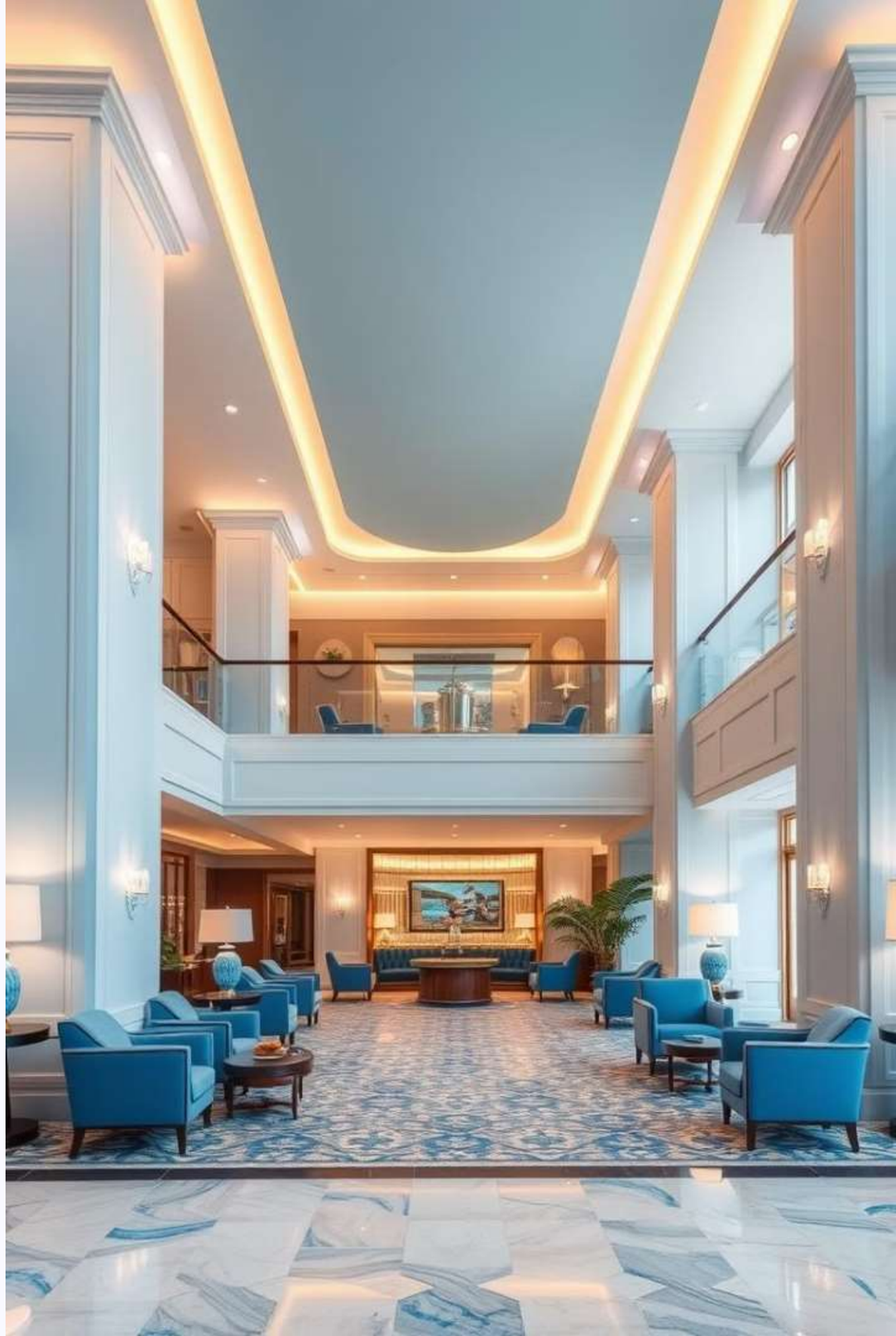
Data-Driven Hospitality Solutions

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

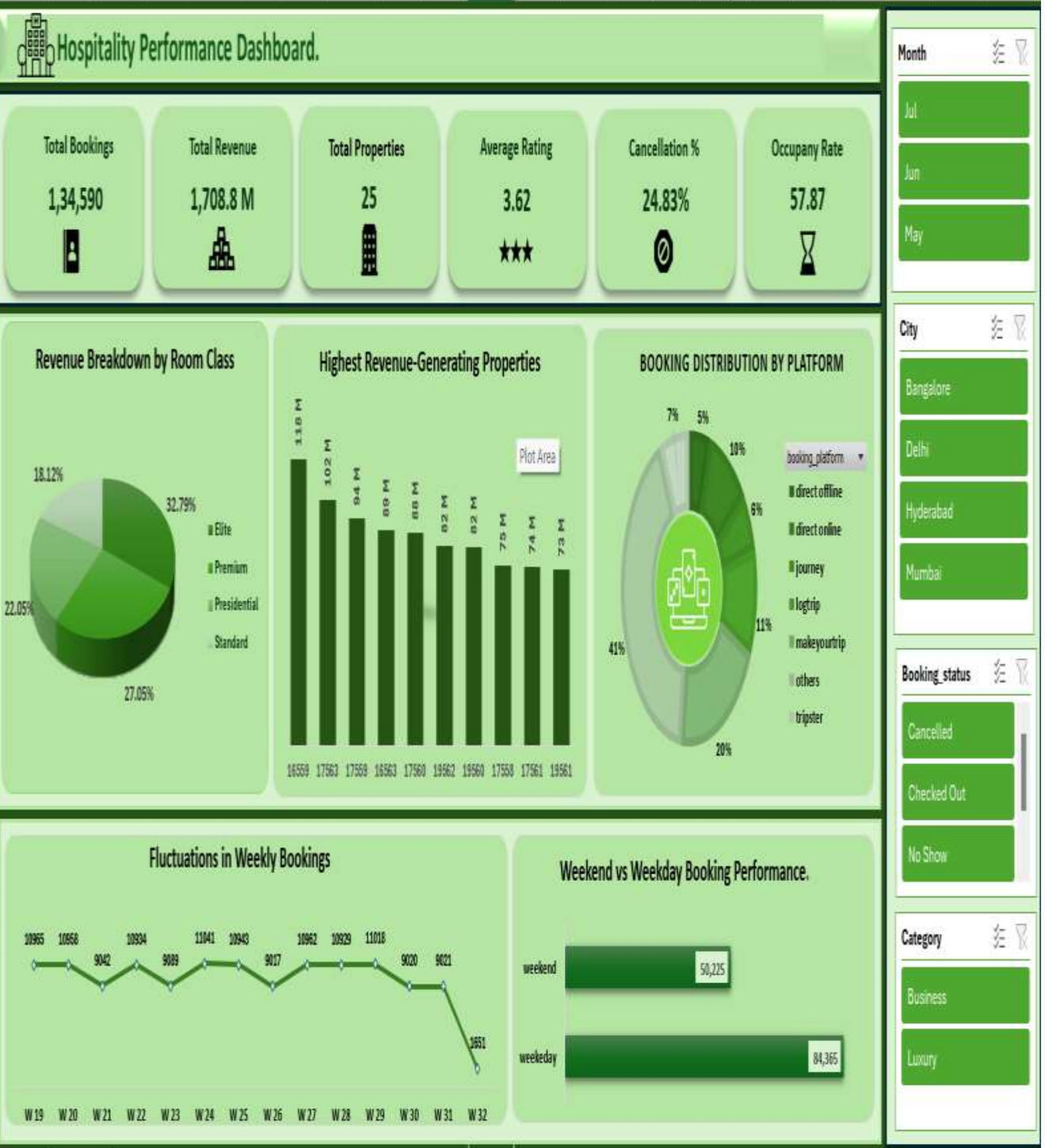
SQL Insights

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.

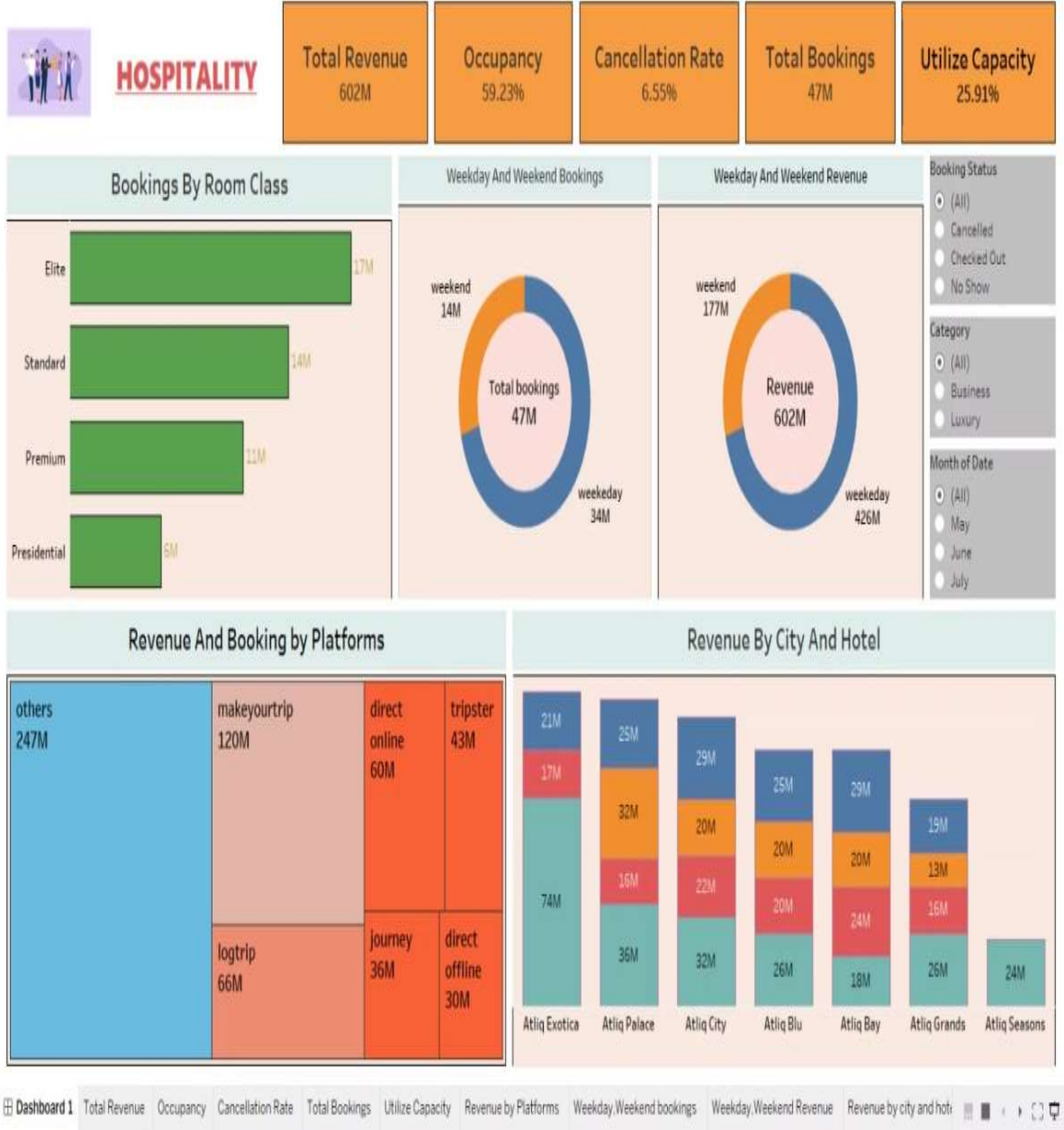


Tableau Dashboard Overview

Advanced Analytics

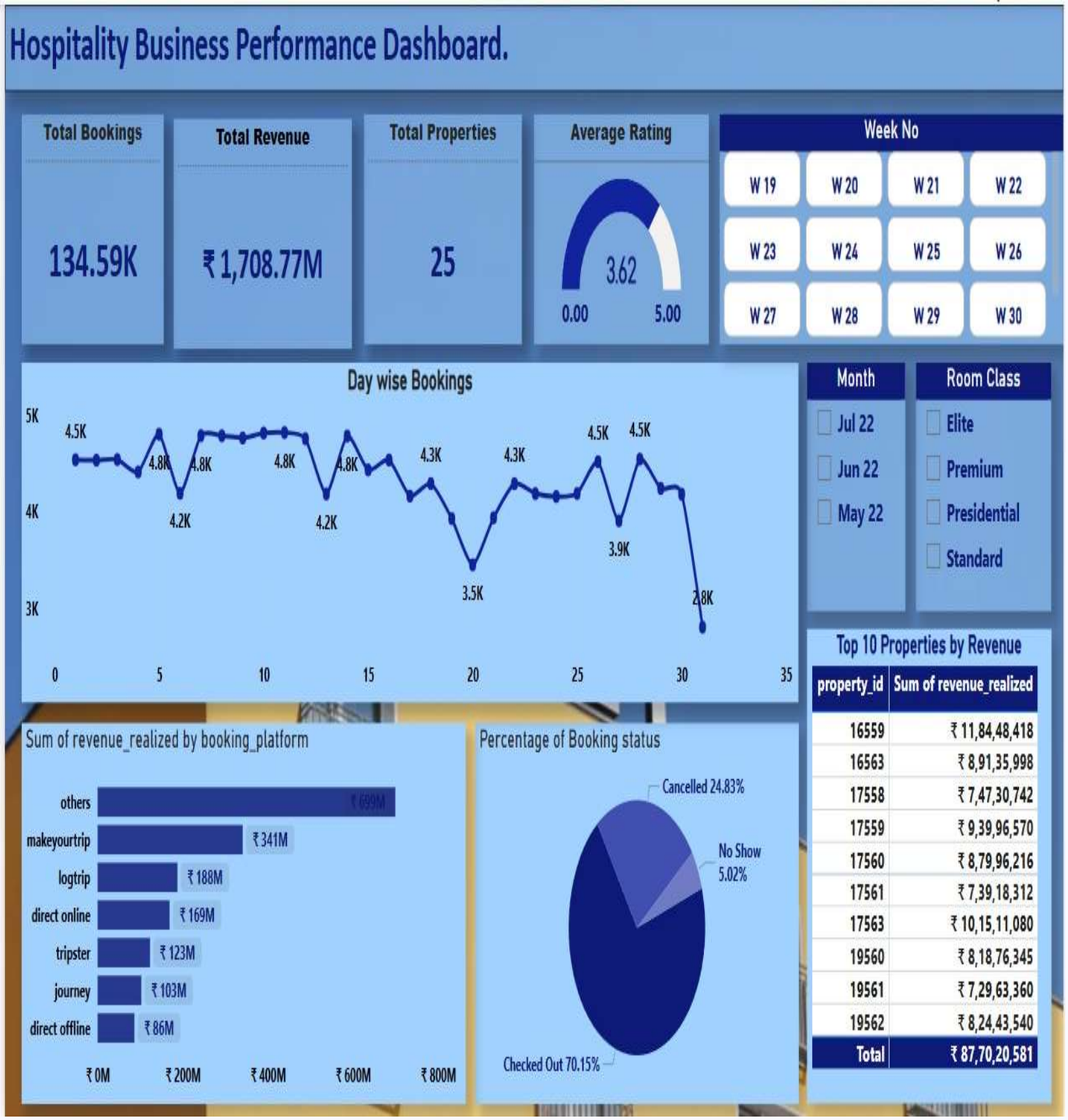
In-depth data analysis.

Trend Identification

Identifies booking and occupancy trends.

Interactive Visualization

Engaging data representation.



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.

```sql
/* 1.Total Revenue*/
select concat(round(sum(revenue_realized)/1000000,0)," M") as TotalRevenue from fact_bookings;

/*2.Utilize capacity */
select format(sum(capacity),0) as UtilizeCapacity from fact_aggregated_bookings;

/* 3.Occupancy */
select round(sum(successful_bookings)/sum(capacity)*100,2) as "Occupancy Rate" from fact_aggregated_bookings;

/* 4. Total Bookings */
select format(count(booking_id),0) as Total_Bookings from fact_bookings;

/* 5. Cancellation Rate*/
select round((sum(case when booking_status="cancelled" then 1 else 0 end)*100/ count(*)),2) as
"CancellationRate"
from fact_bookings;

/* 6 Weekday  & Weekend  Revenue and Booking */
select
    dim_date.day_type,
    concat(round(sum(fact_bookings.revenue_realized)/1000000,0)," M") AS TotalRevenue,
    format(count(fact_bookings.booking_id),0) AS TotalBookings
    from dim_date inner join
    fact_bookings on fact_bookings.check_in_date=dim_date.check_in_date
    group by dim_date.day_type;

/* 7 Revenue by Platform */
```

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.