

Challenge 22

Hotel Revenue Management The Participants

with Federico Pastor

Data updated on 8/26/22, 6:19 AM

ENTERPRISE DNA

Monika Spylczyn

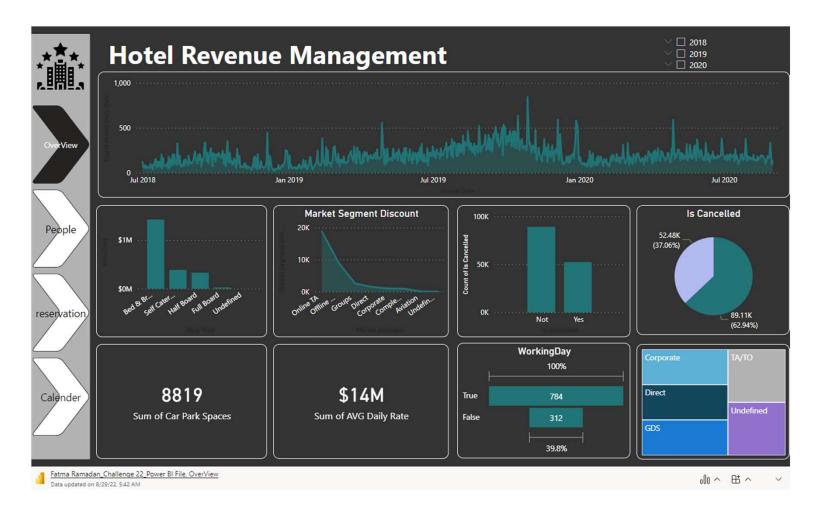
"Had a great time exploring and testing out a few new tricks I've learnt recently thanks to the incredible Enterprise DNA Community here."



ENTERPRISE DNA

Fatma Ramadan

"I had accepted eDNA challenge 22, very interesting dataset to explore. Please see my report and I hope you like it."



ENTERPRISE DNA

Fred Bevan

"To help with the time analysis, I generated a separate table containing a separate row for each date of each reservation. This made it much easier to answer questions."



Fred Bevan_Challenge 22_Power BI File, Hotel Revenue Summary Data updated on 8/30/22, 5:40 AM

EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS 。10~ 田~ ~

ENTERPRISE DNA

Veronica Aide

"I'm very happy because with this Dataset I have learned new things and I continue on the journey of learning Data Analysis, thanks again for all the support"



Data updated on 9/1/22, 5:11 PM

ENTERPRISE DNA

Katy Chiang

"Data can be filtered by calendar year, quarter, month or week. In this project, I learned how to insert a new table using DAX. However, due to the space limitation, I had to use the country abbreviations instead"

EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS



。 (1) ~ (1)。

ENTERPRISE DNA

Seline Beh

"This is my first entry to an Enterprise DNA Challenge. I enjoyed preparing this report very much. I hope you like it."



ENTERPRISE DNA

Syed Imran Hosen

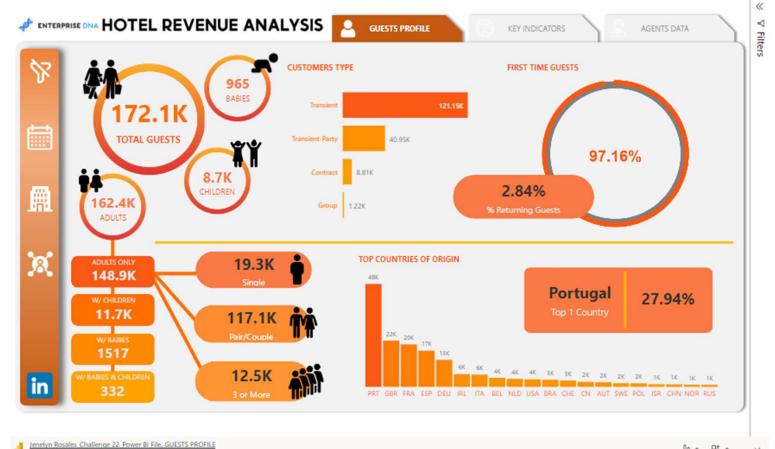
" I enjoyed preparing this report very much. The dataset was very interesting. I hope you like it."



ENTERPRISE DNA

Jenelyn Rosales

" There are 3 tabs in my report: Guests Profile, Key Indicators and Agents Data. I've broken down the Guests Profile to show the demographics of the hotel's guests."



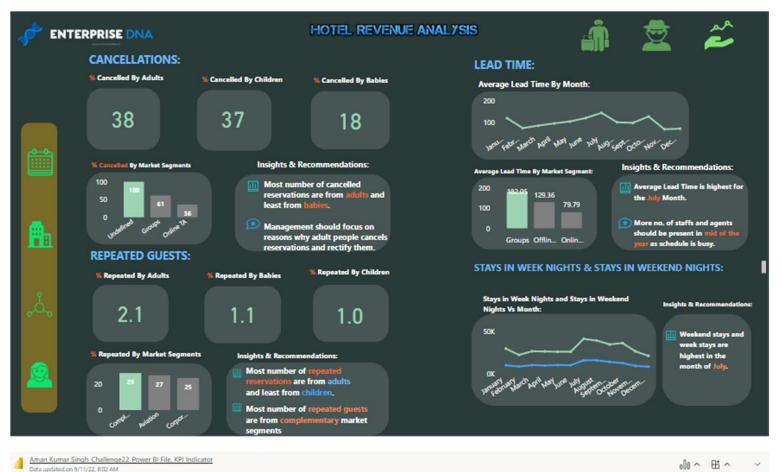
EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS

俞 ~ 時 ~

ENTERPRISE DNA

Aman Kumar Singh

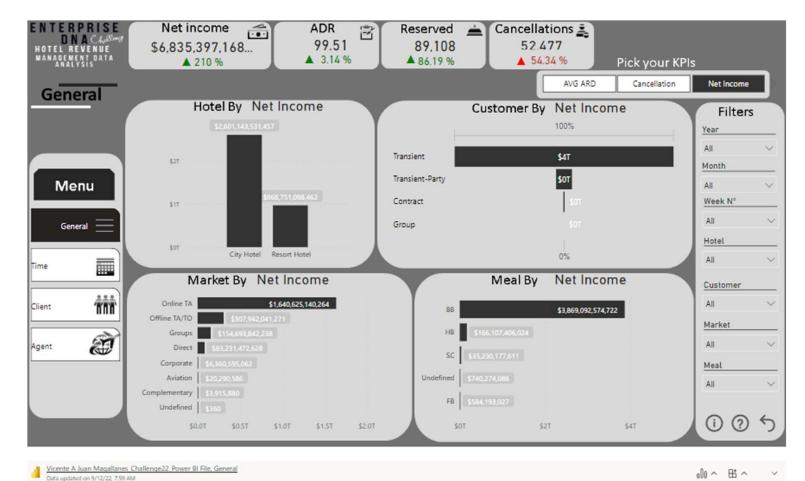
"I am glad to be a part of the challenge. While making this report for this challenge, I got better in understanding the data and using DAX measures."



ENTERPRISE DNA

Vicente A Juan

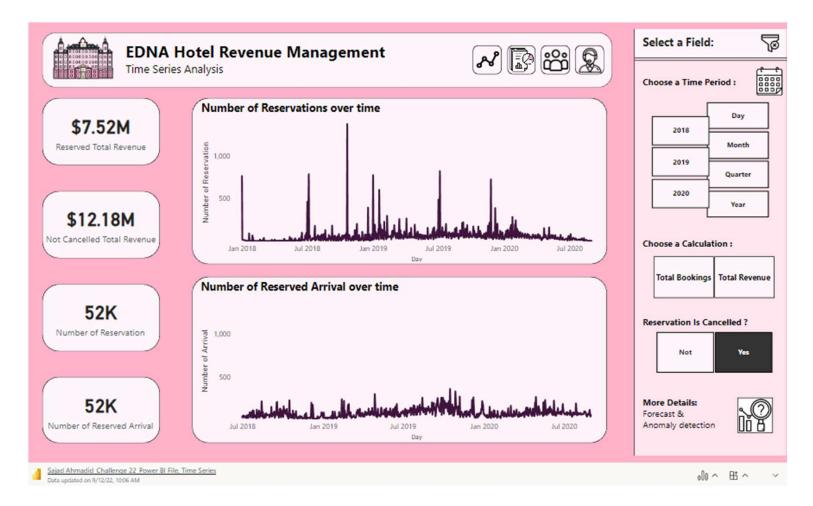
"I worked on the scorecards in Power BI and put into practice the creation of new comparison graphs with DENEB. Interesting and fun dataset to work on time intelligence. "



ENTERPRISE DNA

Sajad Ahmadi

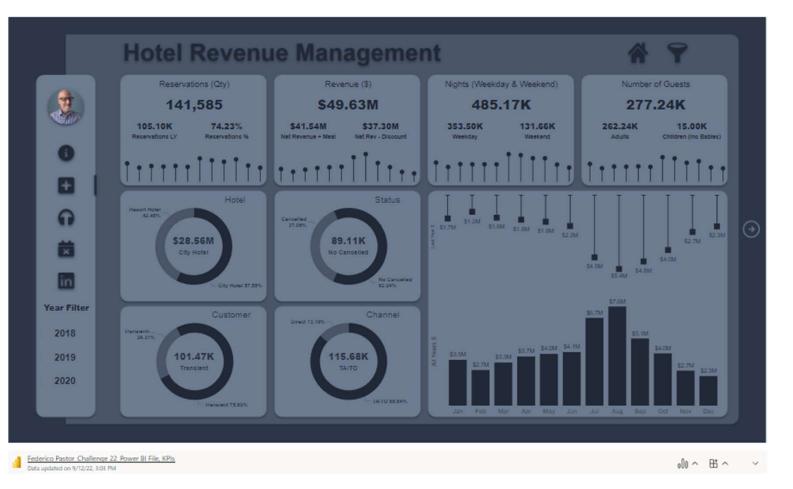
"I'm participating for the first time in EDNA challenges, Thank you very much for this great opportunity and I hope you like my report. "



ENTERPRISE DNA

Federico Pastor

"I continue with my experimentation and visualization tricks with the error bars visuals. The challenge Brief provides some insights into some of the requirements of the project. I hope, I have addressed these."

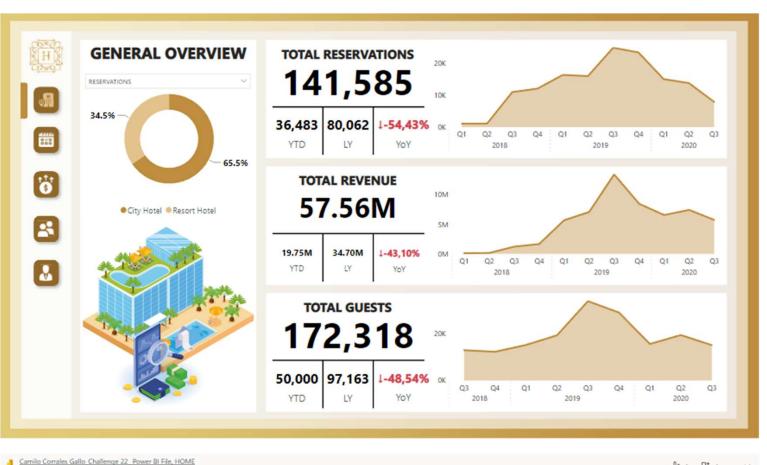


odated on 9/12/22, 4:05 PM

ENTERPRISE DNA

Camilo Corrales Gallo

"Hi Everybody I accepted Enterprise DNA Challenge -Hotel Revenue Management. I Hope you like it."



EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS 。(1) ~ 田 ~ ~

ENTERPRISE DNA

Sneha Jadhav

"Hi Everybody I accepted Enterprise DNA Challenge -Hotel Revenue Management. I Hope you like it."



ENTERPRISE DNA

Bolaji Olatunde

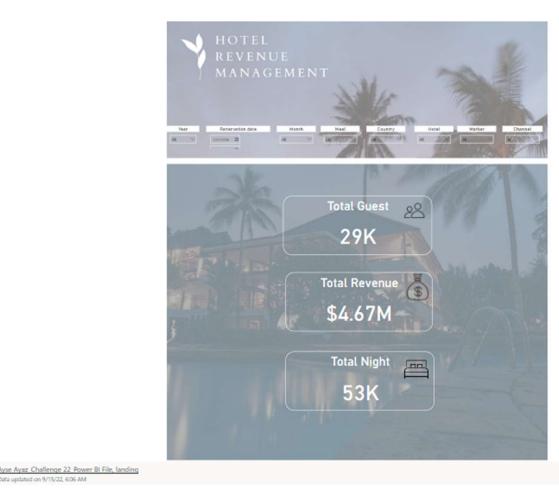
"Hi Everybody I accepted Enterprise DNA Challenge -Hotel Revenue. My first time entering an EDNA Challenge as a member. I am glad I was able to join the Challenge. "



ENTERPRISE DNA

Ayse Ayaz

"Hi Everybody I accepted Enterprise DNA Challenge -Hotel Revenue. I am glad I was able to join the Challenge. I hope you like it. "

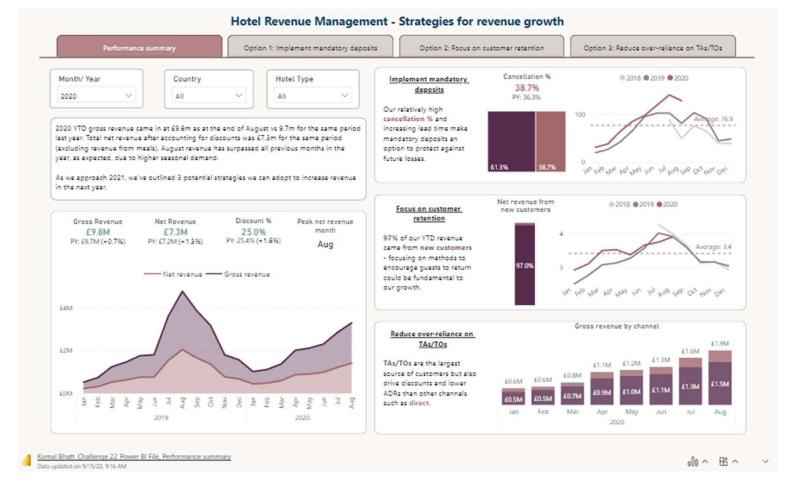


EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS 。(1) ~ 田 ~ …

ENTERPRISE DNA

Komal Bhatt

"Had a go at analyzing this month's Enterprise DNA Challenge 22 dataset -Hotel Revenue Management. There were a lot of possibilities with this one but decided to go with exploring some revenue growth strategies. "



ENTERPRISE DNA

Vikra Aiyer

"The modelled data set was really very handy and useful with a great amount of exploration points from which I used a fraction of it."



ENTERPRISE DNA

Erika Lil

"In my report I ended up using a lot of calculated columns to get some totals for different categories, like revenue, reservations etc. I also heavily used the grouping function to make the data more easily filterable for the end user."

EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS

servation and	Total Revenue from Filled Reservations					Total Reservations		
ent Data	\$31M Room Revenue \$40M Overall Revenue		\$9M al Revenue 89K Reservations	172K Number of Guests 304K # of Nights Reserve	4	(37%)	Cancelled • No • Yes	
ason Fall: Sept - Nov Spring: Apr - May	Lost Potential Revenue due to Cancelled Reservations					Total Revenue by Seasons		
Summer: Jun - Aug Winter: Dec - Mar	\$19M Room Revenue	Ме	\$6M al Revenue	105K Number of Guests		Summer: Jun	\$23M \$16M	
eekend/Weekdays Nights Weekday Night: Sun - Thur Weekend Night: Fri-Sat	\$25M Overall Revenue	Total	52K Reservations	181K # of Nights Reserve	ed	Fall: Sept - Nov Spring: Apr \$0M	\$15M \$10M \$20M	
	Agent ID Total Night	s Booked Tot	al Revenue Broug	ght in Booking Change	s Made S	opecial Requests Taken Total n	umber of reservations ,	
見目	9 240 0	62392 37269 36382	\$9,82 \$5,47 \$4,17	4,244	4849 2680 6117	23191 11667 6169	20395 10250 14751	
周囲開	250 14	11755 10461	\$2,02 \$1,57	4,705 8,195	1496 1247	1898	2755	

Erika Lil Challenge 22 Power BI File, Main Report Data updated on 9/16/22, 4:35 PM 00~日~~

ENTERPRISE DNA

Jerson Andre Arrelucea

"This is my first entry in an EDNA Challenge. I hope you like it, and any criticism or constructive comment will always be well received."



ENTERPRISE DNA

Blessing Ibrahim

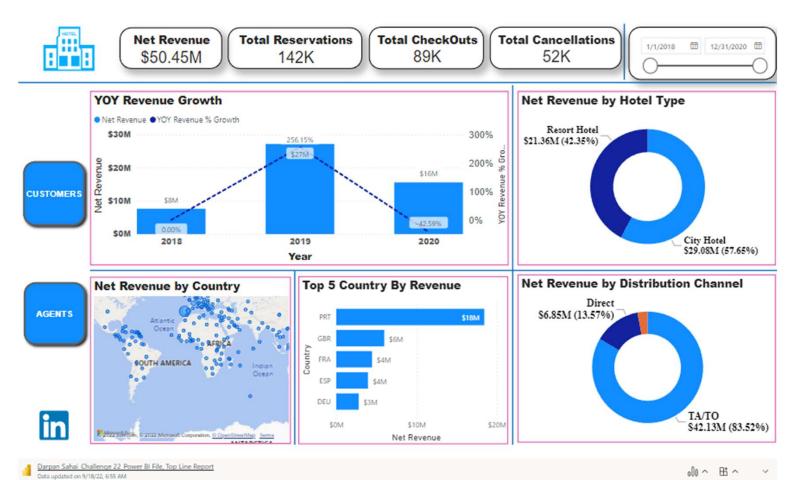
"Taking the role of a Report Developer, I produced this report after analyzing the dataset. The report contains the following pages: Overview, Revenue, Reservation, Guest and Agent performance."

HOTEL REVENUE MANAGEMENT Overview 2 í TÌ \$49.6M 334 CUSTOMER TYPE 14.09M Transient 71.67% \$52.2M Total number of **Total Revenue** (Exc. Meal) Agents TOTAL REVENUE AVERAGE DAILY (INC. MEAL) RATE Contract **TOTAL REVENUE OVER** 4.77% MIN. ADR MAX. ADR nt-Party THE YEARS 23.02% 5.40K -6.38 ∇ \$7.8M DISTRIBUTION MEAL TYPE TOTAL GUES CHANNELS \$5.4M BB 77.35% TA/TO 81.7... FB \$4.3M \$4.2M 0.87.... ഹ \$3.7M 42K нв 13% \$2.9M \$2.9M Corpo \$2.4M (î) 5.77% 7.82% #EDNADataChallenge #EDNAHotelRevenueManagement sing Ibrahim Challenge 22 Power BI File, Overview 心へ 出へ leta updated on 9/17/22, 11:40 AM

ENTERPRISE DNA

Darpan Sahai

"I prepared four pages in this report which contains Top Line Report, Customers Page, Agents Page and a drill through page known as Agent Details page which shows the details of every individual agent."



ENTERPRISE DNA

Juan Pierre Louw

"This is my entry for EDNA Challenge 22 "Hotel Revenue Management". I hope you like it, and any criticism or constructive comment will always be well received."



ENTERPRISE DNA

Balqees Al Mashjari

"This is my entry for EDNA Challenge 22 "Hotel Revenue Management". I hope you like it."



ENTERPRISE DNA

~

∇ Filters

Asma Ben Cheikh

"This is my entry for EDNA Challenge 22 "Hotel Revenue Management". I hope you like it."

	Revenue agement	Overview	Reve	nue	inests	Booking	Agent	<u></u>
Year All V		334 Number of Agent	s Av	\$148.58 g Revenue by a		423. Avg Reservati		
Quarter All ~		5 agents by		agents by ervation	-	agents by	Anna ID	9 🗸
Month	Agent ID	Gross Revenue	Agent ID	otal reservation	Agent ID	% canceled reservation	Agent ID Revenue Generated	\$13.49M
All Veek of	240	\$13,487,925.00 \$8,376,628.00	9	34292 19555	1	71.31 % 40.53 %	Nbr of Reservation	34K
	0	\$4,594,220.00 \$2,171,536.00	240	16684	240 0	38.56 % 24.57 %	Number of Nights Percentage of	90.32K 40.53 %
All V	250 Total	\$2,075,842.00 \$30,706,151.00	6 Total	4506 86072	250 Total	17.93 % 39.57 %	Cancelled Reservatio	on



The **Top 5 agents** has generated **61.87%** of the total Revenue and **59,59%** of the total Reservation.

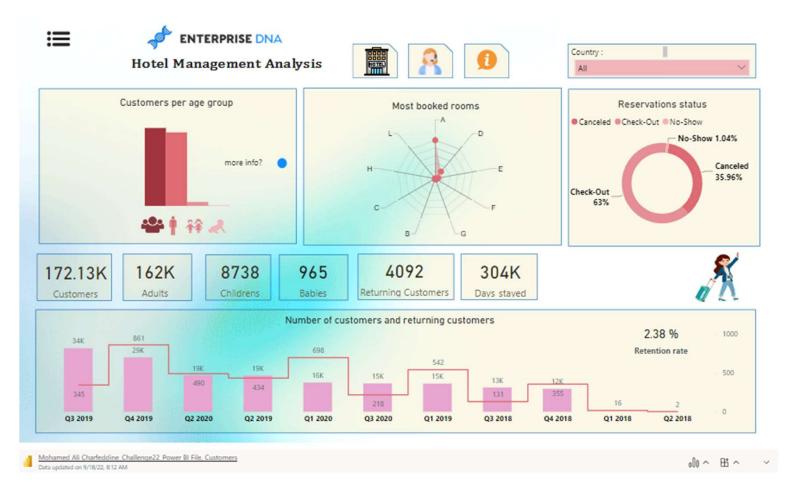
Asma Ben Cheikh Challenge 22 Power BI File, Agent Deta updated on 9/18/22, 7:51 AM

EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS

ENTERPRISE DNA

Charfeddine Mohamed Ali

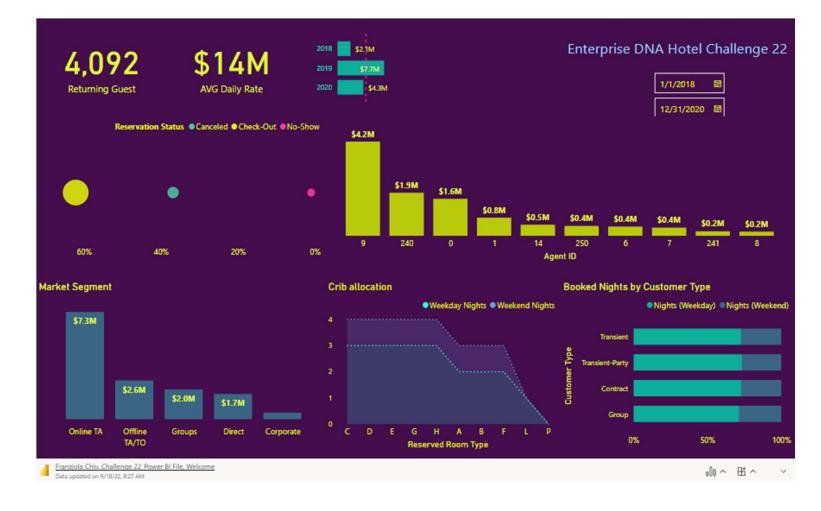
"This is my second entry for and EDNA challenge. Challenge 22 "Hotel Revenue Management". I hope you like it."



ENTERPRISE DNA

Franziola Chiu

"This is my entry for and EDNA Challenge 22 "Hotel Revenue Management". I hope you like it."



ENTERPRISE DNA

Kiruba Selvi

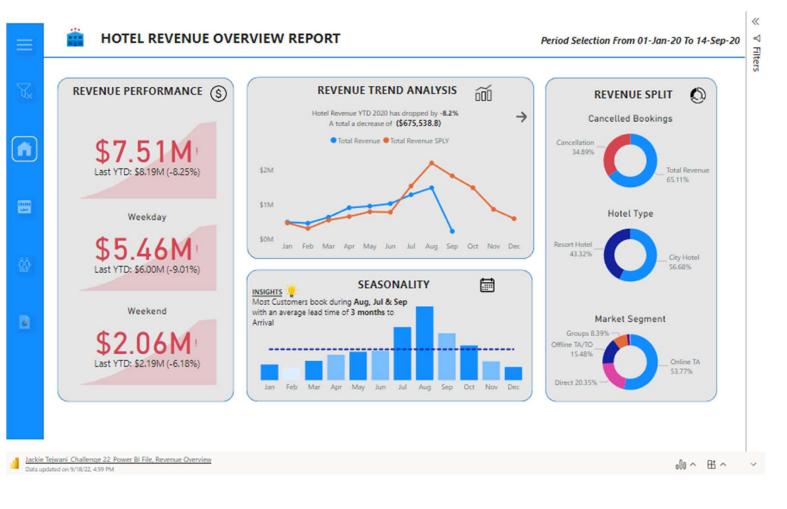
"It was fun exploring the data and making the report. Challenge22 gave me a great chance to self-analyze How much I know , and how much I have to improve further."



ENTERPRISE DNA

Jackie Tejwani

"It's great to be learning so much. This time I have tried to focus on the dynamic text values as a part of my development. "



ENTERPRISE DNA

Gerard Duggan

"My approach was to assess KPIs based on revenue, reservations, nights and guest numbers, with a key KPI being revenue per guest."



ENTERPRISE DNA

Hadiqa Malik

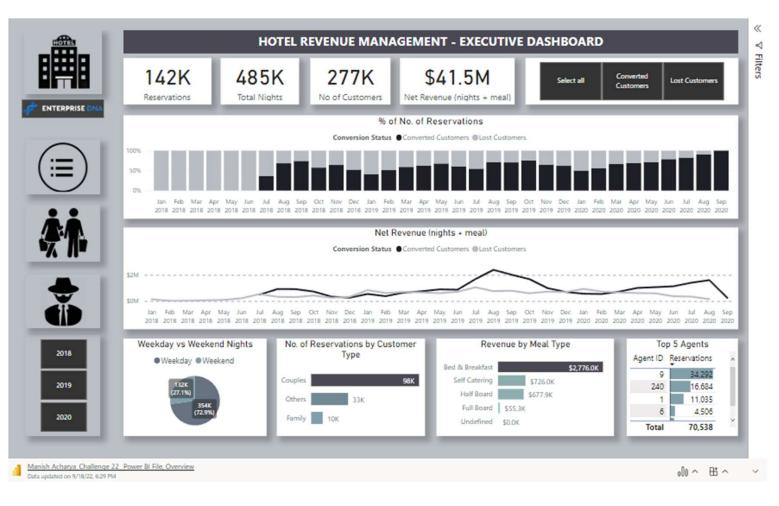
"This is my entry for and EDNA Challenge 22 "Hotel Revenue Manage ment". I hope you like it."



ENTERPRISE DNA

Manish Acharya

"This is my first submission to the challenge and glad to say, I have thoroughly enjoyed the process and learned a lot. "



ENTERPRISE DNA

Maja Spanic Kezan

" This is my submission to the challenge and glad to say. I have thoroughly enjoy ed the process and learned a lot. "



ENTERPRISE DNA

Mateusz Plonka

" This is my submission to the challenge and glad to say. I have thoroughly enjoy ed the process and learned a lot. "



ENTERPRISE DNA

Dharmendar 5

"Please see my entry for Challenge 22 "Hotel Revenue Management". I hope you like it"

Hotel Revenue Management Overview \bigcirc Aug 2019 (\$3,097K) 102 Days Thursday (\$5,476K) \$53,584K 142K 277K \$3,414K \$33,013K Top Revenue Month Avg lead Time Top Revenue Day Total Revenue Total Bookings Total Guests Total Discount Net Revenue Revenue by Customer Type **Guests Type Bookings** Revenue by Hotel Type Check-Out City Hotel Resort Hotel Transient Transient-Party Single Couples Cancelled 20M No-Show 580k \$16M Net Revenue by Countries ENTERPRISE DNA Portugal \$7.7M \$5.3M United Kingdom Net Revenue by Months \$3.7M France \$6.4M \$3.054 \$6M Spair German 52 MM Reve \$4M \$1.6M Ireland Net \$2.5M \$2. 1.1M Italy \$2.3M \$1.8M \$2M \$1.4M Belgiur in olu Netherland Switzerland in Month SOM \$2M S4M \$6M \$8M Dharmendar S Challenge 22 Power BI File, Overview

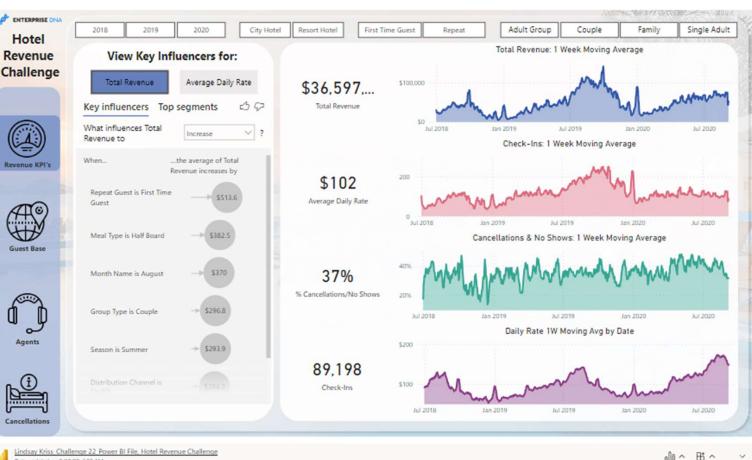
EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS

la A Bi A

ENTERPRISE DNA

Lindsay Kriss

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights I didn't expect. I approached this looking at it from how the company would increase future revenues and decrease cancellations/noshows. "

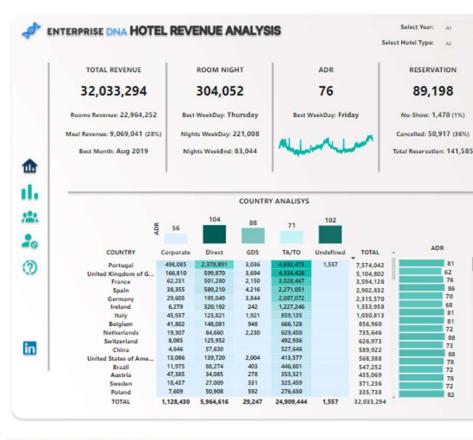


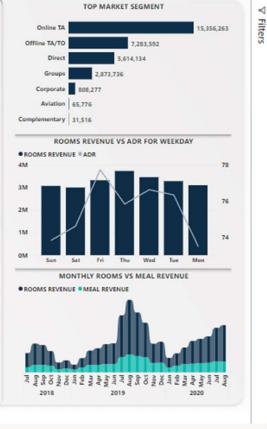
ENTERPRISE DNA

~

Wanderson Barbosa

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it."





Wanderson Barbosa Challenge 22 Power BI File, Overview

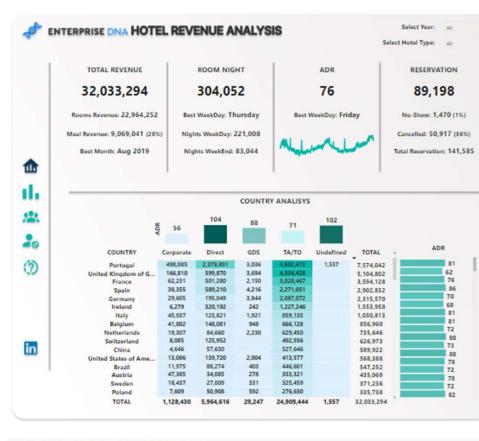


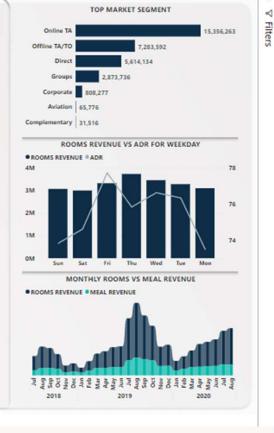
ENTERPRISE DNA

~

Azadeh Rad

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it. Thank you so much for providing this opportunity to practice."





Wanderson Barbosa Challenge 22 Power BI File, Overview Data updated on 9/19/22, 7:22 AM

。10~ 出 ~

ENTERPRISE DNA

Wan Teck Chung

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it. Thank you so much for providing this opportunity to practice."



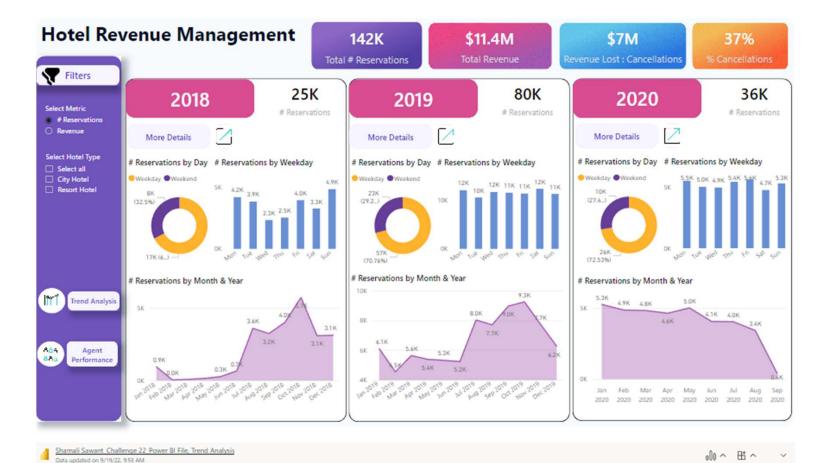
Data updated on 9/19/22, 8:42 AM

la A Bi A

ENTERPRISE DNA

Shamali Sawant

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it. Thank you so much for providing this opportunity to practice."



eta updated on 9/19/22, 10:05 AM

ENTERPRISE DNA

Solar Zhu

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it. Thanks to Federico and work with the error bars visualization tricks."



EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS 。(1) ~ 田 ~ …

ENTERPRISE DNA

Argenis Chaffardet

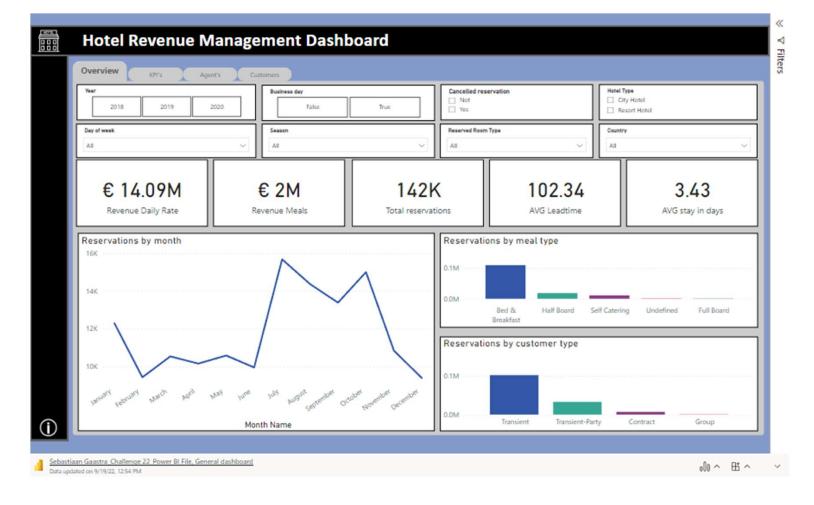
"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it."



ENTERPRISE DNA

Sebastiaan Gaastra

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it."



Deta updated on 9/19/22, 1:07 PM

ENTERPRISE DNA

Filip Krzykowski

"In the report I have exploited the idea of field parameters as much as I could. When it comes to "twinkle" Logo it is a GIF Wallpaper for each page with Hotel Neon Theme. Hope you will like it."



EMPOWERING POWER BI USERS TO CHANGE THEIR WORLDS

心 田 ~

ENTERPRISE DNA

Jose A Fernandez

"I really enjoyed this challenge. It was a very interesting dataset with some interesting insights. I hope you like it."



ENTERPRISE DNA

Team MAK2

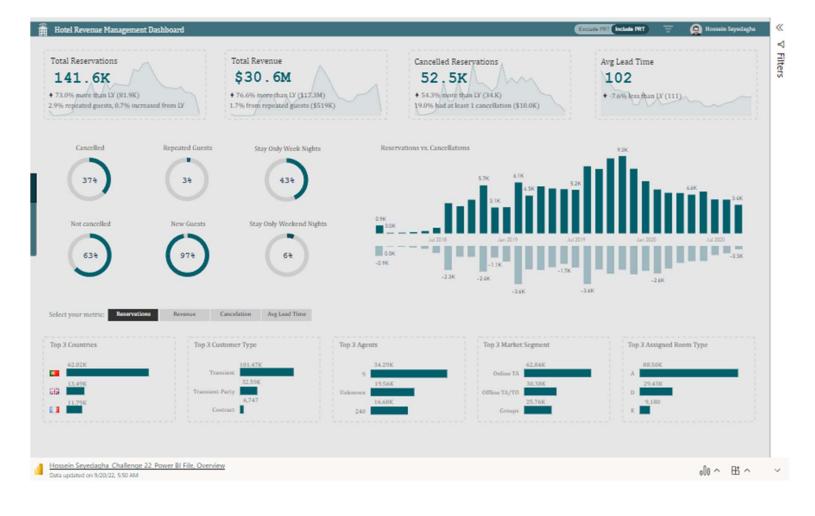
"The Team really enjoyed this challenge. It was a very interesting dataset with some interesting insights. We hope you like it."

FY 2018-19 Highlights	FY 2019-20 Highlights	FY 2020-21 Highlights
sts	Jests	lests
sts	uests	iests
ty Hotel has more bookings during the summer season months ug - Oct) and see a dip during the winter months of Northern	City Hotel has significantly more bookings during the summer season months (Aug - Oct) than the prev. FY and see a dip during	City Hotel in the peak summer months of Jul - Aug do not see any pick up in Bookings like previous years.
emisphere. Bookings again pick up around March and see an creasing trend till June. Smaller peaks are seen on weekends in ec, Jan and March and the 10-day Chirstmas period.	the winter months of Northern Hemisphere like the prev. FY. Once Covid-19 hits, the pick-up in bookings is not the same as in the prev. FY.	Resort Hotel also follow a same pattern for the summer months as the City Hotel which can mainly be attributed to the Covid-19
sort Hotel is much steadier throughout the year with occassional aks seen around Christmas and some selected weekends.	Resort Hotel is much steadier throughout the year with occassional peaks seen around Christmas and some selected weekends, but follow the same pattern as Gty Hotel after start of Covid-19.	pandemic.
	7-Days MA Bookings Hotel Type	Select KPI for analysis
	Covid-1	9 pandemic
- Markash	man and the second	City Hotel

ENTERPRISE DNA

Hossein Seyedagha

"It was so fun and challenging for me, and I learned a lot as always. Hope you enjoy it as well."



ENTERPRISE DNA

Muhammad Ahmed

"Please see my entry for Challenge 22. Excellent Dataset, I've learned a lot as always. Hope you like it."



ENTERPRISE DNA

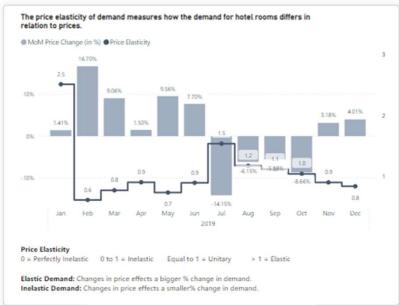
2019

2020

Pa Pa

"Please see my entry for Challenge 22. Excellent Dataset, I've learned a lot as always. Hope you like it."

HOTEL REVENUE INSIGHTS PRICING ANALYSIS





2018

2017

Reservation status date is the date at which the last status was set. This variable can be used to understand when was the booking canceled or when did the customer checked-out of the hotel, rather than when was the booking made. So that, the **booking date** is generated by subtracting the lead time from the arrival date in order to analyze the room reservations.

from its booking date.

Pa Pa Challenge 22 Power BI File, Pricing Analysis Data undated on 9/20/22 6:16 AM

。(1) ~ 田 ~ …

ENTERPRISE DNA

Omar Sherif

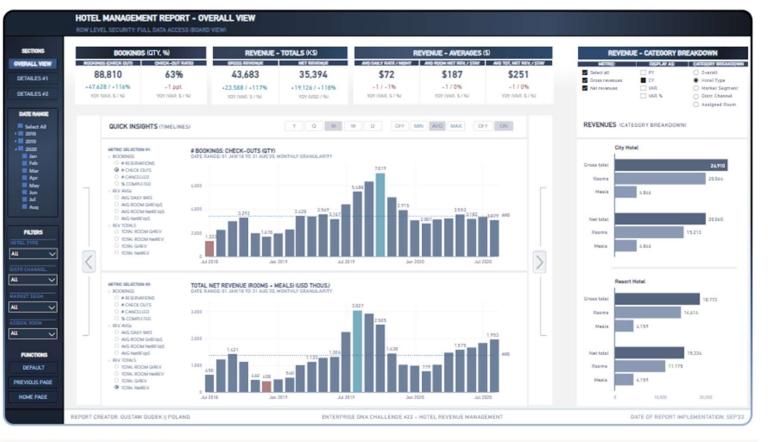
"It was an amazing experience and challenging in the same as i managed to complete it in 2 days! I performed a report doing customer analysis, revenue analysis and Agents Performance Analysis"



ENTERPRISE DNA

Gustaw Dudek

"It was an amazing experience and challenging in the same as i managed to complete it in 2 days! I performed a report doing customer analysis, revenue analysis and Agents Performance Analysis"



Gustaw Dudek Challenge 22 Power BI File, Hotel management - overall

Data updated on 9/20/22, 6:36 AM

·心~田~ ·



THANK YOU