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ROOMS REVENUE

This Tableau Accelerator allows you to:

- Assess & Develop your Rooms Revenue
- Deep-dive to Property level of detail
- Identify the underlying drivers of your performance
- Measure improvements of Occupancy level over time

Answer key business questions

- How much revenue do we generate from our rooms?
- How successful were we at selling our rooms?
- How much revenue is made per room on average?
- What is our ability to fill available rooms at an average price?
- How much revenue do we generate from one specific property?

Monitor and improve KPIs

Properties

- **Nb Properties**: Total number of managed properties

Revenues

- **Total Rooms Revenue**: Total Revenues generated by sold rooms (expressed in currency)
- **ADR (Average Daily Rate)**: Average Daily Rate: average paid amount for rooms sold over the period. The KPI covers only revenue-generating guestrooms (expressed in currency)
- **RevPAR (Revenue per Available Room)**: Average Revenue per Available Rooms: revenue generated per available room, whether or not they are occupied (expressed in currency)

Rooms

- **Total Rooms Available**: Total number of available rooms over the period
- **Total Rooms Sold**: Total number of rooms sold over the period
- **OCC (Occupancy Rate)**: Share of sold rooms over total available rooms over the period. This is one of the highest indicators of success, providing an indication of the attractiveness of a property. (expressed in percentage)
- **Total Rooms Unsold**: Total number of rooms that were available but remained vacant over the period
- **Rooms Unsold %**: Share of rooms that were available but remained vacant in the total number of available rooms over the period (expressed in %)

Guests

- **Total Guests**: Total number of guests hosted over the period
- **Guests per Room**: Average number of guests per sold room over the period

Required attributes

- **Date** (*date*): Analyzed period
- **Property** (*string*): Designation of the property
- **Brand** (*string*): Brand to which the property belongs
- **Country** (*string, role: country*): Country in which the property is located
- **City** (*string, role: city*): City in which the property is located
- **Rooms Revenue** (*numeric*): Revenues generated by sold rooms
- **Rooms Available** (*numeric*): Number of rooms available in the property during the period (number of rooms multiplied by number of days of availability)
- **Rooms Sold** (*numeric*): Number of sold rooms over the period
- **Nb of Guests** (*numeric*): Number of guests hosted over the period