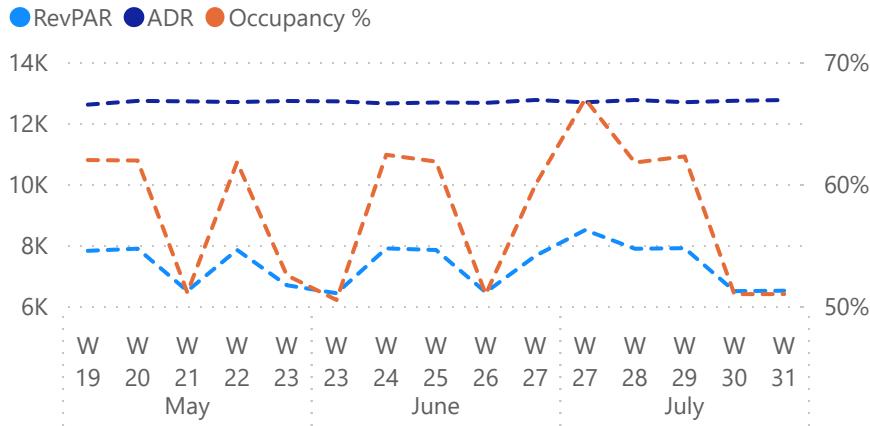
ADR

12.70K

% Occupancy by category

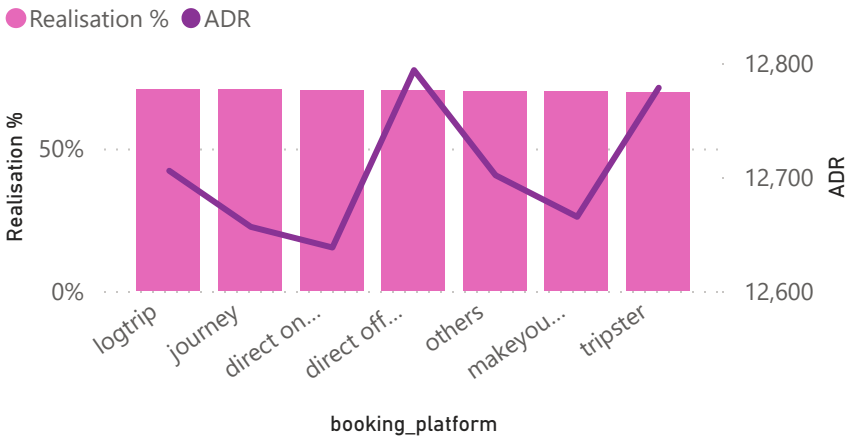


Trends By Key Matrix



Day type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,082.53	55.85%	12,682.41	69.94%
Weekend	7,971.63	62.64%	12,725.49	70.59%
Total	7,336.56	57.79%	12,695.75	70.14%

Realisation % and ADR by booking_platform



property_id	property_name	city	Revenue	Total Bookings	RevPAR	Occupancy %	Average Rating	ADR	DSRN
17564	Atliq Seasons	Mumbai	65M	3934	7,397	44.57%	2.30	16,597	9
18559	Atliq Exotica	Hyderabad	47M	5192	4,061	44.57%	2.33	9,111	12
17562	Atliq Bay	Mumbai	51M	3388	6,803	44.86%	2.37	15,167	8
19558	Atliq Grands	Bangalore	54M	4316	5,527	44.33%	2.37	12,468	10
16560	Atliq City	Delhi	54M	4635	6,281	53.61%	3.01	11,714	9
19563	Atliq Palace	Bangalore	68M	5347	6,768	53.42%	3.02	12,670	11
17560	Atliq City	Mumbai	87M	5940	7,763	53.07%	3.04	14,629	12
19559	Atliq Exotica	Bangalore	59M	4645	6,851	53.73%	3.04	12,751	9
17558	Atliq Grands	Mumbai	74M	4975	7,953	53.60%	3.05	14,839	10
18558	Atliq Grands	Hyderabad	46M	4420	5,514	53.38%	3.06	10,331	9
16562	Atliq Bay	Delhi	56M	4762	6,254	53.40%	3.07	11,712	9
18563	Atliq Palace	Hyderabad	44M	4669	5,014	52.89%	3.07	9,480	9
19561	Atliq Blu	Bangalore	72M	5669	6,774	53.25%	3.08	12,722	11
18561	Atliq Blu	Hyderabad	55M	6374	5,679	65.46%	4.25	8,676	10
16558	Atliq Grands	Delhi	36M	3114	7,525	65.81%	4.25	11,436	5
Total			1688M	132939	7,337	57.79%	3.62	12,696	2,528

Revenue by week no and category

category ● Business ● Luxury

