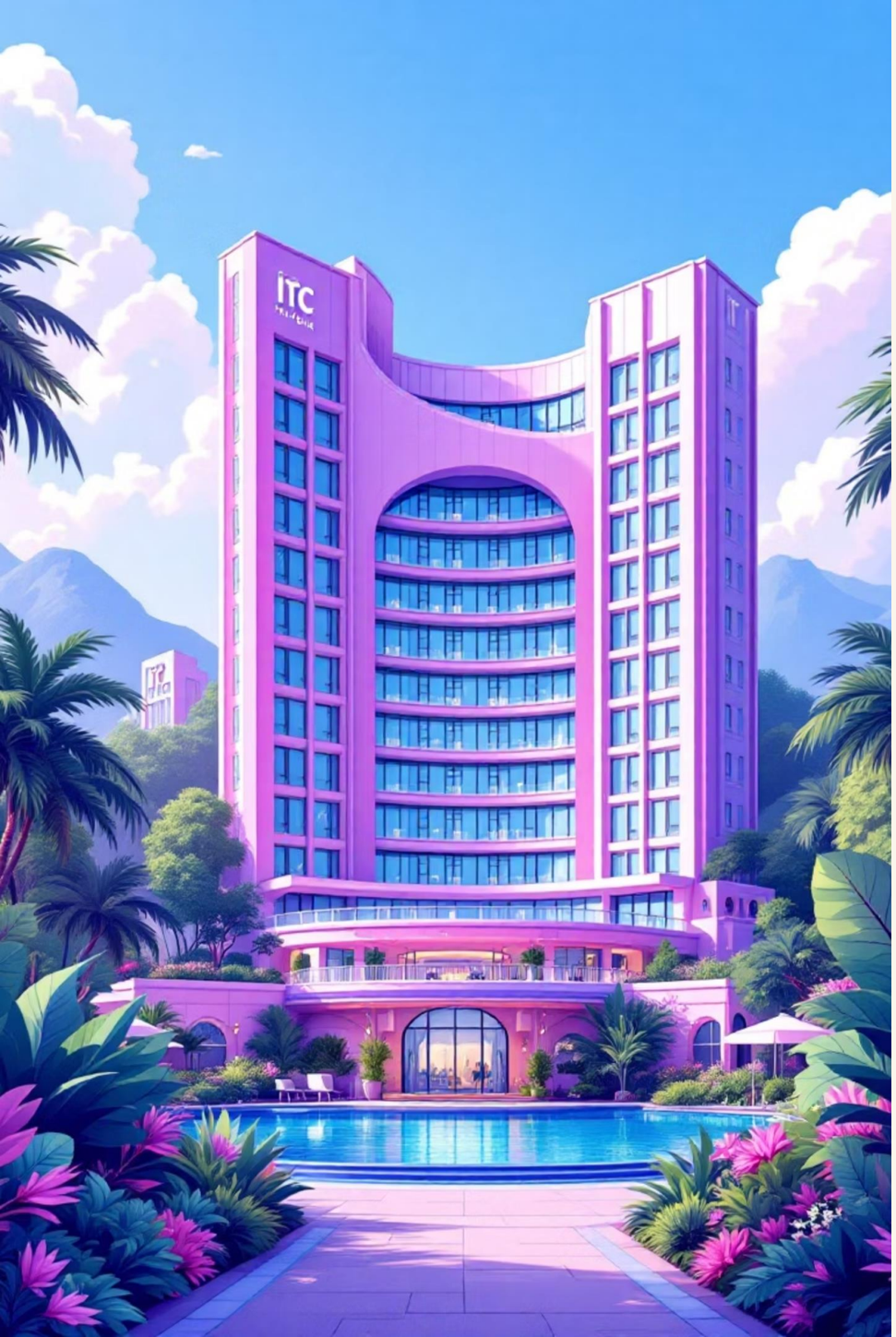
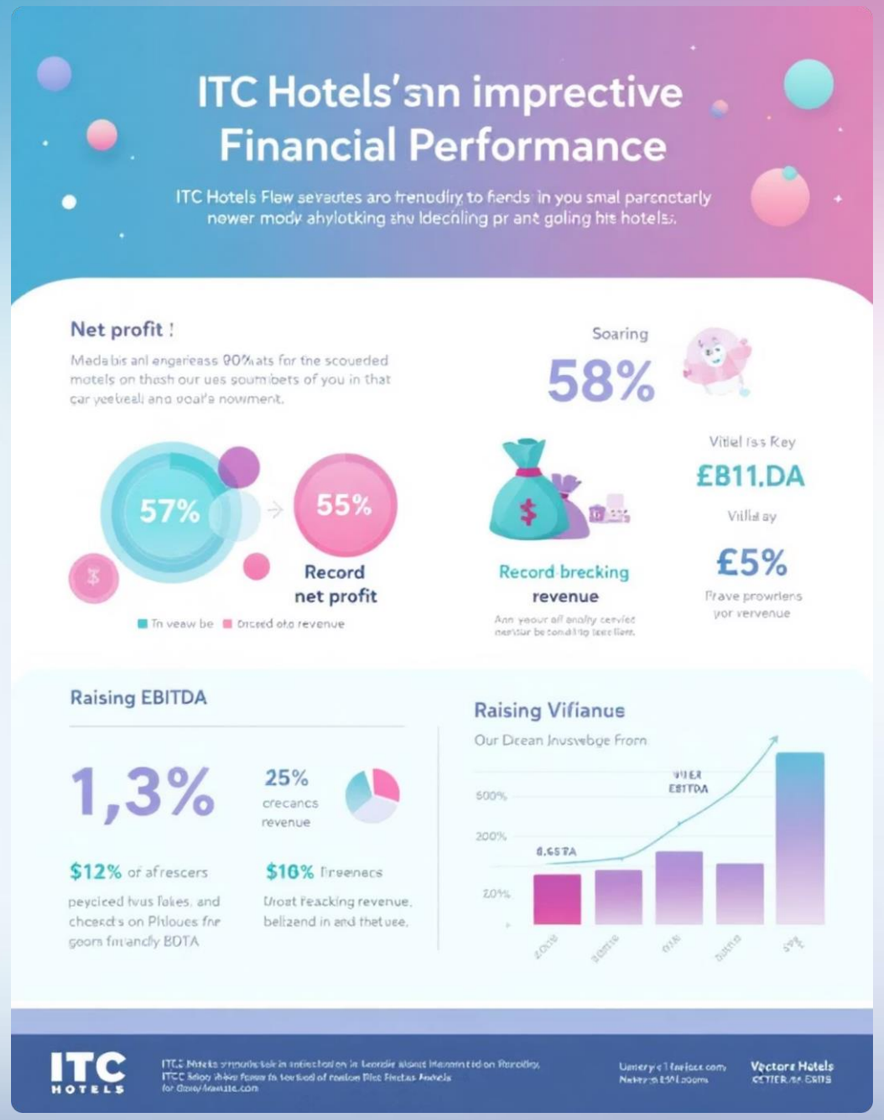


ITC Hotels Performance Analysis:Power BI Dashboard Summary Presentation

A deep dive into ITC Hotels' impressive financial results, strategic expansions, and future outlook, showcasing their journey towards sustainable and premium growth in the Indian hospitality sector.



Introduction

This project focuses on evaluating the performance of a hotel chain using interactive Power BI dashboards. The analysis is built using four datasets—Reservations, Property Details, Room Information, and Occupancy Logs.

The goal is to understand guest behaviour, revenue flow, room utilization, and business performance across multiple hotel locations.By transforming raw datasets into meaningful insights, this project supports better decision-making in areas such as pricing, marketing, and operational planning.

Dataset Overview

Reservations Data

Contains details about guest bookings such as check-in/check-out dates, booking channel, number of guests, room category, payment status, and total amount charged.

Properties Data

Includes information related to each hotel: property ID, name, location, type of hotel (luxury, business, budget), and other fixed attributes.

Rooms Data

Provides room-level details like category (Classic, Deluxe, Suite, Executive), capacity, and pricing structure.

Occupancy Data

Tracks room availability, daily occupancy, maximum capacity, and utilization across different times of the year.

Methodology

01

Data Import

All four datasets were loaded into Power BI as the foundation for the analytics workflow.

02

Data Cleaning

- *Removed duplicate booking entries*
- *Standardized date formats using Power Query*
- *Filled missing values where necessary*
- *Created a Calendar Table for time intelligence analysis*

03

Data Modeling

Relationships were established using:

- *Property ID*
- *Room Category*
- *Room ID (where applicable)*

This star-schema model helped connect booking, occupancy, and property-level data smoothly.

04

Creating DAX Measures

Custom KPIs were created using DAX, including:

- *Total Revenue*
- *Occupancy Percentage*
- *Average Daily Rate (ADR)*
- *Revenue per Available Room (RevPAR)*
- *Average Stay Length*
- *Cancellation Rate*
- *Monthly and Weekly Growth Metrics*

05

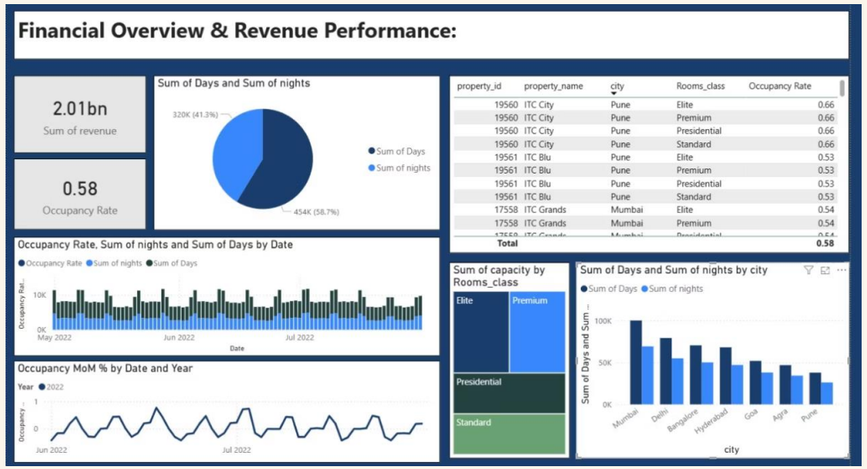
Dashboard Designing

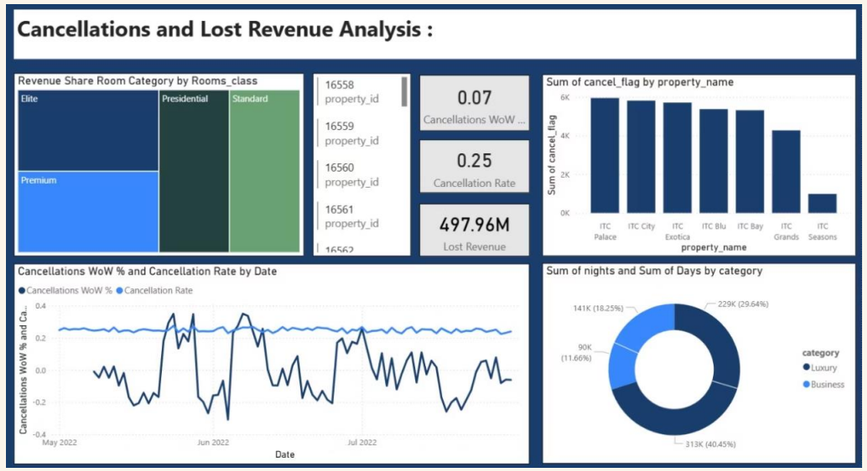
Multiple dashboards were created using:

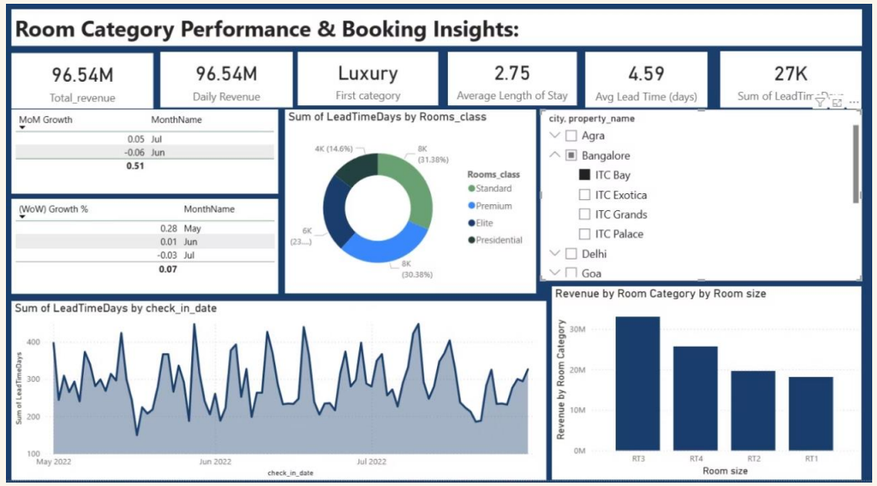
- *Bar charts*
- *Time-series line graphs*
- *KPI cards*
- *Pie charts*
- *Slicers for filtering*

The design ensures a clean, interactive experience for decision-makers.

Results / Dashboard Outputs



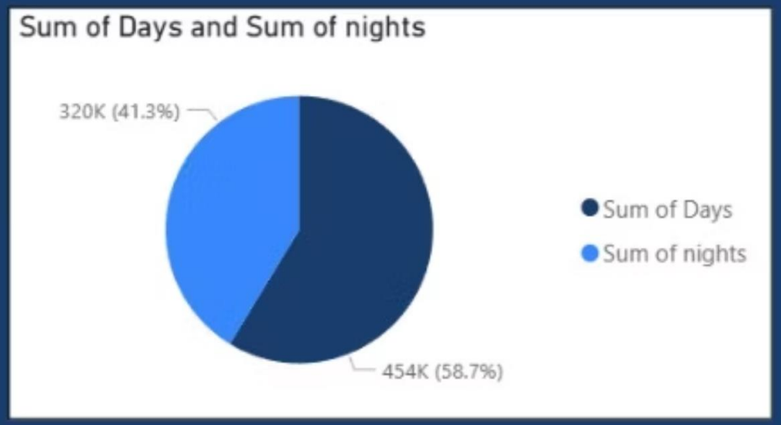




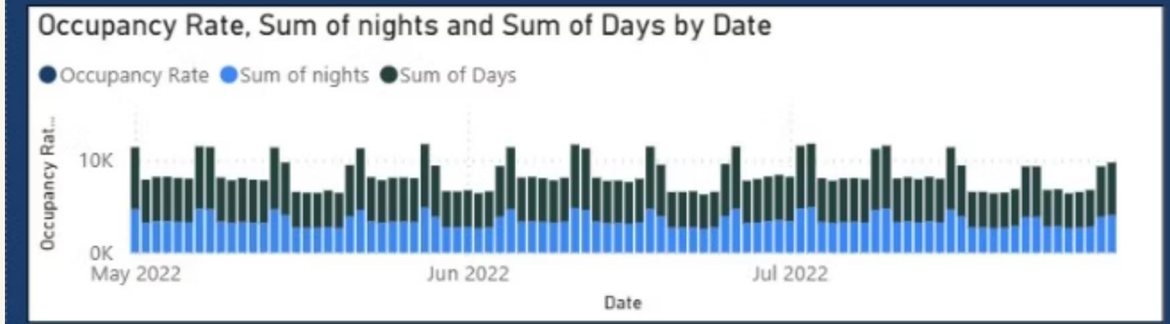
Financial Overview & Revenue Performance:

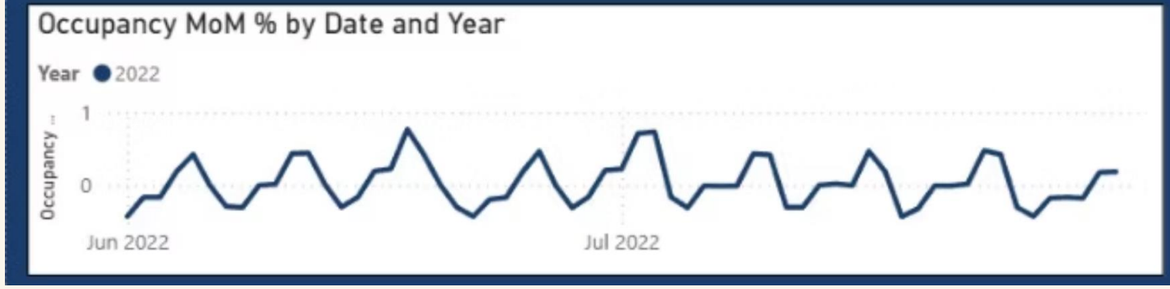
2.01bn
Sum of revenue

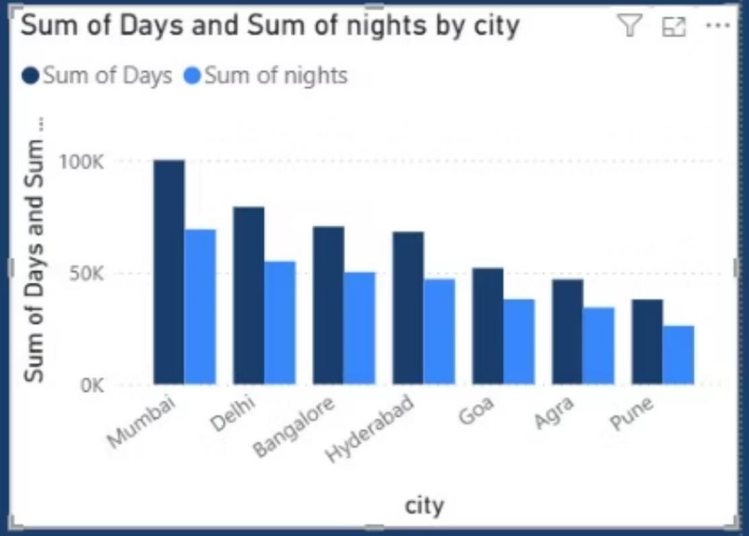
0.58
Occupancy Rate



property_id	property_name	city	Rooms_class	Occupancy Rate
19560	ITC City	Pune	Elite	0.66
19560	ITC City	Pune	Premium	0.66
19560	ITC City	Pune	Presidential	0.66
19560	ITC City	Pune	Standard	0.66
19561	ITC Blu	Pune	Elite	0.53
19561	ITC Blu	Pune	Premium	0.53
19561	ITC Blu	Pune	Presidential	0.53
19561	ITC Blu	Pune	Standard	0.53
17558	ITC Grands	Mumbai	Elite	0.54
17558	ITC Grands	Mumbai	Premium	0.54
Total				**0.58**







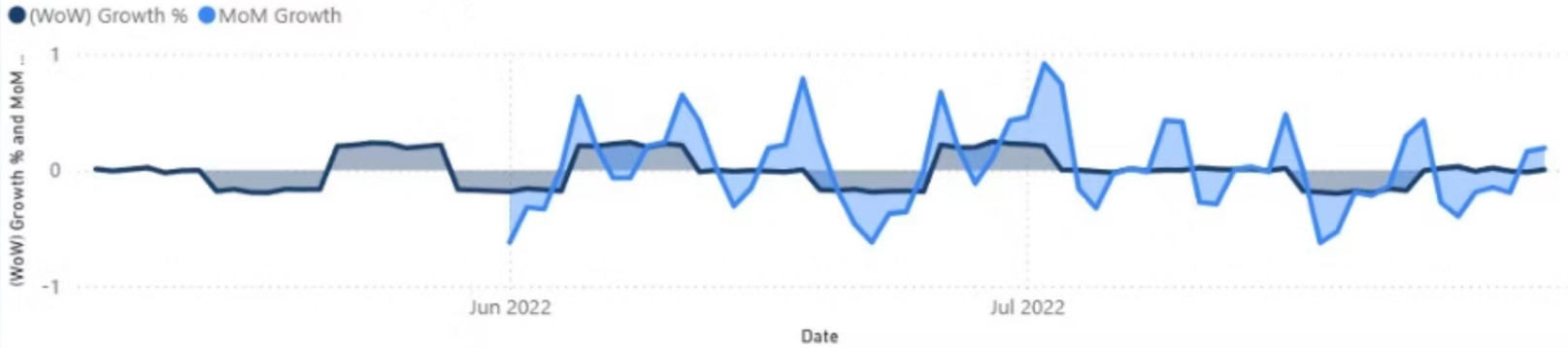
Financial Overview & Revenue Performance :

2.01bn	6.28K	2.01bn	1.71bn
Total Revenue	Average Daily	Cumulative Revenue	Sum of revenue_realized

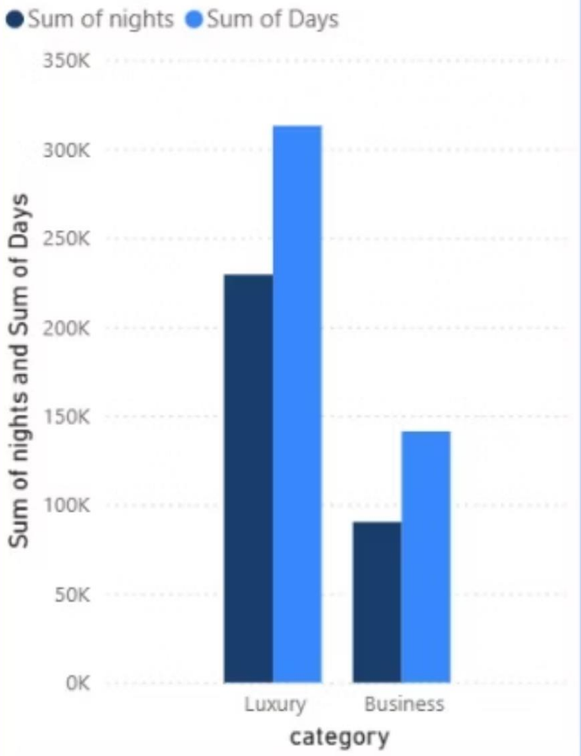
Month, MonthName, Week, Weekday, Date

- 2022-05
- 2022-06
- 2022-07

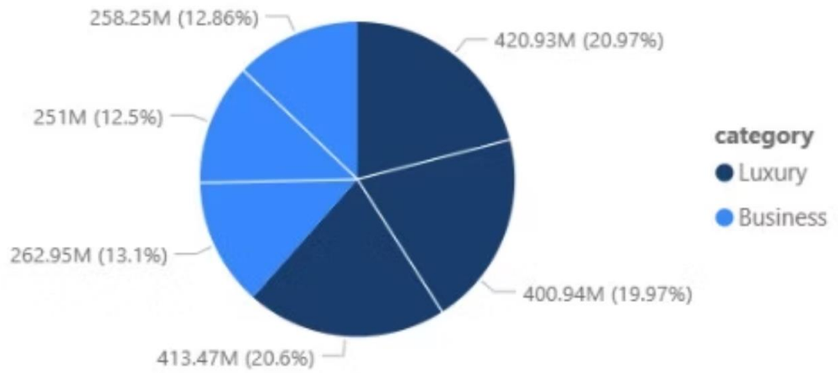
(WoW) Growth % and MoM Growth by Date



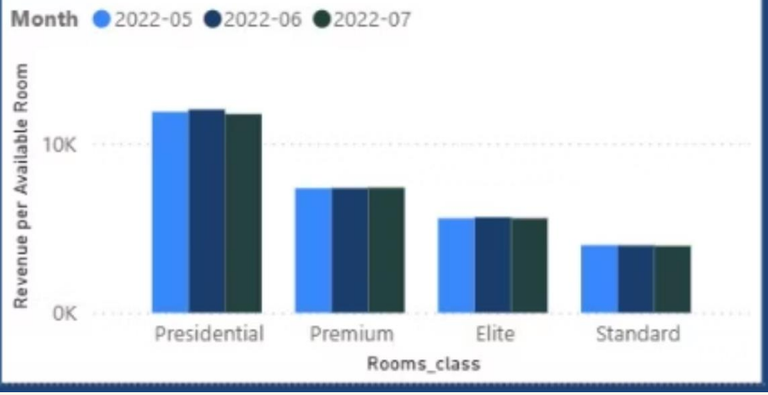
Sum of nights and Sum of Days by category



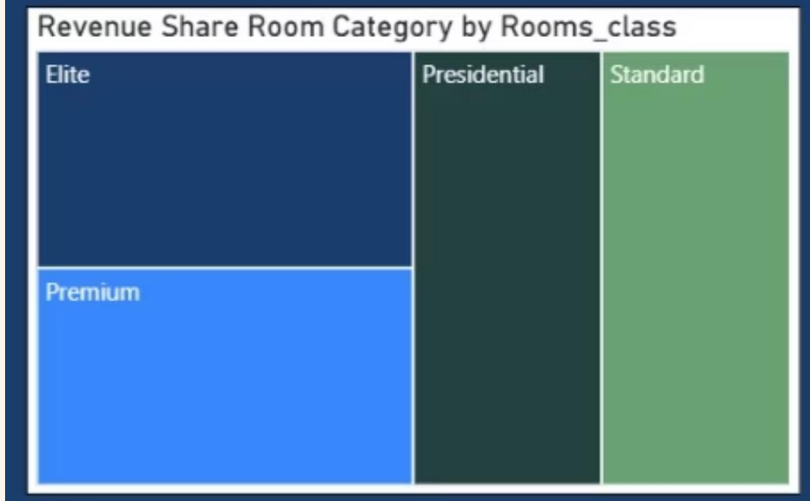
Total_revenue by category and Month



Revenue per Available Room by Rooms_class and Month



Cancellations and Lost Revenue Analysis :



16558 property_id

16559 property_id

16560 property_id

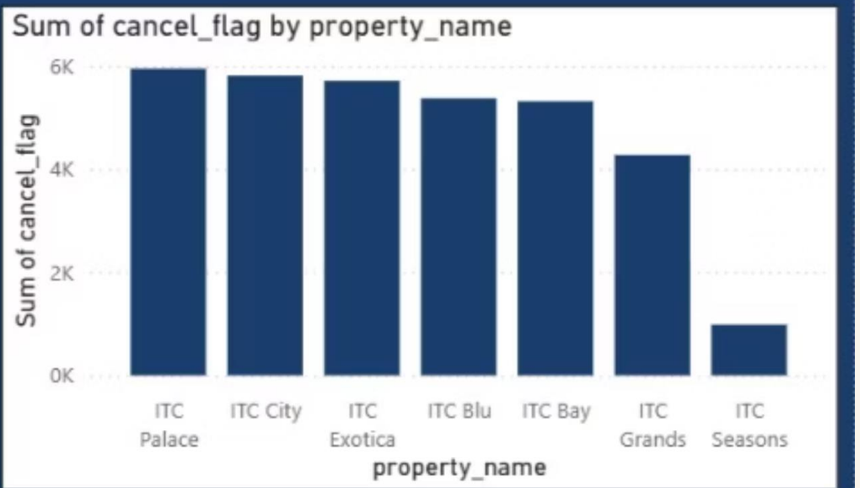
16561 property_id

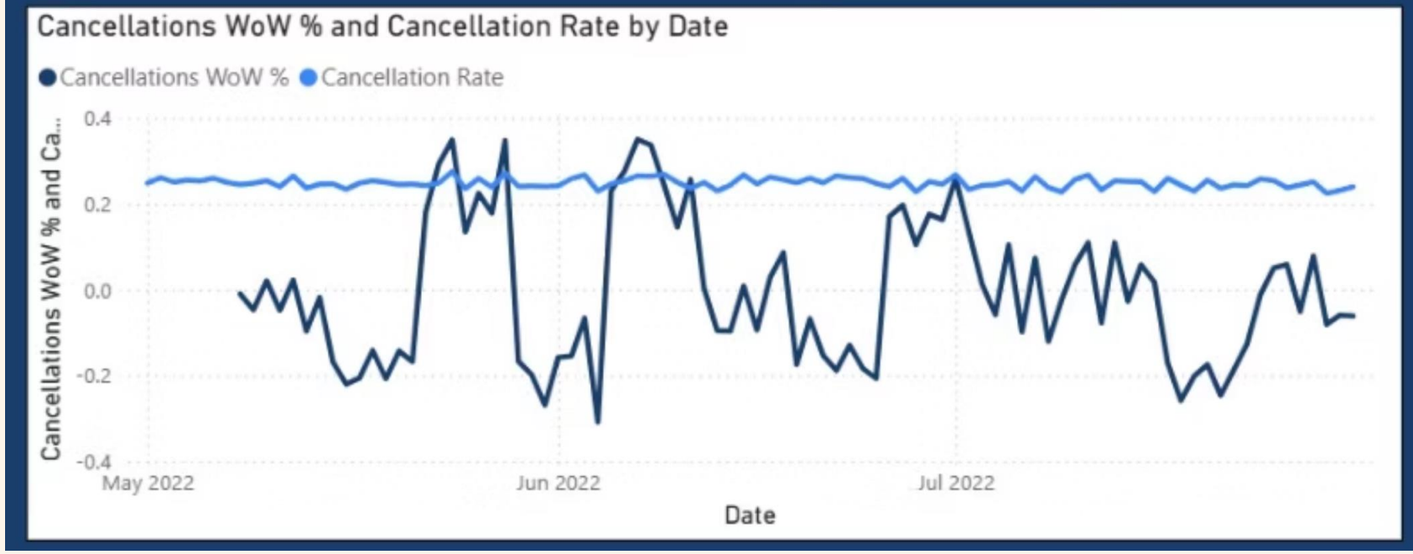
16562

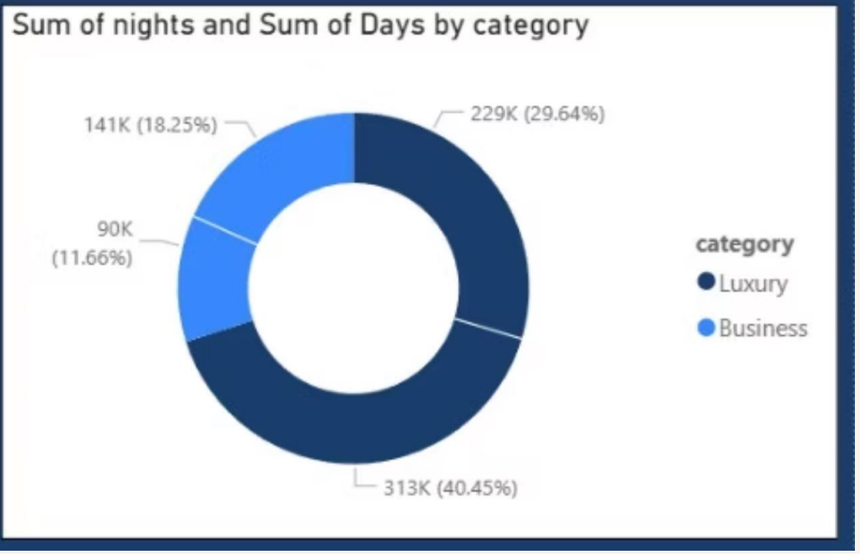
0.07
Cancellations WoW ...

0.25
Cancellation Rate

497.96M
Lost Revenue





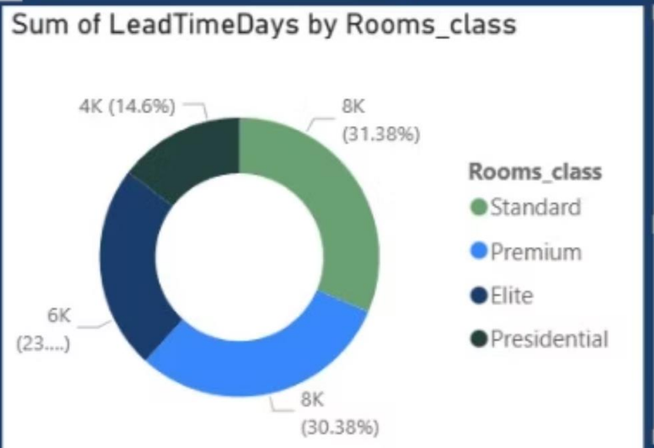


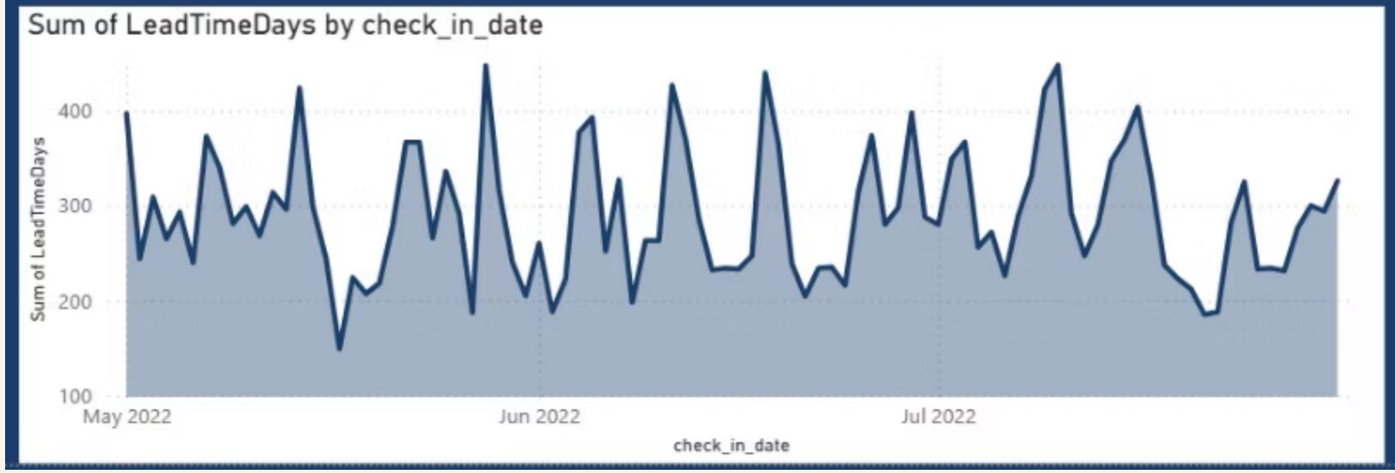
Room Category Performance & Booking Insights:

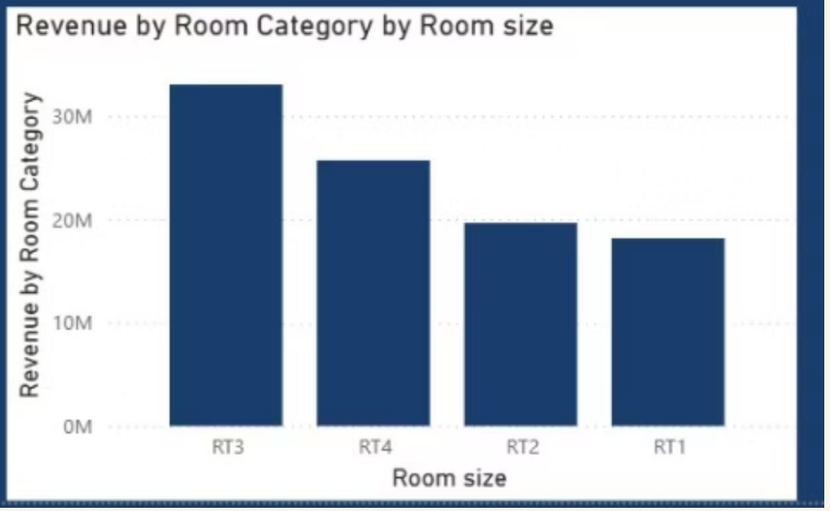
96.54M	96.54M	Luxury	2.75	4.59	27K
Total_revenue	Daily Revenue	First category	Average Length of Stay	Avg Lead Time (days)	Sum of LeadTim...

MoM Growth	MonthName
0.05	Jul
-0.06	Jun
0.51	

(WoW) Growth %	MonthName
0.28	May
0.01	Jun
-0.03	Jul
0.07	







Strategic Insights & Recommendations

Strengthen Pricing Strategy

Adjust room rates dynamically based on demand patterns, room categories, and seasonality to maximize revenue.

Boost Low-Performing Properties

Identify hotels with lower occupancy and introduce promotional packages or improve service quality.

Improve Online Booking Channels

Enhance digital platforms for quicker booking experiences and reduce dependency on third-party travel portals.

Use Seasonal Peaks Wisely

Launch festival offers, holiday packages, and local-event promotions to increase bookings during high-demand periods.

Increase Guest Engagement

Collect more guest reviews and analyze feedback to improve service quality and generate repeat bookings.

Better Operational Planning

Monitor RevPAR, ADR, and occupancy together for more accurate forecasting and staffing management.

Conclusion

The Power BI analysis provides a comprehensive view of hotel performance across properties, room types, and customer preferences.

By using interactive dashboards and key performance metrics, hotel management can:

- *Detect business trends*
- *Optimize room availability*
- *Enhance customer satisfaction*
- *Improve revenue generation*

This project demonstrates how data analytics can support the hospitality industry in making effective and timely business decisions.

Future Scope

AI-Based Forecasting

for occupancy and revenue prediction

Customer Segmentation Models

for personalized marketing

Competitor Benchmarking

to compare pricing and occupancy

Cost Optimization Dashboards

for operational efficiencies

More Advanced Feedback Analysis

using sentiment analysis

Thank You

By Sanyam Sharma