



ITC HOTELS

RESPONSIBLE LUXURY



ITC HOTELS REVENUE DASHBOARD



About ITC Hotels

ITC Hotels is an Indian hospitality company that operates and manages hotels. It has over 100 hotels and is India's third largest hotel chain. It has franchise agreement to operate most of its hotels as part of [The Luxury Collection](#) of [Marriott International](#)





OBJECTIVE

The objective of this project is to design an interactive, multi page Power BI dashboard that empowers ITC Hotel's stakeholders with actionable insights into financial performance, customer booking behavior, occupancy trends, and room category efficiency. By consolidating key metrics across properties, the dashboard aims to identify revenue optimization opportunities, reduce cancellations, and improve customer satisfaction-ultimately enabling data-driven decisions in a dynamic hospitality environment.

FINANCIAL
OVERVIEW AND
REVENUE
PERFORMANCE

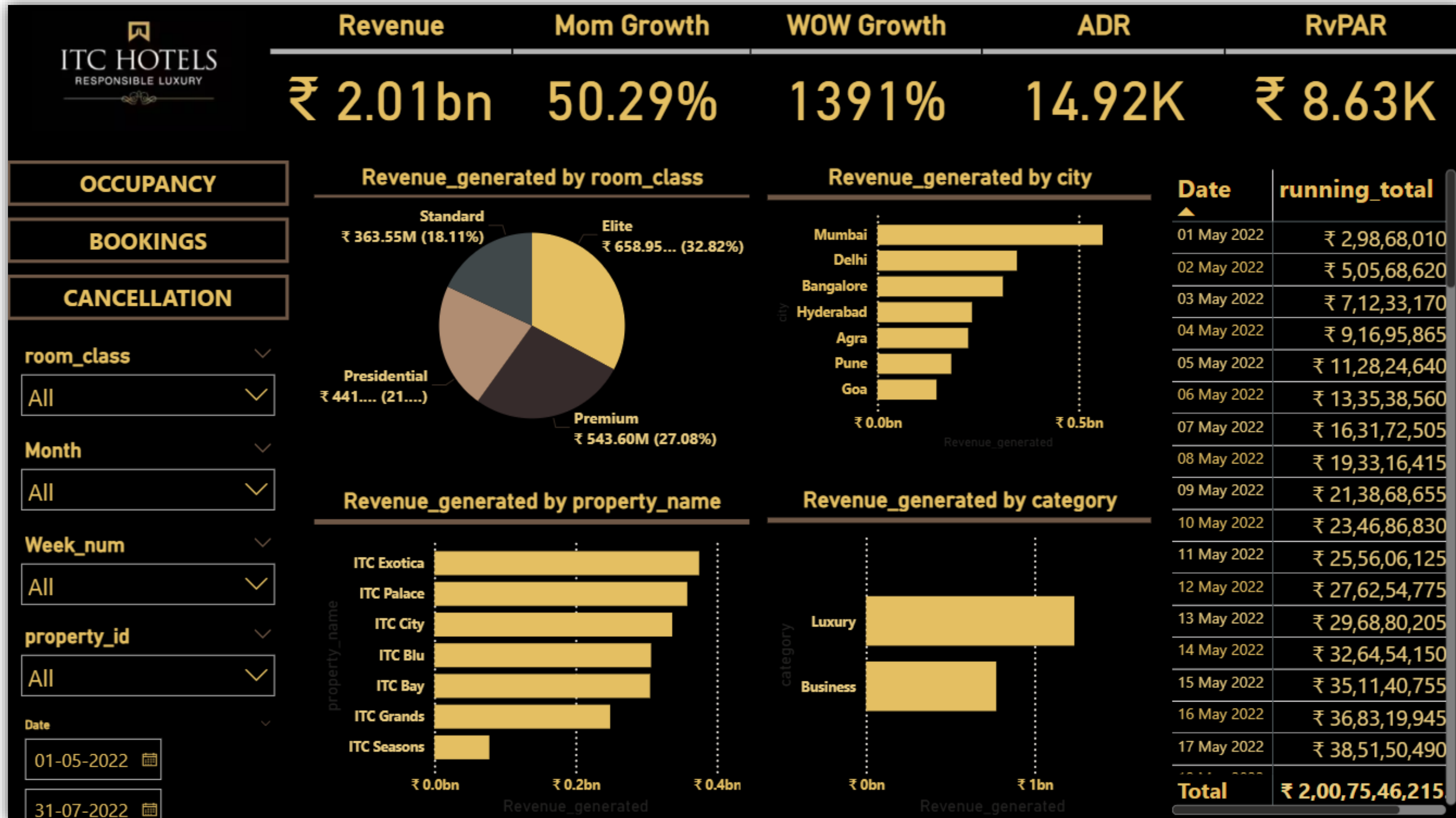
OCCUPANCY
AND CAPACITY
ANALYSIS

ROOM
CATEGORY
PERFORMANCE
& BOKKING
INSIGHTS

CANCELLATIONS
& LOST
REVENUE
ANALYSIS



FINANCIAL AND REVENUE PERFORMANCE

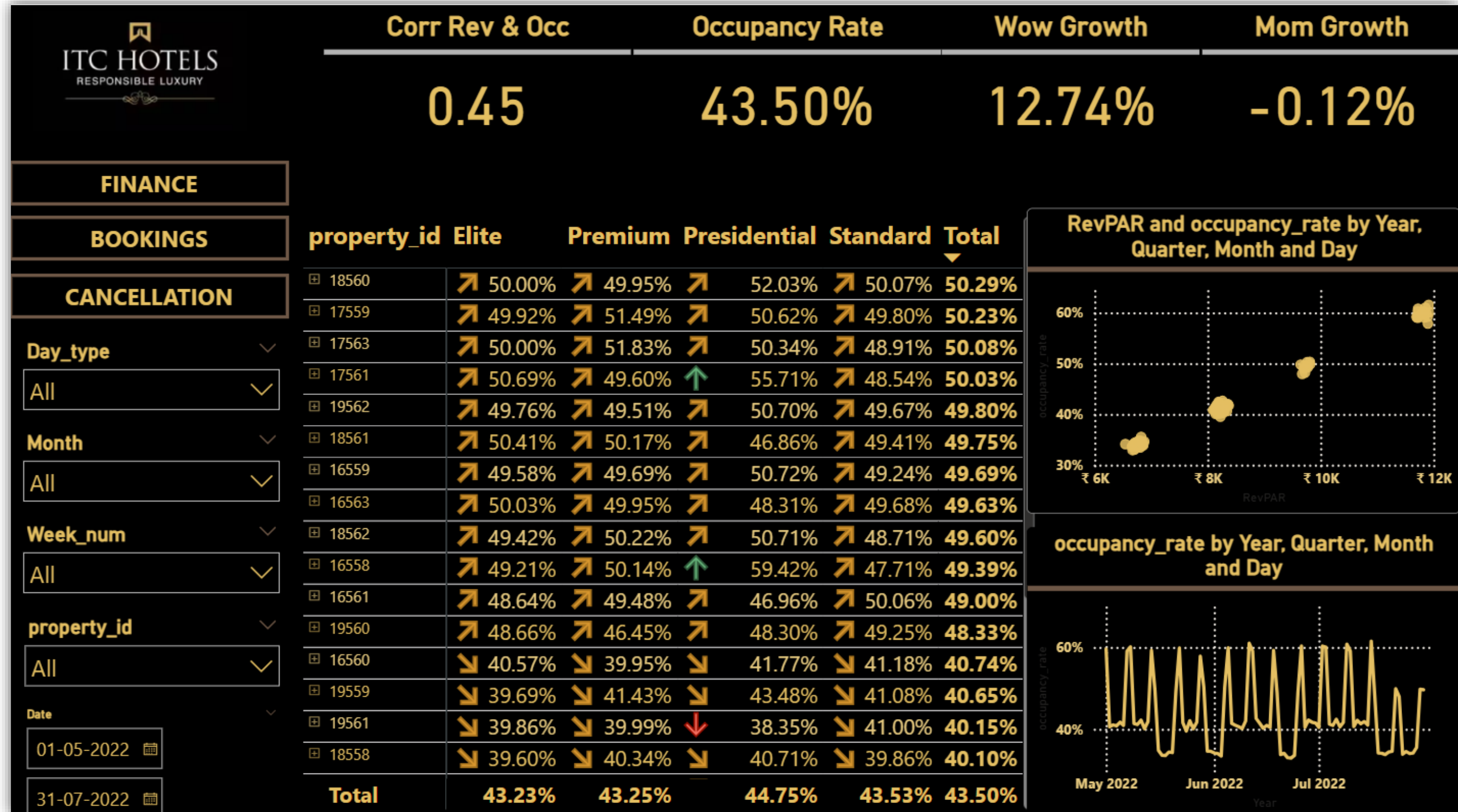




KEY INSIGHTS

- ❑ Total Revenue Generated is **₹2.01 billion** which is an impressive figure.
- ❑ Month over Month is **50.29%** indicates healthy growth.
- ❑ **Elite** and **Premium** classes are driving the bulk of revenue.
- ❑ Average Daily Rate **₹14.92K** which is indicating a positive outlook.
- ❑ Revenue Per Available Room is **₹8.63K** which is good performance indicator.
- ❑ **ITC Exotica** have generated the highest revenue while **ITC Seasons** have generated lowest revenue.
- ❑ Running Total over time have shown a **Upward Trajectory**.

OCCUPANCY AND CAPACITY ANALYSIS



KEY INSIGHTS

- ❑ Averaging Occupancy Rate of **43.50%**, indicating moderate room utilization across properties.
- ❑ Correlation Between Revenue & Occupancy value of **0.45** have positive relationship but not strongly.
- ❑ Week over Week growth shows a decent positive growth of **12.74%**.
- ❑ Month over Month growth have shown slight decline of **-0.12%** indicating stagnation or minor drop in performance.
- ❑ **Presidential Suites** have the highest average occupancy (**44.75%**), suggesting strong demand for luxury offerings.



ROOM CATEGORY PERFORMANCE & BOOKING INSIGHT

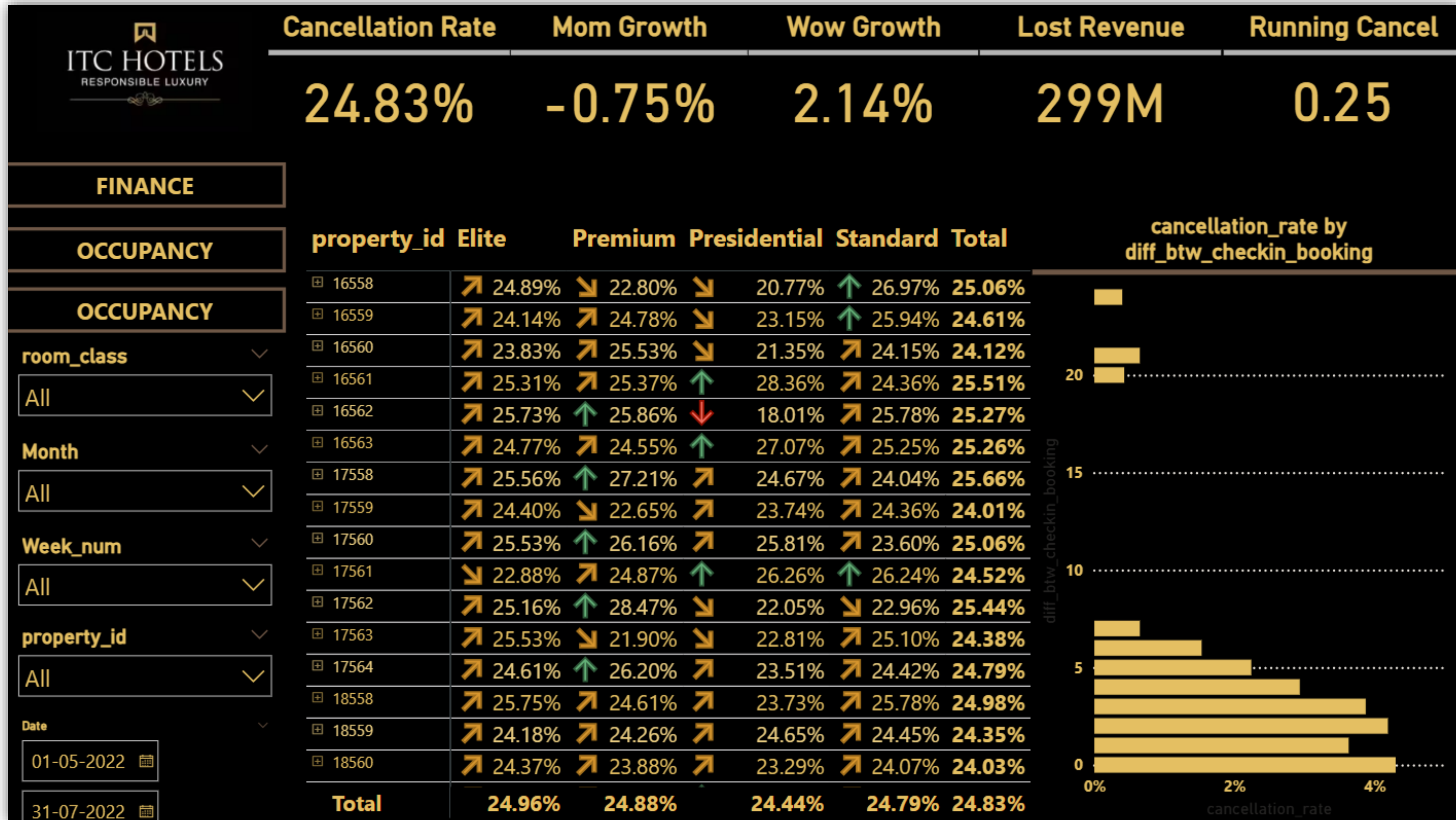




KEY INSIGHTS

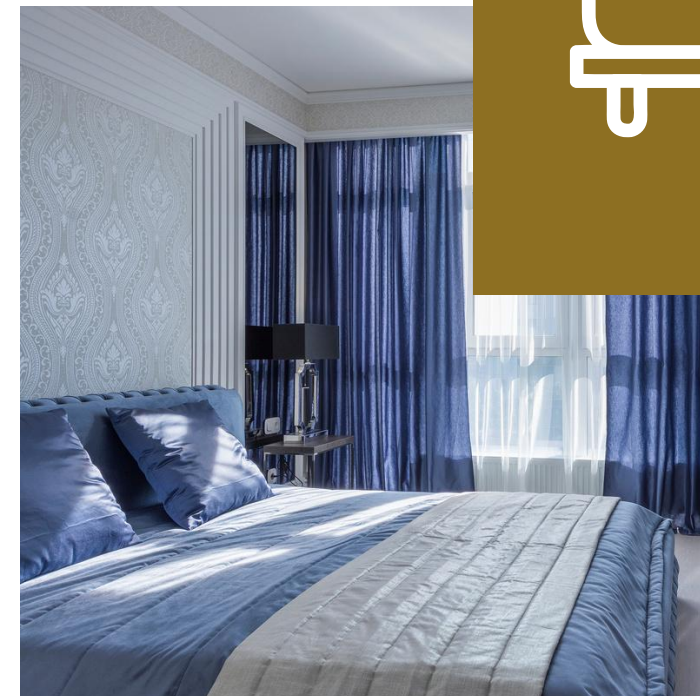
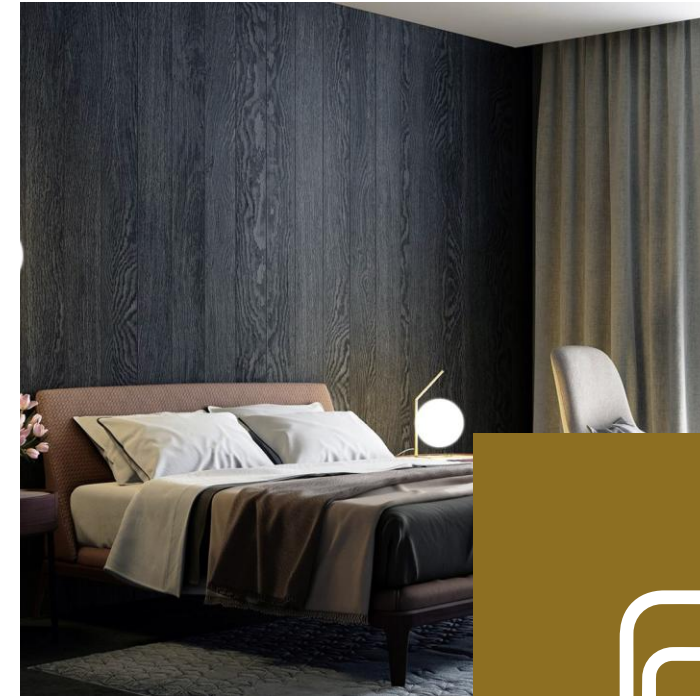
- ❑ Average Length of stay is **2.37 days** suggest a short to moderate stay generally for business or leisure travel.
- ❑ Top performing room is of **Elite Class** not only the most booked but highest revenue contributor.
- ❑ Month over Month growth is modest but consistent with **June** showing the strongest uptick.
- ❑ Booking Lead Time is **3.71 days** possibly indicating last minute travel or dynamic pricing success.
- ❑ Highest occupancy rate falls within **0-10 days** window.
- ❑ Week over Week growth a massive growth of **1391%**.
- ❑ Running Total over time have shown a **Upward Trajectory**.

CANCELLATION & LOST REVENUE ANALYSIS



KEY INSIGHTS

- ❑ The Lost Revenue of **₹299M** highlights the financial severity of cancellations.
- ❑ The overall cancellation rate is **24.83%** indicating **1 in 4 bookings** are **cancelled**.
- ❑ Cancellation rates are **fairly consistent across all room classes**, **Presidential rooms** slightly lower and **Elite rooms** slightly higher.
- ❑ **60%** of amount is refunded at the time of cancellations.
- ❑ Month over Month growth have shown **slight improvement (-075%)**.





RECOMMENDATIONS

- ❑ Offer *exclusive deals and promotions* for *Premium and Elite* categories to maintain their high revenue contribution.
- ❑ Enhance Weekday bookings strategies by introducing *business-traveller-focused promotions*.
- ❑ Improve *customer retention strategies* to reduce last-minute cancellations.
- ❑ Implement cancellations policies such as flexible rescheduling or loyalty incentives to retain customers.
- ❑ Focus on *revenue optimization strategies* for lower performing properties.
- ❑ Use *AI based dynamic pricing* to maximize revenue per booking window.
- ❑ Conduct *root-cause analysis* for high-value room cancellations.

THANK YOU



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