

INSIGHTS

Revenue Insights

Top Earning City: Mumbai led in revenue with 669M INR, while Delhi lagged at 291M INR.

Best Month: May generated the highest revenue (581.93M INR), while June was the lowest (553.93M INR).

Popular Room Category: Elite rooms brought in the most revenue, hitting 553.74M INR.

Customer Experience Highlights

Highest-Rated Room: Guests loved the Presidential rooms the most, rating them at 3.69. Premium rooms got the lowest rating at 3.59.

City with Best Ratings: Delhi stood out with an average rating of 3.78, showing guests had a great experience.

Occupancy & Booking Trends

Occupancy Leader: Delhi not only excelled in ratings but also had the highest occupancy at 62.47%.

Weekend Rush: Weekends, especially Fridays and Saturdays, saw more bookings, hinting at an opportunity for targeted promotions.

Recommendations

Mumbai Momentum: Invest in marketing for Mumbai to further boost revenue.

Premium Upgrade: Enhance the Premium room experience for better ratings and potentially higher revenue.

Optimize Delhi Stays: Despite high ratings, find ways to fill more rooms in Delhi for increased revenue.

Weekend Promotions: Leverage the weekend demand with targeted marketing on Fridays and Saturdays.

Stay Adaptive: Keep an eye on feedback, ratings, and trends for continuous improvement and competitiveness.