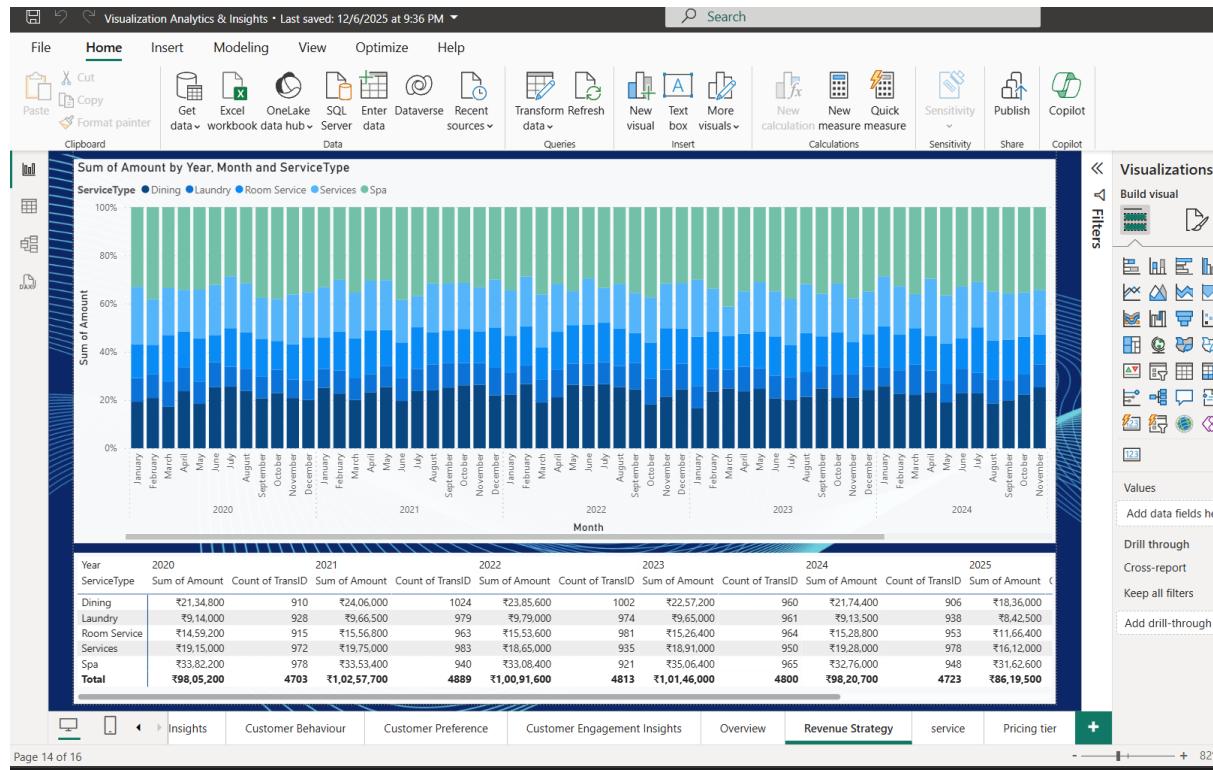
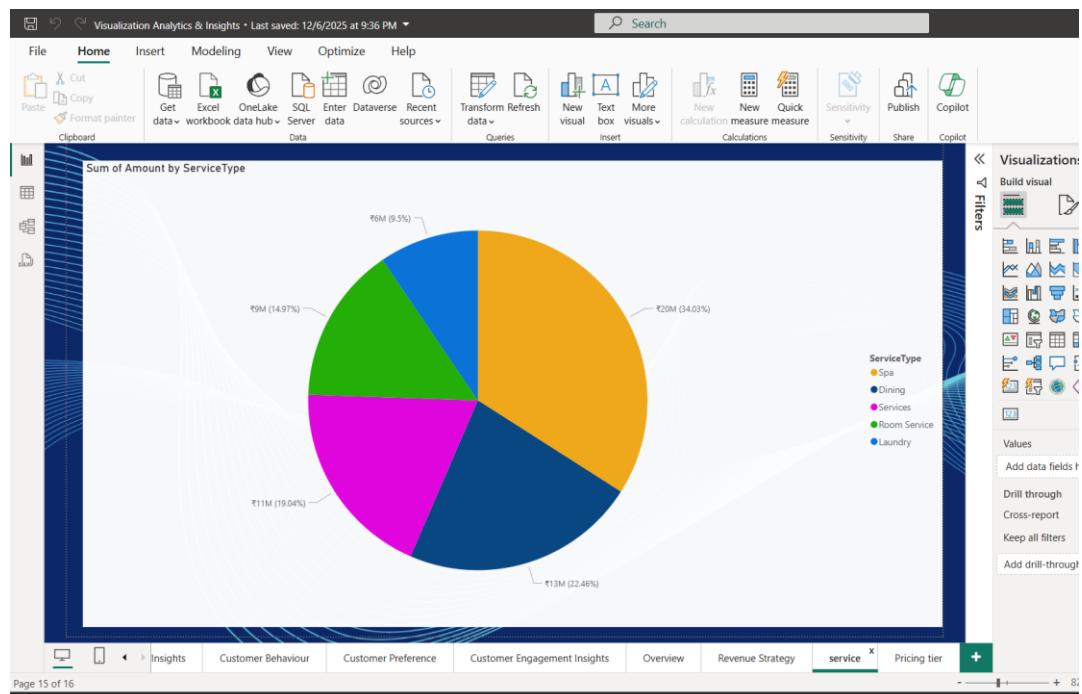


Module 5:

Revenue Strategy:



Service:



Pricing Tier:

File Home Help **Table tools**

Name Occupancy Sensitiv... Structure Mark as date table Calendars Manage relationships Relationships New measure New measure column New table Calculations

X ✓ 1 Occupancy Sensitivity = GENERATESERIES(0.8, 1.2, 0.05)

Occupancy Sensitivity
0.8
0.85
0.9
0.95
1
1.05
1.1
1.15

File Home Help **Table tools**

Name Price Uplift % Structure Mark as date table Calendars Manage relationships Relationships New measure New measure column New table Calculations

X ✓ 1 Price Uplift % = GENERATESERIES(-0.1, 0.2, 0.01)

Price Uplift %
-0.1
-0.09
-0.08
-0.07
-0.06
-0.05
-0.04
-0.03
-0.02
-0.01
-1.04083408558608E-17
0.00999999999999999
0.02
0.03
0.04
0.05
0.06
0.07
0.08
0.09
0.1
0.11
0.12
0.13
0.14
0.15
0.16
0.17

Table: Price Uplift % (30 rows)

20°C Mostly clear

Search

Visualization Analytics & Insights • Last saved: 12/6/2025 at 9:36 PM

Measure tools

Name: Recommended Price | Format: General | Data category: Uncategorized | New measure | Quick measure | Calculations

```

1 Recommended Price =
2 VAR BaseADR = [DADR] -- Use your valid ADR measure
3 VAR SeasonAdj =
4 SWITCH(SELECTEDVALUE('Date'[Season]),
5     "High", 0.15,
6     "Shoulder", 0.05,
7     "Low", -0.10,
8     0
9 )
10 VAR Uplift = [Price Uplift % Value]
11 VAR Elasticity = [Occupancy Sensitivity Value]
12 RETURN
13 BaseADR * (1 + SeasonAdj + Uplift) * Elasticity
  
```

BookingID	CustomerID	RoomTypeID	BranchID	CheckInDate	CheckOutDate	Duration	Revenue	BookingStatus	CancellationReason	LeadTime	PaymentMethod	Discount
BK11926	C1355	RT4	B1	14 March 2024	18 March 2024	4	22000	Cancelled	Other	35	Cash	
BK11807	C104	RT4	B3	30 August 2025	03 September 2025	4	22000	Cancelled	Other	32	Cash	
BK11737	C1707	RT4	B5	24 January 2021	31 January 2021	7	38500	Cancelled	Other	37	Cash	
BK11728	C1041	RT4	B1	03 November 2022	04 November 2022	1	5500	Cancelled	Other	16	Cash	
BK11630	C826	RT4	B3	12 April 2025	15 April 2025	3	16500	Cancelled	Other	58	Cash	
BK11526	C2062	RT4	B4	02 November 2022	03 November 2022	1	5500	Cancelled	Other	46	Cash	
BK11036	C1738	RT4	B2	23 September 2024	29 September 2024	6	33000	Cancelled	Other	46	Cash	
BK10921	C4883	RT4	B4	04 June 2024	06 June 2024	2	11000	Cancelled	Other	45	Cash	
BK10772	C4704	RT4	B4	31 August 2024	03 September 2024	3	16500	Cancelled	Other	22	Cash	
BK10708	C270	RT4	B4	20 May 2023	21 May 2023	1	5500	Cancelled	Other	57	Cash	
BK10611	C1348	RT4	B1	22 February 2023	24 February 2023	2	11000	Cancelled	Other	4	Cash	
BK10293	C1915	RT4	B4	31 May 2020	02 June 2020	2	11000	Cancelled	Other	23	Cash	
BK9854	C2850	RT4	B4	15 March 2021	18 March 2021	3	16500	Cancelled	Other	12	Cash	
BK9558	C4774	RT4	B5	25 June 2024	28 June 2024	3	16500	Cancelled	Other	22	Cash	
BK9534	C600	RT4	B4	04 September 2023	09 September 2023	5	27500	Cancelled	Other	37	Cash	
BK9312	C3884	RT4	B1	28 January 2020	03 February 2020	6	33000	Cancelled	Other	19	Cash	
BK9246	C5079	RT4	B4	16 February 2022	21 February 2022	5	27500	Cancelled	Other	54	Cash	

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Room Pricing Sensitivity Analysis

Occupancy Sensitivity: 0.00

Price Uplift %: -0.10

RoomType	High	Low	Shoulder	Total
Deluxe	4,620.00	3,520.00	4,180.00	3,960.00
Double	3,360.00	2,560.00	3,040.00	2,880.00
Premium	4,200.00	3,200.00	3,800.00	3,600.00
Single	2,100.00	1,600.00	1,900.00	1,800.00
Standard	3,192.00	2,432.00	2,888.00	2,736.00
Suite	6,300.00	4,800.00	5,700.00	5,400.00
Total	4,099.25	3,123.24	3,708.85	3,513.64

Visualizations: Build visual | Data: Search

Filters: CustomerID, DADR, Duration, GuestType, LeadTime, MonthStart, NoShowCount, NoShowFlag, NumOfBookings, PaymentMethod, Purpose, Recommended Price, RefundAmount, RefundCount, RefundFlag, Revenue, RoomRate, RoomTypeID, SourceType, StayType, Hotel_Branch

Values: Add data fields here

Drill through: Off | Cross-report: Off | Keep all filters: On | Add drill-through fields here

Page 16 of 16 | 82% | Update available (click to download)

20°C Mostly clear | ENG IN 21:13 09-12-2025