Business Requests

Business Request 1: Yearly Revenue Growth by Hotel Type
 Generate a report that calculates the annual revenue for each hotel type and evaluates revenue growth year-over-year. Segment results by hotel type to track trends.

Fields:

- year

- hotel_type

- total_revenue

- ADR

Business Request 2: Parking Lot Demand Trend Analysis
 Produce a report analyzing the proportion of guests arriving with personal cars over time. This will assist in determining if the parking lot size should be increased.

Fields:

- year

- month

- hotel_type

- guests_with_personal_car

- total_guests

- percentage_with_personal_car (%)

Business Request 3: Seasonality Pattern in Hotel Metrics
 Develop a report to explore seasonality trends using average daily rate (ADR) and number of guests per month. Highlight peak and off-peak periods.

Fields:

- month

- year

- hotel_type

- average_daily_rate (ADR)

- total_guests

Project Pipeline

1. Build the database

2. Develop SQL queries for each business request

3. Connect Power BI to the database

4. Visualize findings

5. Summarize and present actionable insights