

# ITC Hotels Revenue Optimization



## Problem Statements

### Page 1: Financial Overview & Revenue Performance

#### Key Questions to Answer:

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

#### KPIs and Metrics:

- Total Revenue
- Cumulative Revenue
- Month-over-Month (MoM) and Week-over-Week (WoW) Growth
- Moving Average of Revenue
- Average Daily Rate (ADR)
- Revenue per Available Room (RevPAR)

### Page 2: Occupancy & Capacity Analysis

#### Key Questions to Answer:

1. What is the occupancy rate for each hotel and room category?

2. How does occupancy fluctuate seasonally or over specific periods (e.g., weekends, holidays)?
3. What is the occupancy growth (MoM and WoW)?
4. How does occupancy correlate with revenue and RevPAR?

#### **KPIs and Metrics:**

- Occupancy Rate

### **Page 3: Room Category Performance & Booking Insights**

#### **Key Questions to Answer:**

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

#### **KPIs and Metrics:**

- Average Length of Stay (ALOS)
- Booking Lead Time: Average time between booking and check-in.

### **Page 4: Cancellations & Lost Revenue Analysis**

#### **Key Questions to Answer:**

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

## **KPIs and Metrics:**

- Cancellation Rate:
- Cumulative Cancellations
- Lost Revenue due to Cancellations:
- Cancellation Growth (WoW)