



ITC Hotel Performance Dashboard

-----Responsible Luxury-----

Week_of_the_year

19

20

21

22

23

24

Month_name

May

June

July



2bn

Cumulative_revenue

7.35K

RevPar

1385.34%

WOW_growth%

50.44%

MOM_growth%

100.88M

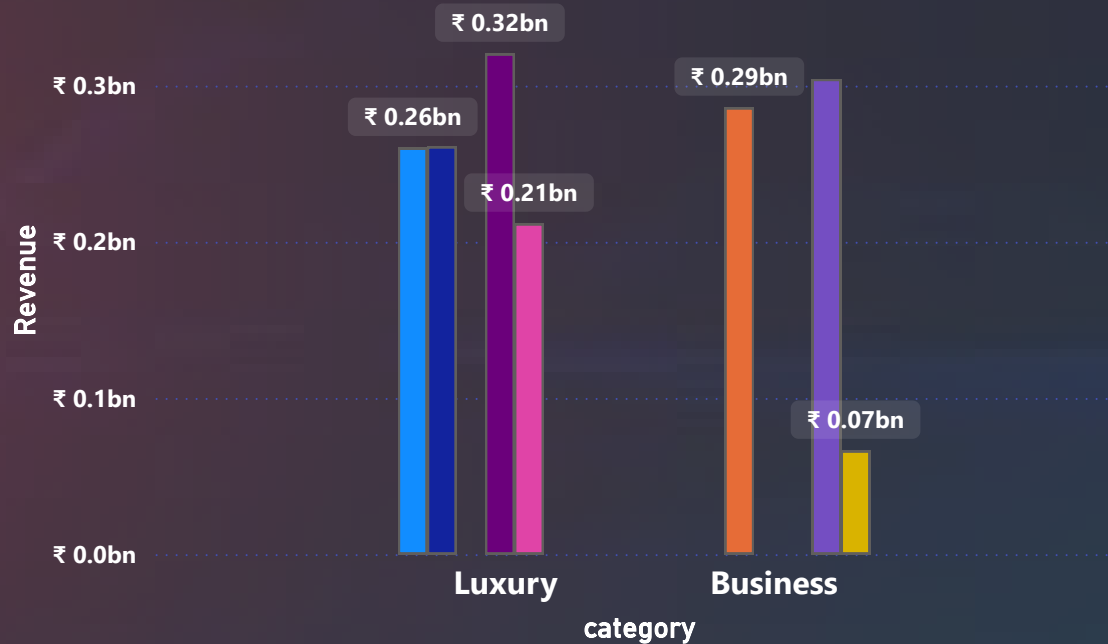
4_week_moving_avarage

14.92K

ADR



Revenue by category and property_name

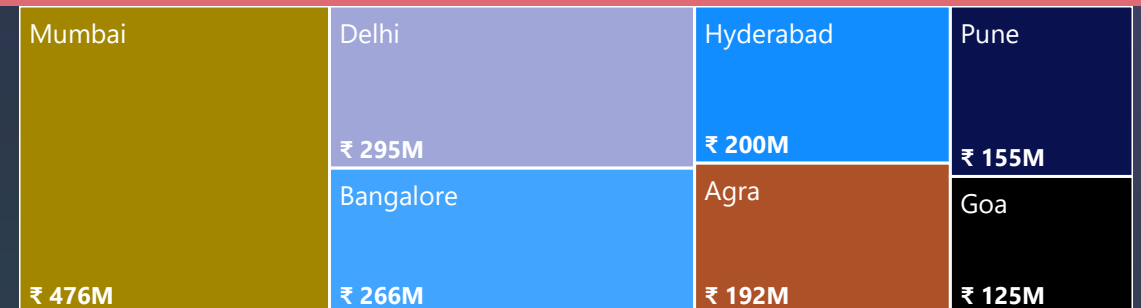


property_name ● ITC Bay ● ITC Blu ● ITC City ● ITC Exo... ● ITC Gra... ● ITC Pal...

Revenue by room_class



Revenue by city





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Date

All

Name

All



43.50%

Occupancy rate

-0.88%

occupancy_growth_wow

0.00

Occupancy_growth_mom

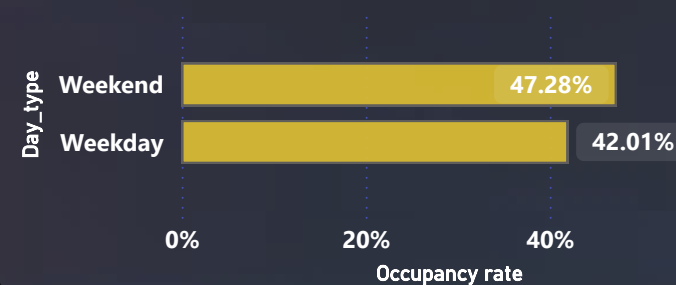
0.45

Revenue_Occupancy_correlation

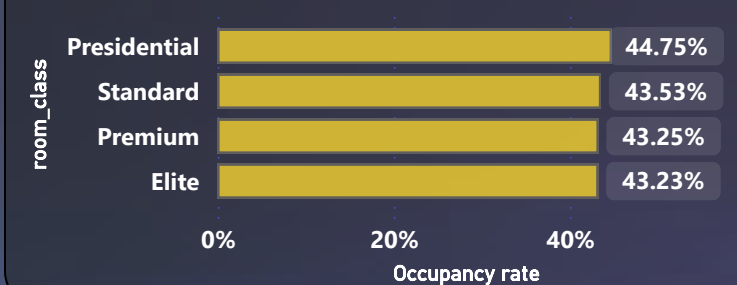


property_id	property_name	city	Occupancy rate
17562	ITC Bay	Mumbai	33.43%
19558	ITC Grands	Bangalore	33.50%
17564	ITC Seasons	Mumbai	33.56%
18559	ITC Exotica	Hyderabad	33.76%
18563	ITC Palace	Hyderabad	39.23%
17560	ITC City	Mumbai	29.82%

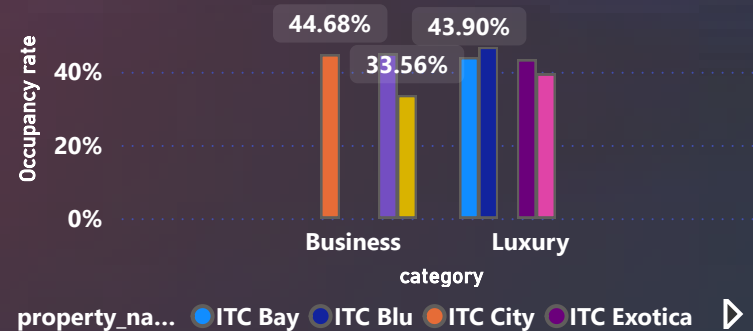
Occupancy rate by Day_type



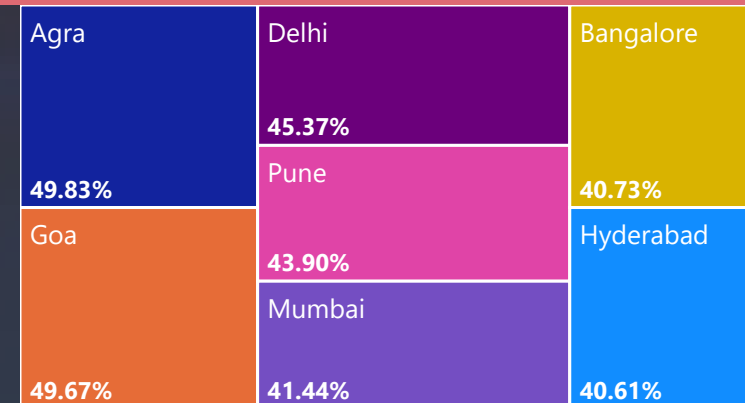
Occupancy rate by room_class



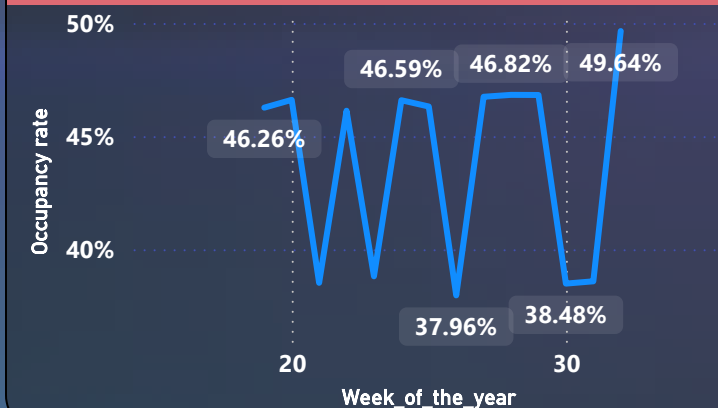
Occupancy rate by category and property_name



Occupancy rate by city



Occupancy rate by Week_of_the_year





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property_id

All

Elite

Premium

Presidential



2.37

ALOS

3.71

Avg_Booking_Lead_Time

₹ 2bn

Revenue

50.44%

MOM_growth%

1385.34%

WOW_growth%



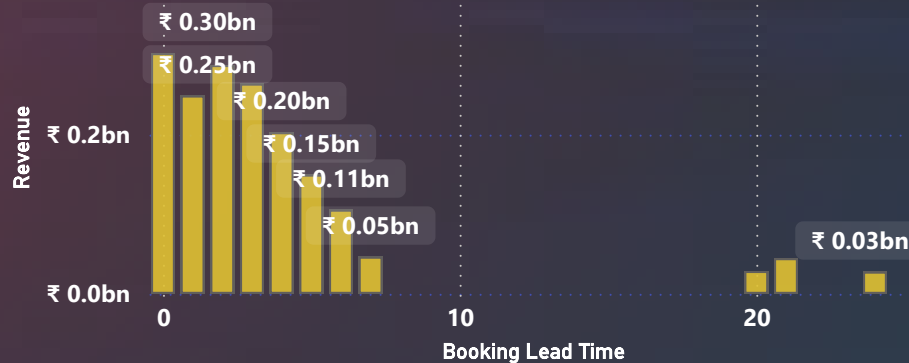
Week_of_the_year	WOW_growth%
20	0.91%
21	-17.58%
22	20.71%
23	-16.69%
24	20.78%
25	-0.65%

Month_name	MOM_growth%
May	0.00%
June	-4.81%
July	3.43%

ALOS by room_class



Revenue by Booking Lead Time



Revenue by category and room_class





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Date

All

Month_name

May

June

July



2.37

ALOS

24.83%

Cancellation_rate

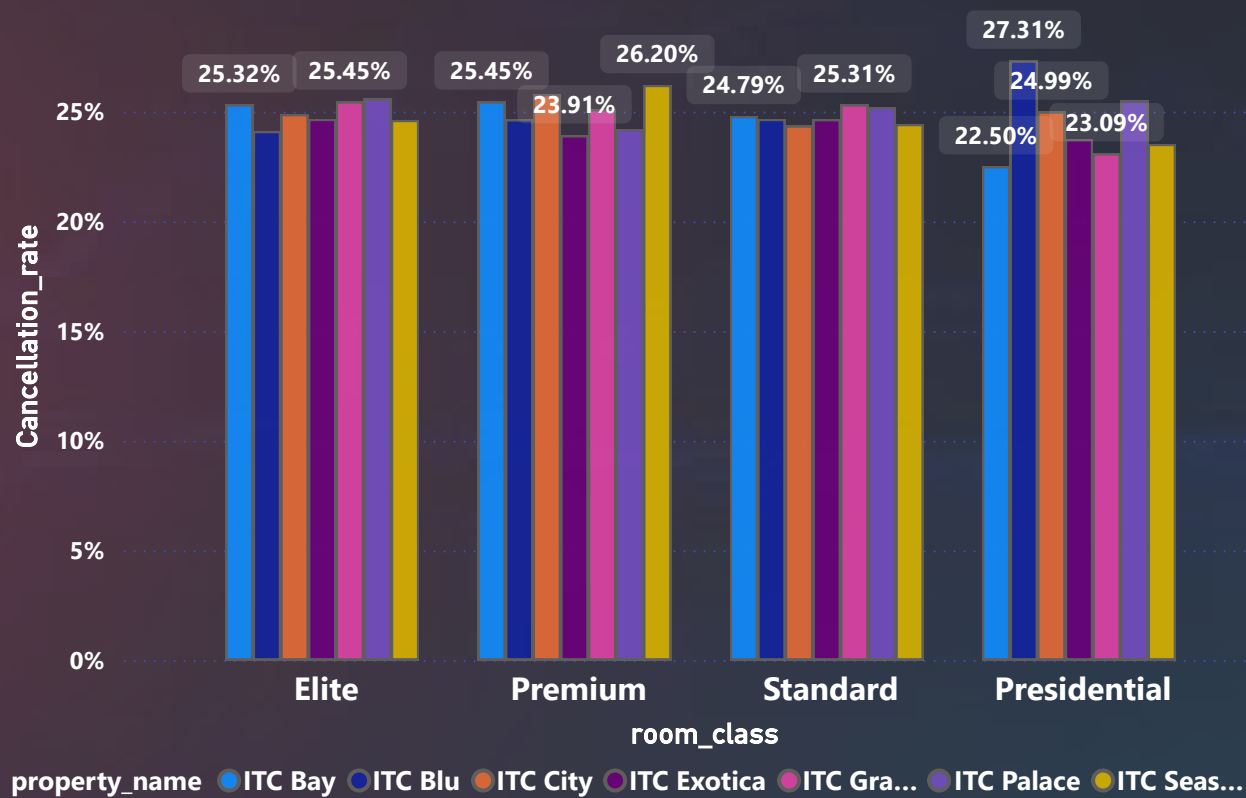
299M

Total_lost_revenue

24.83%

Cumulative_cancellation

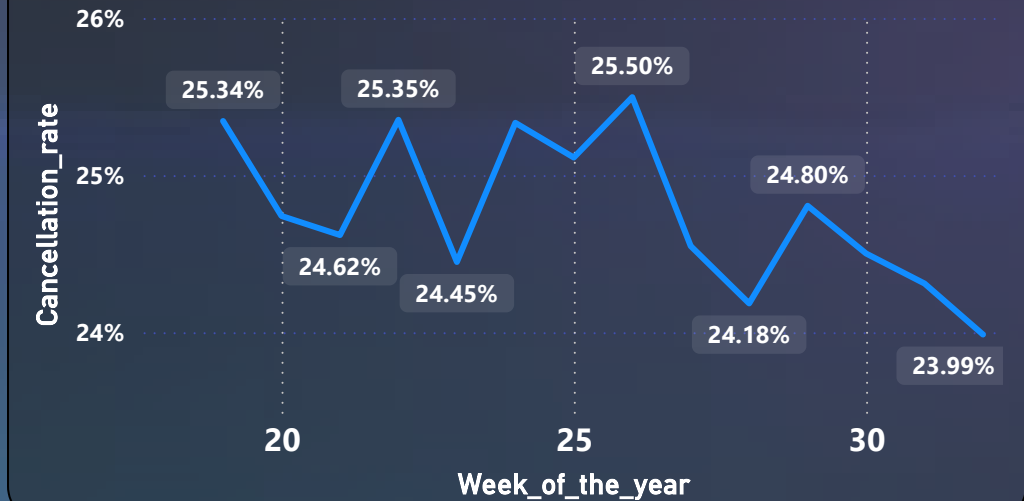
Cancellation_rate by room_class and property_name



Week_of_the_year	Cancellation_rate
19	25.34%
20	24.74%
21	24.62%
22	25.35%

Month_name	Cancellation_rate
May	24.95%
June	25.09%
July	24.46%

Cancellation_rate by Week_of_the_year



Executive Summary: ITC Hotel Performance Dashboard

Overview

The ITC Hotel Performance Dashboard is an interactive tool designed to provide stakeholders with comprehensive insights into the hotel chain's financial performance, customer booking behavior, occupancy trends, and room category performance. With four distinct pages, this dashboard serves as a centralized resource for real-time decision-making, aiming to optimize revenue generation, minimize cancellations, and enhance customer satisfaction.

Page 1: Financial Overview & Revenue Performance

This page provides a snapshot of the total revenue generated by ITC Hotels, breaking it down by various properties and room categories. Key metrics include:

- **Total Revenue:** ₹2 billion, indicating strong financial performance across the board.
- **Cumulative Revenue:** Reflects a steady growth trajectory.
- **MoM and WoW Growth:** Highlight significant growth percentages, including a staggering 1385.34% WoW growth.
- **Average Daily Rate (ADR):** Stands at ₹14.92K, showcasing pricing strategies.
- **Revenue per Available Room (RevPAR):** ₹7.35K, which emphasizes the efficiency of room utilization.

These metrics allow for an analysis of trends over time, enabling targeted strategies for revenue enhancement.

Page 2: Occupancy & Capacity Analysis

This page focuses on occupancy trends, which are critical for understanding hotel capacity utilization:

- **Occupancy Rate:** 43.50%, indicating a need for strategies to enhance occupancy, particularly during weekdays.
- **Occupancy Growth (MoM and WoW):** Highlights fluctuations in occupancy, providing insights into seasonal trends and customer behavior.
- **Correlation between Occupancy and Revenue:** A revenue-occupancy correlation of 0.45 suggests that increasing occupancy could lead to revenue enhancement.

Page 3: Room Category Performance & Booking Insights

Insights into room category performance are essential for understanding revenue contributions:

- **Average Length of Stay (ALOS):** 2.37 days, which can inform pricing and promotional strategies.

- **Revenue by Room Class:** Differentiates performance across categories, enabling targeted marketing efforts.
- **Booking Patterns:** Analysis of lead time reveals customer preferences and can inform strategic adjustments in marketing and pricing.

Page 4: Cancellations & Lost Revenue Analysis

Understanding cancellations is vital for minimizing revenue loss:

- **Cancellation Rate:** An important metric for evaluating customer retention strategies.
- **Lost Revenue Due to Cancellations:** Quantifies financial impacts, aiding in forecasting and resource allocation.
- **Cumulative Cancellations and Growth:** Tracks trends over time, allowing for proactive measures to address and reduce cancellations.

Conclusion

The ITC Hotel Performance Dashboard equips stakeholders with vital insights into financial performance, occupancy, room category contributions, and cancellation trends. By leveraging this data, ITC Hotels can develop targeted strategies to optimize revenue generation, improve customer satisfaction, and effectively manage resources across its properties. This holistic approach will enable the hotel chain to enhance its market position while delivering exceptional guest experiences.