

# PROBLEM STATEMENT

Indie Hotels, a renowned owner of five-star hotels in India, has been a prominent player in the hotel industry for the past 20 years. However, recent strategic actions by competitors and suboptimal managerial decisions have led to a decline in market share and revenue within the luxury/business hotel segment. In a bid to regain their competitive edge, the managing director has decided to leverage "Business and Data Intelligence." Due to the absence of an internal data analytics team, Atliq Grands seeks to collaborate with a third-party service provider to gain crucial insights from historical data.

**Objective:** The goal is to develop a comprehensive dashboard based on the provided mock-up and sample data, which will aid the revenue management team in making informed decisions. The dashboard should encompass key metrics and provide additional essential insights to help Atliq Grands enhance their market share and revenue.

## Metrics to be Established:

1. **Revenue:** Total revenue generated within a specified period.
2. **Average Rating:** Average customer rating of the hotel services.
3. **Total Bookings:** Total number of bookings received.
4. **Total Capacity:** Total accommodation capacity of the hotel.
5. **Successful Bookings:** Number of bookings that were completed successfully.
6. **Occupied Bookings:** Number of bookings where the rooms were occupied.
7. **Cancelled Bookings:** Number of bookings that were cancelled.
8. **Cancellation Rate:** Percentage of bookings that were cancelled out of the total bookings.

## Requirements:

1. **Create Metrics:** Develop and calculate the above-mentioned metrics using the sample data.
2. **Dashboard Development:** Design a dashboard based on the stakeholder-provided mock-up, integrating the established metrics.
3. **Additional Insights:** Identify and incorporate any additional critical insights that are not covered by the mock-up dashboard or the initial list of metrics, which could further aid in strategic decision-making.