ITV GRANDS HOTEL ANALYSIS

Overview:

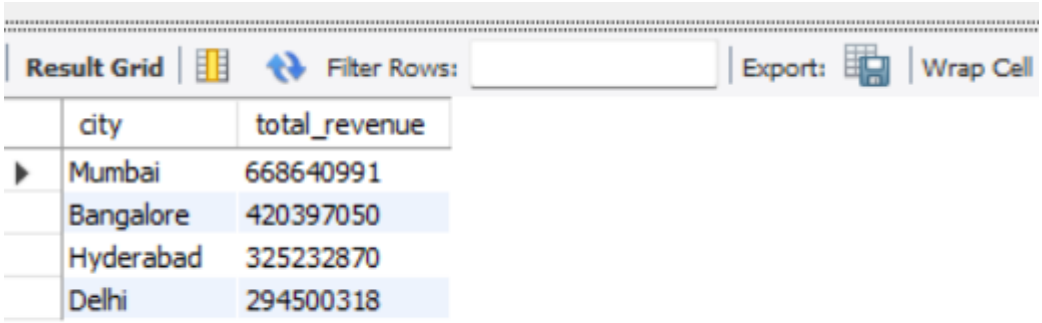
ITV Grands is owns multiple five star hotels across India. They have been in this industry for past 20 years . Due to strategic moves from other competitors and ineffective decision-making in management, ITV Grands are losing its market share.

This project involves analysing the historical data using SQL to answer key business questions .This analysis is to uncover the insights related to occupancy rate, cancellation rate, total revenue by hotel category and other important distributions

Q1. Split of revenue by each city

```
select dim_hotels.city ,sum(fact_bookings.revenue_realized) as total_revenue from dim_hotels join fact_bookings on

dim_hotels.property_id=fact_bookings.property_id group by dim_hotels.city order by  total_revenue desc;
```



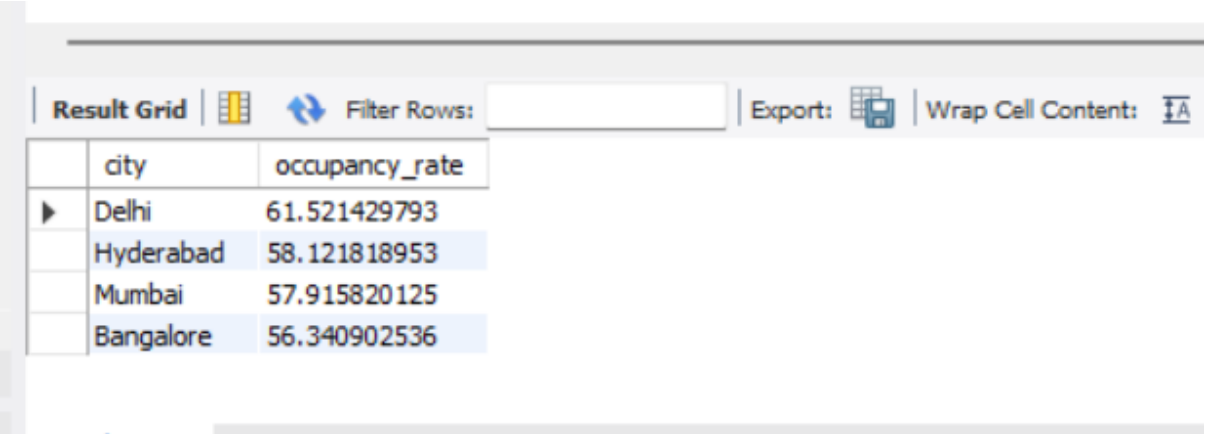
city	total_revenue
Mumbai	668640991
Bangalore	420397050
Hyderabad	325232870
Delhi	294500318

Q2 Split of occupancy % by city

```
select dim_hotels.city ,
avg(fact_aggregated_bookings.successful_bookings*100.0/fact_
aggregated_bookings.capacity)as occupancy_rate

from dim_hotels join fact_aggregated_bookings on
dim_hotels.property_id=fact_aggregated_bookings.property_id
group by dim_hotels.city

order by occupancy_rate desc;
```

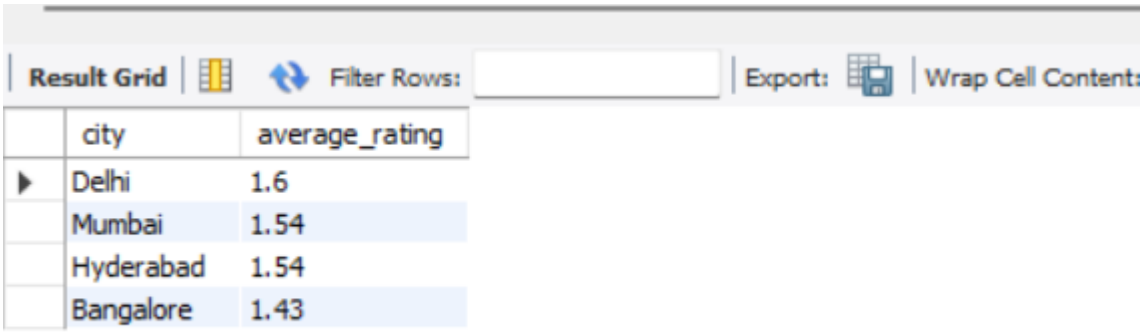


city	occupancy_rate
Delhi	61.521429793
Hyderabad	58.121818953
Mumbai	57.915820125
Bangalore	56.340902536

Q3 split of avg rating by city

```
select dim_hotels.city
,round(avg(fact_bookings.ratings_given),2) as average_rating
from dim_hotels join fact_bookings on

dim_hotels.property_id=fact_bookings.property_id group by
dim_hotels.city;
```



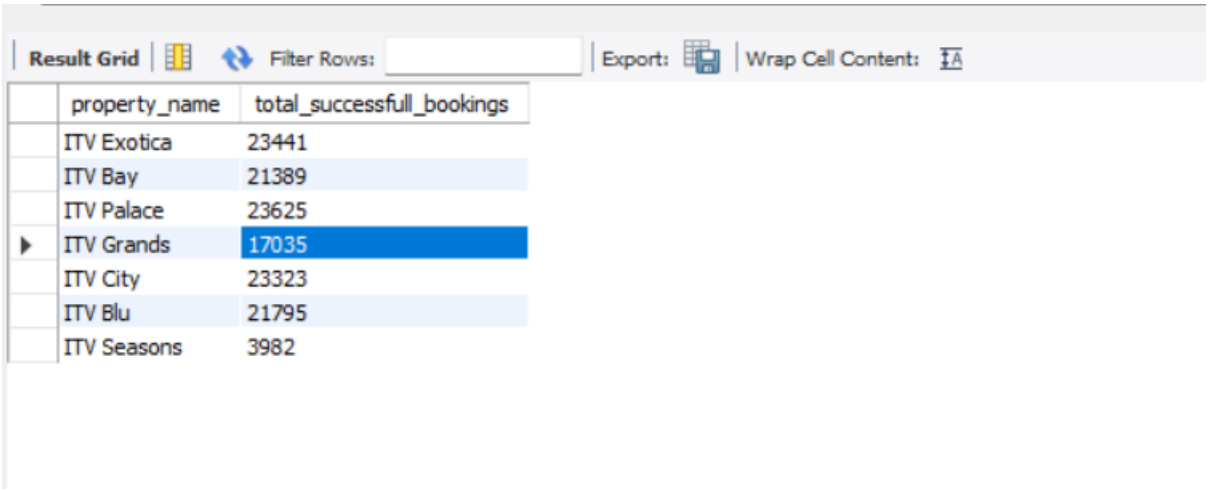
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

city	average_rating
Delhi	1.6
Mumbai	1.54
Hyderabad	1.54
Bangalore	1.43

Q4 Popular property type by number of bookings

```
select dim_hotels.property_name,
sum(fact_aggregated_bookings.successful_bookings) as
total_successfull_bookings from dim_hotels join

fact_aggregated_bookings on
dim_hotels.property_id=fact_aggregated_bookings.property_id
group by dim_hotels.property_name ;
```



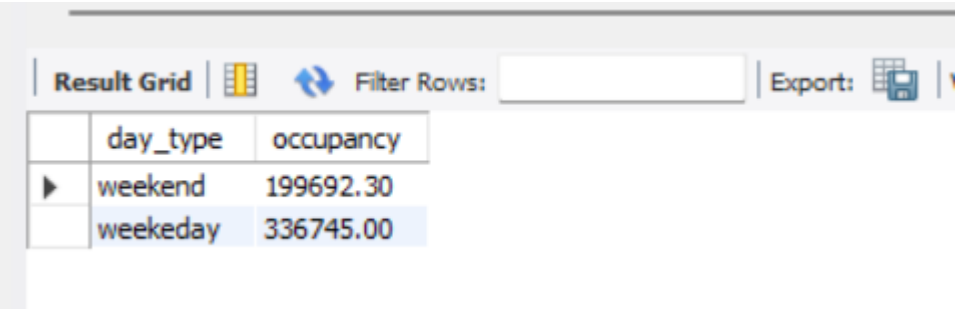
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

property_name	total_successfull_bookings
ITV Exotica	23441
ITV Bay	21389
ITV Palace	23625
ITV Grands	17035
ITV City	23323
ITV Blu	21795
ITV Seasons	3982

Q5 Occupany by day type

```
Select
dim_date.day_type,round(sum(fact_aggregated_bookings.succe
ssful_bookings *100.0 /fact_aggregated_bookings.capacity)
,2)as occupancy from
```

dim_date join fact_aggregated_bookings on dim_date.date=fact_aggregated_bookings.check_in_date group by dim_date.day_type;



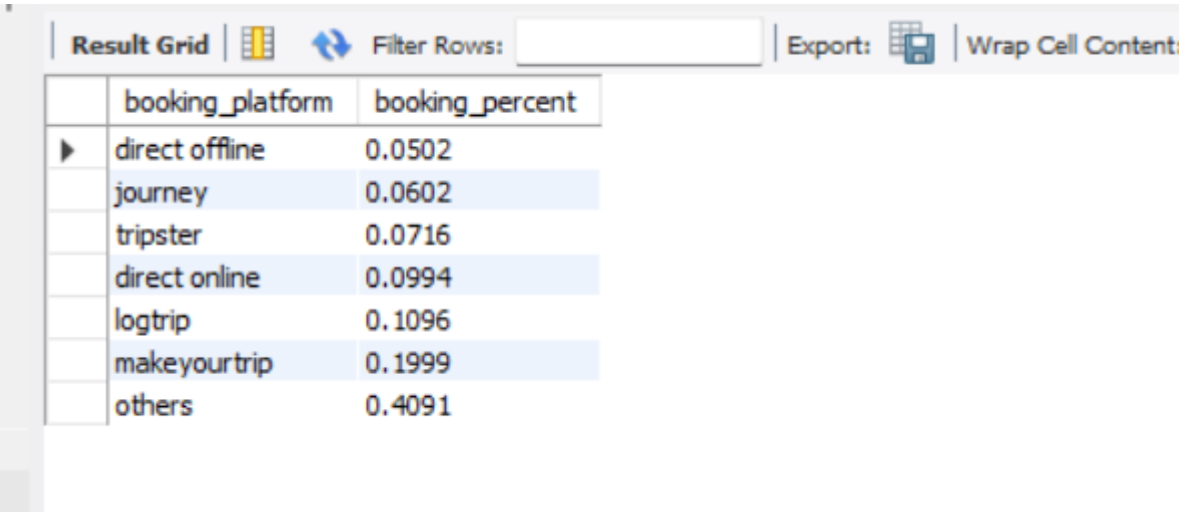
Result Grid | Filter Rows: | Export:

day_type	occupancy
weekend	199692.30
weekeday	336745.00

Q6 split of booking percent by platform

select booking_platform , count(booking_id *100.0)/ (select count(*) from fact_bookings) as booking_percent from fact_bookings

group by booking_platform order by booking_percent;

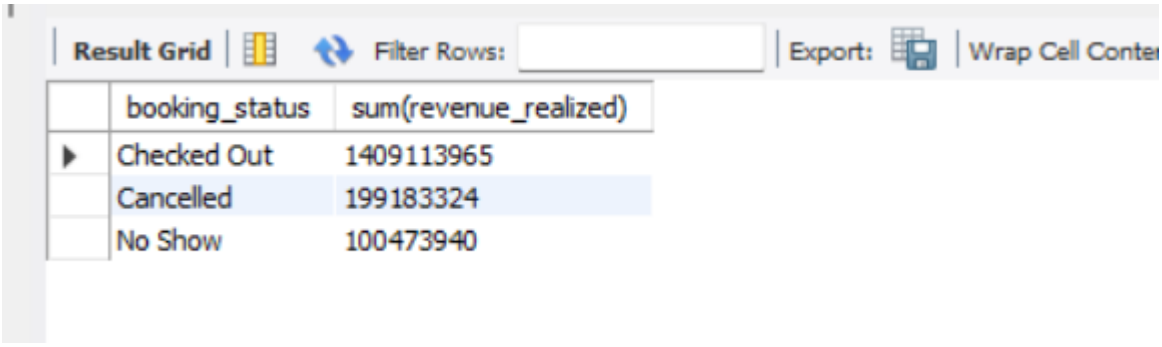


Result Grid | Filter Rows: | Export: | Wrap Cell Content:

booking_platform	booking_percent
direct offline	0.0502
journey	0.0602
tripster	0.0716
direct online	0.0994
logtrip	0.1096
makeyourtrip	0.1999
others	0.4091

Q7 split of revune by booking status

select booking_status, sum(revenue_realized) from fact_bookings group by booking_status;



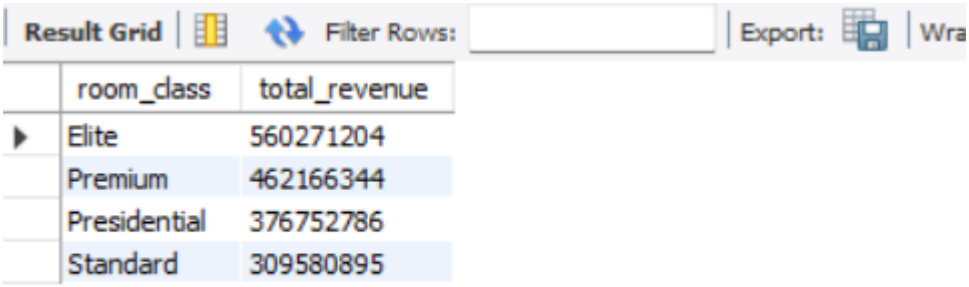
Result Grid | Filter Rows: | Export: | Wrap Cell Conte

booking_status	sum(revenue_realized)
Checked Out	1409113965
Cancelled	199183324
No Show	100473940

Q8 split of revune by rooms category

select dim_rooms.room_class ,sum(fact_bookings.revenue_realized) as total_revenue from dim_rooms join

fact_bookings on dim_rooms.room_id=fact_bookings.room_category group by dim_rooms.room_class order by total_revenue desc;



Result Grid | Filter Rows: | Export: | Wra

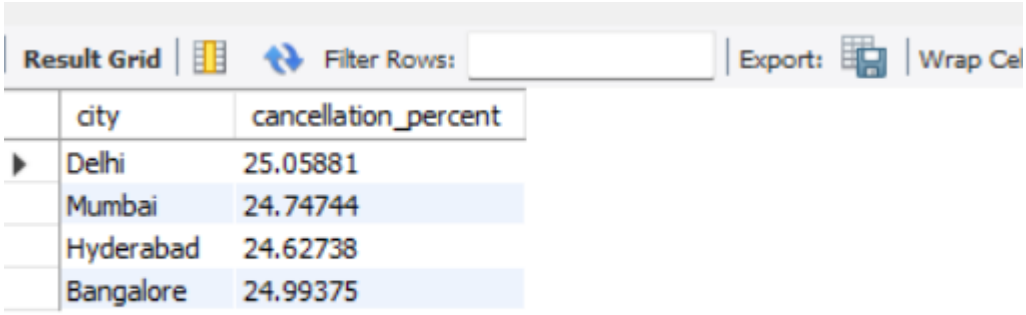
room_class	total_revenue
Elite	560271204
Premium	462166344
Presidential	376752786
Standard	309580895

Q9 callencatin % citywise

select dim_hotels.city,

sum(case when fact_bookings.booking_status="Cancelled" then 1 else 0 end) *100.0 /count(fact_bookings.booking_id) as cancellation_percent

from dim_hotels join fact_bookings on dim_hotels.property_id=fact_bookings.property_id group by dim_hotels.city;

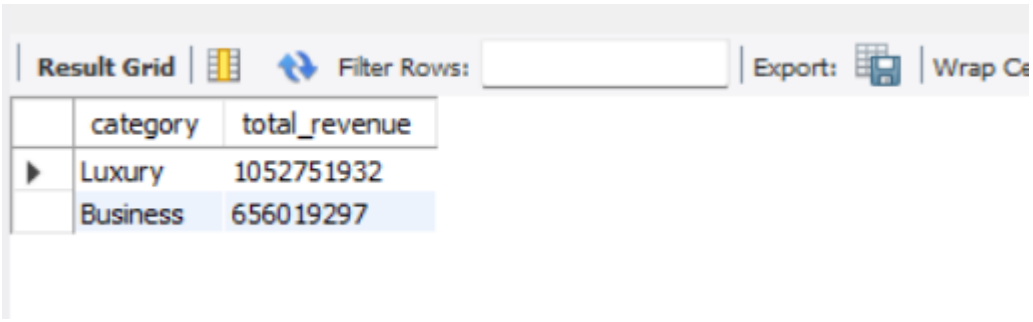


city	cancellation_percent
Delhi	25.05881
Mumbai	24.74744
Hyderabad	24.62738
Bangalore	24.99375

Q10 split revune by category

select dim_hotels.category ,sum(fact_bookings.revenue_realized) as total_revenue from dim_hotels join fact_bookings on

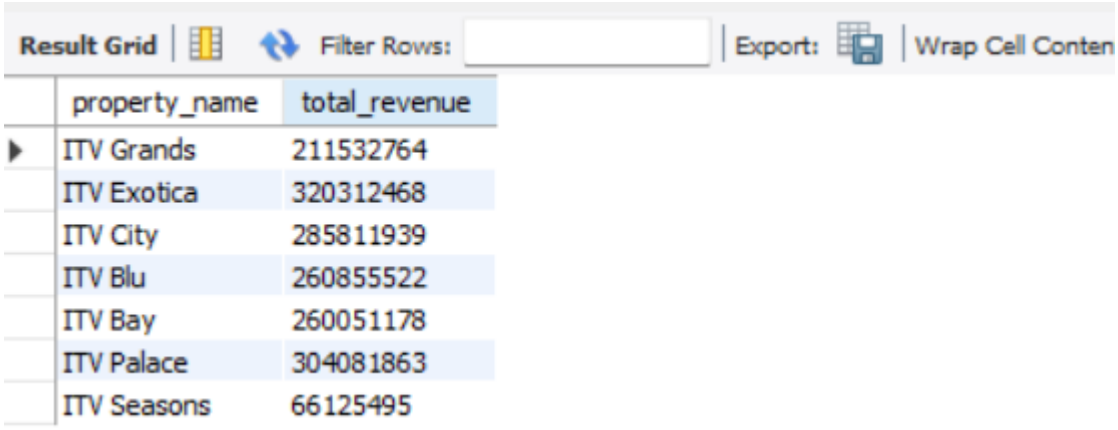
dim_hotels.property_id=fact_bookings.property_id group by dim_hotels.category;



category	total_revenue
Luxury	1052751932
Business	656019297

Q11 Split of revenue by property type

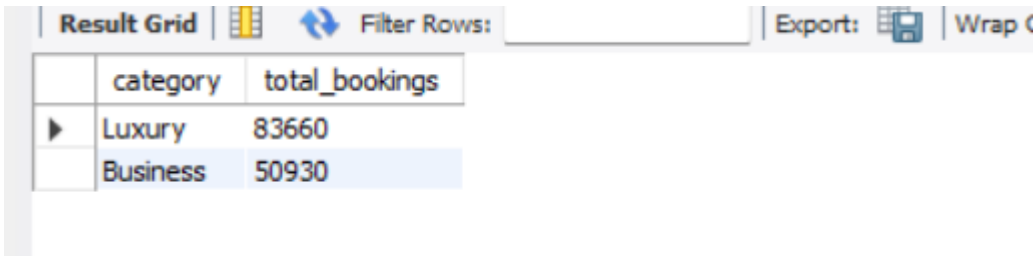
select dim_hotels.property_name ,sum(fact_bookings.revenue_realized) as total_revenue from dim_hotels join fact_bookings on dim_hotels.property_id=fact_bookings.property_id group by dim_hotels.property_name;



property_name	total_revenue
ITV Grands	211532764
ITV Exotica	320312468
ITV City	285811939
ITV Blu	260855522
ITV Bay	260051178
ITV Palace	304081863
ITV Seasons	66125495

Q12 Successfull booking bookings by hotel category

select dim_hotels.category ,sum(fact_aggregated_bookings.successful_bookings) as total_bookings from dim_hotels join fact_aggregated_bookings on dim_hotels.property_id=fact_aggregated_bookings.property_id group by dim_hotels.category;



category	total_bookings
Luxury	83660
Business	50930