

Bikta BaZait - Profitability & Occupancy Analysis (2024)

Independent portfolio project • Data & Business Analysis

Business Question

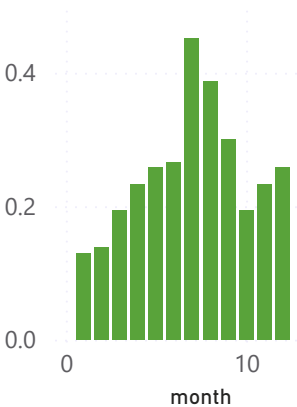
Is the cabin profitable across the year, and what are the main drivers behind profitability gaps between seasons, weekdays, and weekends?

Dataset & Methodology

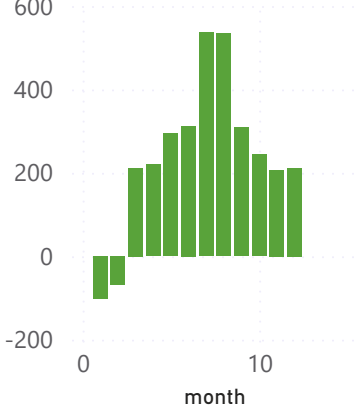
- Independent, self-initiated analysis project
- Synthetic dataset modeled after a real short-term rental business
- Data model includes: bookings, variable costs, and yearly fixed expenses
- Fixed costs are allocated proportionally per day to enable fair comparison across:
 - Months & seasons
 - Weekday vs Weekend
 - Occupancy levels

Bikta BaZait - 2024 Profitability & Occupancy Dashboard

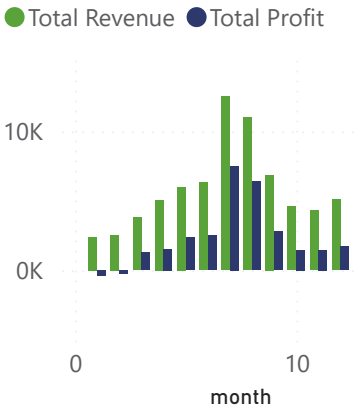
Occupancy Rate by month



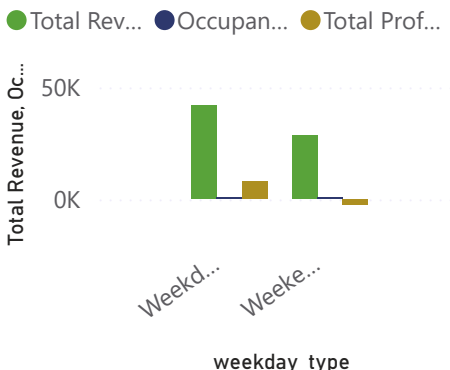
Profit per Night by month



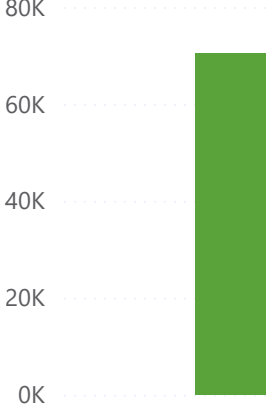
Total Revenue and Total Profit by month



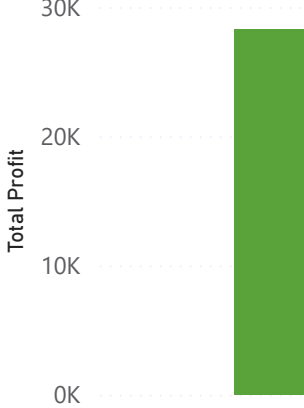
Total Revenue, Occupancy Rate and Total Profit Adjusted by weekday_type



Total Revenue



Total Profit



month	Total Revenue	Total Variable Costs	Total Fixed Costs	Total Profit	Profit Margin	Nights Booked	Nights Available	Occupancy Rate	Profit per Night
7	12500	2790	2190	7520	0.60	14	31	0.45	537.14
8	11000	2390	2210	6400	0.58	12	31	0.39	533.33
9	6850	2145	1930	2775	0.41	9	30	0.30	308.33
6	6300	1760	2040	2500	0.40	8	30	0.27	312.50
5	6000	1720	1930	2350	0.39	8	31	0.26	293.75
12	5100	1660	1750	1690	0.33	8	31	0.26	211.25
4	5050	1665	1850	1535	0.30	7	30	0.23	219.29
10	4600	1330	1810	1460	0.32	6	31	0.19	243.33
11	4300	1125	1730	1445	0.34	7	30	0.23	206.43
3	3800	760	1770	1270	0.33	6	31	0.19	211.67
2	2550	1095	1730	-275	-0.11	4	29	0.14	-68.75
1	2400	1010	1800	-410	-0.17	4	31	0.13	-102.50
Total	70450	19450	22740	28260	0.40	93	366	0.25	303.87

Key Findings - 2024 Baseline Performance

- Strong seasonality - most revenue is concentrated in summer peak months
- Weekend occupancy is high, but net profitability is weak / negative
- due to high variable costs and pricing not fully aligned with demand
- Weekday occupancy is low, while fixed costs remain constant,
- creating margin pressure in off-peak periods
- No structured retention strategy - returning guests are not actively encouraged to re-book

Recommendations

Weekend strategy

- Introduce moderate price increase on high-demand weekends
- Provide added-value experience instead of pure discounting
- (boutique wine + two challah breads on Friday)

Mid-week pricing

- Apply a small price increase while avoiding demand-sensitive discounts

Returning-guest retention

- Offer 5% discount + boutique wine + 45-minute family-winery tour on second stay
- Send post-checkout follow-up message with re-booking option and incentive

Expected impact

- Improved weekend net profitability
- Increased repeat-guest rate over time
- More stable revenue distribution across the year

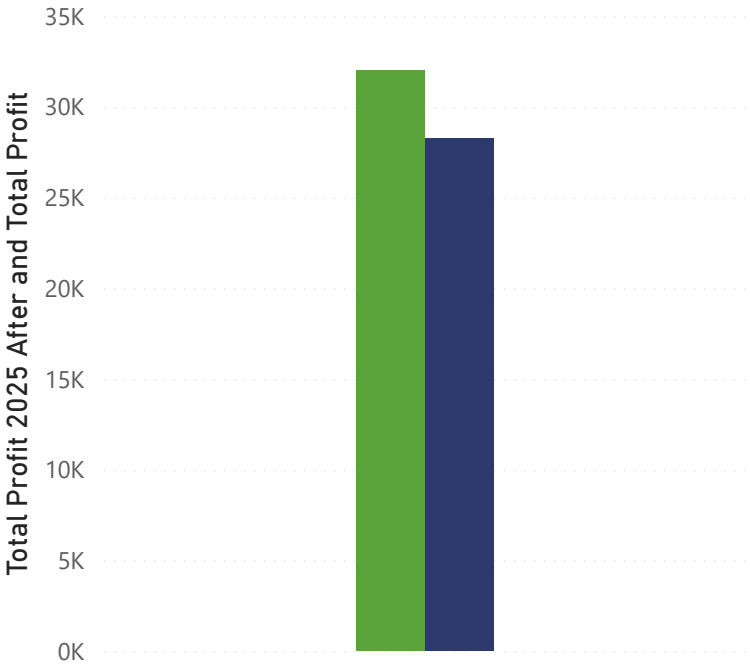
Post-Implementation Profitability Analysis

Total Profit 2025 After and Total Profit by month

32.0K✓
Goal: 28.3K (+13.23%)

Total Profit 2025 After and Total Profit

● Total Profit 2025 After ● Total Profit



booking_id	Year	Quarter	Month	Day	Year	Quarter	Month	Day	Sum of nights	weekday_type	season	Sum of nightly_rate	Sum of profit
49	2025	Qtr 1	March	2	2025	Qtr 1	March	5	3	Weekday	low	730	100
50	2025	Qtr 1	March	20	2025	Qtr 1	March	21	1	Weekday	low	760	100
51	2025	Qtr 1	March	30	2025	Qtr 2	April	1	2	Weekday	low	760	100
52	2025	Qtr 1	March	31	2025	Qtr 2	April	2	2	Weekday	low	710	100
53	2025	Qtr 2	April	2	2025	Qtr 2	April	4	2	Weekday	low	710	100
54	2025	Qtr 2	April	9	2025	Qtr 2	April	11	2	Weekday	low	680	100
55	2025	Qtr 2	April	19	2025	Qtr 2	April	22	3	Weekend	low	830	100
56	2025	Qtr 2	May	2	2025	Qtr 2	May	5	3	Weekend	shoulder	890	100
57	2025	Qtr 2	May	3	2025	Qtr 2	May	6	3	Weekend	shoulder	890	100
58	2025	Qtr 2	May	4	2025	Qtr 2	May	6	2	Weekday	shoulder	830	100
59	2025	Qtr 2	May	15	2025	Qtr 2	May	17	2	Weekday	shoulder	780	100
60	2025	Qtr 2	May	22	2025	Qtr 2	May	23	1	Weekday	shoulder	810	100
61	2025	Qtr 2	May	23	2025	Qtr 2	May	25	2	Weekend	shoulder	890	100
62	2025	Qtr 2	May	24	2025	Qtr 2	May	27	3	Weekend	shoulder	930	100
63	2025	Qtr 2	June	1	2025	Qtr 2	June	4	3	Weekday	shoulder	770	100
64	2025	Qtr 2	June	2	2025	Qtr 2	June	5	3	Weekday	shoulder	750	100
65	2025	Qtr 2	June	13	2025	Qtr 2	June	16	3	Weekend	shoulder	970	100
66	2025	Qtr 2	June	21	2025	Qtr 2	June	24	3	Weekend	shoulder	930	100
67	2025	Qtr 2	June	27	2025	Qtr 2	June	29	2	Weekend	shoulder	930	100
68	2025	Qtr 3	July	3	2025	Qtr 3	July	4	1	Weekday	peak	850	100
69	2025	Qtr 3	July	8	2025	Qtr 3	July	11	3	Weekday	peak	870	100
70	2025	Qtr 3	July	12	2025	Qtr 3	July	14	2	Weekend	peak	950	100
Total									85			32500	

Summary Insight - Post-Implementation Results

Post-implementation analysis (Mar–Oct 2025) indicates a clear improvement in overall profitability following the pricing optimization and loyalty-return initiatives. Net profit increased to 32.0K (+13.2% vs. baseline), with higher profit per night and a positive turnaround in weekend profitability, which had been previously under-performing.

The improvement was achieved without relying on aggressive discounting, but by introducing added-value weekend packages and targeted incentives for returning guests, resulting in healthier margins and more sustainable revenue quality.