Project: Power BI Analysis & Dashboard

The full project is on GitHub – shorturl.at/wtqIk

Tools: Power BI | Power Query | DAX | Focus: Revenue • Cities • Booking Platforms • Hotel Categories

◈ Project Highlights

- Built a **multi-page Power BI dashboard** to investigate revenue decline.
- Used Power Query to clean and transform booking data (date logic, lead time, day type).
- Designed a **star schema data model** (fact bookings + dim date/hotel/rooms).
- Created DAX measures: Revenue, Bookings, Cancellation %, No Show %, Realisation %, Lead Times.
- Interactive visuals: line charts, bar charts, KPIs, map, and drilldowns.

◈ Dashboard Preview
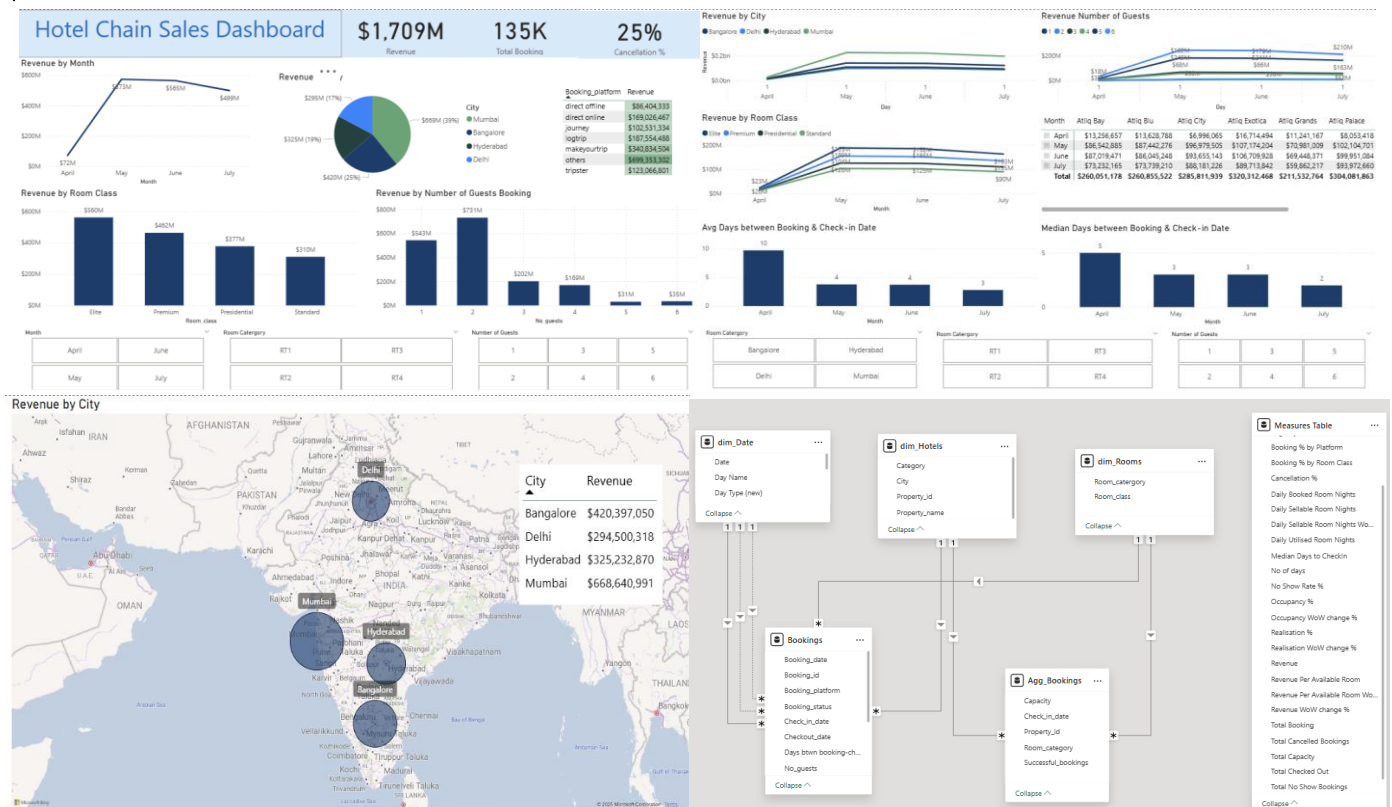
Key Insights

- Revenue dropped **$65M in July 2025** (573M → 564M → 499M).
- Final week of July fell to ~$20M (normally 40–60M/week).
- Declines were broad across all dimensions:
  - **Cities:** Mumbai (-25M) & Bangalore (-18M), **Room Category:** RT2 premium (-22M)
  - **Guests:** 2-guest bookings (-31M), **Platforms:** "Others" (-25M)
  - **Hotels:** Atliq Exotica (-26M), Atliq Bay (-14M), Atliq Blu (-12M)
- Cancellations & no-shows improved — not the cause.
- Lead time shrank from **10 days in April → 3 days in July**, suggesting a behavioural shift.

Recommendations

Seasonality: Review whether summer season caused the fall. **Marketing:** Check if reduced campaigns or competitor promotions hit demand. **Reputation:** Monitor customer reviews or potential negative publicity. **Competition:** Benchmark against rival hotels for pricing or offers.

Outcome

Created a professional **Power BI dashboard** that identifies **broad-based revenue declines** across markets, hotel categories, and booking behaviours, providing clear leads for further business investigation.