=======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.