



Data Analytics in Hospitality Domain: A Visual Approach

M Boopalan¹, S Kishor², V Eknes³, P Arun Kumar⁴, N Nithiya⁵, S K Varun Kumar⁶

¹dept of Electronics and Communication Engineering Excel Engineering College (Autonomous) Namakkal, India
boopalanb048@gmail.com

⁴dept of Electronics and Communication Engineering Excel Engineering College (Autonomous) Namakkal, India
sk9787776452@gmail.com

²dept of Electronics and Communication Engineering Excel Engineering College (Autonomous) Namakkal, India
kishorselvaraj6382@gmail.com

⁵dept of Electronics and Communication Engineering Excel Engineering College (Autonomous) Namakkal, India
nithiyan.eec@excelcolleges.com

³dept of Electronics and Communication Engineering Excel Engineering College (Autonomous) Namakkal, India
eknesv@gmail.com

⁶dept of Computer Science and Engineering Sona College of Technology (Autonomous) Salem, India
varunpudhur17@gmail.com

ABSTRACT—

The hospitality industry is undergoing a rapid transformation, driven by the integration of data analytics to enhance operational efficiency, customer satisfaction, and revenue performance. This paper presents a comprehensive visual analytics framework tailored for Livetripp Villa, a five-star hotel chain in India, aimed at regaining its competitive edge through data-driven decision-making. Leveraging a stack of modern tools including SQL for data management, Excel for ETL operations, Power BI for dynamic dashboards, Canva for visual storytelling, and PowerPoint for strategic communication, the framework integrates historical booking data, occupancy trends, guest feedback, and market benchmarks to generate actionable insights. The proposed system begins with centralized data acquisition and rigorous cleaning to ensure data integrity, followed by the implementation of real-time visual dashboards that track key performance indicators (KPIs) such as RevPAR, occupancy rate, and customer sentiment. Predictive analytics models are incorporated to forecast demand surges and optimize pricing strategies. Anomaly detection algorithms help identify operational inefficiencies and potential revenue leaks. The system also includes external data integration from platforms like Kaggle for benchmarking and validation. Results demonstrate a significant improvement in decision-making speed, accuracy, and responsiveness, with potential increases of up to 20% in occupancy and 15% in overall revenue. The paper concludes by highlighting the scalability and adaptability of the architecture for broader applications in the hospitality industry. This visual approach to data analytics paves the way for a new era of proactive, insight-driven hospitality management.

Keywords—Business Intelligence (BI), hospitality analytics, predictive analytics, Power BI, SQL, data visualization, revenue optimization, real-time dashboards, guest experience, data-driven decision making.

Introduction

In the modern hospitality industry, data has emerged as a pivotal asset for driving strategic decisions, improving customer experiences, and enhancing operational efficiency. As competition intensifies and consumer expectations evolve, traditional, intuition-based decision-making frameworks are no longer sufficient to sustain growth or maintain a competitive edge. Livetripp Villa, a reputed five-star hotel chain in India with a 20-year legacy, faced significant challenges related to declining market share, stagnant revenue, and limited technological adaptation. Recognizing the need for transformation, this study introduces a data-driven Business Intelligence (BI) framework that integrates real-time analytics, visual dashboards, and predictive modeling to support informed decision-making and business recovery. The proposed system leverages widely used tools such as SQL for structured data management, Excel for ETL operations, Power BI for interactive dashboards, and Canva and PowerPoint for impactful visual communication. The framework consolidates internal operational data—such as customer bookings, revenue trends, and guest feedback—with external benchmarks to generate actionable insights. Real-time visualization of KPIs like occupancy rates and RevPAR empowers managers to detect performance gaps, while predictive models forecast demand and optimize pricing strategies. By shifting from fragmented manual processes to a unified, automated BI ecosystem, this approach not only addresses current performance issues but also lays the foundation for long-term innovation and resilience. The methodology, results, and visualizations presented in this paper aim to guide hospitality stakeholders in adopting data-centric models that improve service delivery, guest satisfaction, and profitability.

Background

Industry Evolution and the Role of Data Analytics

Over the past two decades, the hospitality industry has experienced a significant transformation—from a service-oriented model to a technology-driven, data-centric ecosystem. The rise of online travel platforms, AI-powered guest services, IoT-enabled smart rooms, and dynamic pricing strategies has redefined how hotels operate. In this context, data analytics has become crucial for understanding customer behavior, optimizing revenue, and improving operational efficiency. Real-time access to guest data, performance metrics, and competitive insights enables proactive decision-making and personalized services that meet the evolving expectations of modern travelers.

Challenges Faced by Livetripp Villa

Livetripp Villa, a well-established five-star hotel chain in India, has recently encountered a decline in market share and revenue despite its strong legacy. This downturn is attributed to the continued use of traditional, intuition-based decision-making processes and siloed data systems. Competitors have adopted agile, AI-enhanced BI frameworks that offer real-time visibility into customer trends and operational bottlenecks—giving them a significant advantage. In contrast, Livetripp's fragmented data management and lack of advanced analytics have led to slow, reactive responses to market changes, reduced guest satisfaction, and missed revenue opportunities.

Need for a Visual, Integrated BI Framework

To address these challenges, there is a pressing need for Livetripp Villa to adopt a comprehensive Business Intelligence (BI) system that consolidates internal and external data sources into a unified visual analytics platform. By leveraging tools like SQL, Excel, Power BI, Canva, and PowerPoint, the proposed framework enables data cleaning, real-time KPI tracking, predictive modeling, and effective communication of insights. This transformation empowers management to make timely, data-driven decisions, optimize pricing, personalize guest experiences, and ultimately regain competitive positioning in the luxury hospitality sector.

Proposed solution

Centralized Data Integration and ETL Process

The foundation of the proposed solution lies in consolidating fragmented data sources into a centralized SQL-based architecture. This includes booking records, occupancy rates, guest feedback, and revenue streams, which are currently scattered across spreadsheets and legacy systems. A robust ETL (Extract, Transform, Load) pipeline is implemented using SQL and Excel to ensure data integrity. This process involves removing duplicate entries, correcting inconsistencies, and formatting the data into a standardized structure for further analysis. By centralizing data, the system eliminates silos, increases accessibility, and ensures consistency across departments.

Real-Time Visual Analytics with Power BI

To transform cleaned data into actionable insights, the system integrates Power BI for interactive dashboard creation. These dashboards track real-time key performance indicators (KPIs) such as Revenue per Available Room (RevPAR), Average Daily Rate (ADR), occupancy trends, and customer sentiment. Power BI's drill-down functionality enables stakeholders to explore data at multiple levels—daily, weekly, or by specific business segments. The visual nature of dashboards simplifies decision-making and enhances transparency. Alerts and thresholds are configured to notify decision-makers of anomalies such as sudden revenue drops or occupancy spikes.

Predictive and Prescriptive Analytics Modules

Beyond descriptive analytics, the solution introduces predictive modeling using historical booking data and external variables (seasonality, events, holidays) to forecast demand. Tools such as Excel's statistical functions and optionally Python (for future scaling) enable regression and time-series analysis. These insights are used to inform dynamic pricing strategies and optimize inventory allocation. Additionally, prescriptive analytics modules suggest targeted marketing actions and resource allocation strategies based on predicted trends—guiding the hotel toward maximizing revenue and enhancing guest satisfaction.

Stakeholder Communication through Visual Storytelling

To ensure the data-driven insights are understood and adopted across all organizational levels, the solution incorporates Canva and PowerPoint for professional reporting and presentations. Canva is used to design clear, brand-aligned infographics that simplify complex analytics for non-technical audiences. PowerPoint integrates these visuals and embeds live Power BI elements to create compelling narrative presentations. This ensures that data insights are not only accessible but also effectively communicated during board meetings, strategic reviews, and departmental briefings.

Scalable and Adaptive BI Ecosystem

The proposed BI framework is designed to be scalable and future-ready. It allows the seamless integration of new data sources—such as IoT sensor data or social media sentiment—and supports cloud-based enhancements. The modular design ensures that each component (data storage, analytics, visualization, reporting) can be independently upgraded without disrupting the system. In future phases, machine learning models and real-time stream processing (e.g., Apache Kafka, Azure Stream Analytics) can be introduced for deeper insights and faster response times. This adaptability positions Livetripp Villa to remain competitive in a rapidly evolving hospitality landscape.

Workflow of the proposed System

This workflow provides a complete lifecycle view—from raw data to strategic insights—ensuring transparency, scalability, and effectiveness in modernizing Livetripp Villa's operations through business intelligence.

Data Collection and Input

The workflow begins with the acquisition of raw data from multiple sources including booking logs, financial records, customer feedback forms, and third-party datasets (e.g., Kaggle for industry benchmarks). These datasets are gathered from both internal hotel management systems and external platforms relevant to the hospitality sector. Data includes time-series occupancy levels, customer reviews, pricing information, and seasonal booking trends.

ETL (Extract, Transform, Load) Process

Once the data is collected, it undergoes an ETL process. Using SQL and Excel, the data is extracted from source files, transformed by cleaning and formatting (removing null values, standardizing units, correcting inconsistencies), and loaded into a structured, centralized database. This stage ensures the data is reliable, usable, and ready for analytics.

Data Modeling and KPI Mapping

In this stage, the cleaned data is used to define the business logic and relationships between various metrics. Key Performance Indicators (KPIs) such as RevPAR, Average Daily Rate (ADR), Occupancy Rate, and Net Promoter Score (NPS) are calculated using SQL queries and Excel formulas. These metrics are then mapped to business goals to ensure alignment with Livetripp Villa's strategic objectives.

Visual Dashboard Creation with Power BI

Power BI is used to create interactive dashboards that visualize the calculated KPIs and trends in a user-friendly format. Real-time data connectivity ensures dashboards reflect the most current information. Charts, graphs, slicers, and filters allow users to drill down into specific time periods, guest segments, or revenue streams. The dashboards act as the central decision-support interface for management.

Predictive Analytics and Strategic Forecasting

In parallel with visualization, predictive analytics modules are applied to forecast future occupancy, pricing trends, and potential revenue. Time-series forecasting, regression models, and anomaly detection are performed using Excel-based analysis tools. These insights are critical for planning promotional campaigns, dynamic pricing, and staffing strategies, helping the hotel be more proactive than reactive.

Communication and Reporting

Finally, insights from the dashboards and analytics are packaged into professional visual reports using Canva and PowerPoint. These reports are tailored for various stakeholders—executives, managers, and frontline staff—ensuring clear communication of data-driven strategies. Embedded visuals, performance summaries, and recommendations provide a narrative that supports quick, confident decision-making.

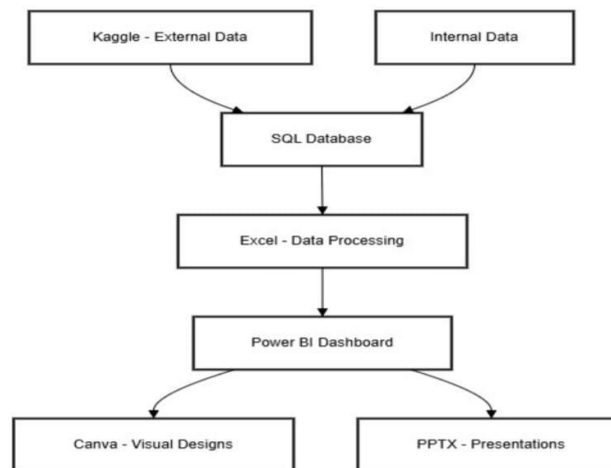


Fig-1 Block Diagram

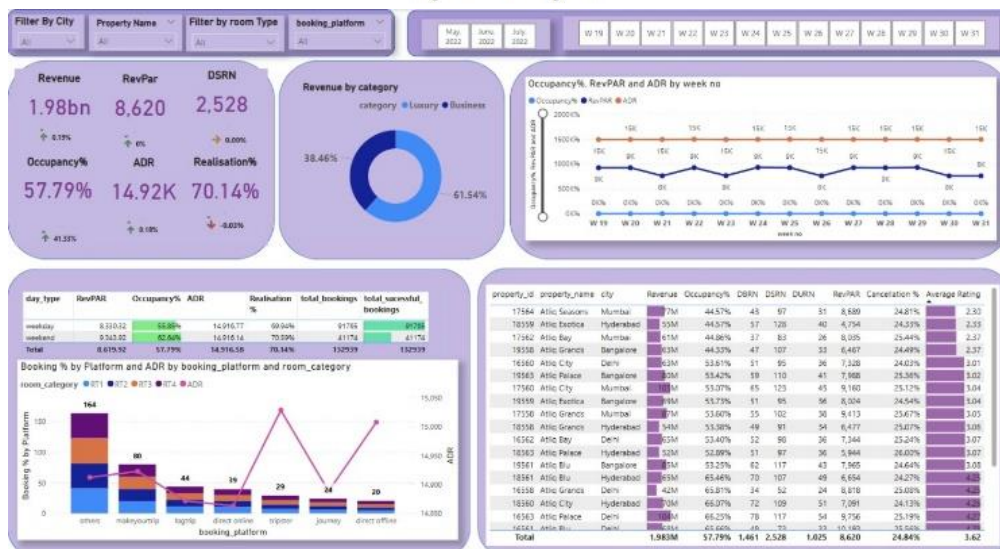


Fig 2 Dashboard

Revenue by week no and category

category ● Business ● Luxury



Fig 3 Chart

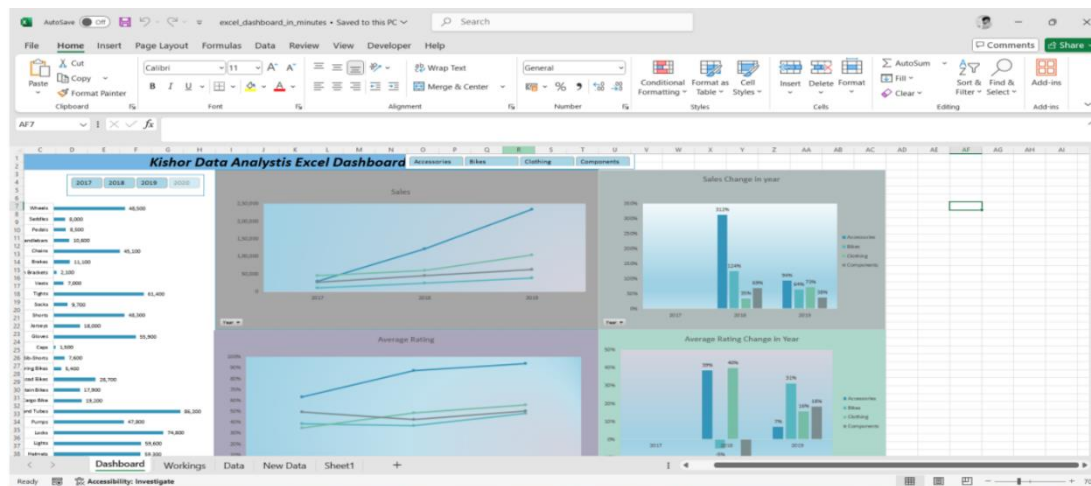


Fig 4 Analysis Project

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