**Business Insights from Dashboard**

RevPAR 🡪 used to assess a hotel's operational performance by providing insights into how well the property is utilizing its room inventory.

Looking at the ADR trend line within the trends by key metrics chart, it is evident that overall, some considerable number the hotels have a fixed pricing strategy (the prices of the rooms don’t change) since the rates are not fluctuating, but one would expect the rates to fluctuate during the months of May, June and July. This means that the rooms are being sold at a flat rate instead of considering a dynamic price strategy, which can be a wise decision to take. Dynamic price strategy means the price rate for a room would change based on different number of factors, such as occupancy, competition rates, etc.

However, considering a weekend/weekday pricing strategy could also be helpful. The table on the left side of the dashboard indicates that there’s no difference in ADR for weekdays and weekends for these hotels. Since we’re talking about leisure hotels specifically, adopting weekend/weekday pricing strategy could end up working better than a fully dynamic price strategy.