



# ITC HOTELS

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# ABOUT US

W H E R E   C O M F O R T   M E E T S   L U X U R Y

Welcome to ITC Hotels, one of India's foremost luxury hotel chains, where opulence meets responsible hospitality. With a legacy of elegance, sustainability, and impeccable service, ITC Hotels embodies the warmth of Indian hospitality fused with world-class standards.

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# PROBLEM STATEMENT

- ITC HOTELS IS A LUXURY HOTEL CHAIN THAT OPERATES MULTIPLE PROPERTIES WITH DIVERSE ROOM CATEGORIES AND VARYING OCCUPANCY RATES .
- THE COMPANY WANTS TO GAIN DEEPER INSIGHTS INTO ITS OVERALL FINANCIAL PERFORMANCE, CUSTOMER BOOKING BEHAVIOR ,OCCUPANCY TRENDS , AND ROOM CATEGORY PERFORMANCE TO OPTIMIZE REVENUE GENERATION, MINIMIZE CANCELLATIONS , AND ENHANCE CUSTOMER SATISFACTION.
- THE GOAL OF THIS PROJECT IS TO CREATE AN INTERACTIVE, MULTIPAGE POWER BI DASHBOARD TO PROVIDE STAKEHOLDERS WITH REALTIME INSIGHTS FOR DECISION -MAKING.

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# ITC HOTEL DESHBOARD



Revenue

₹ 2.01bn

MOM\_Growth

50.29%

WOW\_Growth

1390.83%

ADR

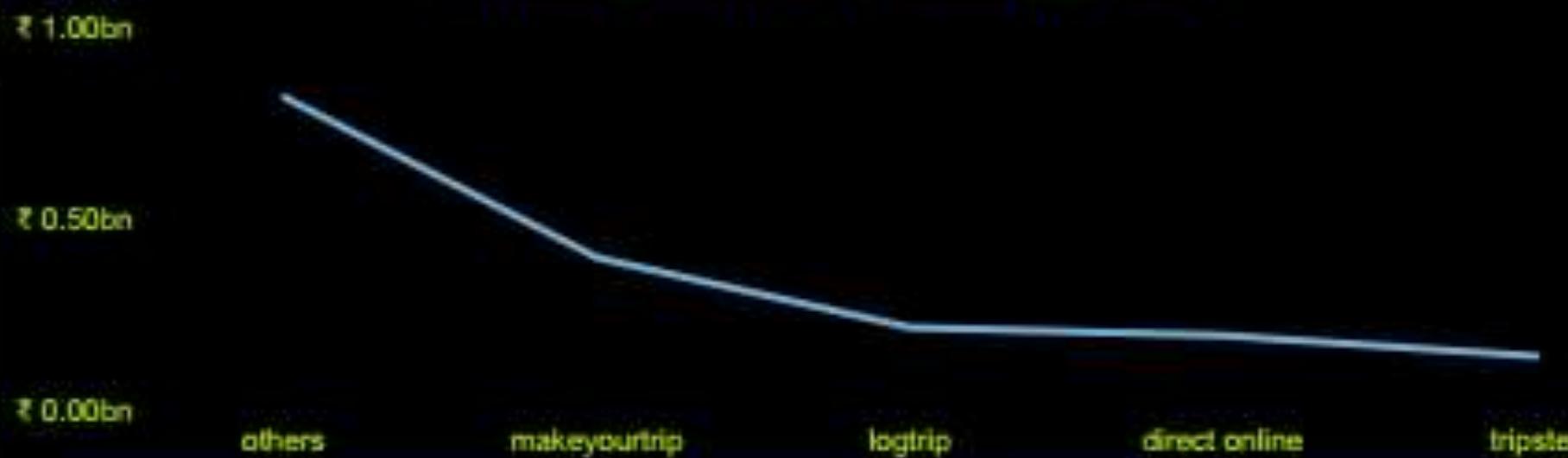
₹ 14.92K

revPAR

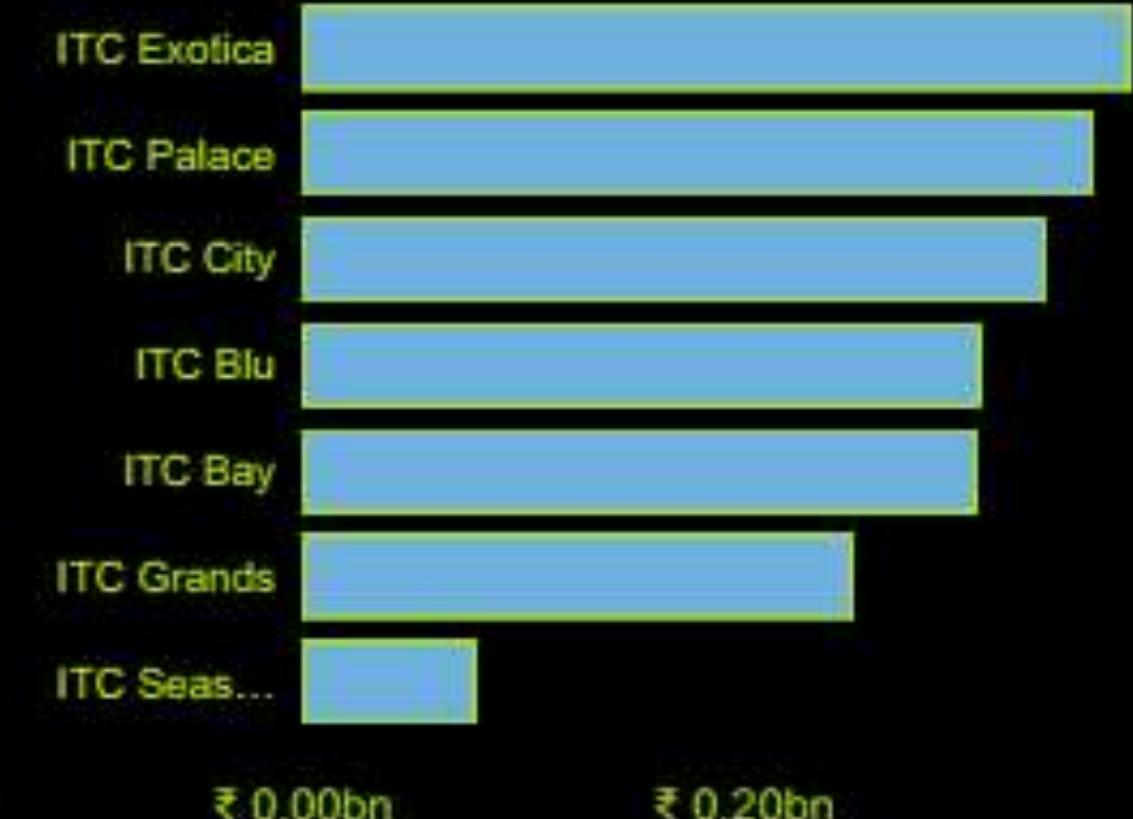
₹ 8.63K

Date	running_total_revenue
01 May 2022	₹ 2,98,68,010.00
02 May 2022	₹ 5,05,68,630.00
03 May 2022	₹ 7,12,33,170.00
04 May 2022	₹ 9,18,95,865.00
05 May 2022	₹ 11,28,24,640.00
06 May 2022	₹ 13,35,38,560.00
07 May 2022	₹ 16,31,72,505.00
08 May 2022	₹ 19,39,16,415.00
09 May 2022	₹ 21,38,68,655.00
10 May 2022	₹ 23,45,56,830.00
11 May 2022	₹ 25,56,06,125.00
12 May 2022	₹ 27,62,54,775.00
13 May 2022	₹ 29,68,80,205.00
14 May 2022	₹ 32,64,54,150.00
15 May 2022	₹ 35,11,40,755.00
16 May 2022	₹ 36,83,19,945.00
17 May 2022	₹ 38,51,50,490.00
18 May 2022	₹ 40,29,02,745.00
19 May 2022	₹ 41,92,81,315.00
20 May 2022	₹ 43,64,70,275.00
21 May 2022	₹ 46,11,67,595.00
22 May 2022	₹ 49,09,44,320.00
23 May 2022	₹ 51,18,49,990.00
24 May 2022	₹ 53,26,37,010.00
25 May 2022	₹ 55,33,68,900.00
Total	₹ 2,00,75,46,215.00

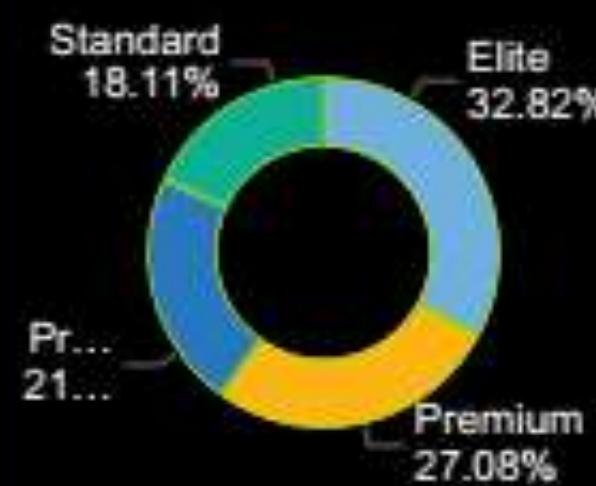
revenue\_generated\_by\_booking\_platform



revenue\_generated\_by\_property\_name



revenue\_generated\_by\_room\_class



Date

All

months

All

Weeknum

All

Proprt\_name

All

# **Key Findings(Financial dashboard)**

## **1. Strong Revenue Growth**

- Total Revenue: ₹2.01 billion (July 2022).
- MOM Growth: 50.29% and WOW Growth: 1390.83% show a rapid upward trend.

## **2. High Pricing & Room Yield**

- ADR: ₹14.92K and RevPAR: ₹8.63K indicate strong demand and effective pricing.

## **3. Booking Platform Dependence**

- "Others" accounts for the largest share, followed by MakeMyTrip, LogTrip, Direct Online, and Tripster.

## **4. Top Performing Properties**

- ITC Exotica and ITC Palace are top earners, followed by ITC City and ITC Blu.

## **5. Room Class Contribution**

- Elite Class (32%) and Premium Class (27.08%) dominate revenue share, with Standard Class contributing 18.11%.

## **Suggestions:**

- Increase direct online bookings with loyalty rewards and exclusive web offers.
- Expand Elite and Premium packages to maintain high ADR and attract luxury travelers.
- Boost Standard room sales through seasonal discounts and bundled deals.
- Apply successful strategies from top properties (ITC Exotica & ITC Palace) to others.



occupancy\_rate

43.50%

mom\_occupancy\_rate

-0.12%

wow\_occupancy\_rate

12.74%

Financial

occupancy

	Elite	Premium	Presidential	Standard	Total
17562	↓ 33.08%	↓ 31.56%	↓ 37.14%	↓ 35.38%	33.43%
19558	↓ 32.78%	↓ 34.05%	↓ 36.80%	↓ 33.34%	33.50%
17564	↓ 33.72%	↓ 33.42%	↓ 33.70%	↓ 33.22%	33.56%
18559	↓ 34.31%	↓ 33.65%	↓ 34.27%	↓ 33.02%	33.76%
18563	↓ 38.72%	↓ 39.60%	↓ 39.07%	↓ 39.57%	39.23%
17560	↓ 39.95%	↓ 39.52%	↓ 36.48%	↓ 40.38%	39.82%
17558	↓ 39.96%	↓ 38.77%	→ 41.49%	→ 40.85%	39.90%
19563	↓ 39.98%	↓ 39.99%	→ 40.76%	↓ 39.64%	39.93%
16562	↓ 39.48%	↓ 40.52%	↑ 46.20%	↓ 39.06%	39.95%
18558	↓ 39.60%	↓ 40.34%	↓ 40.71%	↓ 39.86%	40.10%
19561	↓ 39.86%	↓ 39.99%	↓ 38.35%	→ 41.00%	40.15%
19559	↓ 39.68%	→ 41.43%	↑ 43.45%	→ 41.08%	40.65%
16560	↓ 40.57%	↓ 39.95%	→ 41.77%	→ 41.18%	40.74%
19560	↑ 46.66%	↑ 46.45%	↑ 46.30%	↑ 49.25%	46.33%
16561	↑ 48.64%	↑ 49.48%	↑ 46.96%	↑ 50.06%	49.00%
18558	↑ 49.21%	↑ 50.14%	↑ 50.42%	↑ 47.71%	49.39%
18562	↑ 49.42%	↑ 50.22%	↑ 50.71%	↑ 48.71%	49.60%
16563	↑ 50.03%	↑ 49.95%	↑ 48.31%	↑ 49.58%	49.63%
16559	↑ 49.58%	↑ 49.69%	↑ 50.72%	↑ 49.24%	49.69%
18561	↑ 50.41%	↑ 50.17%	↑ 48.86%	↑ 49.41%	49.75%
19562	↑ 49.76%	↑ 49.51%	↑ 50.70%	↑ 49.67%	49.80%
17561	↑ 50.69%	↑ 49.60%	↑ 55.71%	↑ 48.54%	50.03%
17563	↑ 50.00%	↑ 51.83%	↑ 50.34%	↑ 48.91%	50.08%
17559	↑ 49.92%	↑ 51.40%	↑ 50.62%	↑ 49.50%	50.23%
18560	↑ 50.00%	↑ 49.95%	↑ 50.03%	↑ 50.07%	50.20%
Total	43.23%	43.25%	44.75%	43.53%	43.50%

revPAR and occupancy\_rate by Date



occupancy\_rate by month



Room category

cancellations

months

All

Weeknum

All

city

All

day\_type

All

## **Key Findings(Occupancy dashboard):**

- Overall occupancy rate is 43.50%, with a slight MOM decline (-0.12%) but strong WOW growth (+12.74%).
- Best performing property IDs (above 50% occupancy): 18560, 17559, 17638, 17561.
- Lower-performing properties (below 40% occupancy): 19651, 16562, 19583, 17560, 18563, 17564.
- Elite, Premium, and Presidential categories have similar occupancy (~43–44%), slightly higher than Standard rooms (43.53%).
- Occupancy by month is consistent: May 43.40%, June 43.15%, July 43.94%.

## **Suggestions:**

- Focus on boosting underperforming properties below 40% occupancy through targeted promotions and events.
- Maintain strong WOW growth momentum by replicating successful recent strategies across all properties.
- Develop tailored offers for Standard rooms to close the gap with higher categories.
- Explore seasonal or event-based campaigns to drive MOM improvement.
- Strengthen direct booking incentives to improve property-level occupancy rates.



Elite  
top1\_room

2.37  
ALOS

property\_id

All

Financial

occupancy

Room category

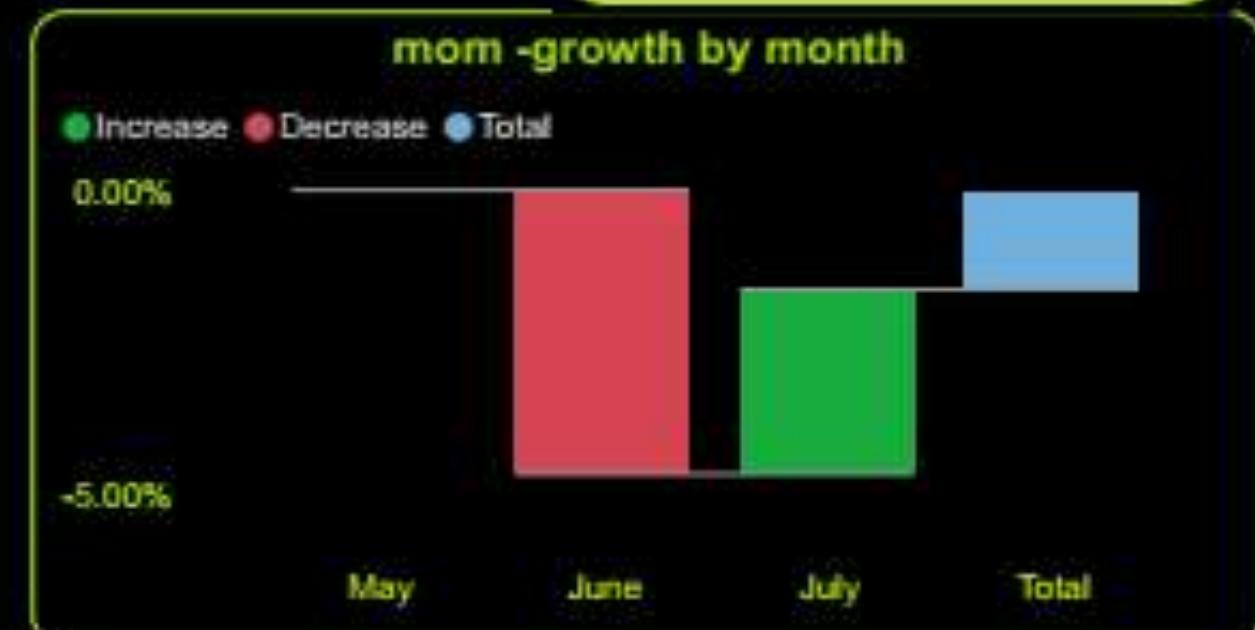
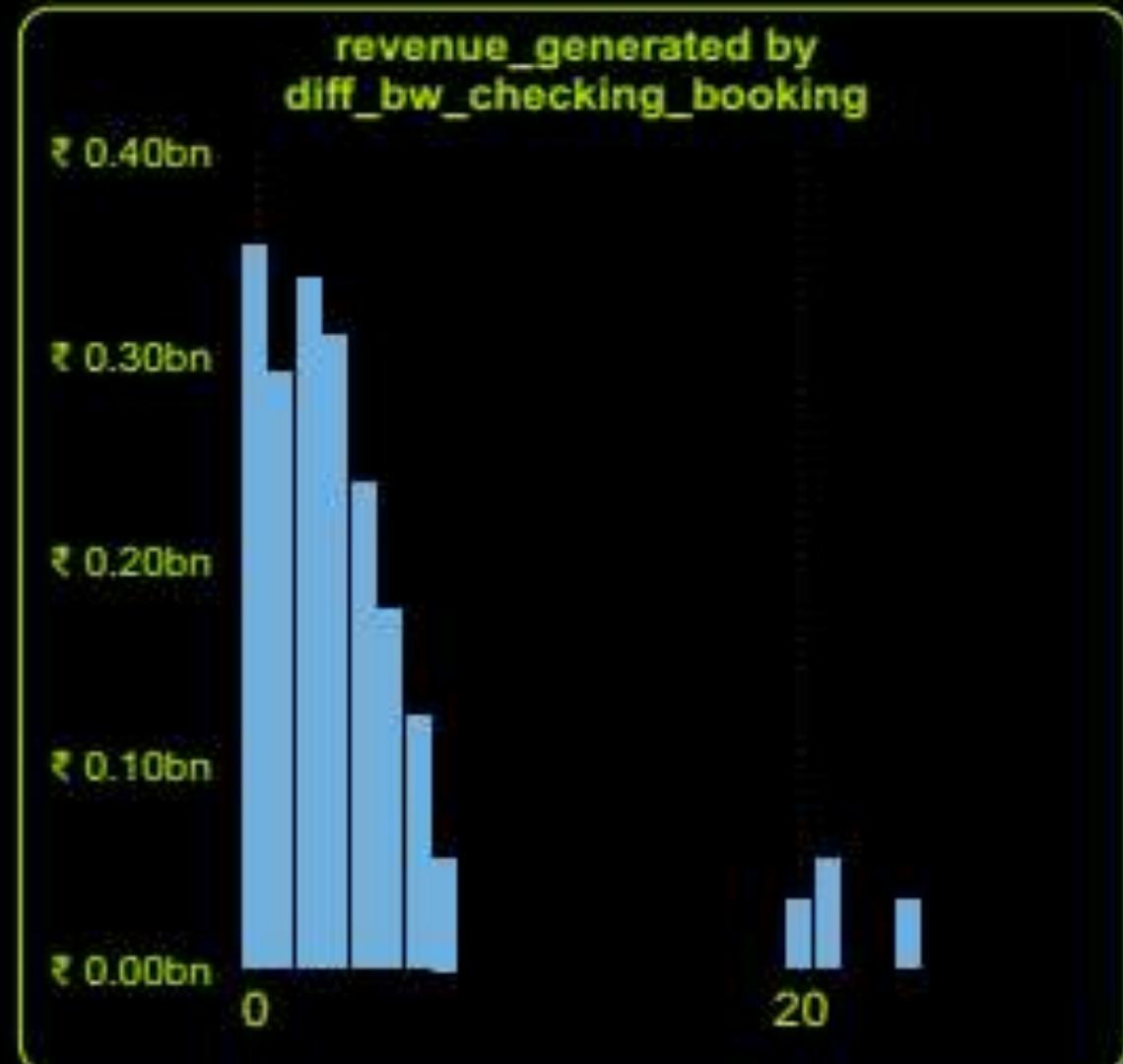
cancellations

Elite

Premium

Presidential

Standard



## Key Findings(Rooms category dashboard):

- Elite rooms are the top revenue generator (₹0.66bn, 32.82%) with an ALOS of 2.37 days.
- Premium (27.08%) and Presidential (21.99%) also contribute significantly, while Standard rooms have the lowest share (18.11%).
- Most revenue comes from bookings made close to the check-in date.
- MOM growth fell in June but rebounded in July.
- Weekly trends show high spikes around week 25–26 but declines after week 30.

## Suggestions:

- Promote Standard rooms with targeted deals to balance revenue distribution.
- Encourage early bookings via discounts to spread demand evenly.
- Maintain Elite and Premium demand with loyalty perks and exclusive offers.
- Analyze reasons for June's MOM drop and weeks 30–32 decline, then address gaps.
- Use week 25–26 success strategies in other periods to stabilize growth.



property_id	Elite	Premium	Presidential	Standard
18560	↑ 50.00%	↑ 49.95%	↑ 52.03%	↑ 50.07%
17559	↑ 49.92%	↑ 51.49%	↑ 50.62%	↑ 49.80%
17563	↑ 50.00%	↑ 51.83%	↑ 50.34%	↑ 48.91%
17561	↑ 50.69%	↑ 49.60%	↑ 55.71%	↑ 48.54%
19562	↑ 49.76%	↑ 49.51%	↑ 50.70%	↑ 49.67%
18561	↑ 50.41%	↑ 50.17%	↑ 46.86%	↑ 49.41%
16559	↑ 49.58%	↑ 49.69%	↑ 50.72%	↑ 49.24%
16562	↑ 50.93%	↑ 49.95%	↑ 48.31%	↑ 49.60%
18562	↑ 49.42%	↑ 50.22%	↑ 50.71%	↑ 48.71%
16568	↑ 49.21%	↑ 50.14%	↑ 59.42%	↑ 47.71%
16561	↑ 48.64%	↑ 49.48%	↑ 46.96%	↑ 50.06%
19560	↑ 48.65%	↑ 48.45%	↑ 48.30%	↑ 49.25%
16560	↓ 40.57%	↓ 39.95%	↑ 41.77%	↑ 41.18%
19560	↓ 39.69%	↑ 41.43%	↑ 43.48%	↑ 41.08%
19561	↓ 39.86%	↓ 39.99%	↓ 38.35%	↑ 41.00%
18554	↓ 39.60%	↓ 40.34%	↓ 40.71%	↓ 39.86%
16562	↓ 39.48%	↓ 40.52%	↑ 46.20%	↓ 39.06%
19563	↓ 39.99%	↓ 39.88%	↑ 40.76%	↓ 39.64%
17558	↓ 39.96%	↓ 38.77%	↑ 41.49%	↑ 40.85%
Total	43.23%	43.25%	44.75%	43.53%

24.83%  
cancellation\_rate

299M  
lost\_revenue

-0.75%  
mom\_growth\_cancellation

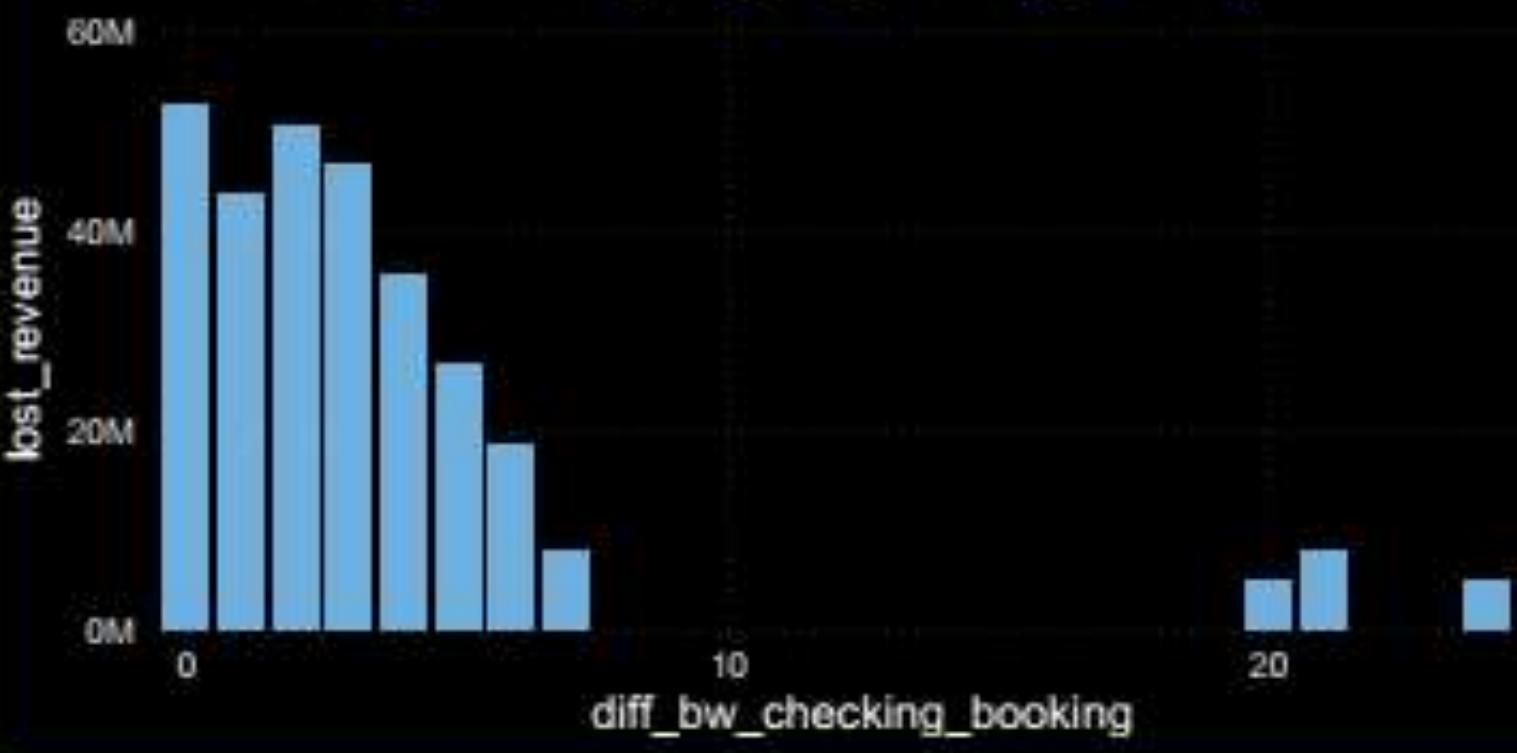
2.14%  
wow\_cancellation\_rate

wow\_cancellation\_rate by weeknum



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

lost\_revenue by diff\_bw\_checking\_booking



Financial

occupancy

Room category

cancellations

## Key Findings:

- Cancellation rate is high at 24.83%, causing ₹299M lost revenue.
- MOM cancellation growth is slightly down (-0.75%), WOW rate is +2.14%.
- Properties 17562, 19558, 17564 have the lowest occupancy after cancellations, while 16563, 18562, 16561 show better resilience.
- Most lost revenue comes from cancellations made close to check-in date.
- Weekly trends show fluctuations, with peaks in week 24 and week 27.

## Suggestions:

- Implement stricter cancellation policies or penalties for last-minute changes.
- Encourage advance bookings with non-refundable discounts.
- Target high-cancellation properties with retention offers and pre-stay engagement.
- Monitor weeks with high spikes to identify and mitigate seasonal or event-related cancellations.



# THANK YOU



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