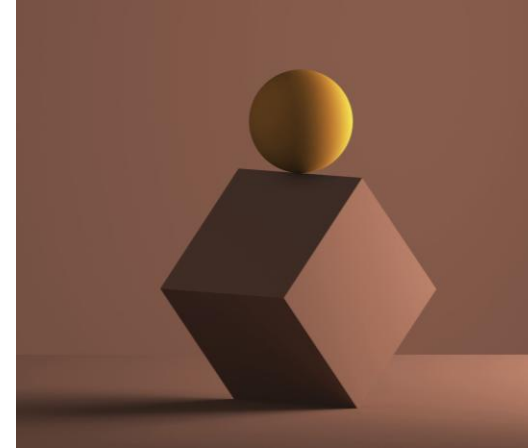


POWERBI-DATA ANALYST

ITC HOTEL

SUBMITTED BY:-
SATENDRA SINGH KATEWA



ITC HOTELS
RESPONSIBLE LUXURY





Financial Overview & Revenue Performance

₹2.01bn

Reavenue_Genrated

₹1.71bn

Revenue_Realized

₹7.35K

RevPAR

₹14.92K

ADR

Month

5

6

7

Weeknum

19

20

21

22

23

24

25

26

27

28

29

30

31

32

MOM Growth by Month

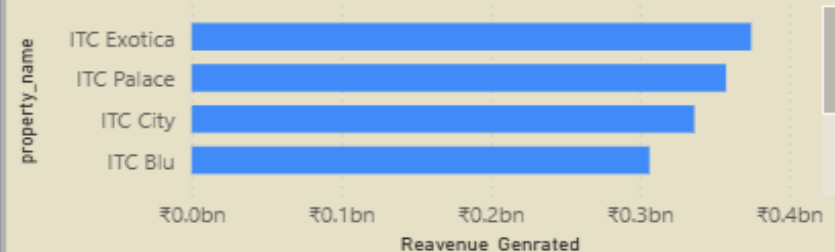


WOW Growth and Sum of Daynum by Day_Type

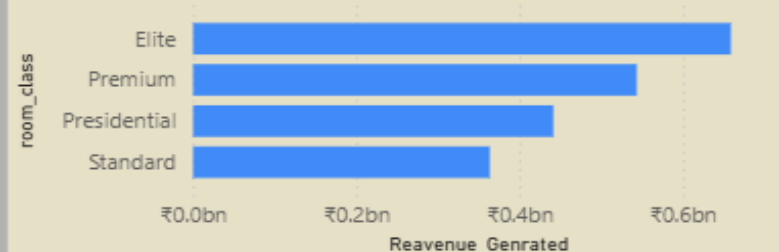
● WOW Growth ● Sum of Daynum



Reavenue_Genrated by property_name



Reavenue_Genrated by room_class



Date	Revenue_Realized	Running Total
01 May 2022	₹2,53,57,111.00	
02 May 2022	₹1,74,08,806.00	₹2,53,57,111.00
03 May 2022	₹1,75,34,188.00	₹4,27,65,917.00
04 May 2022	₹1,73,32,054.00	₹6,03,00,105.00
05 May 2022	₹1,79,01,036.00	₹7,76,32,159.00
06 May 2022	₹1,74,26,886.00	₹9,55,33,195.00
07 May 2022	₹2,52,21,983.00	₹11,29,60,081.00
08 May 2022	₹2,56,97,319.00	₹13,81,82,064.00
09 May 2022	₹1,75,37,981.00	₹16,38,79,383.00
10 May 2022	₹1,76,96,996.00	₹18,14,17,364.00
11 May 2022	₹1,79,26,708.00	₹19,91,14,360.00
12 May 2022	₹1,74,75,385.00	₹21,70,41,068.00
Total	₹1,70,87,71,229.00	₹1,68,77,60,868.00



Page 1: Financial Overview & Revenue Performance – Recommendations

- **Focus on High-Performing Hotels & Room Categories:** Allocate more resources (marketing, upgrades) to top revenue-generating properties and room types.
- **Optimize Pricing Strategy:** Use ADR and RevPAR trends to implement dynamic pricing models, especially during peak demand periods.
- **Monitor Revenue Trends Closely:** Use MoM and WoW revenue fluctuations to quickly respond to demand changes with tactical offers or discounts.

Occupancy & Capacity Analysis

Property_name

ITC Bay

ITC Blu

ITC City

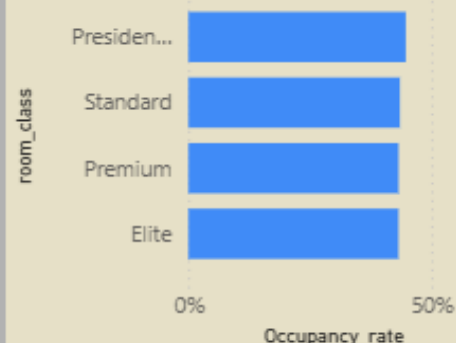
ITC Exotica

ITC Grands

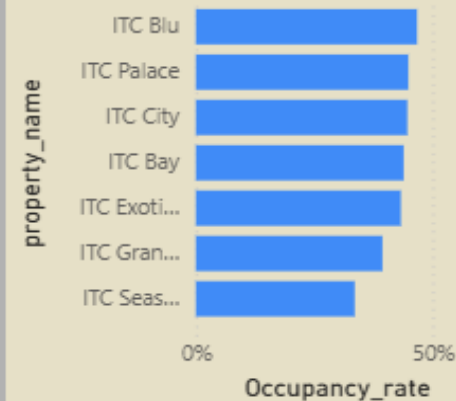
ITC Palace

ITC Seasons

Occupancy_rate by room_class



Occupancy_rate by property_name



43.50%

Occupancy_rate

1.00

Reavenue_Genrated and Occu...

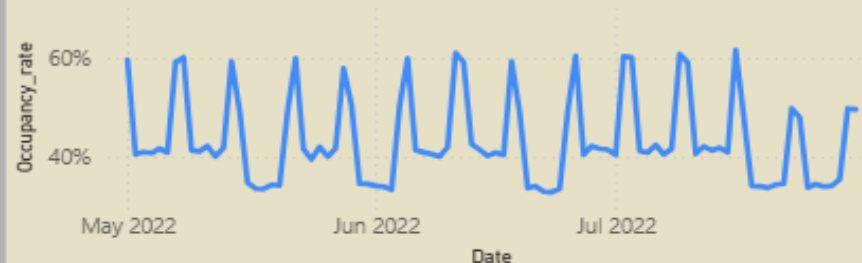
-0.12%

MoM_Occupancy_Growth

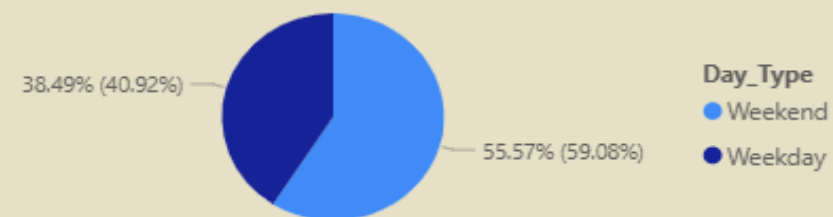
12.74%

WoW_Occupancy_Growth

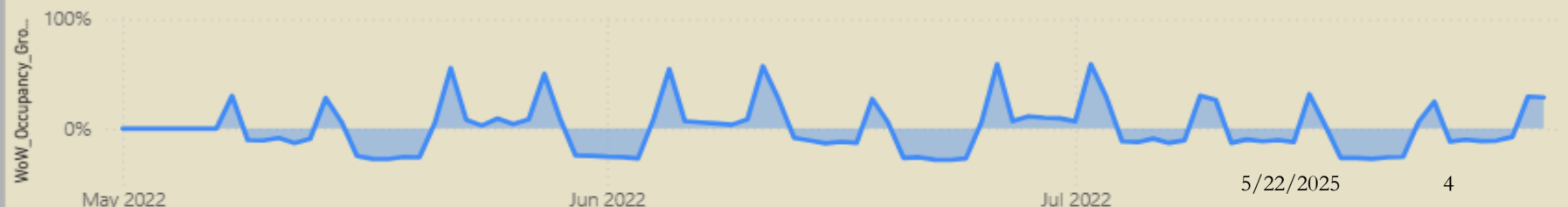
Occupancy_rate by Date



Occupancy_rate by Day_Type



WoW_Occupancy_Growth by Year, Quarter, Month and Day



5/22/2025

4

Page 2: Occupancy & Capacity Analysis – Recommendations

Target

Target Low-Occupancy Periods: Launch seasonal promotions or bundled packages during low-demand weekends or months.

Improve

Improve Capacity Utilization: Rebalance room inventory or shift guest allocation based on occupancy rate insights.

Link

Link Occupancy to Revenue Metrics: Combine occupancy trends with RevPAR to understand underperforming properties with potential for yield improvement.

Room Category Performance & Booking Insights

Property_name

ITC Bay

ITC Blu

Elite

Top_Room_Category

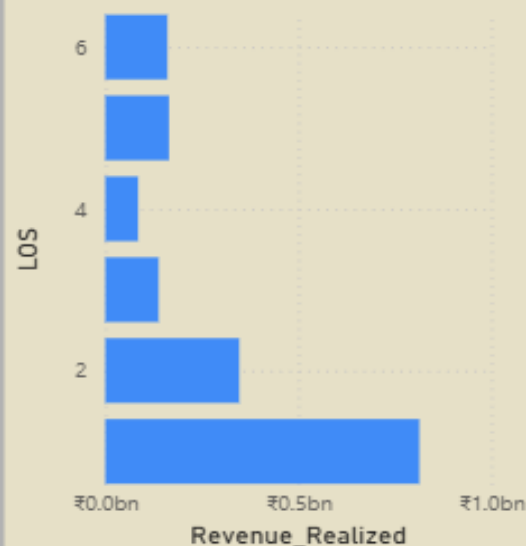
3.71

Booking_to_checkin

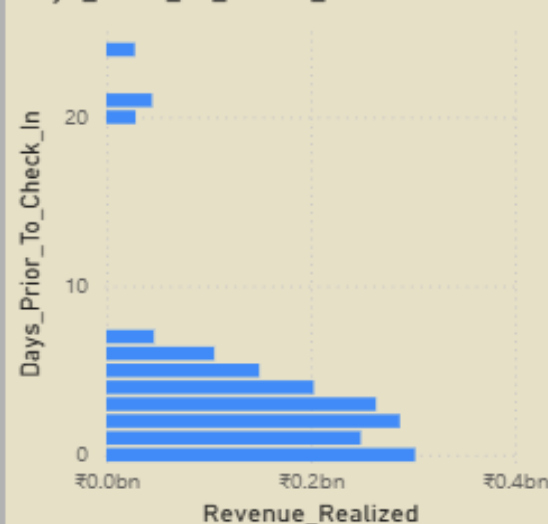
2.37

ALOS

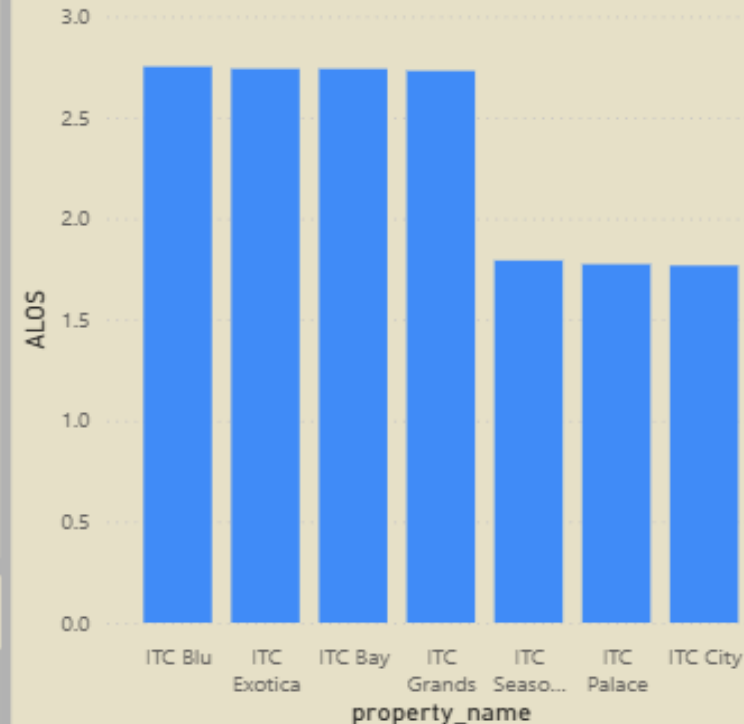
Revenue_Realized by LOS



Revenue_Realized by Days_Prior_To_Check_In

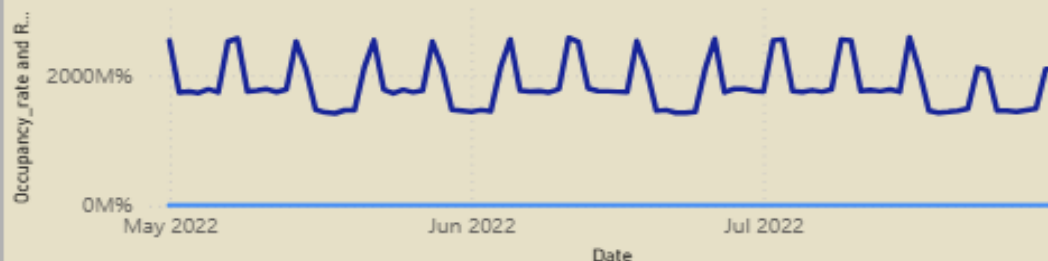


ALOS by property_name



Occupancy_rate and Revenue_Realized by Date

Occupancy_rate Revenue_Realized



Occupancy_rate

Monthname	Elite	Premium	Presidential	Standard	Total
May	0.00%	0.00%	0.00%	0.00%	0.00%
Jun	-5.24%	-4.80%	-4.54%	-4.36%	-4.81%
Jul	3.74%	3.28%	3.21%	3.34%	3.43%
Total	50.48%	50.37%	50.40%	50.52%	50.44%

Page 3: Room Category Performance & Booking Insights – Recommendations



Promote High-Performing Room Categories: Highlight popular and profitable room types in campaigns and online listings.



Encourage Longer Stays: Offer incentives for extended stays to increase Average Length of Stay (ALOS).



Analyze Booking Lead Times: Use booking behavior to optimize inventory release and offer early-bird discounts or last-minute deals accordingly.

Cancellation & Lost Revenue Analysis

Category

Business

Luxury

24.83%

Cancellation Rate

199.18M

Cancelled_Revenue

49.15%

MoM Cancellation

1423.94%

WoW Cancellation

city

- ☐ Agra
- ☐ Bangalore
- ☐ Delhi
- ☐ Goa
- ☐ Hyderabad
- ☐ Mumbai
- ☐ Pune

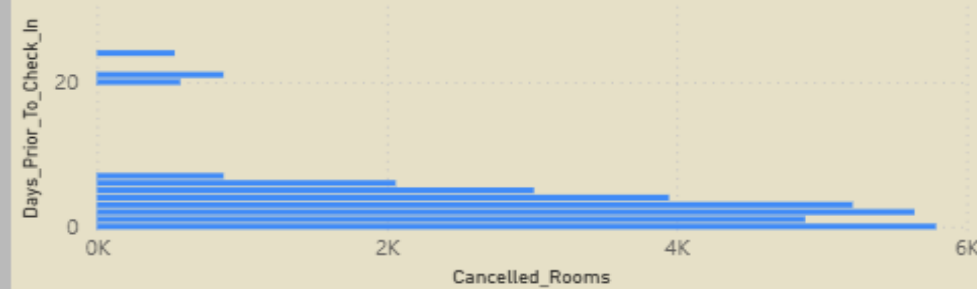
Day_Type

- ☐ Weekday
- ☐ Weekend

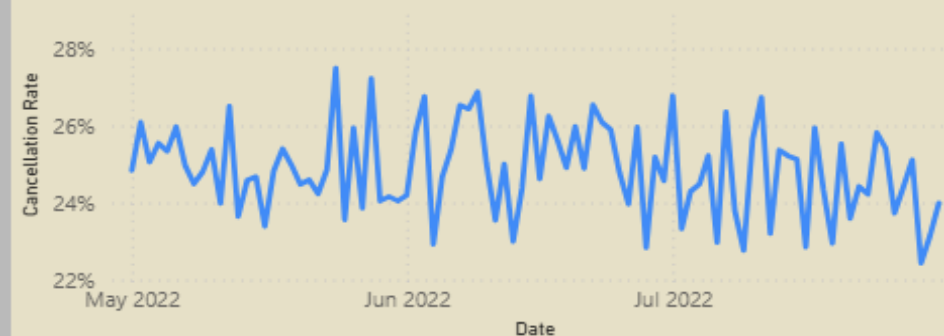
room_class

- ☐ Elite
- ☐ Premium
- ☐ Presidential
- ☐ Standard

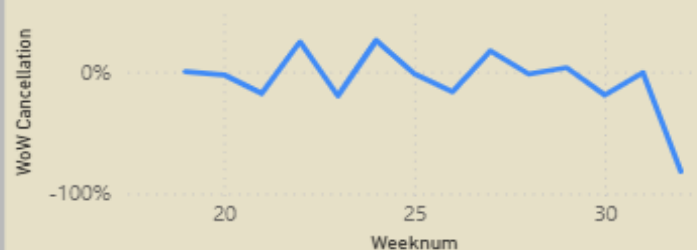
Cancelled_Rooms by Days_Prior_To_Check_In



Cancellation Rate by Date



WoW Cancellation by Weeknum



property_id	First city	Cancellation Rate
19563	Bangalore	▲ 25.35%
19562	Bangalore	● 24.33%
19561	Pune	● 24.65%
19560	Pune	◆ 26.38%
19559	Bangalore	● 24.48%
19558	Bangalore	● 24.55%
18563	Hyderabad	◆ 25.95%
18562	Goa	● 24.70%
18561	Goa	● 24.17%
18560	Hyderabad	● 24.03%
18559	Hyderabad	● 24.35%
18558	Hyderabad	▲ 24.98%
17564	Mumbai	● 24.79%
17563	Mumbai	● 24.38%
17562	Mumbai	▲ 25.44%
Total	Agra	24.83%

1

Identify and Address Cancellation

Patterns: Investigate room types or booking channels with high cancellations and adjust policies accordingly.

2

Minimize Lost Revenue: Implement flexible cancellation policies with partial refunds or rebooking options to reduce complete losses.

3

Strengthen Communication: Send automated reminders or offer incentives for confirmed check-ins to reduce last-minute cancellations.

Page 4: Cancellations & Lost Revenue Analysis – Recommendations