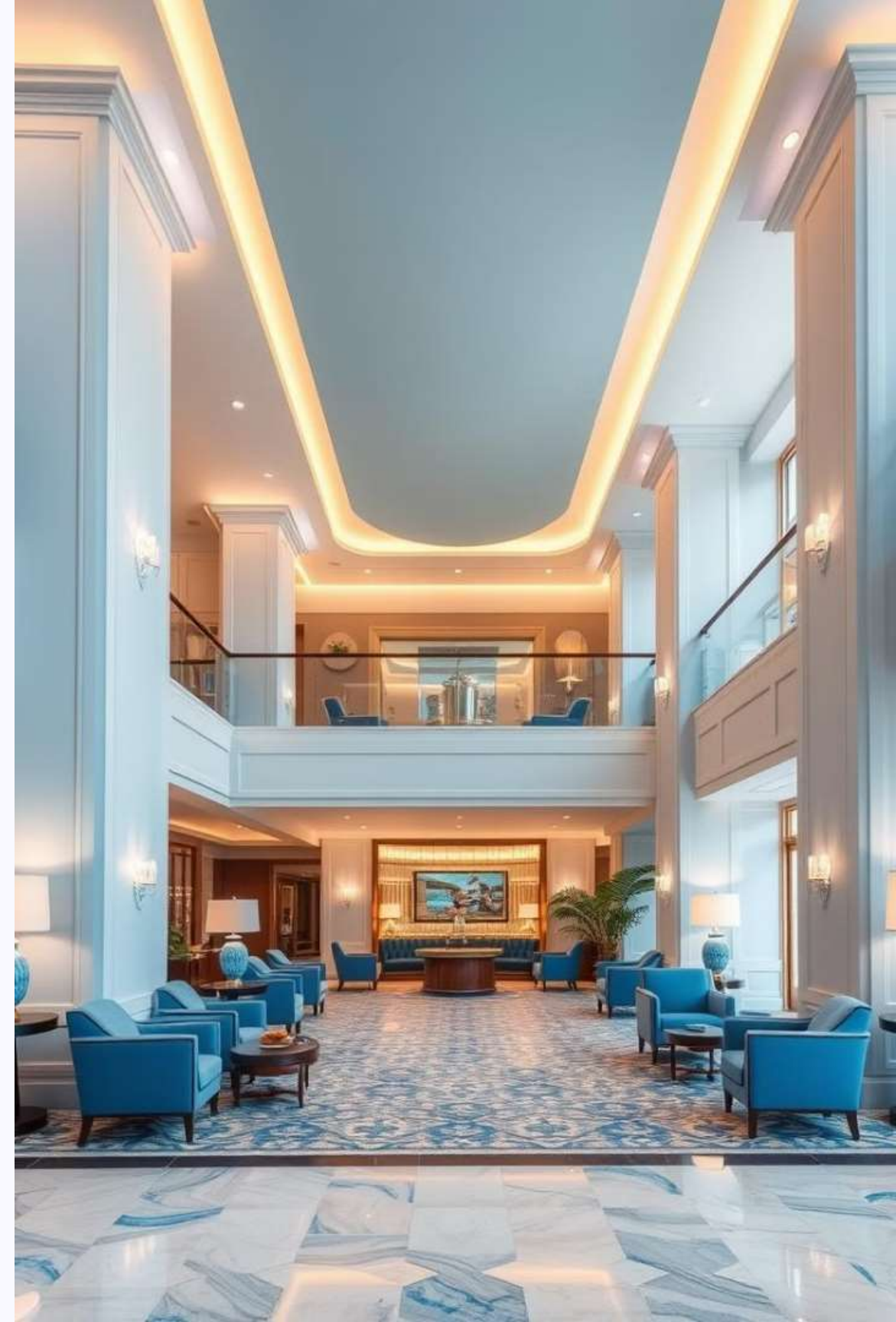


# Data-Driven Hospitality Solutions

This presentation outlines our data-driven solutions for optimizing hospitality operations. We address challenges in tracking key performance indicators. Our approach empowers data-driven decision-making.

by **Group - 1**



# Group Members

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# Client's Core Challenges

## 1 Tracking Revenue

Inaccurate revenue tracking hindered financial planning.

## 2 Occupancy Rates

Difficulty monitoring real-time occupancy levels.

## 3 Booking Trends

Inability to identify peak seasons and customer preferences.







# Solving the Data Puzzle

1

## Data Collection

Comprehensive gathering and cleaning of relevant data.

2

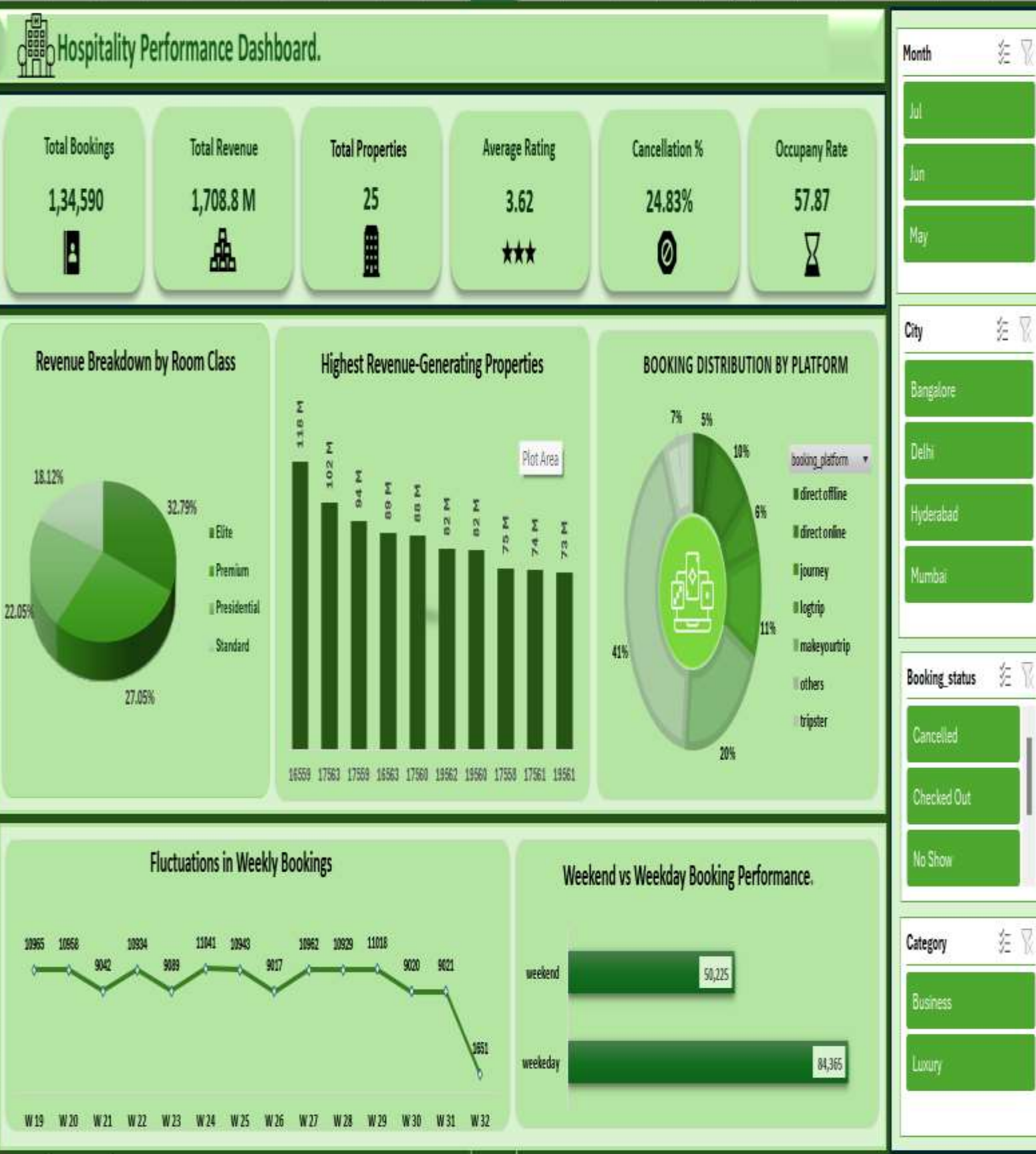
## SQL Insights

Executing SQL queries for extracting key business metrics.

3

## Dashboard Creation

Designing dashboards in Excel, Tableau, and Power BI.



## Excel Dashboard Overview

### Key Metrics

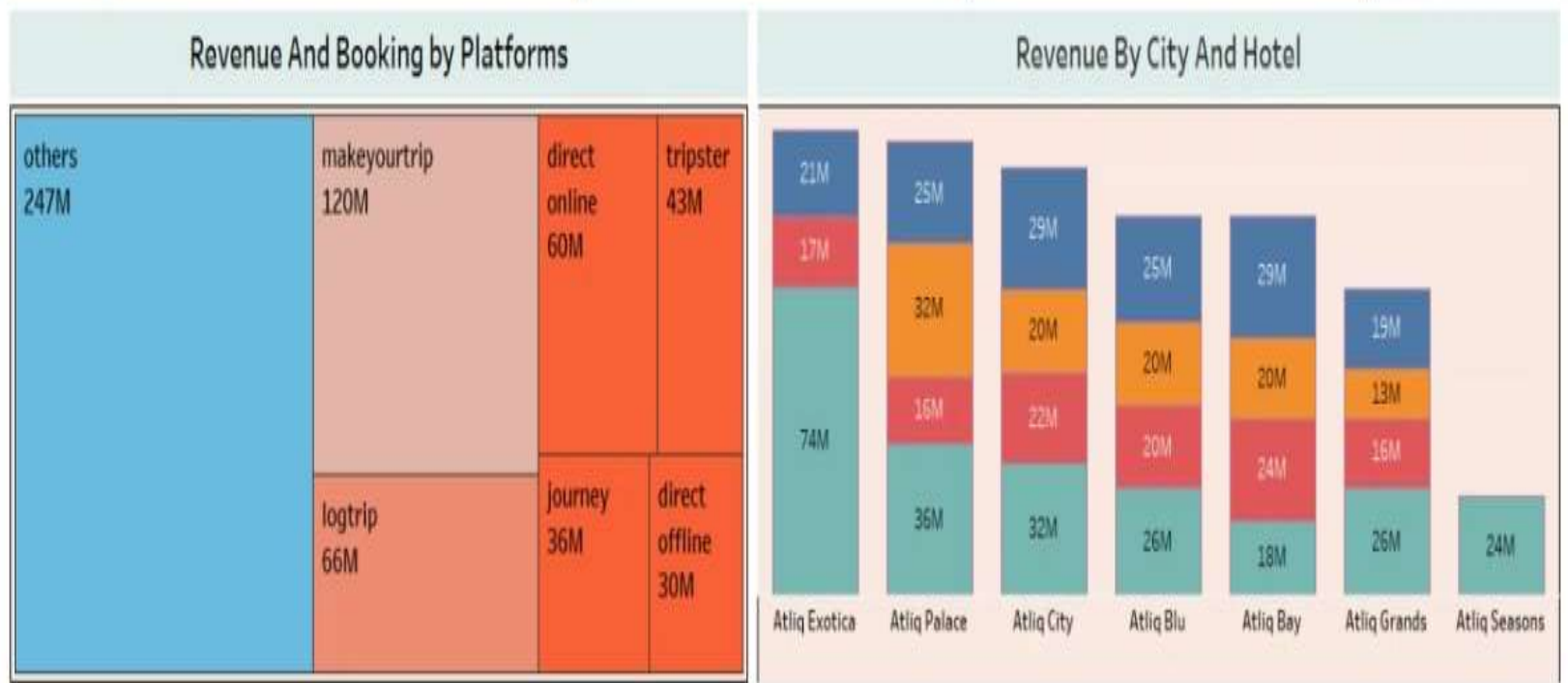
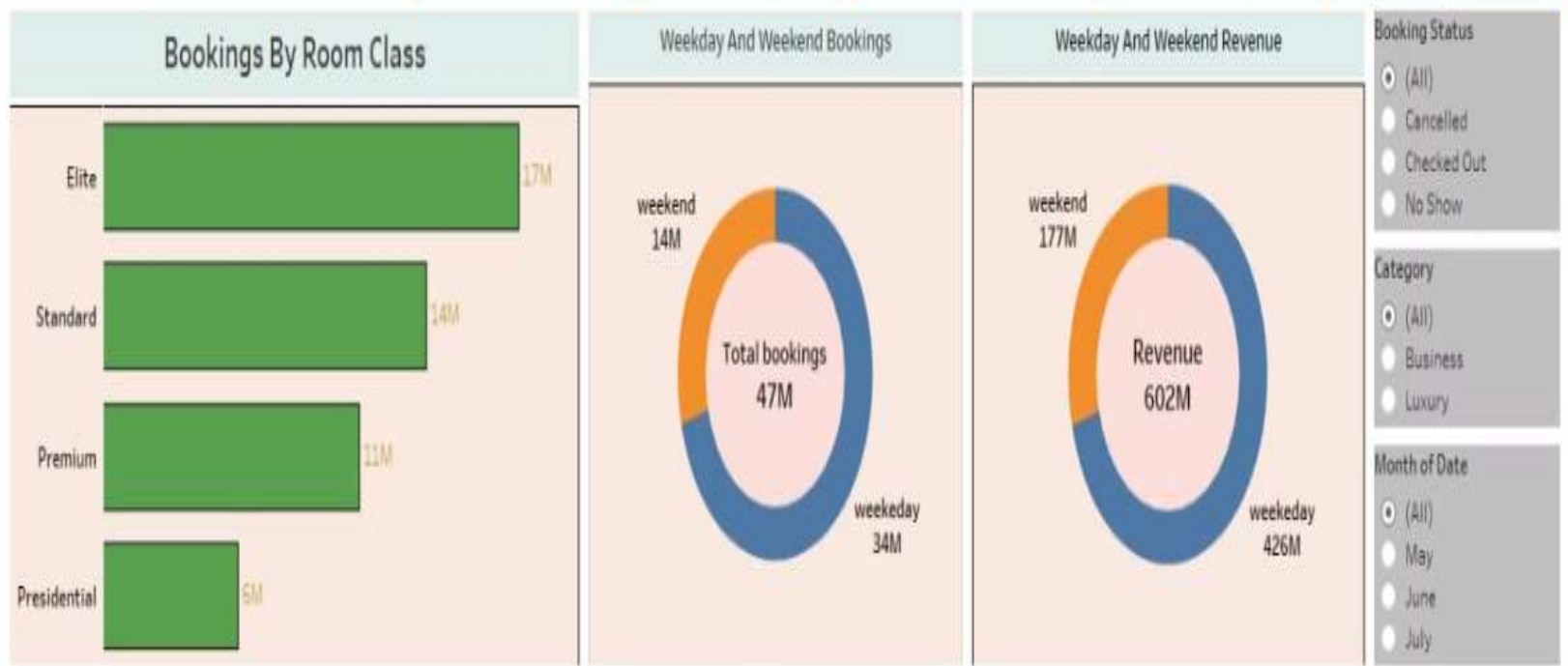
Revenue, occupancy rates, and booking trends.

### User-Friendly

Simple and easy to navigate interface.

### Accessible

Widely available and requires no special software.



# Tableau Dashboard Overview



## Advanced Analytics

In-depth data analysis.



## Trend Identification

Identifies booking and occupancy trends.



## Interactive Visualization

Engaging data representation.



# Hospitality Business Performance Dashboard.



## Power BI Dashboard Features



### Revenue

Track overall financial performance.



### Occupancy

Monitor room utilization rates.



### Trends

Identify booking and cancellation patterns.

# SQL Query Output

This **query** retrieves daily revenue trends. It provides a granular view of financial performance. The output supports informed decision-making.

```

1  /* 1.Total Revenue*/
2  select concat(round(sum(revenue_realized)/1000000,0)," M") as TotalRevenue from fact_bookings;
3
4  /*2.Utilize capacity */
5  select format(sum(capacity),0) as UtilizeCapacity from fact_aggregated_bookings;
6
7  /* 3.Occupancy */
8  select round(sum(successful_bookings)/sum(capacity)*100,2) as "Occupancy Rate" from fact_aggregated_bookings;
9
10 /* 4. Total Bookings */
11 select format(count(booking_id),0) as Total_Bookings from fact_bookings;
12
13 /* 5. Cancellation Rate*/
14 select round((sum(case when booking_status="cancelled" then 1 else 0 end)*100/ count(*)),2) as
15 "CancellationRate"
16 from fact_bookings;
17
18 /* 6 Weekday & Weekend Revenue and Booking */
19 select
20     dim_date.day_type,
21     concat(round(sum(fact_bookings.revenue_realized)/1000000,0)," M") AS TotalRevenue,
22     format(count(fact_bookings.booking_id),0) AS TotalBookings
23 from dim_date inner join
24     fact_bookings on fact_bookings.check_in_date=dim_date.check_in_date
25 group by dim_date.day_type;
26
27 /* 7 Revenue by Platform */

```



```
HospitalityAnalysis (1) x
Limit to 50000 rows
26
27 /* 7 Revenue by Platform */
28 • select booking_platform , concat(round(sum(revenue_realized)/1000000,0)," M") as Total_revenue
29 from fact_bookings
30 group by booking_platform
31 order by total_revenue desc;
32
33 /* 8 Revenue by Category*/
34 • select category , concat(round(sum(revenue_realized)/1000000,0)," M") as Total_revenue
35 from dim_hotels
36 join fact_bookings using (property_id)
37 group by category ;
38
39 /*9 Total revenue and bookings by city*/
40 • select city, concat(round(sum(revenue_realized)/1000000,0 )," M") as Total_revenue,
41 format(count(fact_bookings.booking_id),0) AS TotalBookings
42 from fact_bookings
43 join dim_hotels using (property_id)
44 group by city;
45
46 /* 10.Capacity and successful Booking*/
47 • SELECT property_name,
48 format(SUM(successful_bookings),0) AS Total_successful_bookings,
49 format(SUM(capacity),0) AS Total_capacity
50 FROM fact_aggregated_bookings
51 inner join dim_hotels on fact_aggregated_bookings.property_id=dim_hotels.property_id
52 GROUP BY property_name
```

# SQL Query Output

Analyzing cancellation rates by booking source is crucial. This SQL query output offers actionable insights. These insights help optimize marketing strategies. The analysis is key for revenue management.



# Key Takeaways

1

## Real-Time Insights

Dashboards offer immediate data access.

2

## Efficient Analysis

SQL enables quick and accurate data extraction.

3

## Data-Driven Decisions

Optimize revenue and reduce cancellations.





# Thank You

We appreciate your time and attention to our presentation. We are open to questions and further discussion. Contact us to explore how we can help you succeed.

