ITC HOTELS

RESPONSIBLE LUXURY

ITC HOTELS REVENUE OPTIMIZATION

ITC Hotels is a luxury hotel chain that operates multiple properties with diverse room categories and varying occupancy rates. The company wants to gain deeper insights into its overall financial performance, customer booking behavior, occupancy trends, and room category performance to optimize revenue generation, minimize cancellations, and enhance customer satisfaction.

PRESENTED BY : MUSKAN SINGH

Loyalty program

ITC Hotels operates the Club ITC loyalty program, which allows members to earn and redeem "Green Points" for stays,
food, and beverages across its properties.
The program also includes an exclusive tier for dining, Club ITC Culinaire.

Corporate information

•Headquarters: Gurugram, Haryana.
•Demerger: On January 1, 2025, the hotel business was officially demerged from ITC Limited.
•Number of hotels: The company operates over 140 hotels in India and the subcontinent.

Major ITC Hotels Locations

❖**Agra:** ITC Mughal

❖**Bengaluru:** ITC Windsor, Welcomhotel by ITC Hotels

❖**Chennai:** ITC Grand Chola, ITC Park Sheraton

❖**Delhi/Gurugram:** ITC Maurya, ITC Grand Bharat, Sheraton New Delhi, Welcomhotel

❖**Goa:** ITC Grand Goa Resort & Spa, Storii by ITC Hotels

❖**Hyderabad:** ITC Kohenur

❖**Jaipur:** ITC Rajputana

❖**Kolkata:** ITC Royal Bengal, ITC Sonar

❖**Mumbai:** ITC Maratha, ITC Grand Central

This ITC Hotels analysis provides a comprehensive understanding
of the company's performance,
including revenue trends broken down by year, month, week, and day.

Page 1: Financial Overview & Revenue Performance

Key Problem areas:

- What is the total revenue generated by ITC Hotels, and how does it vary across different hotels and room categories?
- What is the cumulative revenue growth over time?
- How has the revenue grown month-over-month (MoM) and week-over-week (WoW)?
- What are the average daily rate (ADR) and revenue per available room (RevPAR)?

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14.92K
ADR

1395.05%
wow _growth

50.29%
mom_growth

Room Categ...

RT1

RT2

RT3

City

All

Property ID

All
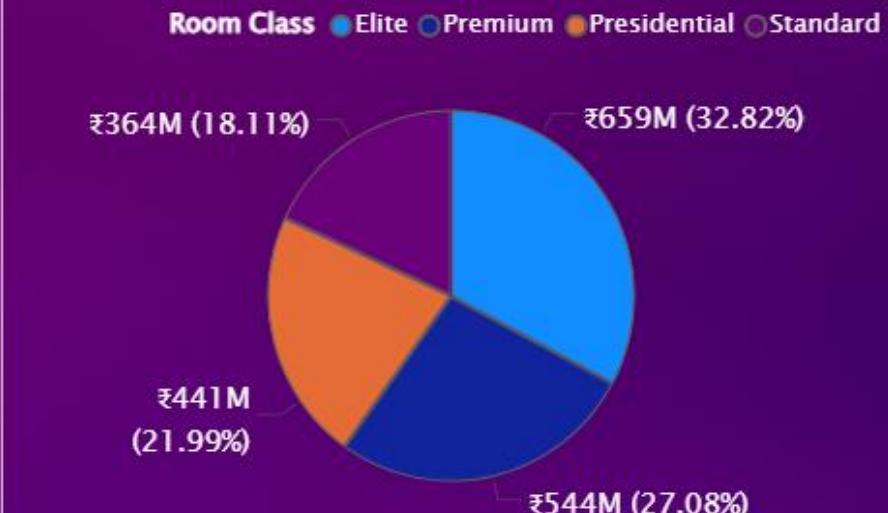
revenue_generated by property_name

Property Name:
- ITC Exotica
- ITC Palace
- ITC City
- ITC Blu
- ITC Bay
- ITC Grands
- ITC Seasons

Revenue Generated: ₹0.0bn — ₹0.2bn — ₹0.4bn

revenue_generated by room_class

Room Class ● Elite ◉ Premium ● Presidential ○ Standard

- ₹364M (18.11%)
- ₹659M (32.82%)
- ₹441M (21.99%)
- ₹544M (27.08%)

MONTH_NAME
- ☐ May
- ☐ June
- ☐ July

WEEK_NUM

All

Date

All

8.63K
RevPAR

₹2βν
running_total_rg

₹2βν
revenue_generated

Page 2: Occupancy & Capacity Analysis

Key Problem areas:

- What is the occupancy rate for each hotel and room category?
- How does occupancy fluctuate seasonally or over specific periods (e.g., weekends, holidays)?
- What is the occupancy growth (MoM and WoW)?
- How does occupancy correlate with revenue and RevPAR?

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13.14%
OCCUPANCY_RATE_WOW

−0.12%
Occupancyy rate by MOM

43.50%
Occupancy rate

Occupancy & Capacity Analysis

Day Type
☐ Weekday
☐ Weekend

City
All ▾

Property ID
All ▾

Date
All ▾

occupancy rate for hotel & room category
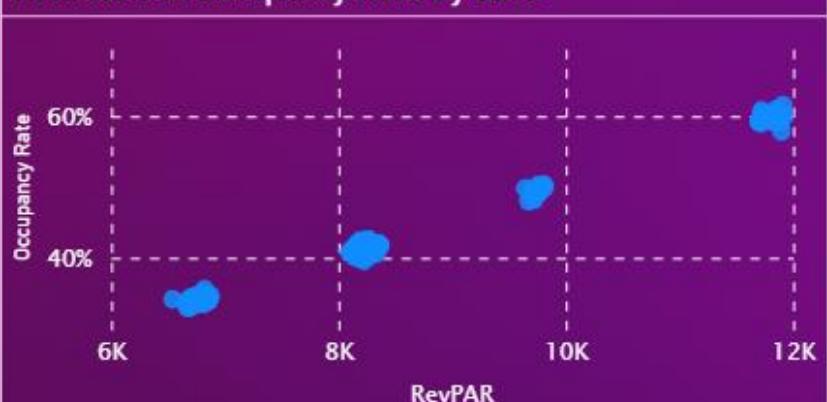
property_id	Elite	Premium	Presidential	Standard	Total
16558	1.16%	0.70%	0.60%	1.26%	**1.02%**
17562	1.06%	1.48%	0.76%	0.98%	**1.10%**
17564	1.44%	1.39%	1.94%	0.74%	**1.29%**
16561	1.25%	1.80%	1.59%	1.25%	**1.42%**
19558	1.37%	1.24%	0.87%	1.85%	**1.42%**
18558	1.27%	1.82%	2.76%	0.83%	**1.44%**
18563	1.20%	1.58%	2.38%	1.48%	**1.51%**
Total	**43.23%**	**43.25%**	**44.75%**	**43.53%**	**43.50%**

Occupancy Rate by Date

59.61% 59.85% 60.36% 61.55% 49.64%
33.58% 33.47% 32.95%
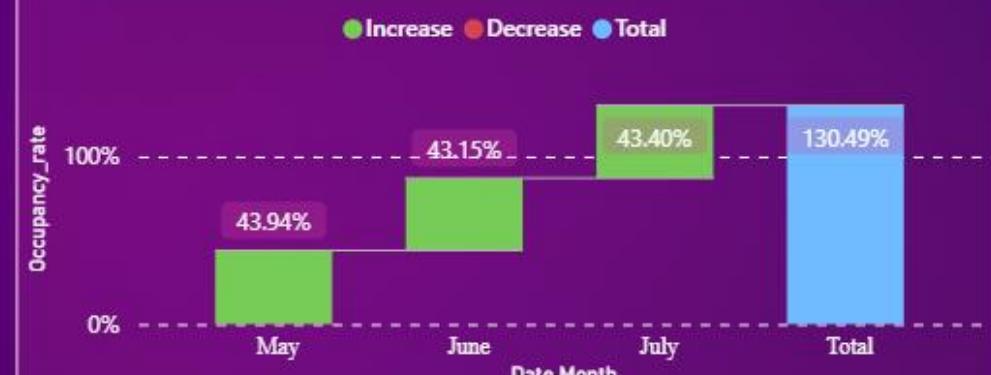
May 2022   Jun 2022   Jul 2022
Date

RevPAR and Occupancy Rate by Date

Occupancy Rate: 60%, 40%
RevPAR: 6K, 8K, 10K, 12K

Occupancy Rate by Month

● Increase ● Decrease ● Total

43.94% 43.15% 43.40% 130.49%

May June July Total
Date Month

Page 3: Room Category Performance & Booking Insights

Key Problem areas:

- Which room categories generate the most revenue?
- How do booking patterns (lead time, check-in dates) affect revenue and occupancy?
- What is the average length of stay (ALOS) for each hotel and room type?
- What is the room revenue trend (including running total and MoM/WoW growth)?

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Elite
First room_class

2.37
ALOS

43.50%
Occupancy_rate

Lead Time
All

check_in_da...
All
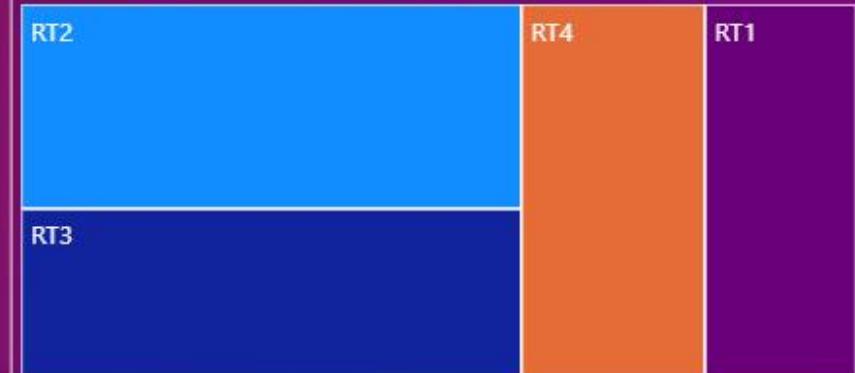
City
All
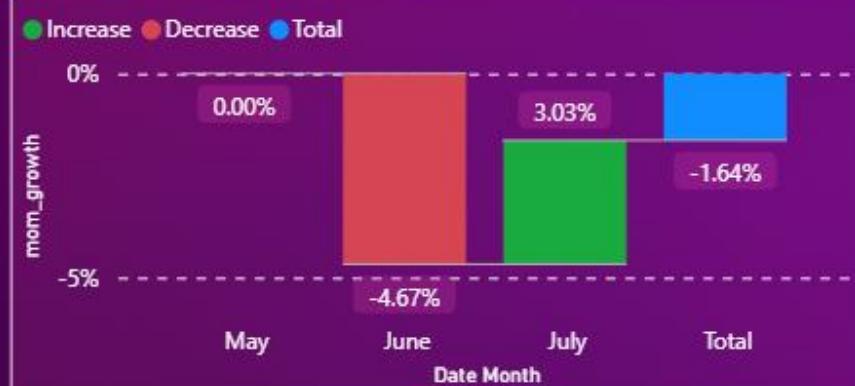
Property ID
All

revenue_generated by room_category

RT2

RT4

RT1

RT3

Lead Time	Occupancy_rate	revenue_generated
24	⬇ 0.70%	⬇ ₹3,26,34,405
20	⬇ 0.73%	⬇ ₹3,36,50,010
21	⬇ 1.14%	⬇ ₹5,24,02,220
7	⬇ 1.20%	⬇ ₹5,42,50,920
6	⬊ 2.72%	⬊ ₹12,41,83,160
5	→ 3.82%	→ ₹17,60,34,280
4	⬈ 5.23%	⬈ ₹23,83,23,680
1	⬆ 6.32%	⬆ ₹29,26,60,965
3	⬆ 6.70%	₹31,06,59,790
Total	**43.50%**	**₹2,00,75,46,215**

mom_growth by Month

● Increase ● Decrease ● Total

0%

0.00%   3.03%   -1.64%

-5%   -4.67%

May   June   July   Total

Date Month

wow _growth by WEEK_NUM

● Increase ● Decrease ● Total

500%   447.24%   13.42%

0.00% -2.47% -3.48% -11.42%   435.02%

0%

19 27 24 22 31 18 28 29 20 25 23 21 26 30 Total

WEEK_NUM

Page 4: Cancellations & Lost Revenue Analysis

Key Problem areas:

- What is the cancellation rate for each hotel and room category?
- How have cancellation trends changed over time (MoM/WoW)?
- What is the lost revenue due to cancellations?
- Are there any patterns in cancellations (e.g., specific room types, time of year)?

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24.83%
cancellation rate

1432.16%
cancellation_growth_wow%

49%
cancellation_growth_mom%

Filters

room_cat...
All

city
All

property...
All

property...
All

Cancellation Table

property_id	Elite	Premium	Presidential	Standard	Total
19560	25.53%	28.01%	27.37%	25.82%	**26.38%**
18563	27.30%	24.84%	26.64%	24.96%	**25.95%**
17558	25.56%	27.21%	24.67%	24.04%	**25.66%**
16561	25.31%	25.37%	28.36%	24.36%	**25.51%**
17562	25.16%	28.47%	22.05%	22.96%	**25.44%**
19563	25.38%	24.96%	26.47%	25.43%	**25.35%**
16562	25.73%	25.86%	18.01%	25.78%	**25.27%**
16563	24.77%	24.55%	27.07%	25.25%	**25.26%**
17560	25.53%	26.16%	25.81%	23.60%	**25.06%**
Total	**24.96%**	**24.88%**	**24.44%**	**24.79%**	**24.83%**

can_rate by room_class

- Increase
- Decrease
- Total

Elite: 24.96%
Premium: 24.88%
Standard: 24.79%
President...: 24.44%
Total: 99.07%

y-axis: can_rate (0% – 100%)
x-axis: room_class

33K
Total cancelled booking

299M
Lost revenue

14.90K
ADC

Expected outcome after this analysis?

Regain their market share in the luxury/business hotels category.

Understanding the revenue trend by week/month/day

To get insights where business is failing and what can be done to tackle them