

=====5 Step Data Analysis project=====

- 1) Requirement Understanding
- 2) Mockups & Solutions design
- 3) Data collections & Data modelling
- 4) Dashboarding & Insight generation
- 5) Stackholder's feedback

=====Who am I here?=====

I'm a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. I have download all relevant documents from the email.

===== **Milestone 1/5** Requirement Understanding =====

(Problem statement)

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

(looking at all documents)

===== **Milestone 2/5** Mockups & Solutions design =====

(Mock up review with stackholder)

Interesting facts+info from Domain expert/stackholder:

- 1) Weekends in hospitality is Fri-Sat not Sat-Sun.
- 2) Revenue[100% money of booking] from cancellation is not counted in main revenue due to accounting purpose.
- 3) (get IMP metric list from them to show on dashboard).
- 4) After level 1 analysis - holistic view, in level 2 add filter of channels(from where booking was done).
- 5) Level 1 metric tell you there's a problem or not. If ans is yes then got to next level  
Level 2 metric tell you why there's a problem
- 6) Dashboards should answer WHYS.

===== **Milestone 3/5** Data collections & Data modelling =====

(Pipelines – Data source->Power Query->DAX->Dashboarding)

===== **Milestone 4/5** Dashboarding & Insight generation =====

(Data transformation using Power query and data modeling)

- 1) A power query is a nothing but place where you can do your data transformation
- 2) Modeling — Star schema(fact table is surrounded by dimension tables, like SQL)
- 3) Manage relationship for PowerBI and Slice and Dice

(Building matrices using DAX -data analysis expression)

- 1) DAX – Calculated columns & Measures – making 26 different measures

(Build The Visuals and Dashboard in PowerBI)

- 1) Created table with all — — fields....don't know why they choose on first place
- 2) Created multiple sami dashboards and graphs and attached them in one dashboard

===== **Milestone 5/5** Stackholder's feedback =====

- 1) Important key metrics order changes: RevPAR// Occupancy// ADR// Realisation
- 2) Set important key metrics for weekday and weekend as a row.
- 3) Booking platform as known as channels.
- 4) Line graph relation might show revenue opportunity if RevPER is not changing and occupancy is changing.
- 5) There are three types of pricing:
  - Flat Pricing
  - Weekday/Weekend Pricing
  - Dynamic Pricing
- 6) Key question: How does PRICING influence The Occupancy?
- 7) The Pareto Principle: Effort: 20/80 Results: 80/20
- 8) Graph of rating inside the main table and occupancy are related to each other.