



FORTUNE GROUP OF HOTELS HOSPITALITY ANALYSIS REPORT

Designed and Presented By:
Nikhil K



PROBLEM STATEMENT:

- Fortune Group of Hotels owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, Fortune Group of Hotels are losing its market share and revenue in the luxury/business hotels category.
- As a strategic move, the managing director of Fortune Group of Hotels wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue.



Fortune Group of Hotels

**Fortune Group
of Hotels**



A diagram showing the Fortune Group of Hotels at the top, with four arrows pointing down to the cities Bangalore, Mumbai, Hyderabad, and Delhi. The background is black with a colorful, abstract, wavy pattern at the top.

Fortune Group of Hotels

Bangalore

Mumbai

Hyderabad

Delhi

Fortune Group of Hotels

```
graph TD; A[Fortune Group of Hotels] --> B[Bangalore]; A --> C[Mumbai]; A --> D[Hyderabad]; A --> E[Delhi]; B --> B1[Fortune Bay]; B --> B2[Fortune Blu]; B --> B3[Fortune City]; B --> B4[Fortune Exotica]; B --> B5[Fortune Grands]; B --> B6[Fortune Palace]; C --> C1[Fortune Bay]; C --> C2[Fortune Blu]; C --> C3[Fortune City]; C --> C4[Fortune Exotica]; C --> C5[Fortune Grands]; C --> C6[Fortune Palace]; C --> C7[Fortune Seasons]; D --> D1[Fortune Bay]; D --> D2[Fortune Blu]; D --> D3[Fortune City]; D --> D4[Fortune Exotica]; D --> D5[Fortune Grands]; D --> D6[Fortune Palace]; E --> E1[Fortune Bay]; E --> E2[Fortune Blu]; E --> E3[Fortune City]; E --> E4[Fortune Grands]; E --> E5[Fortune Palace];
```

Bangalore

Fortune Bay
Fortune Blu
Fortune City
Fortune Exotica
Fortune Grands
Fortune Palace

Mumbai

Fortune Bay
Fortune Blu
Fortune City
Fortune Exotica
Fortune Grands
Fortune Palace
Fortune Seasons

Hyderabad

Fortune Bay
Fortune Blu
Fortune City
Fortune Exotica
Fortune Grands
Fortune Palace

Delhi

Fortune Bay
Fortune Blu
Fortune City
Fortune Grands
Fortune Palace



DATASET DETAILS:

- We are provided 3 months booking details data of all the Fortune Group of hotels.
- Dataset contains 5 excel files.
 - Date
 - Hotels
 - Rooms
 - Aggregated_Fact_bookings
 - Fact_bookings

EXPECTED OUTCOME AFTER THIS ANALYSIS?



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

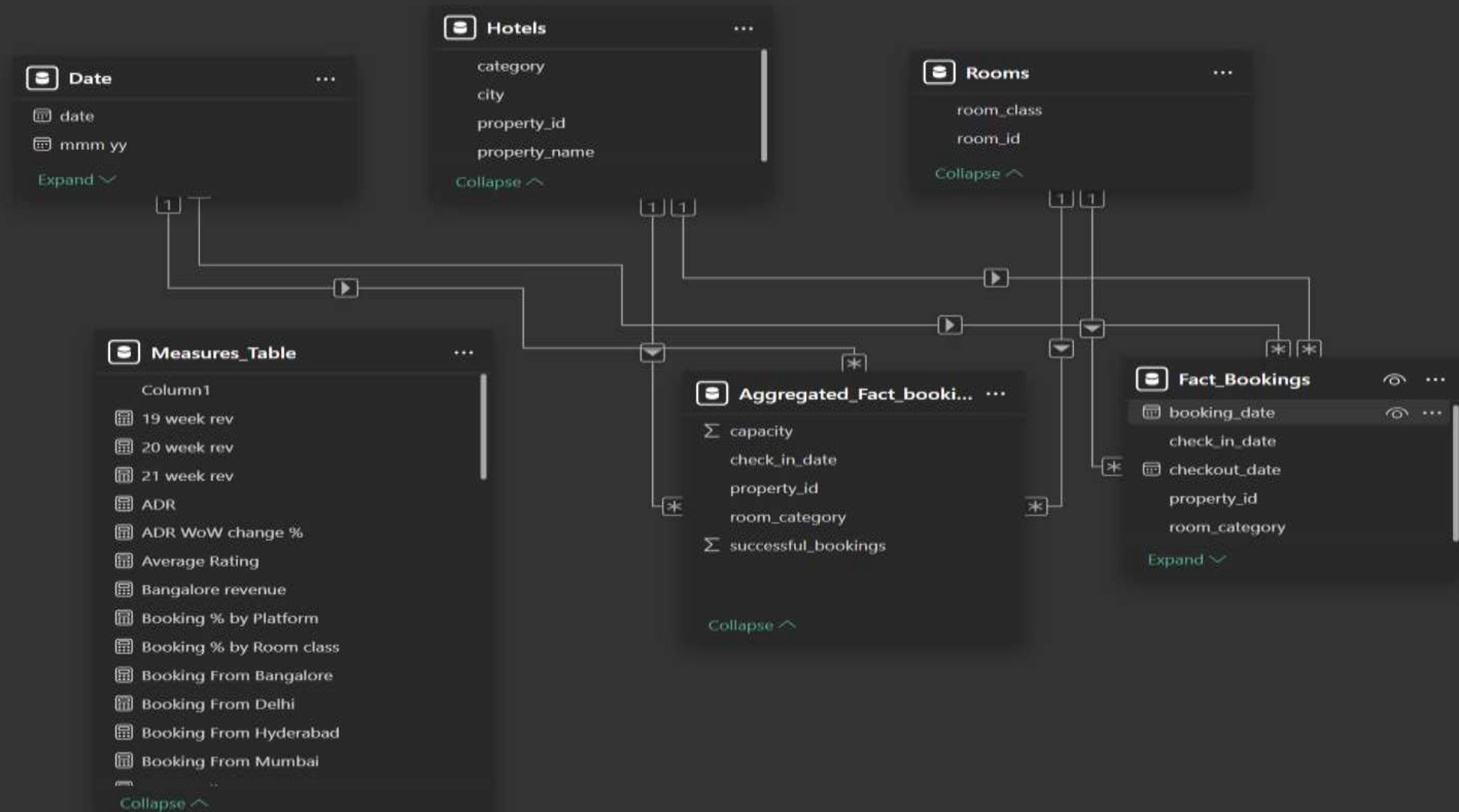


Understanding the revenue trend by week/month/day



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

DATA MODEL:





Fortune Group of Hotels Analysis



View By: Date: Month:

Day: Week: Month:

Year: Quarter: Half:

Revenue: 1.48M
Expenses: 8.1M
Profitability: 53.79%

Revenue: 3.34M
Expenses: 1.27M
Profitability: 70.14%

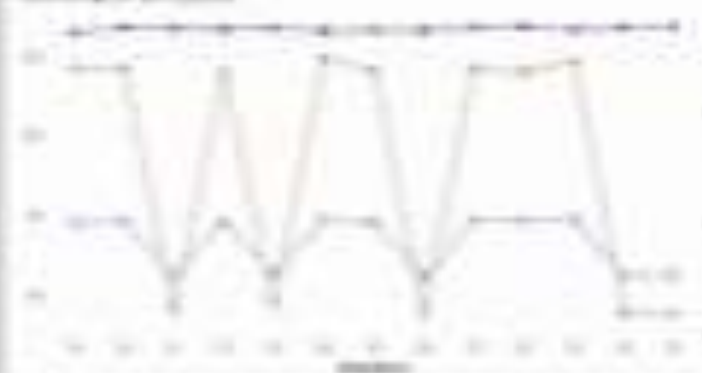
Revenue: 2.53M
Expenses: 7.1M
Profitability: 70.14%

Day	Revenue	Expenses	Profitability
Monday	1.48M	8.1M	53.79%
Tuesday	3.34M	1.27M	70.14%
Wednesday	2.53M	7.1M	70.14%

Revenue Breakdown



Revenue Breakdown



Revenue Breakdown



Revenue Breakdown

Category	Revenue	Expenses	Profitability
Room Revenue	1.48M	8.1M	53.79%
Food & Beverage	3.34M	1.27M	70.14%
Spa & Wellness	2.53M	7.1M	70.14%

Revenue: 1.48M | Expenses: 8.1M | Profitability: 53.79% | Revenue: 3.34M | Expenses: 1.27M | Profitability: 70.14% | Revenue: 2.53M | Expenses: 7.1M | Profitability: 70.14%



Thank You
for your attention