Hotel Revenue Performance Dashboard Analysis (2018–2020)

This dashboard provides insights into hotel revenue performance, customer booking patterns, and operational metrics across **City Hotels** and **Resort Hotels**. It covers the period from 2018 to 2020, highlighting revenue growth, seasonal fluctuations, and parking requirements.

1. **Key Metrics Overview**

   - **Total Revenue**: **$2.07 billion** generated across the period.

   - **Average ADR (Average Daily Rate)**: **$104.47** per night.

   - **Total Nights Booked**: **367.78K nights**.

   - **Average Discount**: **25.81%**, showing competitive pricing strategies.

   - **Car Parking Demand**: **8,692 spaces required**, representing 2.36% of total guests.

2. **Reveue by Hotel Type**

   The donut chart reveals a balanced revenue contribution:

   - **City Hotels**: $1.04 billion (**50.36%**).

   - **Resort Hotels**: $1.03 billion (**49.64%**).

   This near-even split highlights that both segments are equally important to the overall business, with City Hotels slightly ahead in total revenue.

3. **Revenue Trend Overtime**

   The line chart of revenue by reservation date shows:

   - Both **City Hotels (dark blue)** and **Resort Hotels (light blue)** exhibit strong peaks in mid-year (summer months), reflecting seasonal travel demand.

   - Revenue fluctuations are more **volatile for Resort Hotels**, while City Hotels maintain a steadier performance.

   - Demand significantly increased between **2018 and 2019**, with a notable decline in 2020—likely due to the global pandemic's impact on travel.

4. **Yearly Revenue Performance**

   From the tabular data:

   - **2019** was the strongest year, generating **$1.20 billion** (58.2% of total revenue).
     - City Hotels: $671.4M
     - Resort Hotels: $532.3M

   - **2020** saw a decline to **$609.4M**, mainly due to reduced travel activity.

- **2018** contributed **$255.7M**, showing significant growth momentum leading into 2019.

This trend indicates that 2019 was a peak year, while 2020 was heavily impacted by external factors.

5. **Parking Demand Analysis**
   - Parking demand was highest in **Resort Hotels**, with parking percentages reaching **3.43–3.80%**, compared to less than **1.3%** for City Hotels.
   - This suggests that **Resort Hotel guests are more likely to travel by car**, while **City Hotel guests rely more on public transport or other means**.

6. **Key Insights**
   - Revenue distribution between **City Hotels and Resort Hotels is nearly equal**, though they serve different customer behaviors.
   - **Seasonality strongly affects Resort Hotels**, while City Hotels maintain steadier demand.
   - **2019 was the best-performing year**, but revenue dropped significantly in 2020.
   - Parking data highlights a clear distinction in guest profiles: resort travelers are more car-dependent compared to city guests.