

# Business Request

Dear Data Analyst,

Our hotel management team is looking for your expertise to help us optimize revenue and reduce costs while maintaining high customer satisfaction levels. We are seeking a comprehensive analysis of our hotel's revenue and occupancy performance across different room categories, booking platforms, and check-in dates. We also want you to identify trends in revenue and occupancy performance over time and provide recommendations for strategies to improve performance during low seasons or economic downturns.

In addition to the analysis, we would like you to create a dashboard that can be easily accessed and understood by our team to track the progress of our performance and the effectiveness of the implemented strategies. The dashboard should include visualizations of revenue and occupancy rates across different categories, booking platforms, and check-in dates. We would also like to see trends over time, seasonality patterns, and comparisons to industry benchmarks.

We value your expertise and look forward to your recommendations on how we can improve our hotel's revenue and occupancy performance while maintaining high customer satisfaction levels.

Thank you for your time and consideration.

Best regards,

[Hotel Management Team]