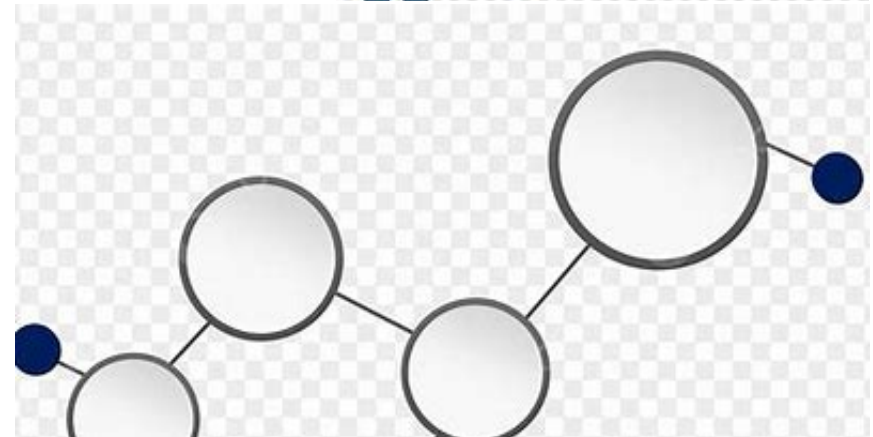


HOSPITALITY

Group – 6

- Thangamani
- Abin Antony
- Aishwarya Rajkumar
- Hima Ashok
- Suchitra
- Ganesh Babu - Not participated
- Maddi Aravind – Not participated



Overall Plans



Objective: To analyze and visualize key metrics in the hospitality dataset using various tools.

Data Overview: Dataset contains information on bookings, revenue, customer demographics, and satisfaction.

Key Metrics: Average occupancy rate, revenue per room, customer preferences, and seasonal trends.

Methodology:

Week 1: Excel

Week 2: Power BI

Week 3: Tableau

Week 4: MySQL

Outcome: Insights for decision-making in the hospitality industry.

Week 1 - Excel

- **Tasks Performed:**

- Data Cleaning: Removed duplicates, handled missing values, and normalized formats.
- Data Analysis: Used pivot tables and formulas for calculations.
- Charts: Created bar graphs and line charts for trend analysis.

- **Key Insights:**

- Identified peak booking periods.
- Highlighted customer segments contributing most revenue.
- Uncovered seasonal fluctuations.

- **Strengths of Excel:**

- User-friendly and versatile for data manipulation.
- Quick insights through pivot tables.

- **Challenges:**

- Limited scalability for large datasets.
- Time-intensive manual processes.



Week 2 - Power BI

- **Tasks Performed:**

- Data Import: Connected to data sources seamlessly.
- Dashboard Design: Created slicers, drill-downs, and KPIs.
- Visualizations: Heatmaps, pie charts, and clustered bar charts.

- **Key Insights:**

- Real-time revenue tracking across regions.
- Top-performing hotels and locations identified.
- Occupancy patterns by customer demographics.

- **Strengths of Power BI:**

- Interactive and visually appealing dashboards.
- Seamless integration with data sources.

- **Challenges:**

- Requires some familiarity for advanced features.
- Limited advanced statistical functionalities.



Power BI

Week 3 - Tableau

- **Tasks Performed:**

- Data Preparation: Cleaned and joined datasets within Tableau.
- Storytelling: Designed dashboards and stories for user-friendly navigation.
- Visualizations: Geographical maps, waterfall charts, and treemaps.

- **Key Insights:**

- Regional revenue variations visualized on maps.
- Contribution of repeat customers to total bookings.
- Revenue growth trends over time.

- **Strengths of Tableau:**

- Sophisticated visualizations.
- Drag-and-drop interface.

- **Challenges:**

- Licensing costs.
- Steeper learning curve for beginners.



Week 4 - MySQL

- **Tasks Performed:**

- Data Retrieval: Queried data using SELECT, JOIN, GROUP BY, and HAVING clauses.
- Data Aggregation: Calculated average revenue, customer stay durations, etc.
- Filtering: Extracted specific subsets like peak booking dates.

- **Key Insights:**

- Detailed customer booking history.
- Revenue trends based on room types.
- Relationships between booking duration and satisfaction levels.

- **Strengths of MySQL:**

- Powerful for handling large datasets.
- Precise data retrieval with queries.

- **Challenges:**

- Requires SQL knowledge.
- No visualizations without external tools.





Thank You

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