ITC Hotels Revenue Optimization

Presented By: Manik Gupta

Introduction:

Analyzing and documenting progress across critical areas like financial performance, customer engagement, and operational efficiency is essential for any company's growth. For ITC Hotels, this report offers a detailed exploration of its financial performance, customer booking patterns, occupancy levels, and room category trends. Designed to enhance decision-making, the report aims to boost revenue, cut down on cancellations, and elevate customer satisfaction. By utilizing real-time data presented through an interactive Power BI dashboard, stakeholders can easily interpret complex data and derive actionable insights. The dashboard's intuitive design allows users to identify areas of strength, pinpoint challenges, and forecast future trends, enabling data-driven strategies to stay ahead in the competitive hospitality market. This report not only sheds light on the operational and financial health of ITC Hotels but also empowers leaders to address customer needs proactively and ensure seamless service delivery. With a focus on continuous improvement, the integration of real-time analytics helps in aligning business operations with customer expectations, driving long-term success and fostering customer loyalty in a dynamic industry landscape.

Problem Statement:

ITC Hotels, a renowned luxury hotel chain with a diverse portfolio of properties, seeks to optimize revenue generation, reduce cancellations, and enhance customer satisfaction through a deeper understanding of key performance metrics. These metrics include financial performance, booking trends, occupancy rates, and room category insights. To achieve this, the project focuses on developing an interactive, multi-page Power BI dashboard. This tool will deliver real-time analytics and comprehensive insights, enabling data-driven decision-making and supporting ITC Hotels in maintaining its competitive edge in the hospitality industry.
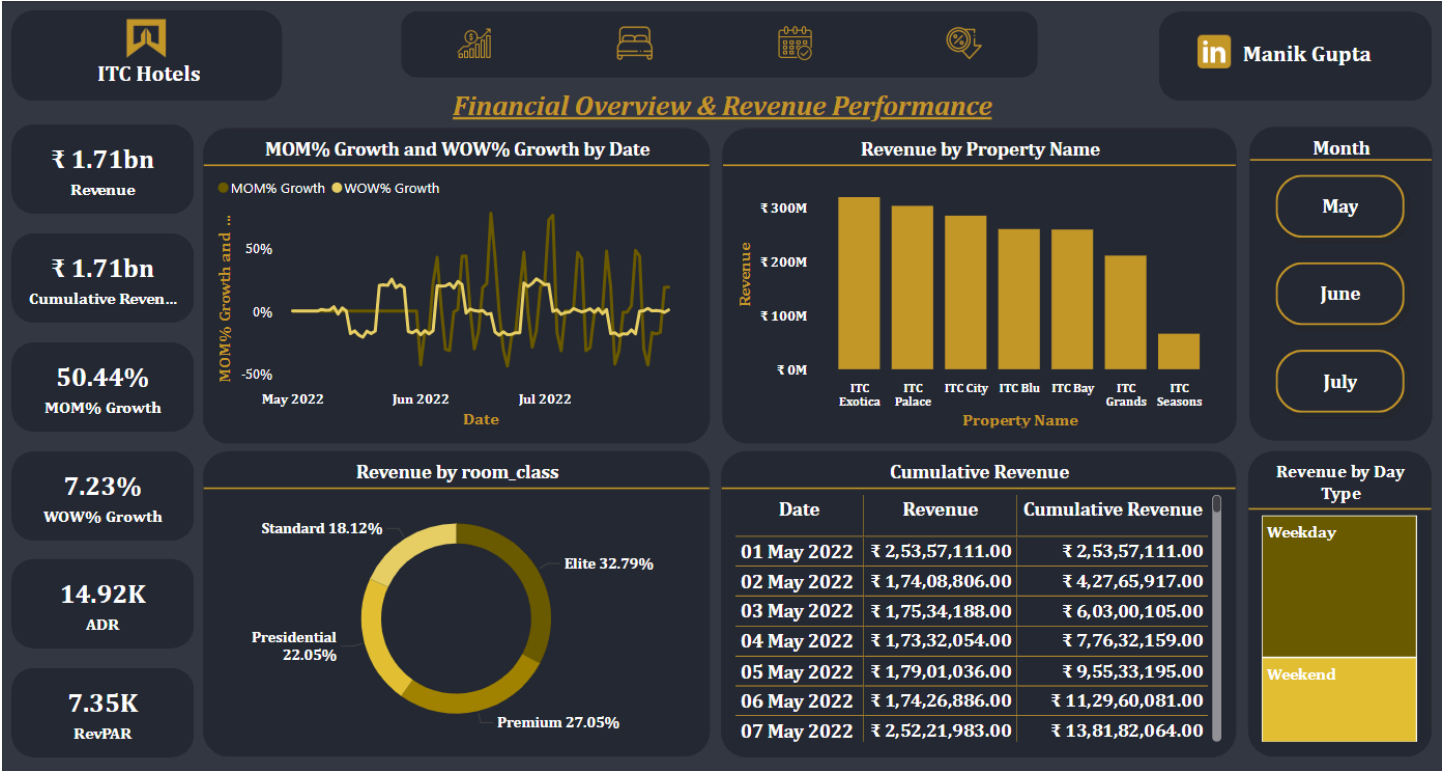
Dashboard:

Financial Overview & Revenue Performance
Occupancy & Capacity Analysis
Room Category Performance & Booking Insights
Cancellations & Lost Revenue

Financial Overview & Revenue Performance

This page provides a comprehensive summary of ITC Hotels' financial performance, featuring a detailed breakdown of revenue by property and room category. Highlighted are key metrics such as:

- **Total Revenue:** ₹1.71 billion, representing the robust financial performance of the hotel chain.
- **Cumulative Revenue Growth:** Consistently rising, signaling a strong upward trend in financial outcomes.
- **Month-over-Month (MoM) Growth:** MoM growth is 50.44%.
- **Week-over-Week (WoW) Growth:** Notably, WoW growth surged by 7.23%.
- **Average Daily Rate (ADR):** ₹14.92K, reflecting successful pricing strategies.
- **Revenue per Available Room (RevPAR):** ₹7.35K, highlighting effective room utilization and revenue efficiency.

1.71 Bn **Revenue**	**50.44%** **MoM Growth**	**7.23%** **WoW Growth**
1.71 Bn **Cumulative Revenue**	**14.92K** **ADR**	**7.35%** **RevPAR**

Occupancy & Capacity Analysis

This page offers an in-depth overview of ITC Hotels' occupancy and capacity performance, including a detailed analysis of occupancy rates across properties and over defined time periods. Key metrics highlighted include:

- **Occupancy Rate:** 43.50%, indicating potential for growth, particularly during weekdays.
- **MoM and WoW Occupancy Growth:** Comprehensive examination of occupancy changes, emphasizing seasonal variations and customer booking trends.
- **Revenue-Occupancy Correlation:** A correlation value of 1.00, suggests a perfect positive correlation, meaning that as the occupancy rate increases, revenue also increases proportionally.
- **Occupancy rate and RevPar correlation indicates:** A correlation value of 1.00, signifies a perfect positive correlation. This means that any increase in the occupancy rate directly results in a proportional increase in RevPAR.
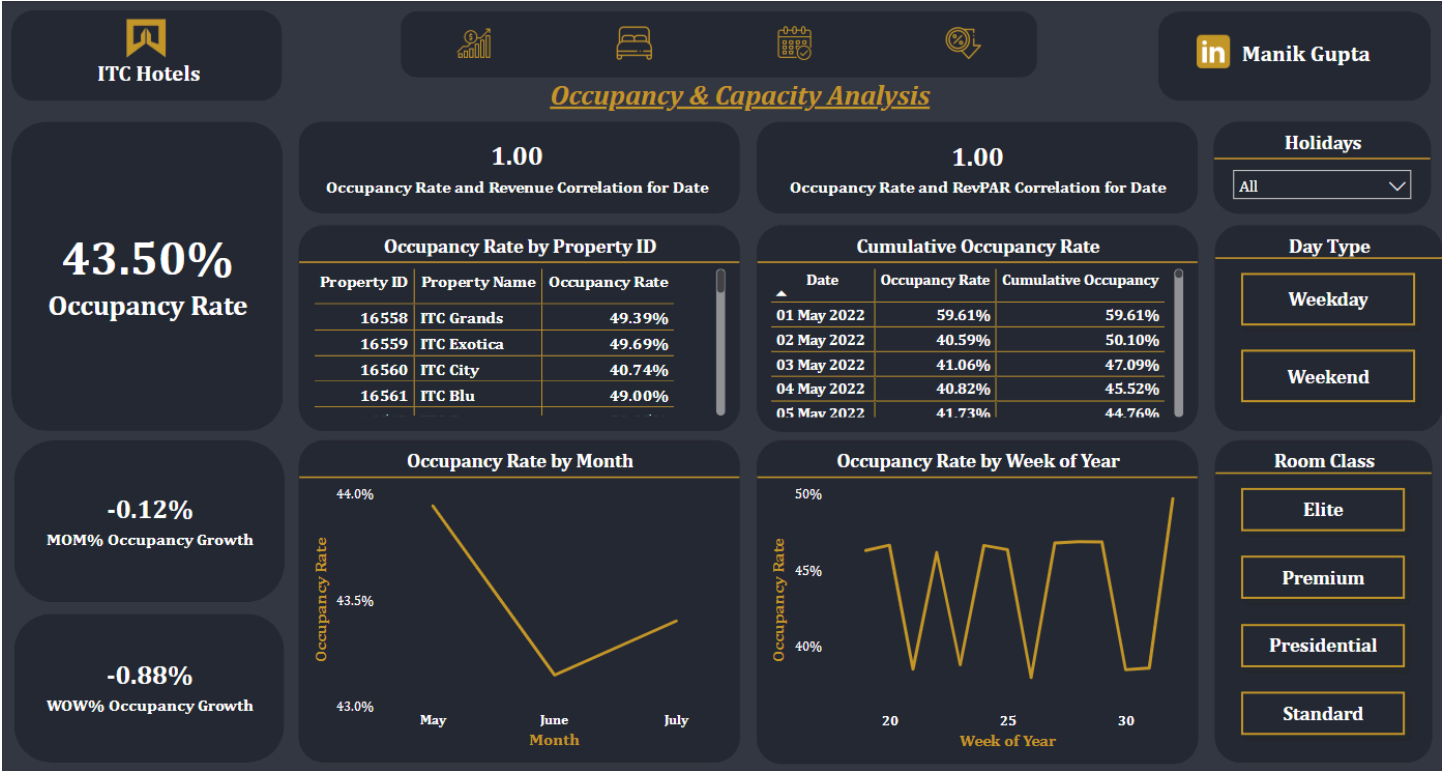
43.50%
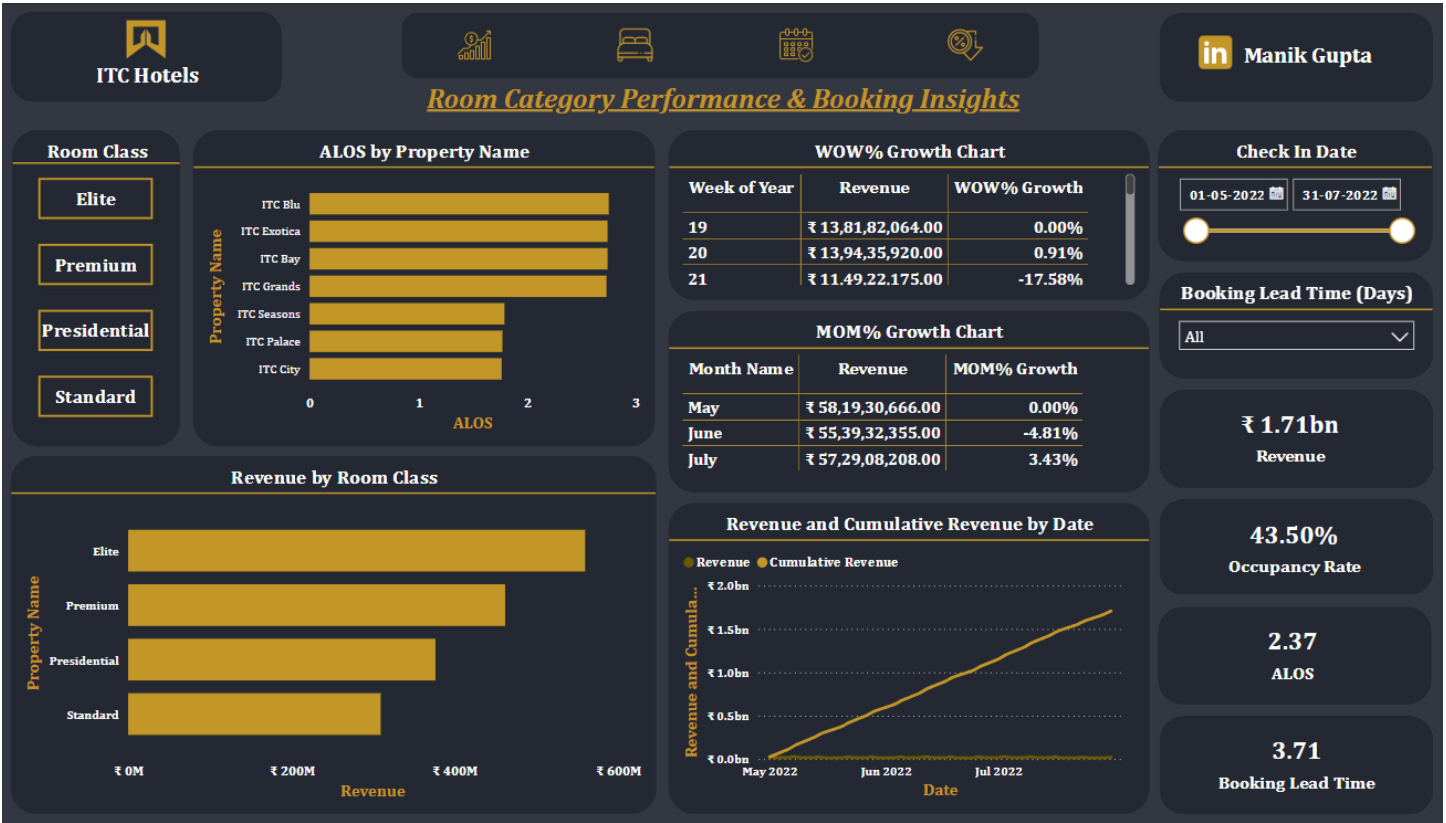**Occupancy Rate**

-0.12%
MoM Occupancy Growth

-0.88%
WoW Occupancy Growth

1.00
Occupancy Rate & Revenue Correlation for date

1.00
Occupancy Rate & RevPAR Correlation for date

43.50%
Cumulative Occupancy Rate

Room Category Performance & Booking Insights

This section offers a thorough analysis of how different room types impact revenue generation and cater to guest preferences, highlighting their role in driving financial performance and enhancing guest experiences.

- **Average Length of Stay (ALOS)**: 2.37 days, providing valuable information for customizing pricing and promotional strategies.
- **Revenue by Room Category**: A detailed breakdown of revenue by room type, aiding in more focused marketing and pricing approaches.
- **Booking Trends**: Examining lead times to gain insights into customer booking behaviors, which can inform adjustments to pricing and promotional tactics.
- **Analyzing room category performance:** allows for more accurate revenue optimization and improved targeting of customers.

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Room Category Performance & Booking Insights

Room Class

- Elite
- Premium
- Presidential
- Standard

ALOS by Property Name

(Property Name: ITC Blu, ITC Exotica, ITC Bay, ITC Grands, ITC Seasons, ITC Palace, ITC City — ALOS axis 0 to 3)

WOW% Growth Chart

Week of Year	Revenue	WOW% Growth
19	₹ 13,81,82,064.00	0.00%
20	₹ 13,94,35,920.00	0.91%
21	₹ 11.49.22.175.00	-17.58%

MOM% Growth Chart

Month Name	Revenue	MOM% Growth
May	₹ 58,19,30,666.00	0.00%
June	₹ 55,39,32,355.00	-4.81%
July	₹ 57,29,08,208.00	3.43%

Check In Date

01-05-2022   31-07-2022

Booking Lead Time (Days)

All

₹ 1.71bn
Revenue

Revenue by Room Class

(Property Name: Elite, Premium, Presidential, Standard — Revenue axis ₹ 0M to ₹ 600M)

Revenue and Cumulative Revenue by Date

● Revenue ● Cumulative Revenue

(Revenue and Cumulative axis ₹ 0.0bn to ₹ 2.0bn; Date axis May 2022, Jun 2022, Jul 2022)

43.50%
Occupancy Rate

2.37
ALOS

3.71
Booking Lead Time

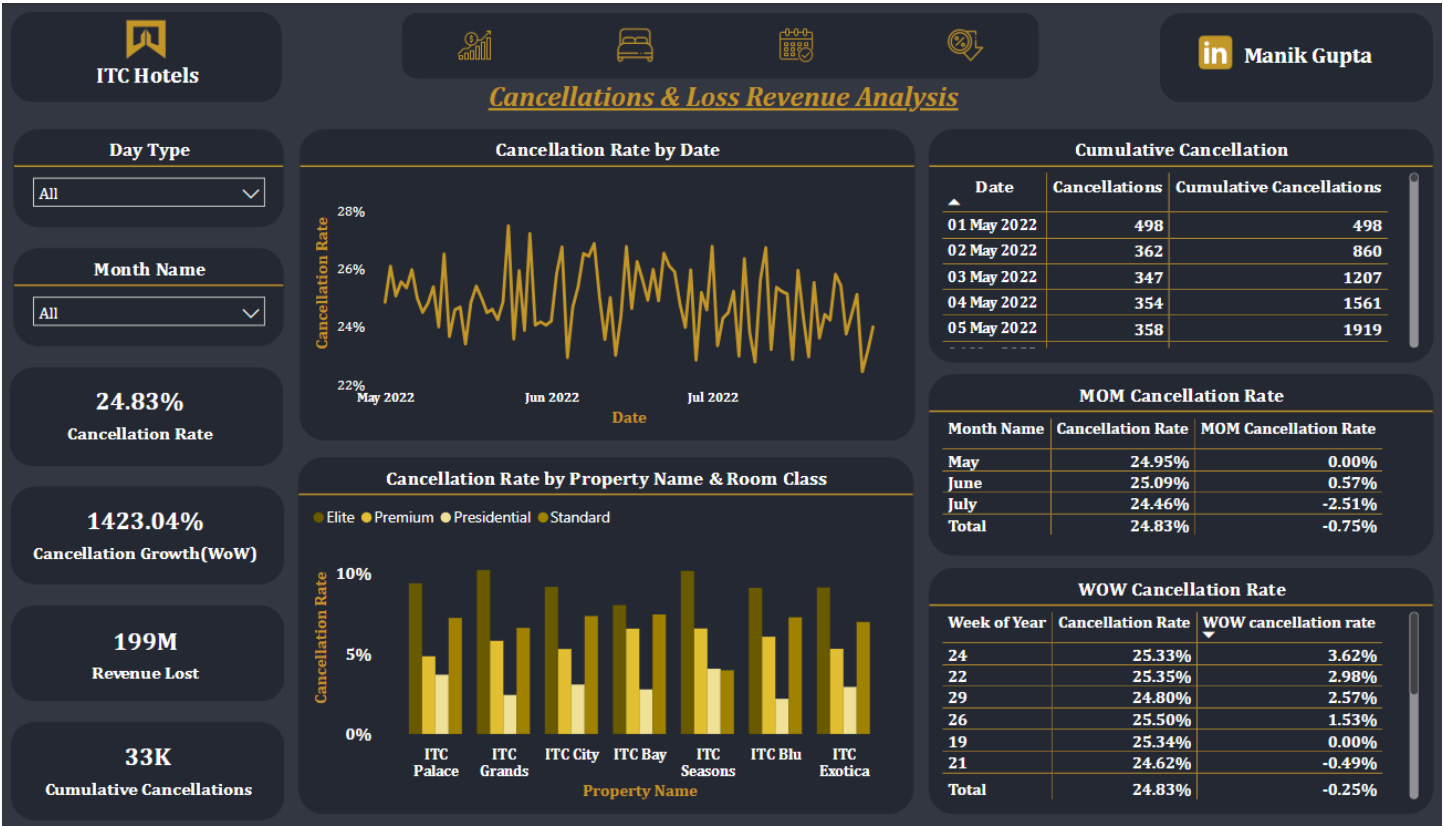| 1.71 Bn	43.50	2.37	3.71
Revenue	**Occupancy Rate**	**ALOS**	**Booking Lead Time**

Cancellations & Lost Revenue

This comprehensive dashboard highlights key cancellation metrics, revenue loss, and room category performance, offering actionable insights into trends across ITC Hotels' properties to optimize bookings and improve customer retention strategies.

- **Cancellation Rate**: The 24.83% cancellation rate indicates that approximately one in four bookings were canceled, highlighting a significant challenge for ITC Hotels in retaining confirmed reservations and minimizing revenue losses during the analyzed period.
- **Revenue Loss Due to Cancellations:** Represents the monetary impact of canceled bookings, crucial for budgeting and efficient resource management.
- **Cumulative Cancellations and Growth:** Monitors cancellation trends over time, enabling timely actions to reduce potential revenue shortfalls.

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Cancellations & Loss Revenue Analysis

Day Type
All

Month Name
All

24.83%
Cancellation Rate

1423.04%
Cancellation Growth(WoW)

199M
Revenue Lost

33K
Cumulative Cancellations

Cancellation Rate by Date

Cancellation Rate by Property Name & Room Class
Elite ● Premium ● Presidential ● Standard
(ITC Palace, ITC Grands, ITC City, ITC Bay, ITC Seasons, ITC Blu, ITC Exotica)

Cumulative Cancellation

Date	Cancellations	Cumulative Cancellations
01 May 2022	498	498
02 May 2022	362	860
03 May 2022	347	1207
04 May 2022	354	1561
05 May 2022	358	1919

MOM Cancellation Rate

Month Name	Cancellation Rate	MOM Cancellation Rate
May	24.95%	0.00%
June	25.09%	0.57%
July	24.46%	-2.51%
Total	24.83%	-0.75%

WOW Cancellation Rate

Week of Year	Cancellation Rate	WOW cancellation rate
24	25.33%	3.62%
22	25.35%	2.98%
29	24.80%	2.57%
26	25.50%	1.53%
19	25.34%	0.00%
21	24.62%	-0.49%
Total	24.83%	-0.25%

24.83%

Cancellation Rate

1423.04

Cancellation Growth(WoW)

199M

Revenue Lost

33K

Cumulative Cancellation

Thank you