**🏨 Hotel Data Case Study: Power BI Report**

**🔹 Introduction – What is Eventbright?**

**Eventbright** is a global platform that allows individuals and organizations to **plan, promote, and manage events**. Through Eventbright, **event planners** can send **Requests for Proposals (RFPs)** to hotels and venues to host events such as conferences, meetings, or social gatherings. These RFPs include key event details (e.g., room nights, attendees, event dates), and hotels respond with proposals, quotes, and availability. This interaction is crucial for hotel sales teams to **convert leads into bookings**.

**📊 Objective: Build a Power BI Dashboard Using RFP Data**

You are provided with a dataset containing **RFP submissions** to a hotel. Your task is to analyze the hotel's performance and derive actionable insights.

1. What we want to know from attached data:
2. Overall Hotel Performance
3. Response Behaviour
4. Planner behaviour and Insights
5. Group Room Rate Trends
6. Missed Opportunities
7. Conversion Rate
8. Any additional observations based on your analysis.
9. Strategies to Win:
10. Based on above analysis what strategies would you implement to gain advantage Compset.
11. Presentation and Storytelling:
12. Create a PowerPoint presentation to present these findings.

Your performance will be judged on analysis / insights along with presentation skills.