

Revenue_Generated **₹2.01bn** Revenue_Realised **₹1.71bn** MOM_Growth **50.44%** WOW_Growth **13.85** ADR **₹14.92K** Rev_Par **₹7.35K**

May
July

June

Weekday

Weekend

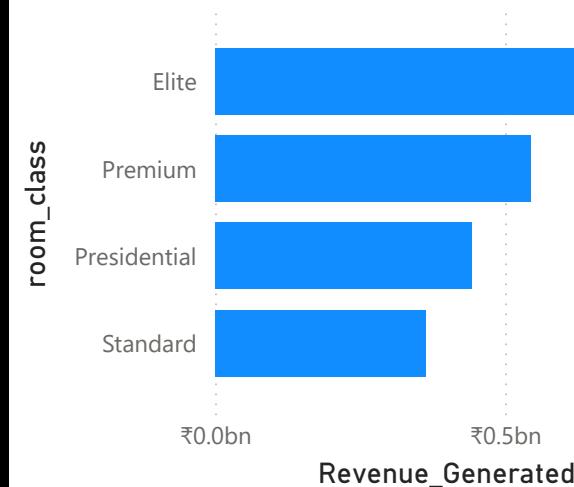
Finances

Occupancy

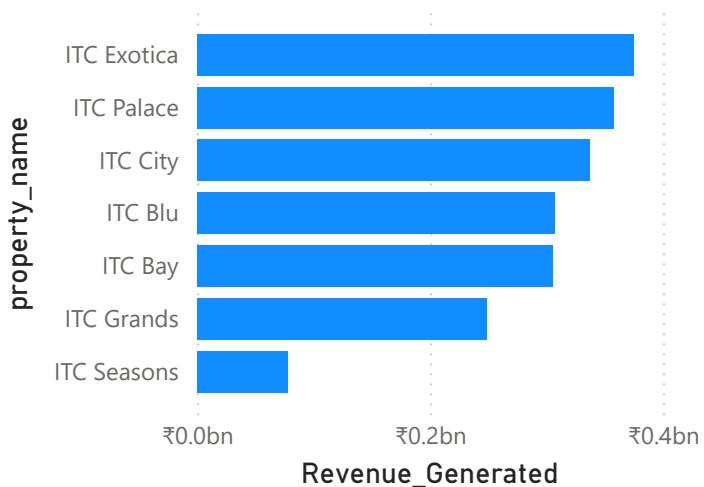
Rooms

Cancellations

Revenue_Generated by room_class

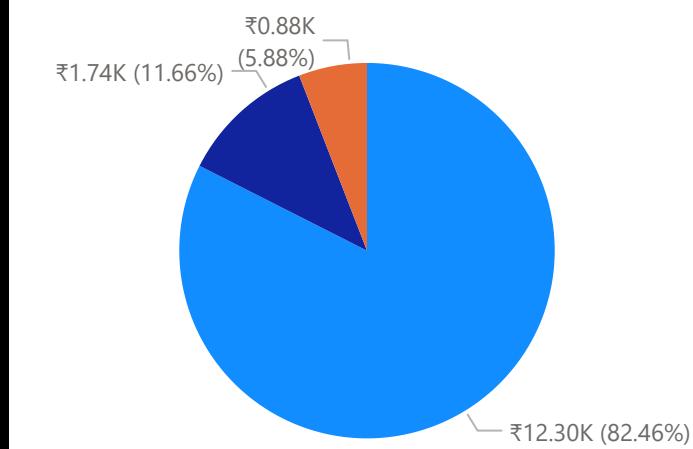


Revenue_Generated by property_name

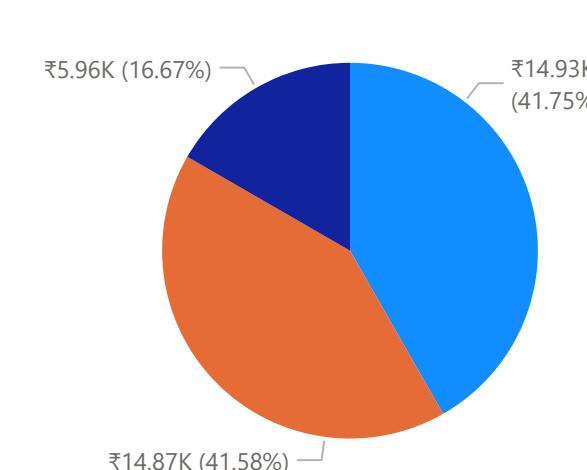


Date	Running_Total	Revenue_Realized
01-05-2022	₹2,53,57,111	₹2,53,57,111
02-05-2022	₹4,27,65,917	₹1,74,08,806
03-05-2022	₹6,03,00,105	₹1,75,34,188
04-05-2022	₹7,76,32,159	₹1,73,32,054
05-05-2022	₹9,55,33,195	₹1,79,01,036
06-05-2022	₹11,29,60,081	₹1,74,26,886
07-05-2022	₹13,81,82,064	₹2,52,21,983
08-05-2022	₹16,38,79,383	₹2,56,97,319
09-05-2022	₹18,14,17,364	₹1,75,37,981
10-05-2022	₹19,91,14,360	₹1,76,96,996
11-05-2022	₹21,70,41,068	₹1,79,26,708
12-05-2022	₹23,45,16,453	₹1,74,75,385
13-05-2022	₹25,23,79,504	₹1,78,63,051
14-05-2022	₹27,76,17,984	₹2,52,38,480
15-05-2022	₹29,86,95,160	₹2,10,77,176
16-05-2022	₹31,34,62,020	₹1,47,66,860
17-05-2022	₹32,77,82,843	₹1,43,20,823
18-05-2022	₹34,19,76,304	₹1,41,93,461
19-05-2022	₹35,66,52,229	₹1,46,75,925
20-05-2022	₹37,13,10,398	₹1,46,58,169
21-05-2022	₹39,25,40,159	₹2,12,29,761
22-05-2022	₹41,79,61,673	₹2,54,21,514
23-05-2022	₹43,58,21,902	₹1,78,60,229
24-05-2022	₹45,30,75,360	₹1,72,53,458
25-05-2022	₹47,08,88,682	₹1,78,13,322
26-05-2022	₹48,83,26,115	₹1,74,37,433
Total	₹1,70,87,71,229	₹1,70,87,71,229

ADR by booking_status



Avg by booking_status



Revenue_Generated
₹2.01bn

Revenue_Realised
₹1.71bn

MOM_Growth
-0.12%

WOW_Growth
12.74%

Occupancy Rate
43.50%

Correlation
1.00

May
July

June

Weekday

Weekend

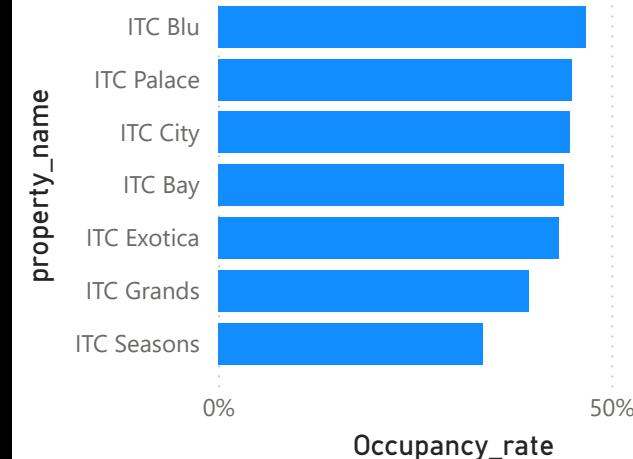
Finances

Occupancy

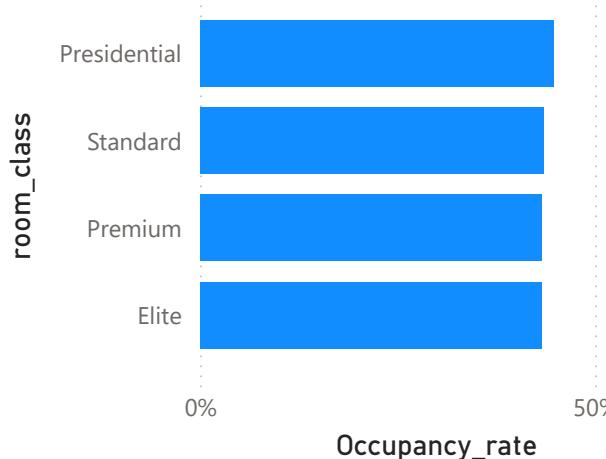
Rooms

Cancellations

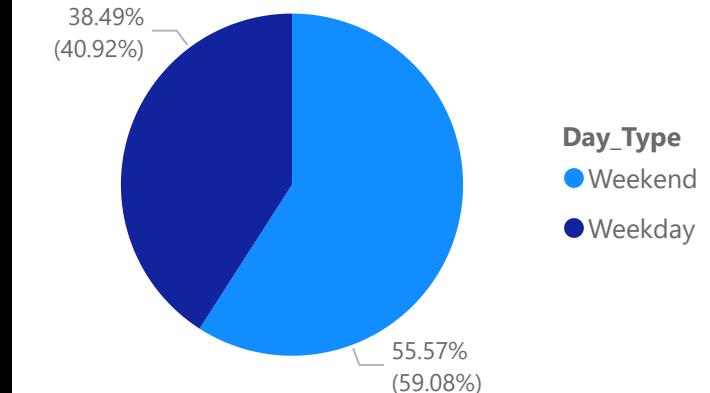
Occupancy_rate by property_name



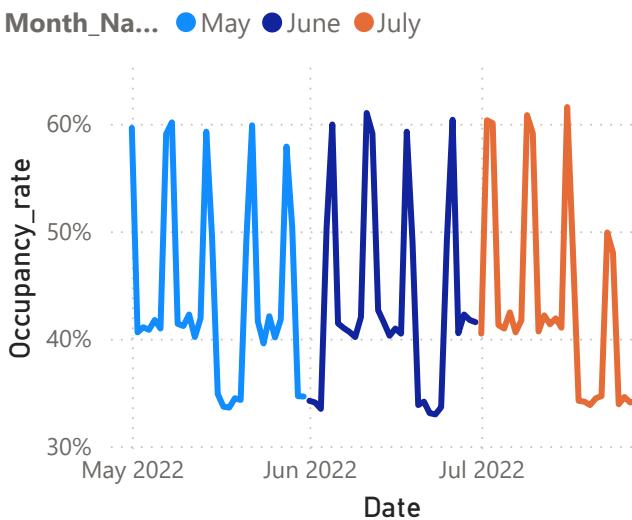
Occupancy_rate by room_class



Occupancy_rate by Day_Type



Occupancy_rate by Date and Month_Name



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01-05-2022	₹2,53,57,111	₹2,53,57,111
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Total	₹1,70,87,71,229	₹1,70,87,71,229



Revenue_Generated
₹2.01bn

Revenue_Realised
₹1.71bn

MOM_Growth
-0.12%

Top Room Category
Elite

ALOS
2.37

Avg Cancellation
3.71

May
July

June

Weekday

Weekend

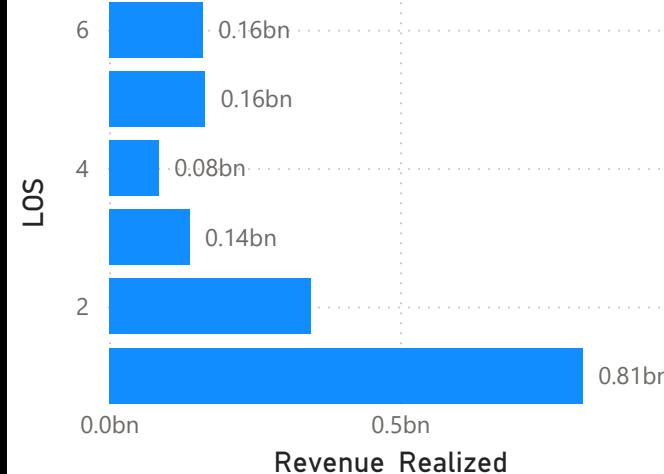
Finances

Occupancy

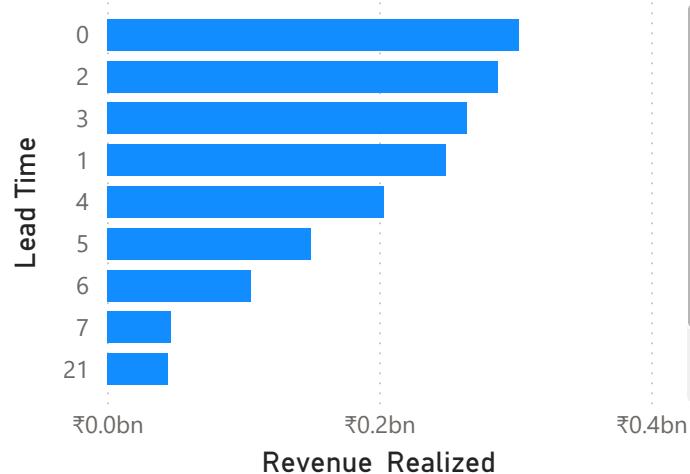
Rooms

Cancellations

Revenue_Realized by LOS

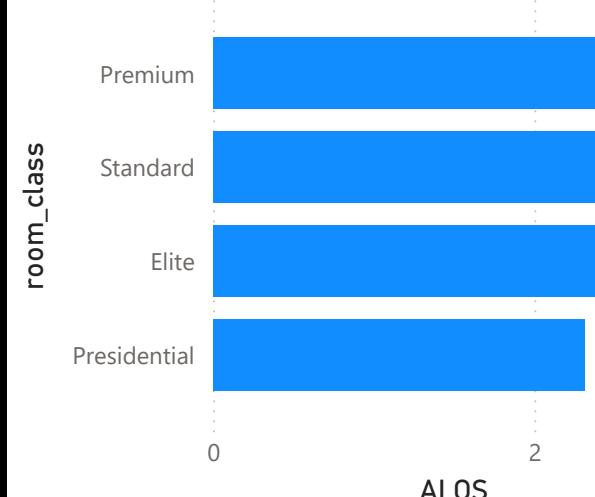


Revenue_Realized by Lead Time

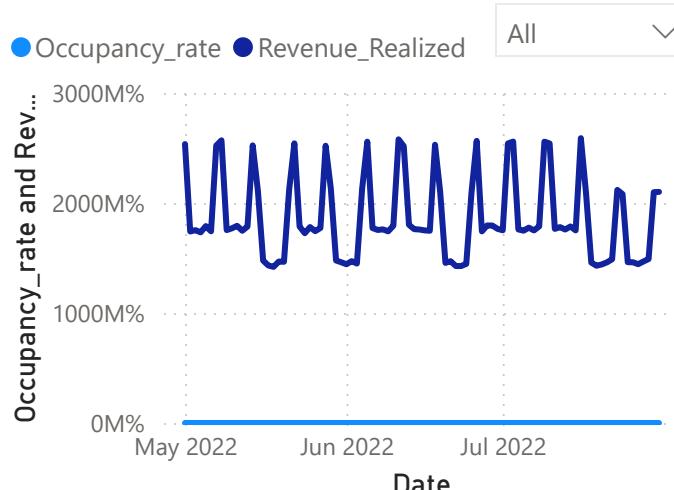


room_class	Revenue_Realized
Elite	₹56,02,71,204
Premium	₹46,21,66,344
Presidential	₹37,67,52,786
Standard	₹30,95,80,895
Total	₹1,70,87,71,229

ALOS by room_class



Occupancy_rate and Revenue_Realized by Date



property_name Average of LOS

property_name	Average of LOS
ITC Bay	2.74
ITC Blu	2.75
ITC City	1.77
ITC Exotica	2.74
ITC Grands	2.73
ITC Palace	1.77
ITC Seasons	1.79
Total	2.37

Revenue_Generated **₹2.01bn** Revenue_Realised **₹1.71bn** MOM_Growth **49.15%** WOW_Growth **1423.94%** Cancellation Rate **24.83%** Lost Revenue **298.77M**

May
July

June

Weekday

Weekend

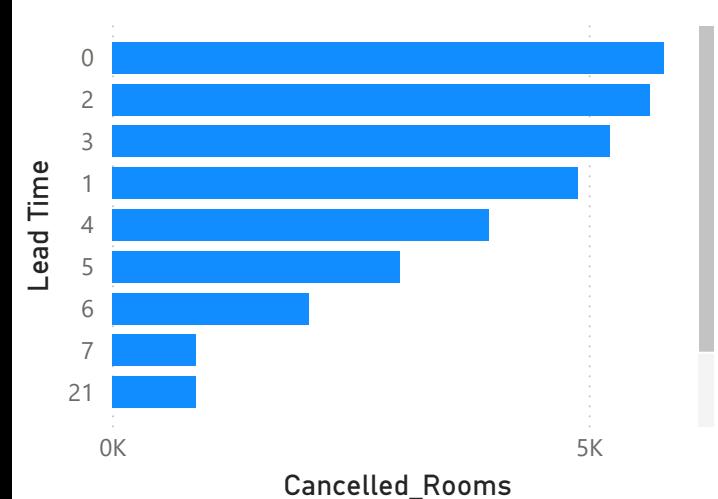
Finances

Occupancy

Rooms

Cancellations

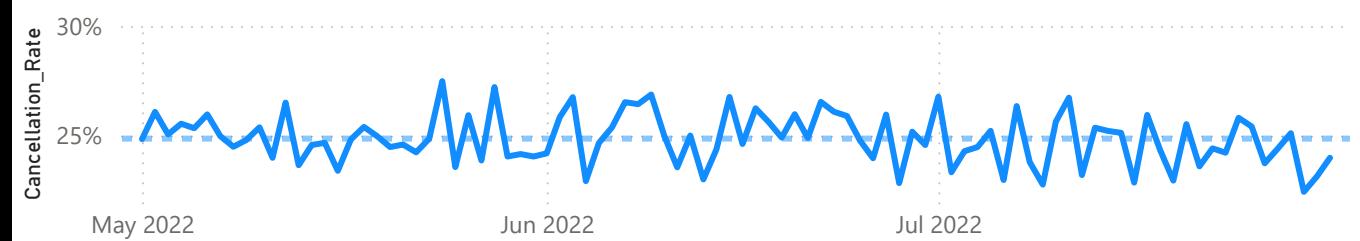
Cancelled_Rooms by Lead Time



city	Business	Luxury	Total
Agra		₹19,23,66,730	₹19,23,66,730
Bangalore	₹6,85,96,005	₹19,69,61,340	₹26,55,57,345
Delhi	₹14,40,68,176	₹15,04,32,142	₹29,45,00,318
Goa		₹12,52,96,360	₹12,52,96,360
Hyderabad	₹10,58,45,980	₹9,40,90,530	₹19,99,36,510
Mumbai	₹25,56,32,791	₹22,06,41,470	₹47,62,74,261
Pune	₹8,18,76,345	₹7,29,63,360	₹15,48,39,705
Total	₹65,60,19,297	₹1,05,27,51,932	₹1,70,87,71,229

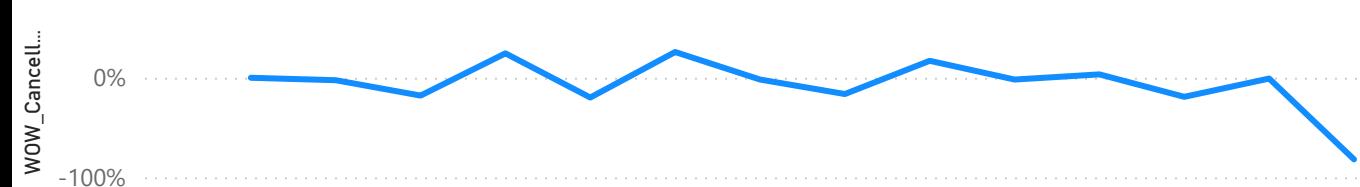
property_name	Average of LOS
ITC Bay	2.74
ITC Blu	2.75
ITC City	1.77
ITC Exotica	2.74
ITC Grands	2.73
ITC Palace	1.77
ITC Seasons	1.79
Total	2.37

Cancellation_Rate by Date



room_class	RT1	RT2	RT3	RT4	Total
Elite		2.37			2.37
Premium			2.41		2.41
Presidential				2.31	2.31
Standard	2.37				2.37
Total	2.37	2.37	2.41	2.31	2.37

WOW_Cancelled by Week_Num



1. Executive Summary

The ITC hospitality group's financial and operational data from May to July highlights strong revenue growth, moderate occupancy rates, and challenges around cancellations. Significant differences between weekday and weekend performances, along with room and property-specific variations, present clear areas for improvement and opportunity.

2. Key Financial Highlights

- **Revenue Generated:** ₹2.01 billion
 - **Revenue Realised:** ₹1.71 billion
 - **Month-on-Month Growth:**
 - May: +50.44%
 - June: -0.12%
 - July: +49.15%
 - **Week-on-Week Growth:**
 - May: 13.85%
 - June: 12.74%
 - July: 1423.94% (indicates event-driven or extraordinary performance)
-

3. Operational Metrics

- **Average Daily Rate (ADR):** ₹14.92K
 - **Revenue per Available Room (RevPAR):** ₹7.35K
 - **Overall Occupancy Rate:** 43.50%
 - Weekday: 59.08%
 - Weekend: 38.49%
 - **Average Length of Stay (ALOS):** 2.37 days
 - **Top Room Class:** Elite (₹56.02 crore revenue)
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4. Cancellations Overview

- **Cancellation Rate:** 24.83%
 - **Lost Revenue Due to Cancellations:** ₹298.77 million
 - Cancellations were higher with longer lead times, indicating potential overbooking or change in customer plans.
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5. Regional Performance

- **Top Performing Cities:**

- Mumbai: ₹47.62 crore
 - Delhi: ₹29.45 crore
 - Bangalore: ₹26.55 crore
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Suggestions and Recommendations

A. Revenue Enhancement

- **Dynamic Pricing Strategy:** Use AI-based systems to adjust prices according to demand fluctuations (weekday/weekend, seasonality).
- **Weekend Promotions:** Launch "Weekend Retreat" campaigns, offering bundled packages to boost weekend occupancy.

B. Occupancy Improvement

- **Segment-Specific Offers:**
 - Business packages for weekdays.
 - Family, couples, or spa packages for weekends.
- **Loyalty Programs:** Incentivize repeat stays, offering discounts or room upgrades for multiple-night bookings.

C. Cancellation Management

- **Stricter Cancellation Policies:** Shorten free cancellation periods closer to booking dates.
- **Non-Refundable Rates:** Offer discounts on non-refundable bookings.
- **Booking Reminders:** Send personalized reminders to reduce accidental cancellations.

D. Property-Specific Actions

- **Invest in High Performers:** Increase marketing budgets in Mumbai, Delhi, and Bangalore.
- **Revive Underperformers:** Analyze and address reasons for lower occupancy in Goa and Pune.

E. Operational Excellence

- **Staff Training:** Train front-office and reservation teams to upsell premium categories (Elite, Presidential).
- **Guest Experience:** Focus on improving in-house experience to increase ALOS and customer satisfaction.

F. Data and Reporting

- **Predictive Analytics:** Implement forecasting models based on the current strong correlation data.
- **Enhanced BI Dashboards:** Use real-time dashboards for quick decision-making at the property level.