



INSIGHTS

KEY REVENUE:

- Top Earning City: Mumbai led in revenue with 669M INR, followed by Delhi with 291M INR.
- Best Month: May achieved the highest revenue at 581.93M INR, while June had the lowest at 553.93M INR.
- Popular Room Category: The Elite room category generated the highest revenue: 553.74M INR.

KEY CUSTOMER EXPERIENCE:

- Highest-Rated Room: The Presidential rooms had the highest guest satisfaction rating: 3.69.
- Lowest Rating: Premium rooms at 3.59.
- City with Best Ratings: Delhi with an average rating of 3.78, indicating exceptional guest experience.

KEY OCCUPANCY AND BOOKING:

- Occupancy Leader: Delhi led in both ratings and occupancy, with the highest rate at 62.47%.
- Weekend Rush: Bookings peaked on Fridays and Saturdays, showing potential for targeted promotions.



RECOMMENDATIONS

- **Boost Mumbai Momentum:**

Intensify marketing in Mumbai to drive further revenue growth.

- **Elevate Premium Rooms:**

Enhance Premium room experience to raise ratings and revenue.

- **Maximize Delhi Occupancy:**

Implement strategies to push occupancy even higher in Delhi.

- **Leverage Weekend Demand:**

Use focused marketing for Fridays and Saturdays to benefit from weekend surges.

- **Stay Agile:**

Regularly monitor guest feedback, ratings, and market trends for ongoing improvements and competitiveness.