

# REVENUE INSIGHTS

**Top Earning City:** Mumbai led in Revenue with 668 million INR, While Delhi lagged at 294 million INR

**Best Month:** May generated the highest revenue 408.37 M INR, while June was the lowest 337.19 INR

**Popular Room Category:** Elite rooms brought in the most revenue, hitting 553.74 million INR

# CUSTOMER EXPERIENCE HIGHLIGHTS

**Highest Rated Room:** Guest loved the Presidential rooms the most, rating them at 3.69. Premium rooms got the lowest at 3.59.

**City with Best Ratings:** Delhi stood out with an average rating of 3.78, showing guests had a great experience

# OCCUPANCY & BOOKINGS TRENDS

**Occupancy Leader:** Delhi not only excelled in ratings but also had the highest occupancy at 61.50 %

**Weekend Rush:** Weekends, saw more bookings, hinting at an opportunity for targeted promotions.

# RECOMMENDATIONS

**Boost Mumbai Presence:** Increase focus on Mumbai due to its revenue leadership, exploring partnerships or expansions.

**June Incentives:** Offer special promotions in June to counteract the observed revenue dip.

**Highlight Elite Rooms:** Feature Elite rooms prominently in marketing campaigns to attract high-end guests.

**Reassess Premium Rooms:** Review amenities and pricing for Premium rooms, aiming to enhance their appeal.

**Expand in Delhi:** Capitalize on Delhi's positive ratings and occupancy by considering growth strategies.

**Weekend Deals:** Launch targeted weekend promotions to attract more bookings during peak times.