Hospitality Revenue Trend Analysis Dashboard (Power BI)

This project aims to help a hospitality company analyze and understand a sudden decline in market share and revenue over a 3-month period. A Power BI dashboard was developed to provide the Revenue team with valuable insights into trends, performance, and potential causes of revenue loss.

🏢 Business Context

A hospitality company noticed a decline in revenue and market share over several months. The Revenue team needed a way to:

- Understand the revenue trends over time

- Identify underperforming segments or time periods

- Support data-driven decisions to regain market share

🎯 Project Objectives

- Clean and transform raw booking and sales data

- Create calculated metrics using Power BI DAX

- Visualize KPIs and trends in a business-friendly dashboard

- Provide actionable insights for stakeholders and decision-makers

💼 Tools & Technologies

- Power BI Desktop

- Power Query for data cleaning

- DAX (Data Analysis Expressions) for KPIs

- Excel (for raw data input)

📊 Dashboard Features

- 📈 **Revenue Trend Line Charts**

- 🧩 **Monthly & Daily Revenue KPIs**

- 🌍 **Regional Performance Comparison**

- 🏨 **Room Type / Booking Channel Breakdown**
- 🕐 **Time-based Filters & Drilldowns4**

- To get the total revenue_realized
- To get the total number of bookings happened
- To get the total capacity of rooms present in hotels
- To get the total succesfull bookings happened for all hotels
- Get the average ratings given by the customers
- "To get the total number of days present in the data.
- To get the "Cancelled" bookings out of all Total bookings happened
- "calculating the cancellation percentage.
- To get the successful 'Checked out' bookings out of all Total bookings happened
- "To get the "No Show" bookings out of all Total bookings happened
- calculating the no show percentage.
- "To show the percentage contribution of each booking platform for bookings in hotels.
- "To show the percentage contribution of each room class
- over total rooms booked
- We have room classes like Standard, Elite, Premium, Presidential."
- "Calculate the ADR(Average Daily rate)
- It is the ratio of revenue to the total rooms booked/sold.
- It is the measure of the average paid for rooms sold in a given time period"
- "calculate the realisation percentage.

📈 **Results & Impact**
- **Stakeholders quickly identified specific dates and segments where revenue dropped.**
- **Enabled the Revenue Team to take targeted actions to improve performance.**
- **Set the foundation for monthly monitoring with a repeatable dashboard model.**