

Introduction

- The hospitality industry, while lucrative, often suffers from revenue inefficiencies due to high operational complexity, dynamic customer behavior, and fluctuating booking patterns.
- In this project, we have conducted a deep-dive analytics exercise to uncover hidden revenue leakages and optimize profitability across key properties. Through structured KPI-backed analysis, trend mapping, and root cause exploration, this study delivers actionable recommendations for price restructuring, operational improvement, and policy interventions — all visualized through an interactive Power BI dashboard.

Objectives

1. Find out the main reasons behind revenue losses in hotels by checking booking patterns, cancellations and room usage.
2. Study important trends like how many bookings are done, how much revenue is earned, when cancellations happen, and how customers rate their stay.
3. Give smart and practical consulting recommendation (like pricing, policy changes, platform strategies) based on data, not just assumptions.
4. Build a clear and interactive dashboard using important KPIs such as:
 - ADR (Average Daily Rate)
 - RevPAR (Revenue per Available Room)
 - Occupancy
 - Revenue Leakage

Dashboards

[Link to Dashboards](#)



Insights

Revenue Distribution – Generated, Realized & Leakage.



Booking Trends Over Time – Weekday vs. Weekend.



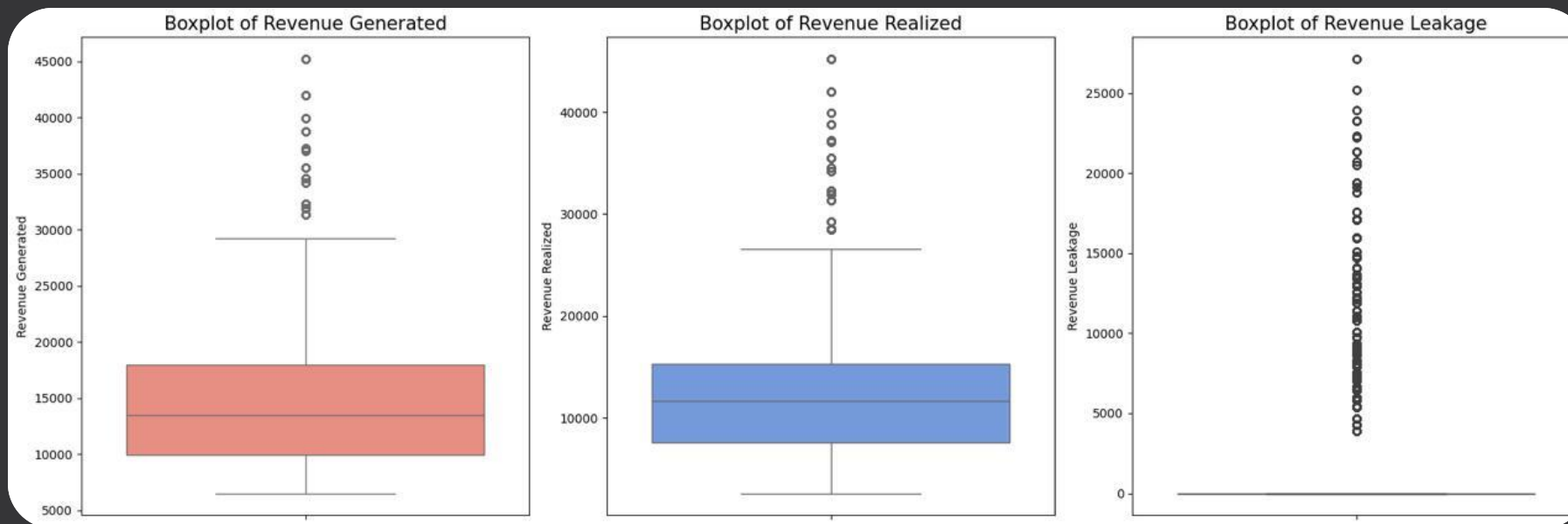
Weekly Avg Rating vs Occupancy %.



Booking Platform vs Room Types vs Realisation %



Revenue Distribution – Generated, Realized & Leakage



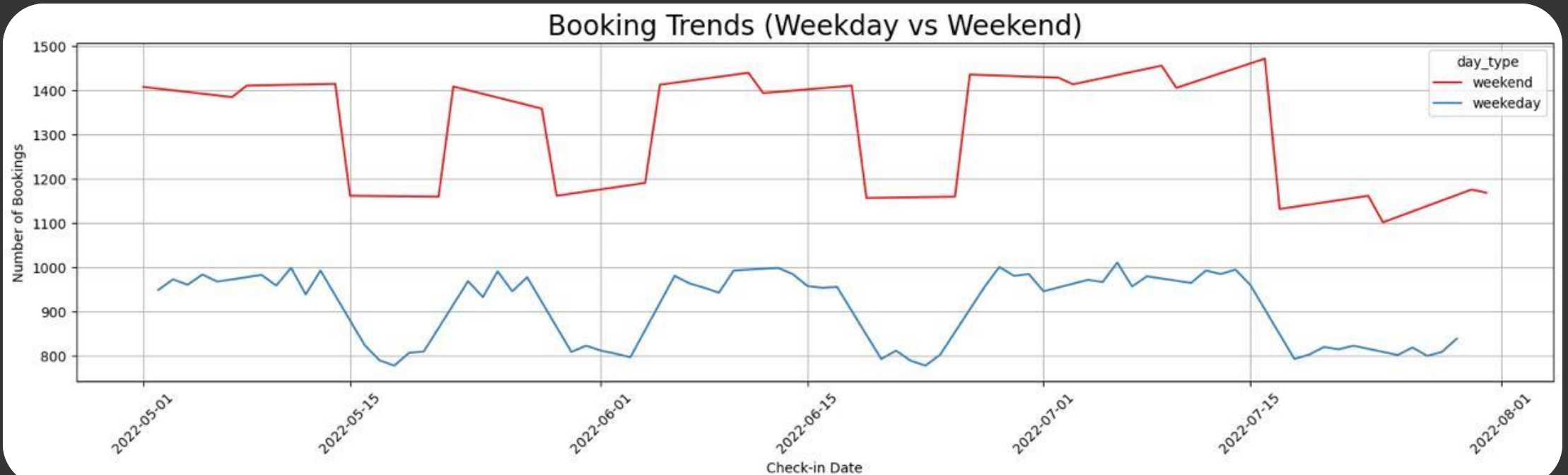
Insights:

- Revenue Generated and Revenue Realized have a similar range, but Realized is slightly lower overall.
- There are many outliers (dots above the box), meaning some bookings are extremely high in value.
- The Revenue Leakage boxplot is highly skewed:
 - Most leakage values are near zero
 - But a few bookings show very high leakage, going above ₹25,000 — these are unusual and risky.

Recommendation:

- Investigate the outlier cases with high leakage — they may be linked to high-value bookings getting cancelled or refunded.
- Hotels should consider applying stricter cancellation policies or non-refundable clauses for premium room categories.
- Also, track such leakage regularly using a visual like this to spot unusual spikes early

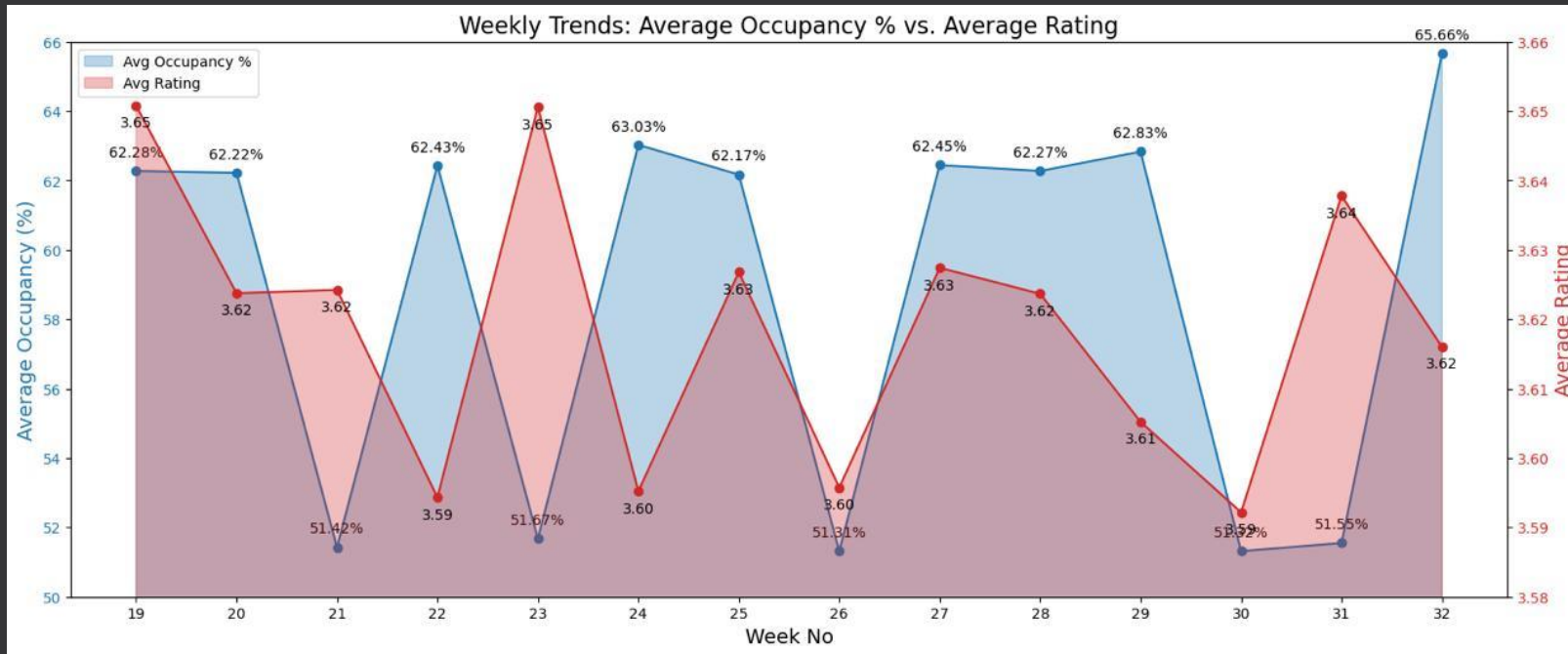
Booking Trends Over Time – Weekday vs. Weekend



Insights:

- Weekend bookings are consistently higher than weekday bookings across most of the timeline.
- There are some drops in both weekday and weekend bookings regularly, possibly in mid months.
- The pattern suggests that guests prefer weekend stays, likely for leisure travel.
- Business opportunities: weekends are stronger performers, so weekday upsell strategies may help balance the load.
- Hotels can try special offers for weekdays to attract more guests.

Weekly Avg Rating vs Occupancy %



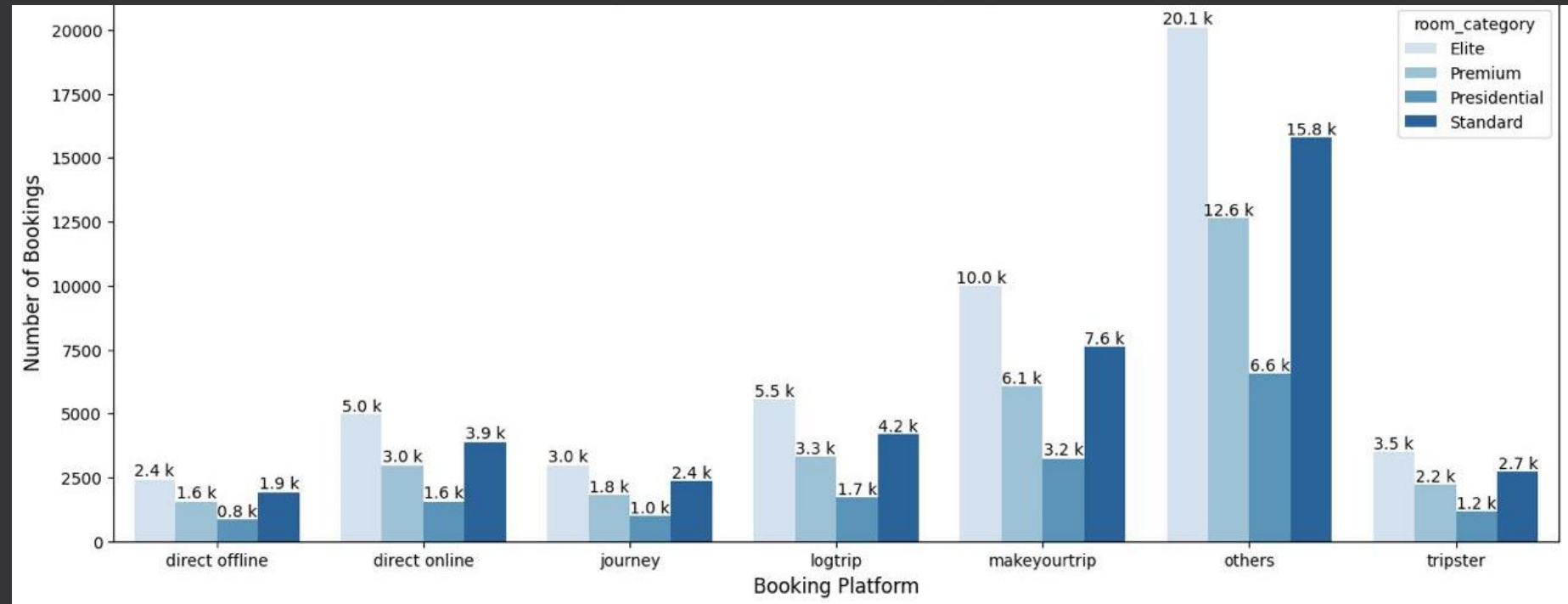
Insights:

- Occupancy % changes a lot from week to week, ranging from 51% to 65.3%.
- However, Average Rating stays mostly stable between 3.59 and 3.65, even when occupancy drops.
- The highest occupancy was in Week 32 (65.3%), while the lowest ratings were in the last few weeks (around 3.59).
- Weeks like W21 and W30 had very low occupancy but ratings did not fall much, showing service consistency.

Recommendation:

- Since customer satisfaction is steady, even during low occupancy weeks, these weeks can be used for discounts or campaigns without fear of quality drop.

Booking Platform vs Room Types vs Realisation %



Insights:

- "Others" platform gets the most bookings (20.1K), followed by **Makeyourtrip** (15.8K) and **Logtrip** (10K).
- Elite and Premium rooms are the most booked across all platforms.
- Direct platforms (online/offline) receive much lower booking volume compared to third-party platforms.
- Realization % (blue line) remains fairly stable across platforms, between 69.83% and 70.59%, with the highest being **Logtrip**.

Recommendation:

- Improve direct booking platform visibility through **loyalty points, better UX, or exclusive discounts**.
- Monitor high-booking platforms like "others" for data transparency and cancellation behavior, as they dominate volume but offer less control.

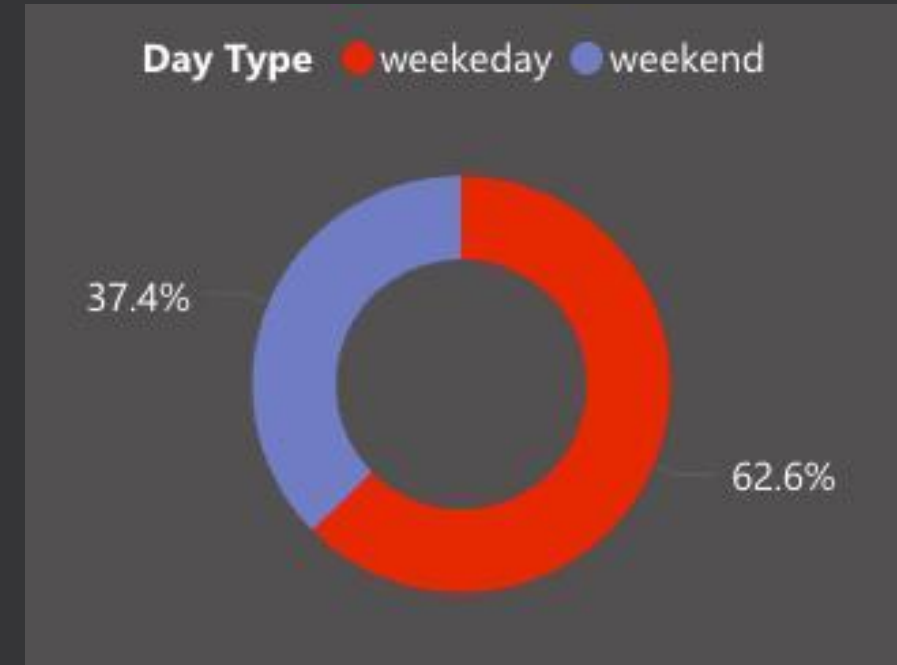
Weekday vs Weekend Performance

Insights:

- 62.6% of total revenue comes from weekdays, while weekends contribute 37.4%.
- However, **weekends perform much better on efficiency metrics:**
- Occupancy %: 73.58% (weekend) vs 51.34% (weekday)
- RevPAR: ₹9.36K (weekend) vs ₹6.51K (weekday)
- Realization % is slightly better on weekends too (70.46% vs 69.96%)
- ADR (Average Daily Rate) remains nearly the same across both (₹12.7K).

Recommendation:

- Weekends bring higher returns per room despite lower total revenue — they are more efficient.
- Consider launching weekday combo packages or discounts to boost occupancy.
- Since room prices (ADR) are stable, small occupancy gains during weekdays could greatly improve overall profitability.



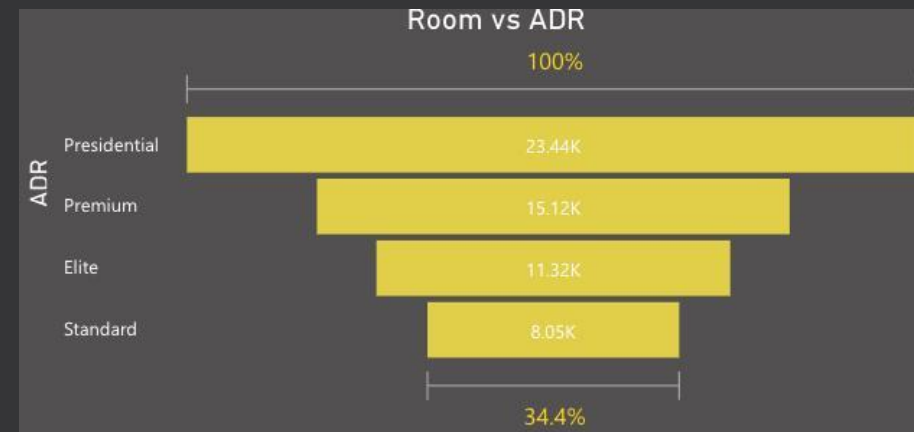
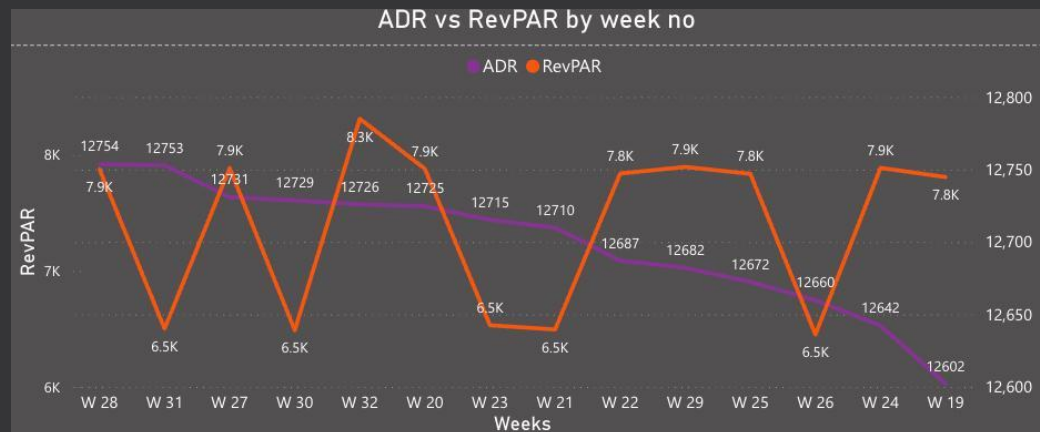
Weekly ADR vs RevPAR + Room Type Pricing

Insights:

- ADR (Average Daily Rate) is fairly stable across weeks, staying between ₹12,600–₹12,750.
- RevPAR (Revenue per Available Room) fluctuates much more — from ₹6.5K to ₹8.3K, depending on occupancy.
- Highest RevPAR was in Week 32, lowest in W21/W30.
- Drop in RevPAR even when ADR is constant suggests occupancy is the key driver.
- Presidential rooms have the highest ADR at ₹23.44K, almost 3x more than standard rooms.
- Standard rooms average only ₹8.05K, with a noticeable pricing gap at each level.
- This pricing tier shows clear segmentation — but bookings must match this value

Recommendation:

- Since ADR is stable but RevPAR changes, focus on boosting occupancy in low-performing weeks to increase revenue.
- Promote higher-value rooms like Presidential during off-peak weeks using targeted packages (spa, meals, early check-in).
- Maintain this room pricing ladder, but ensure Presidential rooms justify their price with top-tier service & exclusivity.



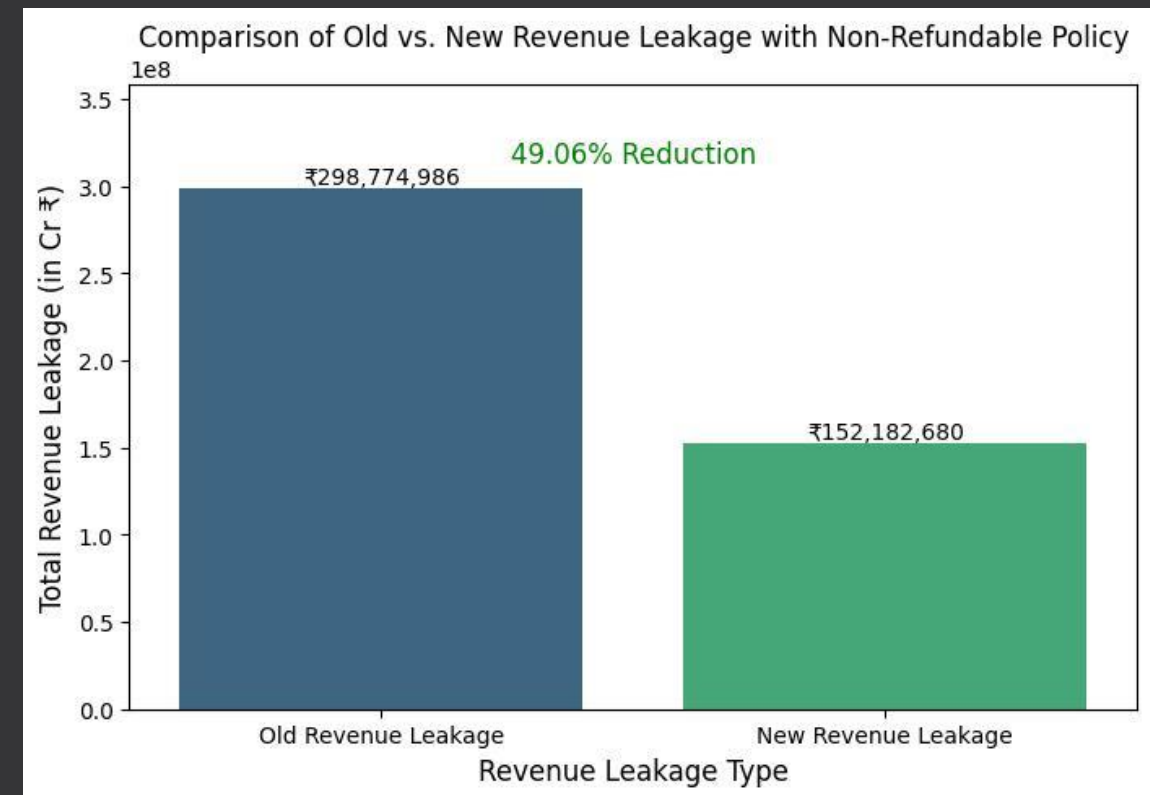
Insights:

- Late cancellations were one of the biggest reasons for revenue loss.
- Although early cancellations are also many (~50%) in number but applying this policy on late cancellation is justified.
- By not allowing refund for these late cancellations, hotels can protect their revenue. This policy is easy to apply and can save ₹14.6 Cr+ (~49%) in just one season !

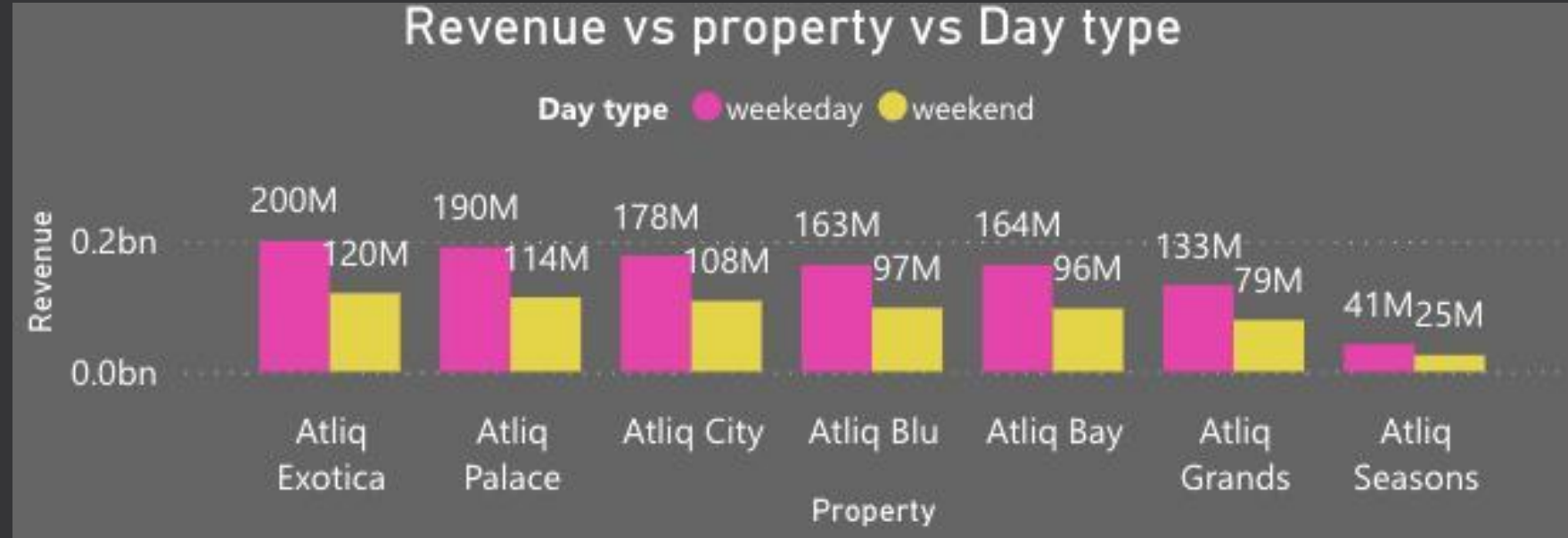
Recommendation:

- Hotels should introduce a non-refundable policy for last-minute cancellation (e.g., bookings made ≤ 2 days before check-in).
- Policy must be clearly communicated on all platforms.
- Can also add flexible (refundable) options for early bookings to balance fairness and customer trust.

Result of Revenue Leakage Reduction by Applying Non-Refundable Policy



Revenue Comparison by Property & Day Type



Insights:

- Atliq Exotica is the top performer, with ₹200M weekday and ₹120M weekend revenue.
- Atliq Palace and Atliq City also contribute heavily, each crossing ₹170M+ on weekdays.
- Across all properties, weekday revenue is higher than weekend revenue, likely due to longer business stays.
- Atliq Seasons and Atliq Grands are the lowest contributors in both segments.
- Revenue gaps between weekdays and weekends are significant for each property, showing differing usage patterns.

Recommendation:

- Underperforming properties like Atliq Seasons and Grands need a detailed audit — check service quality, pricing, or location issues.
- High-revenue properties (Exotica, Palace, City) can test premium upsell offers on weekends to bridge the weekend gap.