Problem Statement

Indie Hotels, a prestigious owner of five-star hotels in India, has faced a decline in market share and revenue in the luxury/business hotel segment due to recent strategic moves by competitors and suboptimal managerial decisions. To regain their competitive edge, the managing director aims to leverage "Business and Data Intelligence" by collaborating with a third-party service provider. This initiative will involve developing a comprehensive dashboard based on historical data to assist the revenue management team in making informed decisions.

Objective

The goal is to develop a comprehensive dashboard that integrates key metrics and additional insights to help Atliq Grands enhance their market share and revenue. The dashboard should be designed based on a provided mock-up and sample data.

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 provided 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.