

REVENUE INSIGHTS IN HOSPITALITY DOMAIN

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BUSINESS PROBLEM

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category.

The task is to create a dashboard and provide relevant insights to the revenue team from their historical data.

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BACKGROUND OF PROJECT

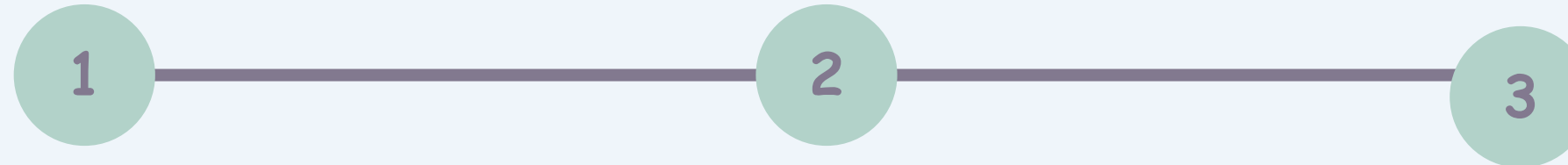
Datasets provided:

- 1.fact_aggregated_bookings
- 2.fact_bookings
- 3.dim_rooms
- 4.dim_date
- 5.dim_hotels

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PROCESS



LOAD AND TRANSFORM
THE DATA

DATA MODELLING

CREATE DAX MEASURES
AND OTHER METRICS



DATA VISUALISATION

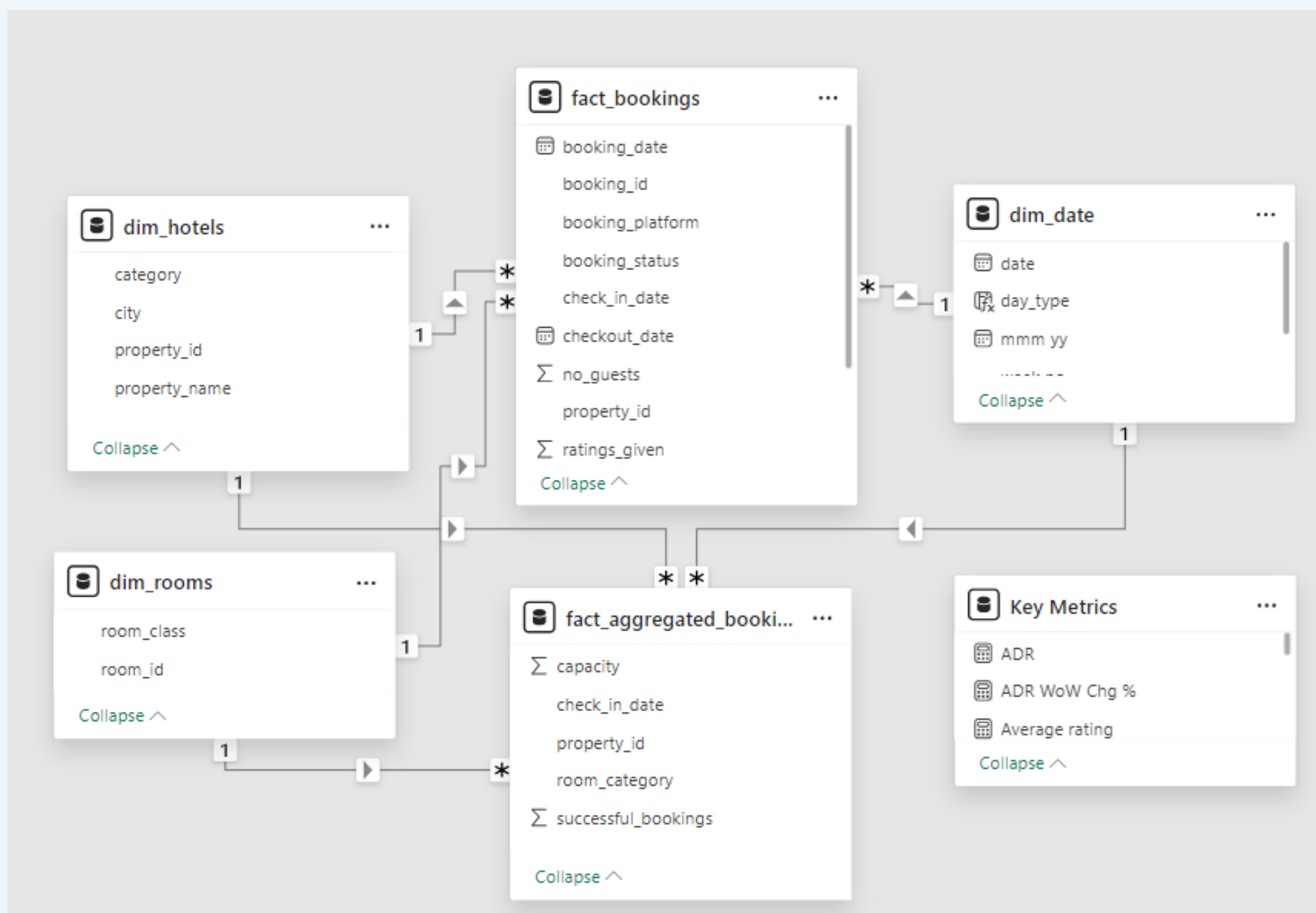
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INSIGHTS

- Incorporating dynamic pricing and weekend/weekday pricing strategy can increase the revenue.
- There is a strong correlation between occupancy%, average rating and cancellation%.
- Mumbai generates the highest revenue of 660M followed by Bangalore, Hyderabad and Chennai
- Delhi tops in occupancy and rating followed by Hyderabad, Mumbai and Bangalore.

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THANK YOU

