SQL Server:

DESKTOP-QPDF9G0\SQLEXPRESS01

Objectives:

1. Is our hotel revenue growing by year?
2. Should we increase out parking lot size?
3. What trends can we see in the data?

Data Analysis Project Pipeline:

1. Build a Database
2. Develop the SQL Query
3. Connect Power Bi to the Database
4. Visualize
5. Summarize Findings

Combine 2018, 2019, 2020 data use UNION

select \* from dbo.['2018$']

union

select \* from dbo.['2019$']

union

select \* from dbo.['2020$']

Explore data

Create new table

with Hotels as (

select \* from dbo.['2018$']

union

select \* from dbo.['2019$']

union

select \* from dbo.['2020$'])

select \* from Hotels

Create Revenue column

select (stays\_in\_week\_nights+stays\_in\_weekend\_nights)\*adr as Revenue from Hotels

A screenshot of a computer

Description automatically generated

Add another column:

select

arrival\_date\_year,

(stays\_in\_week\_nights+stays\_in\_weekend\_nights)\*adr as Revenue from Hotels

A screenshot of a data

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Group and Sum by Year, round to 2 decimals:

select

arrival\_date\_year,

round(sum((stays\_in\_week\_nights+stays\_in\_weekend\_nights)\*adr),2) as Revenue from Hotels

group by arrival\_date\_year

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Add Hotel Type:

select

arrival\_date\_year,

hotel,

round(sum((stays\_in\_week\_nights+stays\_in\_weekend\_nights)\*adr),2) as Revenue from Hotels

group by arrival\_date\_year,hotel

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JOIN Market.Segment and Meals to Hotels table

with Hotels as (

select \* from dbo.['2018$']

union

select \* from dbo.['2019$']

union

select \* from dbo.['2020$'])

Select \* from Hotels

left join dbo.market\_segment$

on hotels.market\_segment = market\_segment$.market\_segment

left join dbo.meal\_cost$

on meal\_cost$.meal =Hotels.meal

Import into PowerBI using Advanced settings in Get Data

Create Revenue Column: Transform data, add column, combine weekday and weekend nights x adr (1-discount)

Create Dashboard

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