

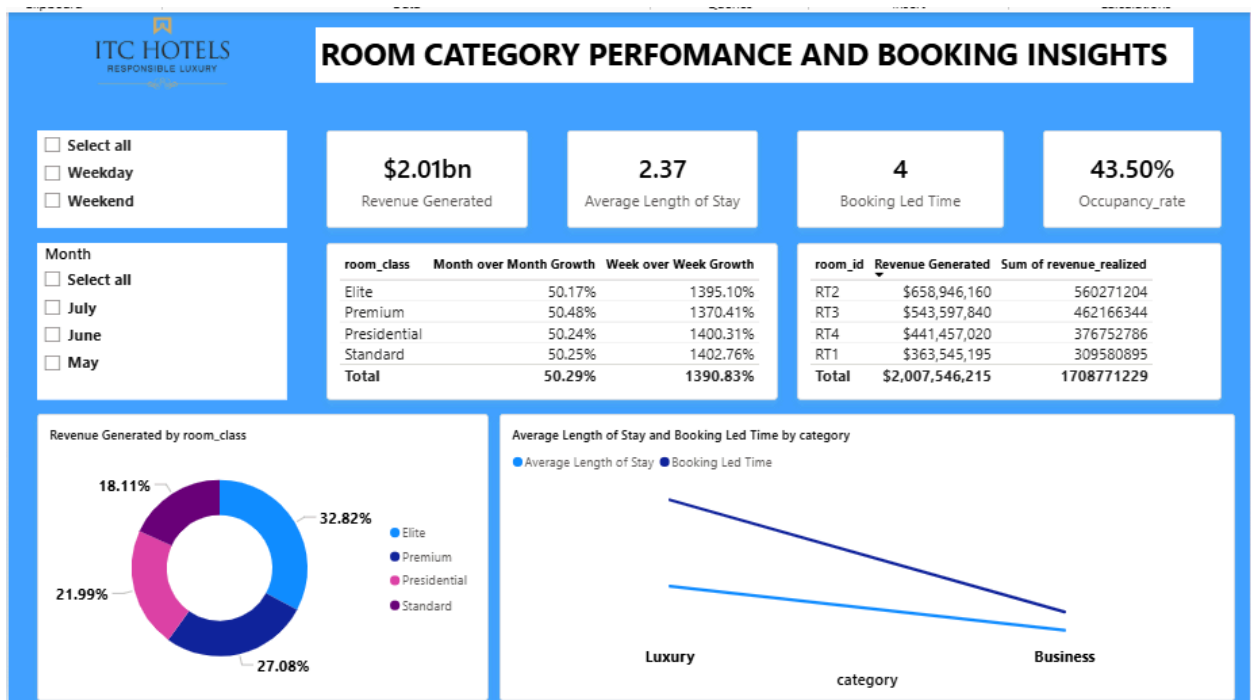
# ITC Hotel Room Category Performance and Booking Insights Analysis

## Project Background

This analysis examines ITC Hotel's room category performance, booking patterns, and guest behavior across different room types and time periods. The study focuses on revenue generation by room categories, booking lead times, length of stay patterns, and growth metrics to optimize room inventory and pricing strategies.

## Executive Summary

ITC Hotel generated \$2.01 billion in total revenue with guests staying an average of 2.37 days and booking 4 days in advance, maintaining a 43.50% occupancy rate. Room RT2 leads individual room revenue at \$658.94K, while Elite rooms dominate the category mix at 32.82% of total revenue, followed by Standard (27.08%), Presidential (21.99%), and Premium (18.11%). All room categories show exceptional week-over-week growth ranging from 1370% to 1402%, with month-over-month growth consistently around 50%. Interestingly, business travelers book closer to their stay date compared to luxury guests, and there's an inverse relationship between booking lead time and length of stay across categories



## Insights Deep-Dive

The revenue distribution tells a compelling story about guest preferences and pricing power. Elite rooms capturing nearly one-third of total revenue at 32.82% shows strong demand for premium accommodations, while the relatively balanced distribution across other categories suggests effective market segmentation. Individual room performance varies significantly, with RT2 generating \$658.94K compared to RT1's \$363.54K - a 45% difference that warrants investigation into what makes certain rooms more profitable.

Guest booking behavior reveals interesting patterns that can inform marketing and operations strategies. The 4-day average booking lead time is relatively short, indicating either strong local/regional demand or last-minute business travel. The 2.37-day average stay suggests a mix of business and short leisure trips rather than extended vacations. What's particularly fascinating is how luxury guests plan further ahead but stay shorter periods, while business category guests book last-minute but potentially stay longer - this inverse relationship between lead time and stay duration across categories offers valuable segmentation insights.

The growth numbers are absolutely remarkable across the board. Week-over-week growth ranging from 1370% to 1402% across all room categories indicates a massive operational shift or marketing breakthrough that lifted the entire property portfolio. The consistent ~50% month-over-month growth across all categories shows this isn't just a one-time spike but sustained momentum. Elite rooms leading with 1395.10% week-over-week growth while maintaining the highest revenue share demonstrates that premium positioning is driving both volume and value.

## Recommendations

Capitalize on the Elite room success by analyzing what's driving their 32.82% revenue share and 1395% growth - consider expanding Elite inventory or applying similar positioning strategies to other categories. The significant performance gap between individual rooms (RT2 vs RT1) needs immediate attention - investigate location, amenities, or pricing differences to either optimize underperformers or replicate top performers.

Leverage the short 4-day booking window with targeted last-minute marketing campaigns and dynamic pricing strategies that reward early bookings while capturing spontaneous demand. The inverse relationship between booking lead time and stay duration by category suggests opportunities for tailored marketing - target luxury guests with advance planning campaigns while focusing on immediate availability messaging for business segments.

With such explosive growth across all categories, ensure operational capacity can handle the demand surge without compromising service quality. The consistent 50% month-over-month growth trajectory suggests you're in a strong expansion phase - use this momentum to negotiate better supplier rates, invest in property improvements, or expand into new markets while maintaining the factors driving current success.

