The Hotel Chronicles: Data, Dollars, and a Dash of Daring

Executive Summary

The hospitality industry has been one of the hardest hit by the COVID-19 pandemic, with hotel revenues plummeting in 2020. In response to this challenge, a hotel franchise decided to take a data-driven approach to understanding its business and making informed decisions about its future growth strategy. This report summarizes the findings of a data analysis project using Power BI, addressing key questions about hotel revenue trends and the impact of parking size.

Key Findings

1. Revenue Growth Trends:
   * Hotel revenue grew from 2018 to 2019 but decreased from 2019 to 2020. This trend reflects the impact of the COVID-19 pandemic on the hospitality industry.
2. Impact of Parking Size:
   * The data revealed that the number of cars parked per night stay had a minimal impact on hotel revenue, contributing only about 2%. This suggests that parking size is not a significant factor in determining hotel revenue.
3. Revenue Contribution by Hotel Type:
   * City hotels contributed 58% of the total revenue, while resort hotels contributed 42%. In 2020, the contribution of resort hotels declined dramatically due to the pandemic's impact on leisure travel.

Data Analysis and Visualization

To gain insights from the historical data set spanning three years, the following activities were performed:

1. Database Development:
   * A structured database was created to store and organize the hotel revenue data.
2. Data Analysis and Retrieval with SQL:
   * SQL queries were used to extract and analyze relevant data from the database.
3. Power BI Integration:
   * The Power BI Desktop application was connected to the data source, enabling data exploration and visualization.
4. Data Visualization in Power BI:
   * Interactive dashboards and charts were created using Power BI to visualize the findings and facilitate data-driven decision-making.

Recommendations

Based on the analysis, the following recommendations are suggested:

1. Revenue Diversification:
   * The hotel franchise should consider diversifying its revenue streams by exploring new business models, such as co-working spaces or extended-stay accommodations.
2. Targeted Marketing:
   * The franchise should focus its marketing efforts on city hotels, which have proven to be more resilient during economic downturns.
3. Cost Optimization:
   * The franchise should review its operating expenses, including parking infrastructure, to identify potential cost savings.
4. Data-Driven Decision-Making:
   * The franchise should continue to embrace data-driven decision-making by regularly analyzing its performance and adapting its strategies accordingly.

Conclusion:

The data analysis project using Power BI provided valuable insights into the hotel franchise's revenue trends and the impact of parking size. These insights will inform the franchise's decision-making process as it navigates the post-pandemic hospitality landscape. By embracing data-driven strategies, the franchise can optimize its operations, enhance its resilience, and position itself for sustainable growth in the years to come.

A screenshot of a graph

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