

Elizium Hotels Booking Data Analysis Dashboard Report

POWER BI Project Analysis: Elizium Hotels Booking Data Analysis Dashboard

Project Objective

To analyze booking performance and key financial metrics across Elizium Hotels properties, identifying trends and factors influencing revenue, occupancy, and customer behavior.

Key Questions (KPIs)

- Total Revenue and Key Metrics (RevPAR, ADR, Occupancy%)
- Performance by Property, Room Category, and Booking Platform
- Revenue Share by Business vs. Leisure Customers
- Trends in Revenue, Occupancy, and Cancellation Rates

Process

1. Data Collection: Hotel booking and financial data were gathered.
2. Data Cleaning & Processing: Standardized and transformed the dataset.
3. Dashboard Development: Created an interactive dashboard in Power BI.
4. Analysis & Insights: Examined revenue trends and booking performance.

Project Insights

- Total Revenue: \$1.71B
- Average Daily Rate (ADR): 12,700
- Occupancy Rate: 57.87%
- Highest Revenue Property: Elizium Exotica (\$320M)
- Top Booking Platform Contribution:
 - Direct Offline: \$340.8M (70.9%)
 - Other Platforms: \$86.4M (29.1%)
- Business vs. Leisure Revenue:
 - Business: 61.61%
 - Leisure: 38.39%
- Cancellation Rate: 24.83%

Final Conclusion

The analysis highlights booking trends, revenue generation by category, and customer preferences. The findings assist in optimizing pricing strategies, enhancing booking platform efficiency, and reducing cancellation rates.