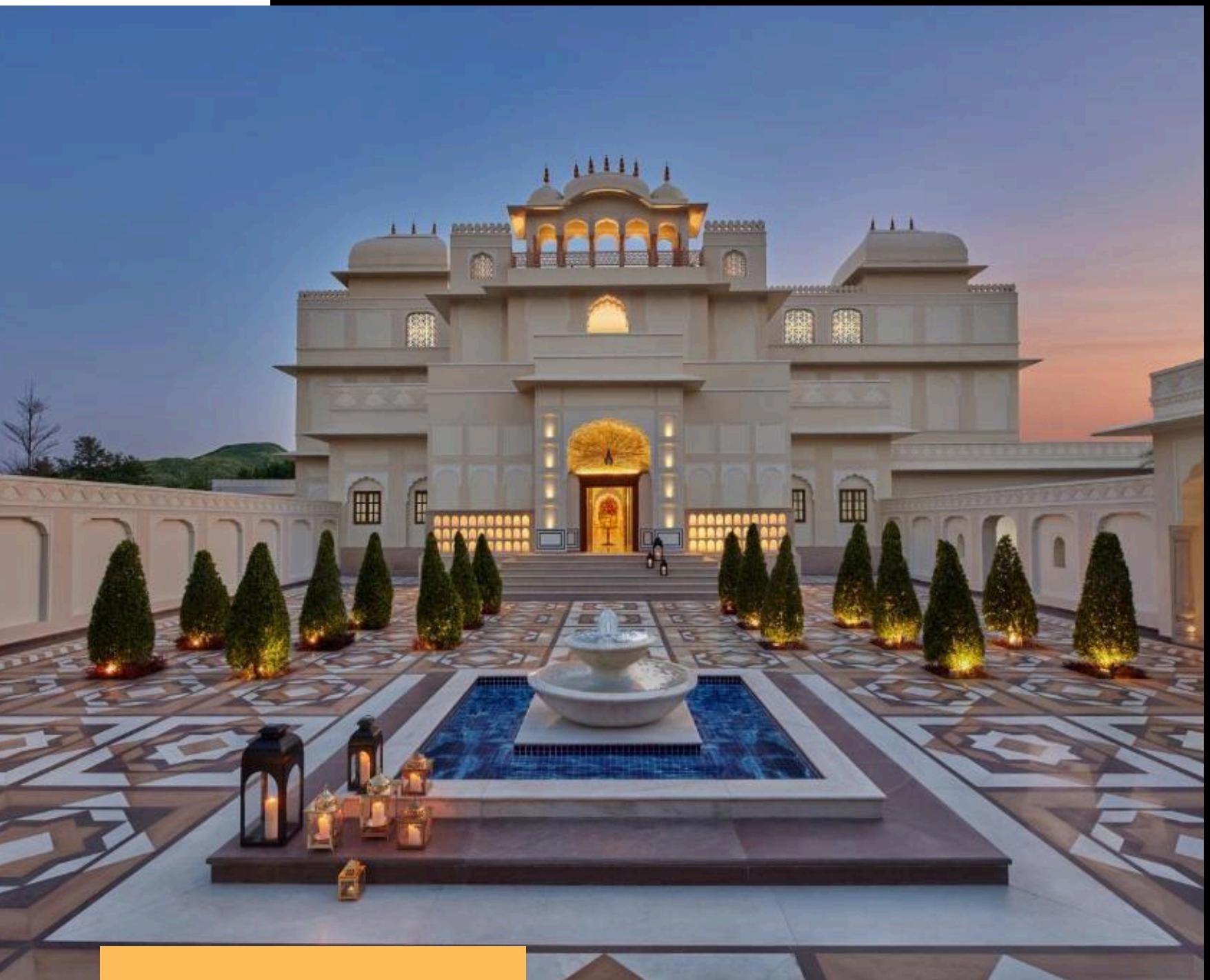


# ITC Hotel

## HOTEL PRESENTATION

ITC Hotels is one of India's leading luxury hotel chains, renowned for its blend of indigenous hospitality and world-class service. With a strong commitment to sustainability, each property offers a unique experience rooted in local culture and global excellence.



# Welcome to ITC Hotel

ITC Hotels is a premier Indian luxury chain, known for its signature blend of local hospitality, global standards, and sustainable practices.





# About



ITC HOTELS  
RESPONSIBLE LUXURY

ITC Hotels is one of India's leading luxury hotel chains, renowned for its blend of indigenous hospitality and world-class service. With a strong commitment to sustainability, each property offers a unique experience rooted in local culture and global excellence.

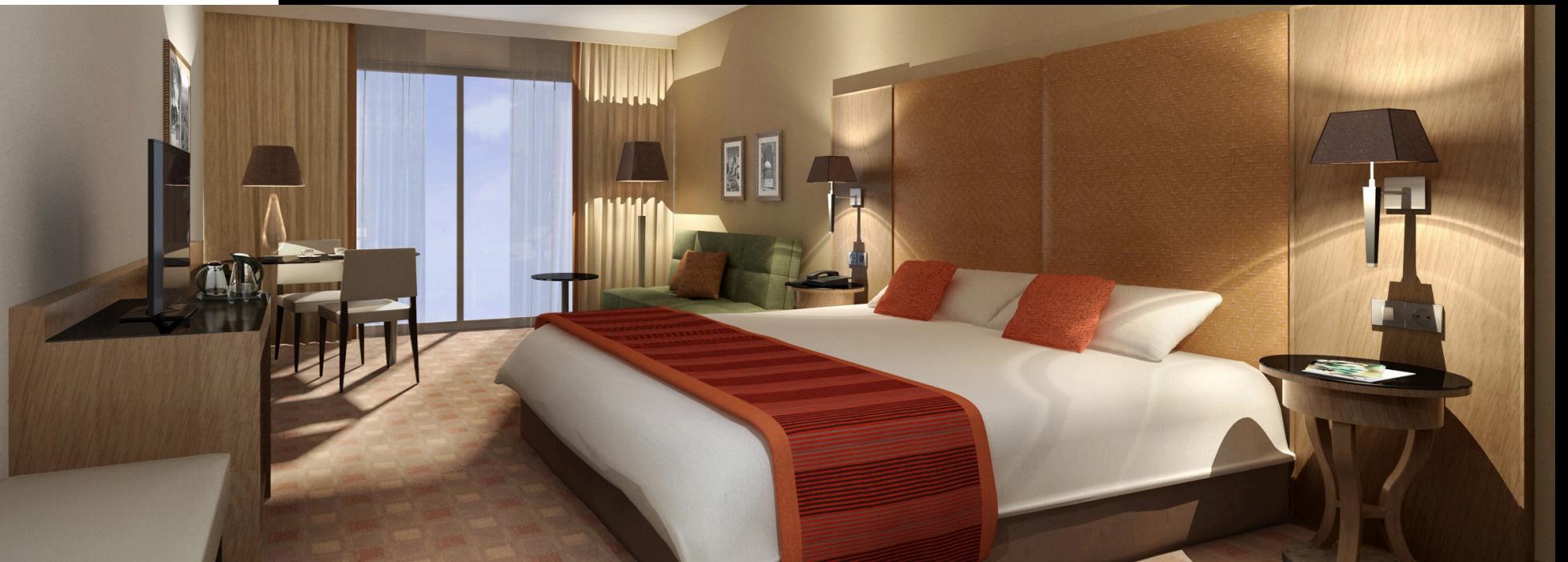
# Vision & Mission

## Vision

To be the most admired and responsible hospitality brand, offering world-class luxury experiences rooted in Indian culture and sustainability.

## Mission

To deliver exceptional guest experiences through a fusion of warm Indian hospitality, responsible luxury, and innovative service, while maintaining a commitment to environmental and social stewardship.



# Problem Statements

## **Page 1: Financial Overview & Revenue Performance**

Key Questions to Answer:

- 1.What is the total revenue generated by ITC Hotels, and how does it vary across different hotels and room categories ?
- 2.What is the cumulative revenue growth over time ?
- 3.How has the revenue grown month-over-month (MoM) and week-over-week (WoW) ?
4. What are the average daily rate (ADR) and revenue per available room (RevPAR) ?

# Problem Statements

## **Page 2: Occupancy & Capacity Analysis**

Key Questions to Answer:

- 1.What is the occupancy rate for each hotel and room category ?
- 2.How does occupancy fluctuate seasonally or over specific periods (e.g., weekends, holidays) ?
- 3.What is the occupancy growth (MoM and WoW) ?
- 4.How does occupancy correlate with revenue and RevPAR ?

# Problem Statements

## **Page 3: Room Category Performance & Booking Insights**

Key Questions to Answer:

- 1.Which room categories generate the most revenue ?
- 2.How do booking patterns (lead time, check-in dates) affect revenue and occupancy ?
- 3.What is the average length of stay (ALOS) for each hotel and room type ?
- 4.What is the room revenue trend (including running total and MoM/WoW growth) ?

# Problem Statements

## **Page 4: Cancellations & Lost Revenue Analysis**

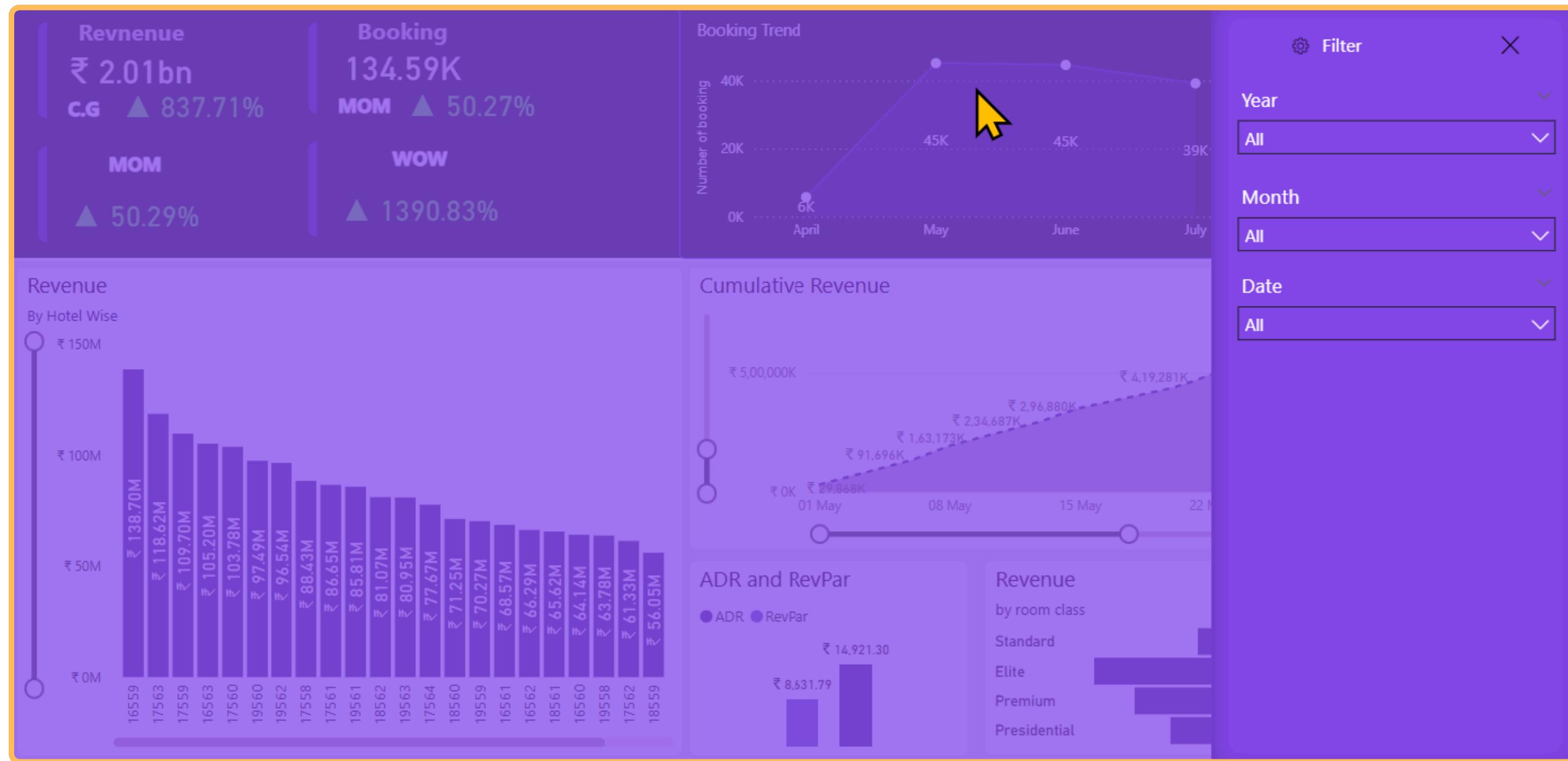
Key Questions to Answer:

- 1.What is the cancellation rate for each hotel and room category?
- 2.How have cancellation trends changed over time (MoM/WoW)?
- 3.What is the lost revenue due to cancellations?
- 4.Are there any patterns in cancellations (e.g., specific room types, time of year)?

# Dashboard

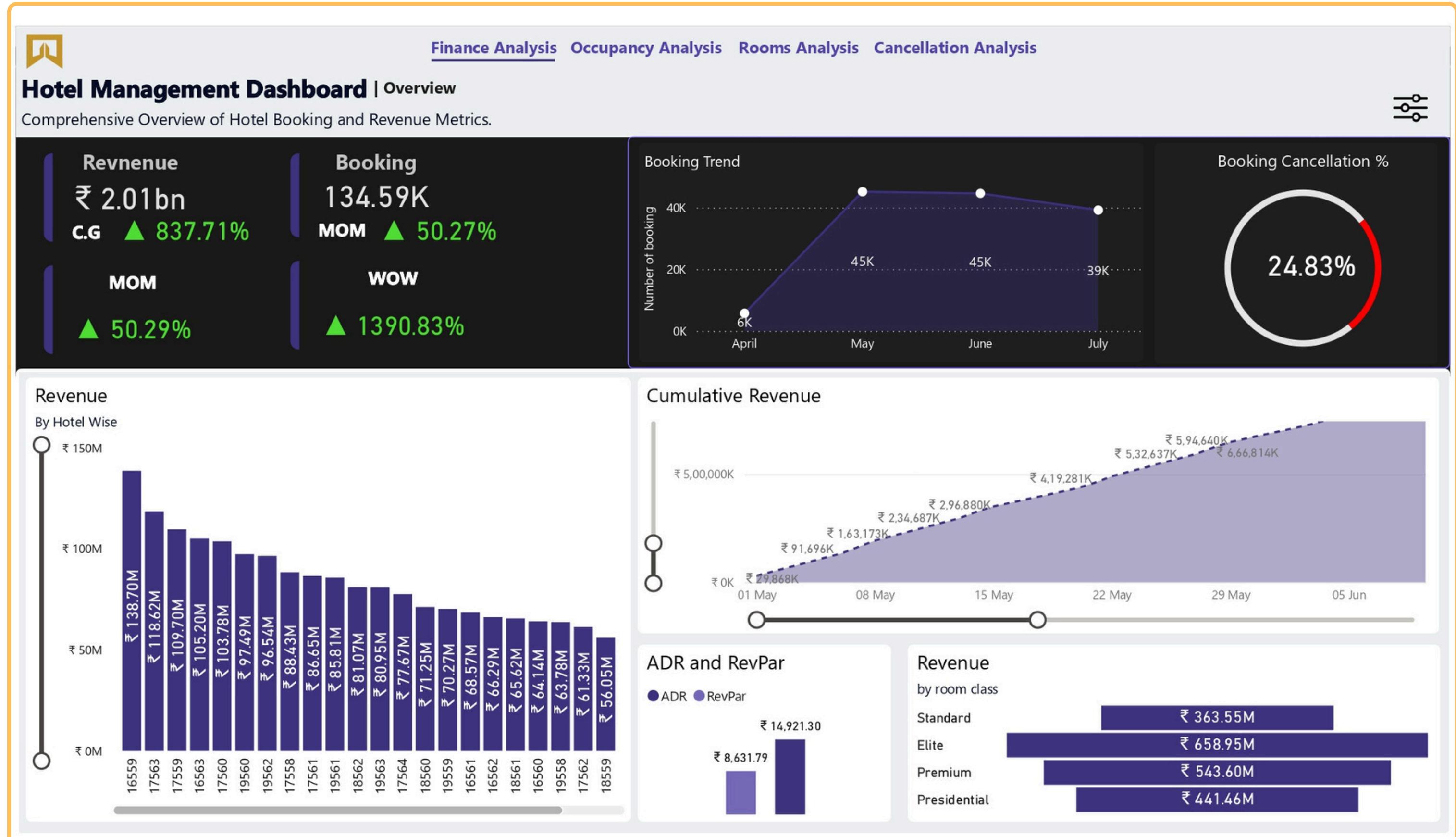


# Filters



# Page 1: Financial Overview & Revenue Performance





# Insights

**Total revenue generated is ₹2.01 billion (Two billion and ten million)**

## **Revenue room category/class wise :**

1. Elite is at 1<sup>st</sup> position with ₹658.95 million revenue.
2. Premium being at 2<sup>nd</sup> position with ₹543.60 million revenue.
3. Presidential being at 3<sup>rd</sup> position with ₹441.46 million revenue.
4. Standard being at 4<sup>th</sup> position with ₹363.55 million revenue.

## **Revenue hotel wise :**

### **Top :**

1. Property id 16559 is at 1<sup>st</sup> position with ₹138.70 million revenue.
2. Property id 17563 is at 2<sup>nd</sup> position with ₹118.62 million revenue.
3. Property id 17559 is at 3<sup>rd</sup> position with ₹109.70 million revenue.

### **Bottom:**

1. Property id 16558 is at last position with ₹42.25 million revenue.
2. Property id 18563 is at last 2<sup>nd</sup> position with ₹53.13 million revenue.
3. Property id 18558 is at last 3<sup>rd</sup> position with ₹54.29 million revenue.

# Insights

**Cumulative growth:** 837.71 %.

**Month over month growth:** 50.29%.

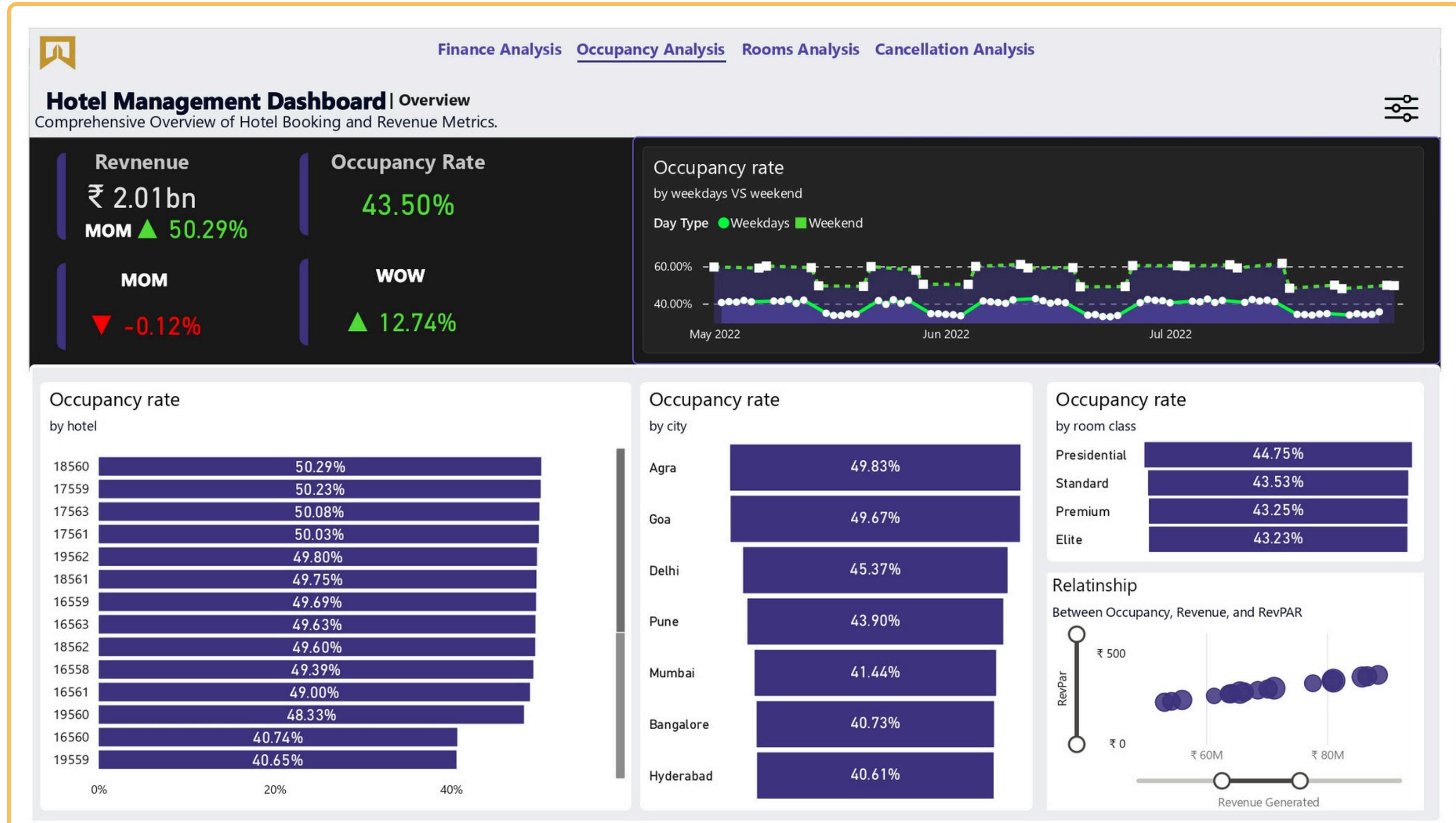
**Week over week growth:** 1390.83%.

**Revenue per available room** is ₹14,921.30.

**Average daily rate** is ₹8631.79.

# Page 2: Occupancy & Capacity Analysis





# Insights

## **Top hotels:**

1. Property id 18560 is at 1<sup>st</sup> position with 50.29%.
2. Property id 17559 is at 2<sup>nd</sup> position with 50.23%.
3. Property id 17562 is at 2<sup>nd</sup> position with 50.08%.

## **Bottom:**

1. Property id 17562 is at last position with 33.43%.
2. Property id 17562 is at 2<sup>nd</sup> last position with 33.50%.
3. Property id 17562 is at 3<sup>rd</sup> last position with 33.56%.

## **Weekend:**

1. In month of May there is highest occupancy rate with 56.10%.
2. In month of June there is 2<sup>nd</sup> position occupancy rate with 56.01%.
3. In month of July there is 3<sup>rd</sup> position occupancy rate with 54.73%.

## **Weekdays:**

1. In month of May there is highest occupancy rate with 38.97%.
2. In month of June there is 2<sup>nd</sup> position occupancy rate with 38.47%.
3. In month of July there is 3<sup>rd</sup> position occupancy rate with 38.00%.

# Insights

**Month over Month occupancy growth : -0.12%.**

**Week over Week occupancy growth : 12.74%.**

There is **positive relationship** between **occupancy rate with revenue and revpar**, which means if occupancy rate goes is more than revenue and revpar is also more is going upside and vice-versa.

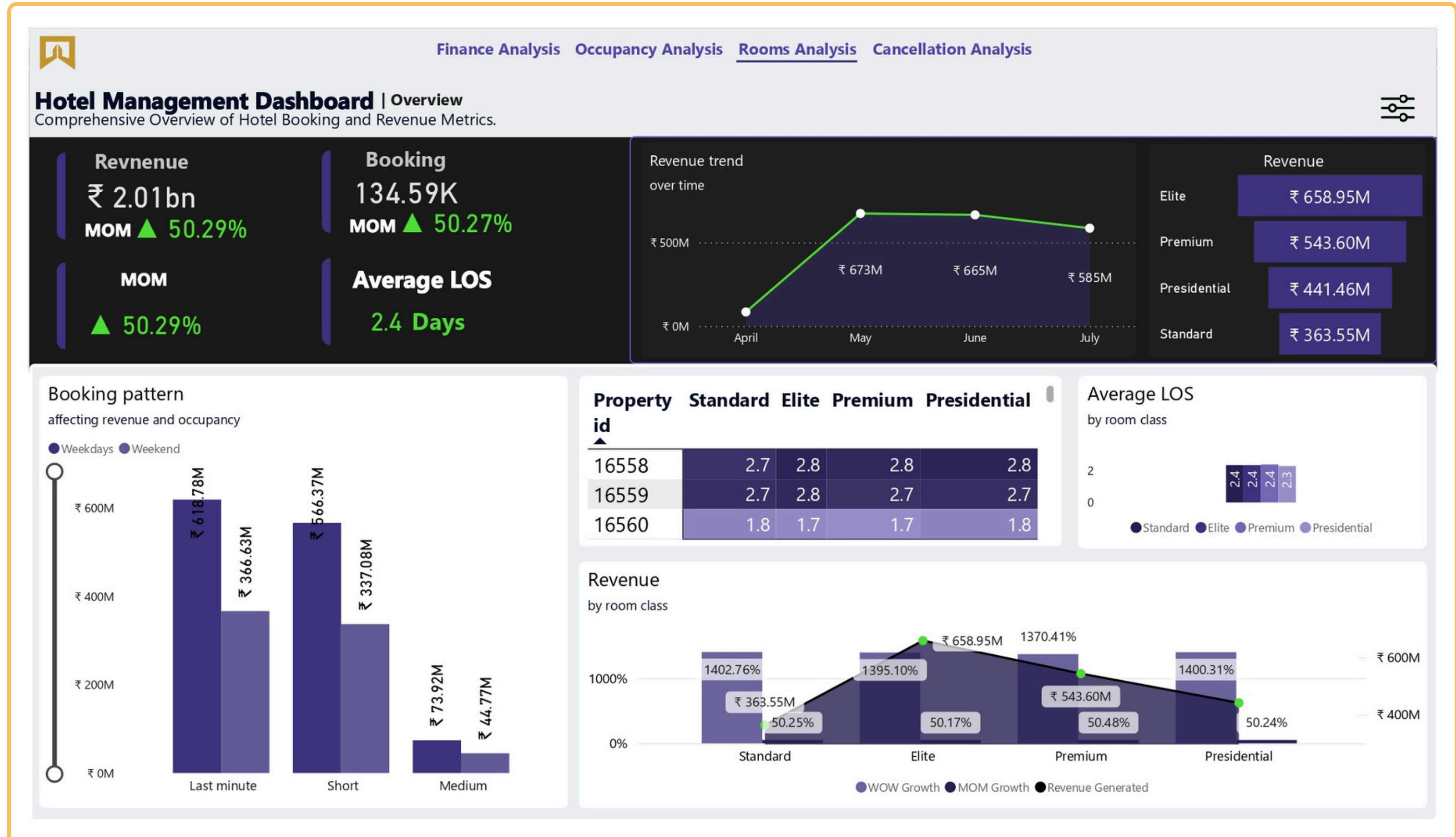
**Agra** have the **highest occupancy rate** with **49.83%**, on other hand **Hyderabad** has the **lowest occupancy rate** with **40.61%** we need to focus here and try to give discount on weekends.

**Presidential room class** tends to have **Highest occupancy rate** with **44.75%** and on other hand **Elite room class** tends to have **Lowest occupancy rate** with **43.23%**.

# Page 3: Room Category Performance ITC HOTELS & Booking Insights



The logo for ITC Hotels consists of a gold-colored square icon with a stylized 'W' shape inside, positioned above the hotel's name. The name 'ITC HOTELS' is written in a large, bold, black serif font. Below it, the words 'RESPONSIBLE LUXURY' are written in a smaller, black, sans-serif font. A decorative gold flourish or scrollwork graphic is centered below the text.



# Insights

**Elite room class** generates **Highest revenue** with ₹658.95 million and **Standard room class** generates **Lowest revenue** with ₹363.55 million.

## Weekdays:

1. **Last minute** (booking done before 0-2 days of check-in date) ₹618.78 million.
2. **Short** (booking done before 3-7 days of check-in date) ₹566.37 million.
3. **Medium** (booking done before 8-30 days of check-in date) ₹73.92 million.

## Weekend:

1. **Last minute** (booking done before 0-2 days of check-in date) ₹366.63 million.
2. **Short** (booking done before 3-7 days of check-in date) ₹337.08 million.
3. **Medium** (booking done before 8-30 days of check-in date) ₹44.77 million.

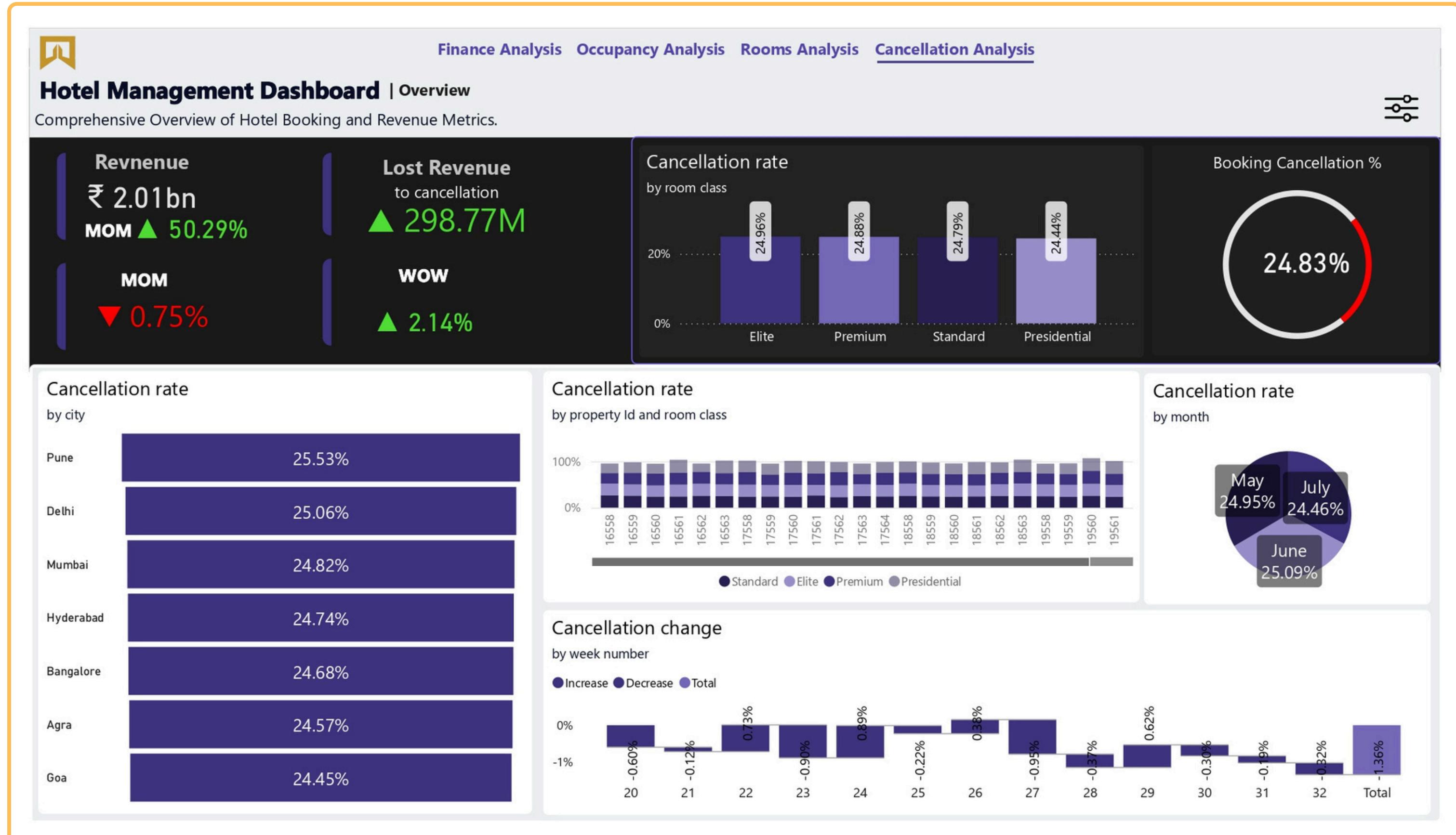
# Insights

## According to room class :

- **Average LOS for Elite room class is 2.4 days.**
- **Average LOS for Standard room class is 2.4 days.**
- **Average LOS for Premium room class is 2.4 days.**
- **Average LOS for Presidential room class is 2.3 days.**

# Page 4: Cancellation s & Lost Revenue Analysis





# Insights

## According to room class:

1. **Elite** has the **highest cancellation rate** with **24.96%**.
2. **Premium** has the **2<sup>nd</sup> highest cancellation rate** with **24.88%**.
3. **Standard** has the **3<sup>rd</sup> highest cancellation rate** with **24.79%**.
4. **Presidential** has the **4<sup>th</sup> Highest cancellation rate** with **24.44%**.

## According to Month:

1. **June** holds **1<sup>st</sup> position** with **cancellation rate** of **25.09%**.
2. **May** holds **2<sup>nd</sup> position** with **cancellation rate** of **24.95%**.
3. **July** holds **3<sup>rd</sup> position** with **cancellation rate** of **24.46%**.

# Insights

**Lost revenue due to cancellation is ₹298.77 million.**

**Pune** holds the **highest cancellation rate** with **25.53%**, may be **due to states ongoing local language tension.**

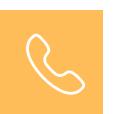
# Contact Information

I'm Farook Mohammad, a Data Analyst and Full Stack Developer with 2.5 years of experience. I turn raw data into insights and build scalable web apps.

 **Email**  
farookmohammad27@gmail.com

 **Social Media**  
<https://www.linkedin.com/in/farook-mohammad/>

 **Website**  
<https://datadevx.com/portfolio>

 **Phone Number**  
+91 9467671237





# Thank You

FOR YOUR ATTENTION

*Thank you for your time and attention. We truly appreciate your interest in ITC Hotels and hope this presentation gave you valuable insights into our commitment to luxury, sustainability, and exceptional hospitality.*