**Project Title: Hotel Performance Analysis with Power BI**

Project Description:

Developed a dynamic Power BI dashboard to analyze and visualize hotel performance metrics, enhancing decision-making processes for management.

Key Responsibilities:

Data Integration: Imported and integrated multiple datasets into Power BI to create a comprehensive data model.

Dashboard Design: Designed and developed interactive dashboards to visualize key performance indicators (KPIs) related to hotel operations, bookings, revenue, and customer satisfaction.

Data Analysis: Conducted in-depth data analysis using Power BI’s advanced features, including DAX (Data Analysis Expressions) for custom calculations and measures.

Reporting: Generated detailed and interactive reports that provide insights into occupancy rates, revenue trends, booking patterns, and customer feedback.

Performance Monitoring: Monitored hotel performance through real-time data visualization, enabling prompt identification of trends and issues.

Technical Skills:

Tools and Technologies: Power BI, DAX, Power Query, Data Modeling, Data Visualization

Data Analysis: KPI analysis, trend analysis, performance metrics, customer segmentation

Reporting: Interactive dashboards, custom reports, data storytelling

Domain Knowledge: Hospitality management, revenue management, customer satisfaction analysis

Achievements:

Comprehensive Data Model: Developed a robust data model that integrates multiple data sources, providing a unified view of hotel performance.

Interactive Dashboards: Created user-friendly and interactive dashboards that allow stakeholders to drill down into specific metrics and gain detailed insights.

Actionable Insights: Provided actionable insights through data visualization, helping management make data-driven decisions to improve hotel operations and customer satisfaction.

Real-Time Monitoring: Enabled real-time monitoring of hotel performance, allowing for quick response to emerging trends and issues.

Enhanced Decision-Making: Improved decision-making processes by providing clear and concise visual representations of complex data.

Example Dashboard Features:

1. Occupancy Rate Analysis:

- Visualizes the occupancy rates over different periods (daily, weekly, monthly).

- Highlights peak occupancy times and trends across different seasons.

2. Revenue Trends:

- Displays revenue generated from various services (room bookings, food and beverage, events).

- Tracks revenue performance against targets and historical data.

3. Booking Patterns:

- Analyzes booking sources (online, direct, third-party) and their contributions to overall bookings.

- Identifies popular booking periods and customer preferences.

4. Customer Satisfaction:

- Visualizes customer feedback and satisfaction scores from surveys and reviews.

- Identifies key areas for improvement based on customer feedback.

5. Comparative Analysis - Compares performance metrics across different hotels or branches.

- Provides benchmarking data to identify top-performing and underperforming units.

**Possible Solutions After Sales Forecasting**

1. Weekend Offers on Meals:

- Introduce special meal offers during weekends to attract more customers and enhance dining revenue.

2. Additional Day Combo Offers:

- Implement additional day combo offers to increase occupancy and revenue. These packages encourage longer stays by providing discounted rates for extended bookings.

3. Higher Prices for Same-Day Bookings:

- Adjust pricing strategy to include higher rates for same-day bookings, capitalizing on last-minute demand to maximize revenue.

4. Gala Events on Public Holidays:

- Organize gala events on public holidays such as Holi, Christmas, or New Year’s Eve. These events can attract more guests and increase overall occupancy and revenue.

5. Event/Business Conference Bookings:

- Promote the booking of events and business conferences in the hotel’s hall. This can generate additional revenue streams and increase the hotel’s visibility within the corporate sector.

6. Price Adjustment for Standard Room Category:

- Consider decreasing the price of Room Type 1 (RT1) by 5%. This price reduction could potentially increase bookings in the standard room category, enhancing overall occupancy rates.

7. Revised Refund Policies for Cancellations:

- Review and modify the refund policies for urgent and near-term bookings. Implementing a no-refund policy for urgent cancellations could increase revenue by approximately 147 million rupees.

These solutions are designed to enhance the hotel's revenue, optimize occupancy, and improve customer satisfaction through targeted offers and strategic adjustments.