Introduction

Reports are crucial in documenting and analyzing a company's progress across different domains such   as financial performance, customer engagement, and operational efficiency. For ITC Hotels, this report provides insights into financial performance, customer booking behavior, occupancy trends, and roomcategory performance to optimize revenue generation, minimize cancellations, and enhance customersatisfaction. This report is backed by real-time data visualized in an interactive Power BI dashboard,designed to aid stakeholders in making informed decisions.

A word from the CEO

As we reflect on the success of ITC Hotels in the past year, it is vital to acknowledge both our triumphs and challenges. Despite fluctuating market conditions, ITC Hotels remains committed to providing unparalleled luxury experiences while optimizing revenue generation across our diverse

portfolio of hotelsan room categories. This report encapsulates key financial insights, booking trends, and operational data to guide our future strategies. We invite you to delveinto these insights and join us as we continuethis journey of growth and excellence.

Problem Statement

ITC Hotels is a luxury hotel chain with a diversified portfolio of properties. To optimize revenue generation, minimize cancellations, and enhance customer satisfaction, the company requires a deeper understanding of its overall financial performance, booking patterns, occupancy trends, and room category performance. This project aims to create an interactive, multi-page Power BI dashboard to provide real-time insights into these areas, aiding in decision making

Dashboard

- **Page 1: Financial Overview & Revenue Performance**
- **Page 2: Occupancy & Capacity Analysis**
- **Page 3: Room Category Performance & Booking Insights**
- **Page 4: Cancellations & Lost Revenue**
- *Financial Overview & Revenue Performance*
- **This page delivers a high-level overview of ITC Hotels' financial performance, with a breakdown of revenue**
- **across different properties and room categories. Key metrics include:**
    - **Total Revenue: ₹2 billion, showcasing the overall strength of the hotel chain.**
    - **Cumulative Revenue Growth: Steady and consistent, reflecting upward financial trends.**
    - **Month-over-Month (MoM) and Week-over-Week (WoW) Growth: Highlights significant WoW growth of**
- **1385.34%.**
    - **Average Daily Rate (ADR): ₹14.92K, indicating effective pricing strategies.**
    - **Revenue per Available Room (RevPAR): ₹7.35K, demonstrating the efficiency of room utilization.**

    These metrics provide actionable insights to identify growth opportunities and optimize revenue generation.

1.71bn
Revenue

50.44%
MOM_Growth

1385.34%
WOW_Growth

1.71bn
Cumulative Revenue

14.92k
ADR

7.35K
RevPAR

Financial Overview & Revenue Performance

Revenue by room_class

- Elite
- Premium
- Presidential
- Standard

₹ 0bn — ₹ 1bn
Revenue

Revenue by category and property_name

property_na... ● ITC Bay ● ITC Bla ● ITC City

₹ 0.2bn
₹ 0.0bn

Luxury Business
category

Revenue by room_category

room_c... ● RT2 ● RT3 ● RT4 ● RT1

RT4 ₹ 376.75M
RT3 ₹ 462.17M
RT1 ₹ 309.50M
RT2 ₹ 566.27M

Revenue by city

Mumbai | Bengaluru | Hyde... | Agra
Delhi | Pune | Goa

Revenue by Type of Day

Weekday 69.34%
Weekend 30.66%

₹ 1.71bn
Cummulative_sales

50.44%
MOM_GROWTH

1385.34%
WOW_GROWTH

₹ 1.71bn
Revenue

**14.92K**
ADR

7.35K
RevPAR

Month name
--

Date
--

Occupancy & Capacity Analysis

This page focuses on the hotel chain's occupancy trends and capacity management:

• Occupancy Rate: 43.50%, signaling room for improvement, especially on weekdays.

• MoM and WoW Occupancy Growth: Detailed analysis of fluctuations in occupancy, highlighting seasonal trends and customer behavior patterns.

• Revenue-Occupancy Correlation: A correlation of 0.45 indicates that increased occupancy has a moderate impact on revenue growth.
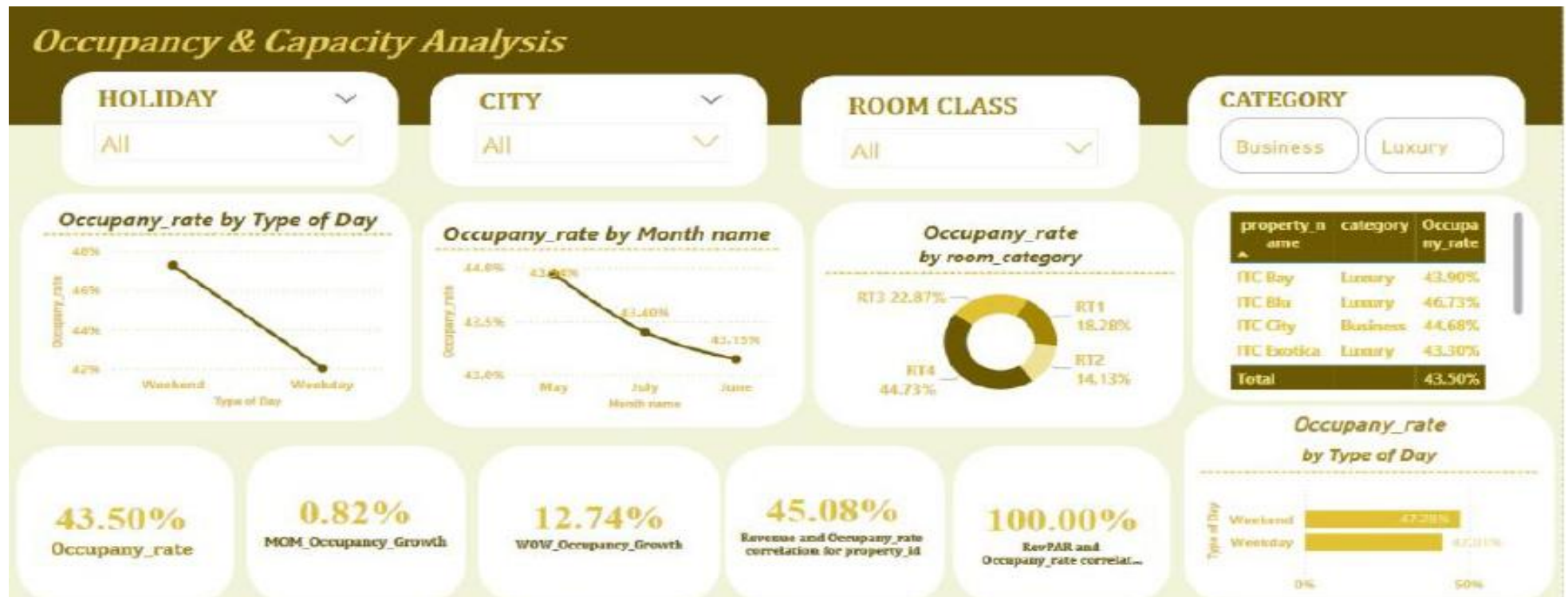
43.50%
Occupancy Rate

0.82%
MOM Occupancy Growth

12.74%
WOW Occupancy Growth

45.80%
Revenue and Occupancy Rate correlation for property ID

100%
RevPAR and Occupancy Rate correlation for property ID

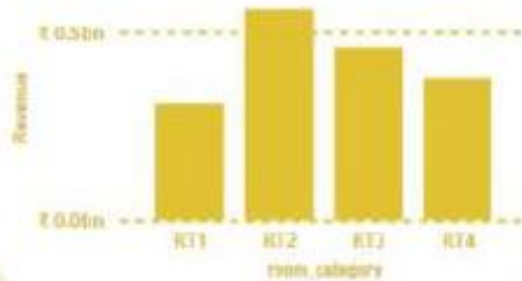**47.28%**
Occupancy Rate on Weekend

Room Category Performance & Booking Insights

This section provides an in-depth look at how different room categories contribute to revenue and guest preferences:

- Average Length of Stay (ALOS): 2.37 days, offering insights for tailoring pricing and promotional efforts.

- Revenue by Room Class: A breakdown of revenue by room category, supporting targeted marketing and pricing strategies.

- Booking Patterns: Analysis of lead times helps understand customer booking preferences, which can guide adjustments to promotional and pricing tactics.

- Understanding how room categories perform enables more precise revenue optimization and customer targeting

Room Category Performance & Booking Insights

Revenue by room_category

Month name	MOM_GROWTH
July	3.43%
June	-4.81%
May	0.00%
Total	50.44%

ALOS by property_name

ITC City 10.84%
ITC Blu 16.88%
ITC Palace 10.88%
ITC Exotica 16.82%
ITC Seasons 11%
ITC Grands 16.76%
ITC Bay 16.82%

Week of year	WOW_GROWTH
19	0.00%
20	0.91%
21	-17.58%
22	20.71%
Total	1385.34%

₹ 1.71bn Revenue

43.50% Occupany_rate

2.37 ALOS

3.71 Booking Lead Time

ALOS by room_class

check_in_date
01-05-2022   31-07-2022

Lead_Time
0   24

Property Name
☐ ITC Bay
☐ ITC Blu
☐ ITC City
☐ ITC Exotica
☐ ITC Grands
☐ ITC Palace
☐ ITC Seasons

City
Agra
Bangalore

Room Class
Elite
Premium
President.
Standard

**1.71bn**
Revenue

2.37
ALOS

3.71
Booking Lead Time

Cancellations & Lost Revenue

This page examines the impact of cancellations on overall financial performance:

• **Cancellation Rate:** A critical metric for evaluating customer retention and cancellation trends.

• **Lost Revenue Due to Cancellations:** Quantifies the financial impact, essential for planning and resource allocation.

• **Cumulative Cancellations & Growth:** Tracks cancellations over time, allowing proactive measures to mitigate revenue losses.

These insights help ITC Hotels reduce cancellation rates, better forecast revenue, and implement customer retention strategies.
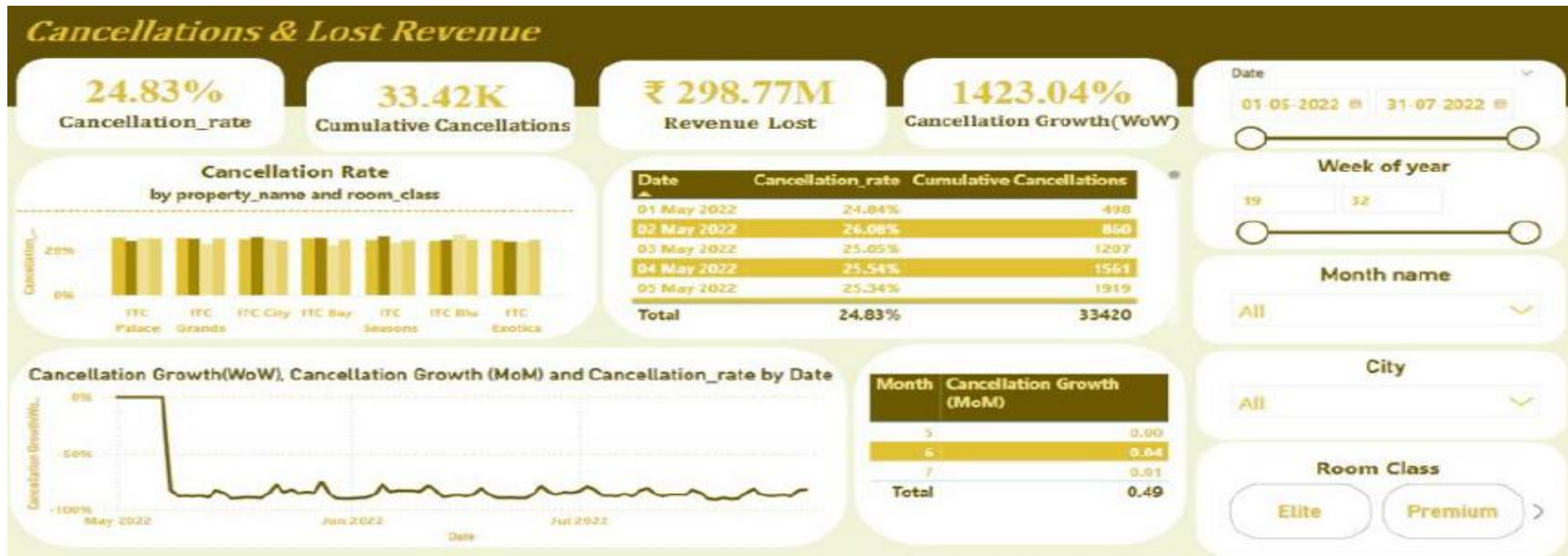
24.83%
Cancellation Rate

33.42K
Cumulative Cancellations

298.77M
Revenue Lost

1423.04%
WOW Cancellation Growth

0.49%
MOM Cancellation Growth

Conclusion

The ITC Hotel Performance Dashboard provides a centralized, data-driven resource for monitoring financial performance, occupancy trends, room category contributions, and cancellations. With realtime insights, ITC Hotels can develop targeted strategies to optimize revenue, improve customer satisfaction, and streamline resource management. This approach will enhance the hotel's competitive position while delivering exceptional guest experiences across its properties.

Plans for the Coming Year: ITC Hotels Strategy

1. Revenue Optimization:

• **Dynamic Pricing Strategy**: Implement advanced pricing models based on real-time demand, occupancy trends, and competitive pricing data. Adjust pricing seasonally to maximize revenue during peak periods and offer targeted discounts during low-occupancy months.

• **Increase ADR & RevPAR**: Focus on high-demand periods and premium room categories to raise the Average Daily Rate (ADR) and Revenue per Available Room (RevPAR). Provide bundled offers with services like spa treatments or dining experiences to increase average spend per guest.

2. Occupancy Improvement Initiatives:

• **Weekday Occupancy Boost**: Target business travelers and remote workers to increase weekday bookings. Collaborate with corporate clients for discounted business travel rates and offer packages for longer stays to appeal to professionals and digital nomads.

• **Seasonal Promotions**: Roll out special promotions and discounts during off-peak seasons, such as festive offers, early-bird discounts, or loyalty rewards to encourage repeat bookings and reduce the impact of seasonality.

3. Enhanced Guest Experience & Satisfaction:

• **Personalized Guest Services**: Use guest data to create tailored experiences such as customized welcome packages, room preferences, and personalized communication throughout the guest's stay. Prioritize customer experience to increase review ratings and improve guest retention.

• **Loyalty Program Expansion**: Enhance the loyalty program with new tiers, offering exclusive benefits such as complimentary upgrades, late check-outs, or personalized services. Encourage frequent guests to book directly through the ITC Hotels website or app to avoid third-party fees.

4. Focus on Room Category Performance:

• **Revamping Underperforming Room Types**: Analyze the performance of different room categories to identify underperforming options. Consider renovations or repositioning these rooms to align better with guest preferences and market demand.

• **Promote Premium Room Classes**: Offer tiered marketing campaigns and special offers for premium rooms, especially during peak seasons, to capitalize on high-demand periods and maximize revenue.

5. Cancellation Management and Revenue Recovery:

• **Flexible Cancellation Policies**: Introduce flexible booking options with tiered cancellation policies to encourage more bookings while protecting revenue. This can help reduce the financial impact of cancellations while keeping bookings attractive to guests.

• **Cancellation Prediction & Prevention**: Use data analysis to predict periods of high cancellation risk and implement proactive measures such as reminder emails, loyalty incentives, and offers for reservation adjustments rather than cancellations.