



HOTEL REVENUE ANALYSIS DASHBOARD

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BUSINESS REQUIREMENT / PROBLEM STATEMENT

The hospitality industry demands agile, data-driven decisions to maximize revenue and operational efficiency. Management at **The Indian Hospitality Group** needs a comprehensive dashboard to monitor key performance indicators such as **Occupancy Rate, RevPAR, ADR, Realisation%, and DBRN** across multiple cities and hotel categories.

This dashboard serves as a centralized tool to:

- Track performance trends over time (monthly, weekly, daily)
- Compare metrics by city, room class, and booking platform
- Identify underperforming properties or channels
- Improve pricing, marketing, and resource allocation strategies

With this, decision-makers can quickly respond to business needs, optimize bookings, and enhance guest satisfaction in a competitive market.

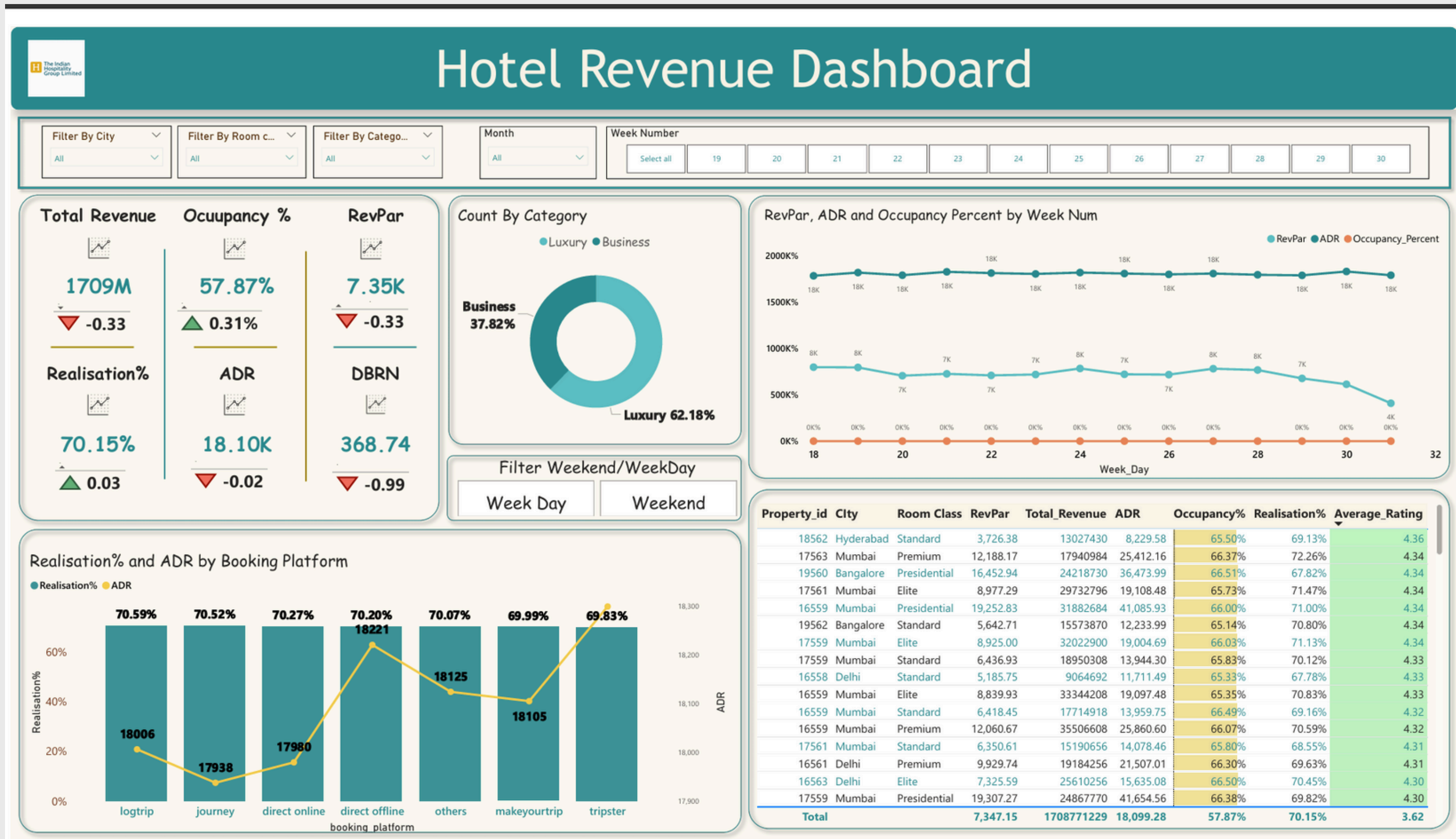
MOST IMP TERMS TO KNOW

- RevPAR(Revenue generated per available room(both booked and non booked))
- Occupancy means how many rooms are occupied among all the available rooms.
- ADR(Average Daily Rate) is the measure of average paid for rooms sold in a given time, it also tells how pricing of a hotel room is
- DSRN(Daily Sellable Room Nights) This metrics tells us on an average how many rooms are ready to sell for a day
- DBRN(Daily Booked Room Nights) This metric tells us how many rooms are booked per night . Also includes cancellation & no show measures
- Cancellation means the customers who cancelled their bookings and got a refund of 40%

MOST IMP TERMS TO KNOW

- No Show means the customers who neither cancelled their bookings nor showed up
- DURN(Daily Utilized Room Nights) This metric tells us how many rooms are utilized per night
- Realization tells about how many rooms were actually utilized among booked rooms and many more
- Flat Pricing means following the same rates for 365 days
- Weekday/Weekend Pricing means having different rates for weekdays & weekends
- Dynamic Pricing means having different rates for weekdays & peak days
- (NOTE : - The dataset is available only for 3 months ie MAY, JUNE & JULY)

SNAPSHOTS



Property_id	City	Room Class	RevPar	Total_Revenue	ADR	Occupancy%	Realisation%	Average_Rating
16558	Delhi	Presidential	18,247.99	5036444	32,493.19	56.16%	74.88%	4.18
16562	Delhi	Presidential	14,047.88	7754432	33,424.28	42.03%	74.60%	3.13
17562	Mumbai	Presidential	14,004.86	7730682	39,644.52	35.33%	74.14%	2.45
18562	Hyderabad	Presidential	11,289.30	20772320	23,418.62	48.21%	73.43%	4.25
16560	Delhi	Presidential	12,828.30	8261428	32,914.06	38.98%	73.39%	2.97
17563	Mumbai	Presidential	18,910.28	33055174	39,634.50	47.71%	73.16%	4.27
19559	Bangalore	Presidential	14,749.78	4070940	35,710.00	41.30%	73.08%	2.90
16558	Delhi	Premium	9,845.80	7246512	20,823.31	47.28%	72.80%	4.18
17562	Mumbai	Standard	4,543.23	8359546	13,614.90	33.37%	72.66%	2.40
17563	Mumbai	Premium	12,188.17	17940984	25,412.16	47.96%	72.26%	4.34
17559	Mumbai	Premium	12,333.96	18155592	25,643.49	48.10%	72.24%	4.29
18560	Hyderabad	Presidential	11,512.90	15887800	23,537.48	48.91%	72.12%	4.25
19559	Bangalore	Premium	8,764.93	21772080	22,538.39	38.89%	71.98%	2.98
17564	Mumbai	Presidential	12,639.13	19767600	39,934.55	31.65%	71.84%	2.24
16560	Delhi	Standard	4,328.26	13538798	11,133.88	38.87%	71.61%	3.05
17561	Mumbai	Elite	8,977.29	29732796	19,108.48	46.98%	71.47%	4.34
18559	Hyderabad	Standard	2,514.95	9717760	8,057.84	31.21%	71.40%	2.34
Total			7,347.15	1708771229	18,099.28	40.59%	70.15%	3.62

IMPORTANT FINDINGS AND INSIGHTS

- Total Revenue generated over the peak months May, June, and July amounts to 1,709 million.
- May stands out as the highest revenue-generating month.
- A gradual decline in revenue is observed towards the end of July.
- June 2024 recorded the highest realized revenue, with an Occupancy Rate of 43.10% and RevPAR of ₹7.85K.
- Despite uniform pricing strategies, analysis suggests a missed opportunity for dynamic pricing to boost revenue further.
- Weekend stays (Fridays and Saturdays) contributed approximately ₹456 million, accounting for 26% of total room revenue across the three months.
- The Luxury hotel category consistently attracted the highest number of bookings.

IMPORTANT FINDINGS AND INSIGHTS

- The Luxury hotel category consistently attracted the highest number of bookings.
- Among room classes, Elite rooms generated the most revenue (₹560 million) with an average Occupancy Rate of 40%.
- The Delhi – Presidential room segment achieved the highest realisation rate of 74.88%, coupled with a strong average rating of 4.28.
- Logtrip, as a booking platform, showed the highest realisation rate among platforms at 70.59%.



THANK YOU