

Increase Revenue Generation in Amsterdam

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**Example dataset accessed from Datacamp sample datasets

Overview

Determine which neighborhoods and property types make the most revenue in Amsterdam to create targeted campaigns which increase properties in those neighborhoods to increase revenue.

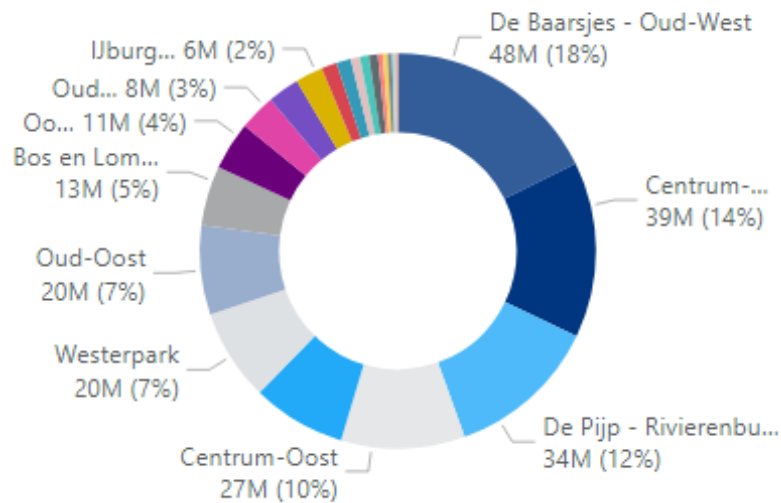
Hospitality terms used

- Revenue – Money paid by guests
- Occupancy – The number of bookings compared to capacity
- Average daily rate (ADR) – Revenue compared to the number of bookings
- Revenue parity (RevPAR) – Revenue compared to capacity

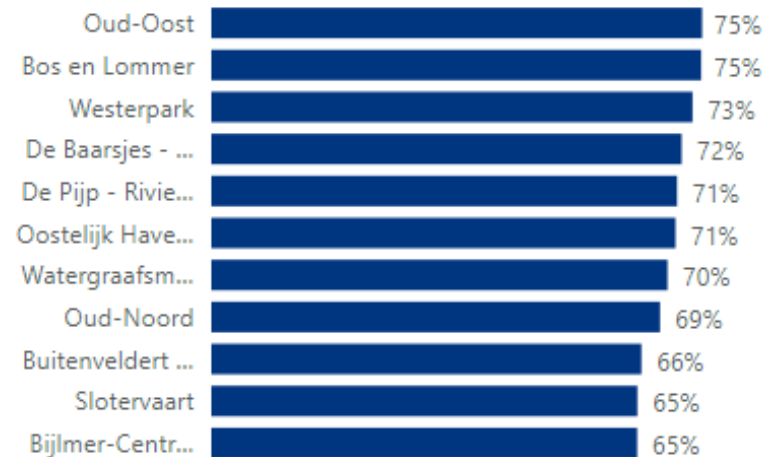
Dataset covers 2019

Which neighbourhoods and room types make the most revenue & have the highest occupancy

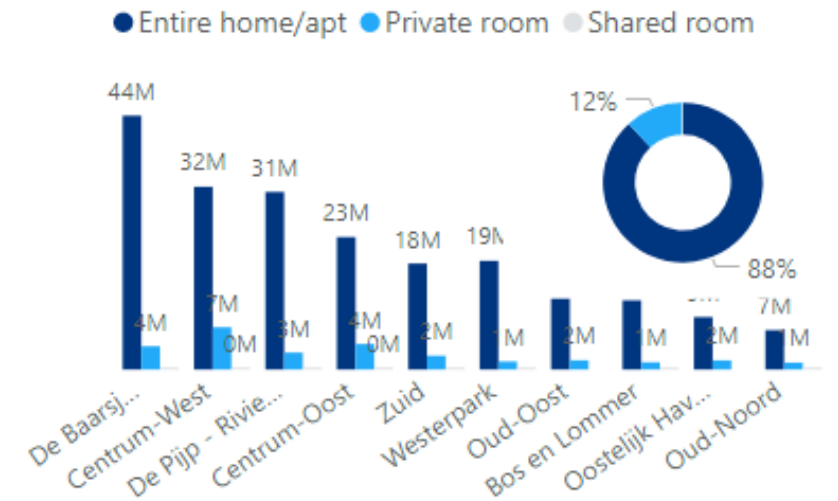
Total Revenue by Neighbourhood



Occupancy by Neighbourhood



Total Revenue by Neighbourhood and Room Type

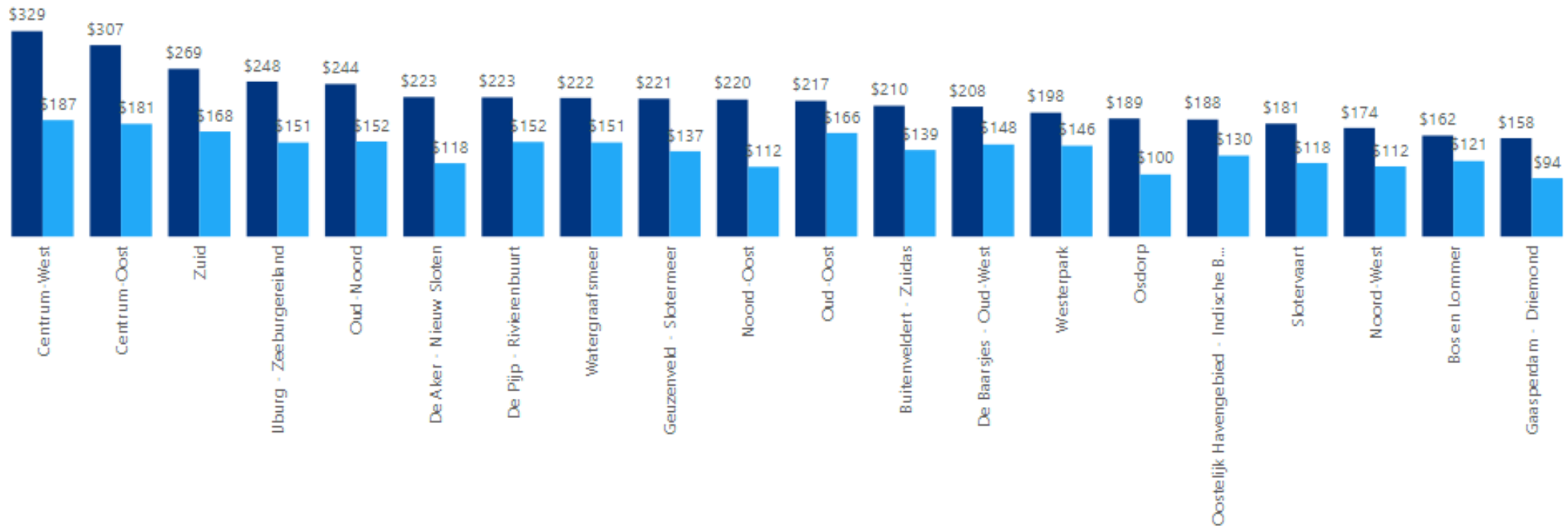


- De Baarsjes Oud – West, Centrum - West and De Pijp make the most revenue at a combined 44% of total revenue.
- Oud Oost and Bos en Lommer both have the highest occupancy at over 75%
- 88% of revenue comes from entire homes/apartments

Which neighbourhoods have the highest revenue generating indicators

Revpar and ADR by Neighbourhood

● Revpar ● ADR



- Centrum West, Centrum Oost and Zuid have the highest RevPAR at over \$250
- Centrum West, Centrum Oost, Zuid and Oud Oost have the highest ADR at over \$160
- Both of these measures indicate that they have the highest revenue generation by room

Which neighbourhoods and room types should be targeted?

Bos en Lommer

\$162 Revpar
 \$121 ADR
 13283837 Revenue
 75% Occupancy

Centrum-Oost

\$307 Revpar
 \$181 ADR
 27364074 Revenue
 62% Occupancy

Centrum-West

\$329 Revpar
 \$187 ADR
 38890468 Revenue
 59% Occupancy

De Baarsjes - Oud-West

\$208 Revpar
 \$148 ADR
 47929557 Revenue
 72% Occupancy

De Pijp - Rivierenbuurt

\$223 Revpar
 \$152 ADR
 33602516 Revenue
 71% Occupancy

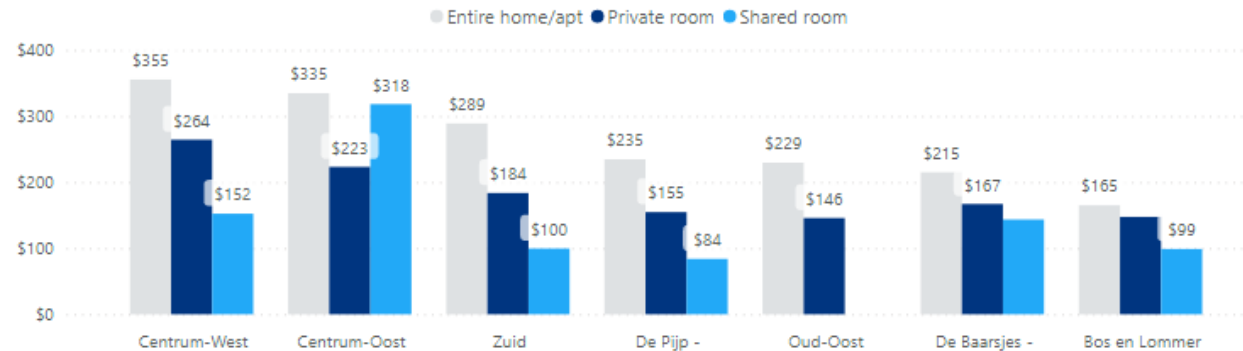
Oud-Oost

\$217 Revpar
 \$166 ADR
 19786774 Revenue
 75% Occupancy

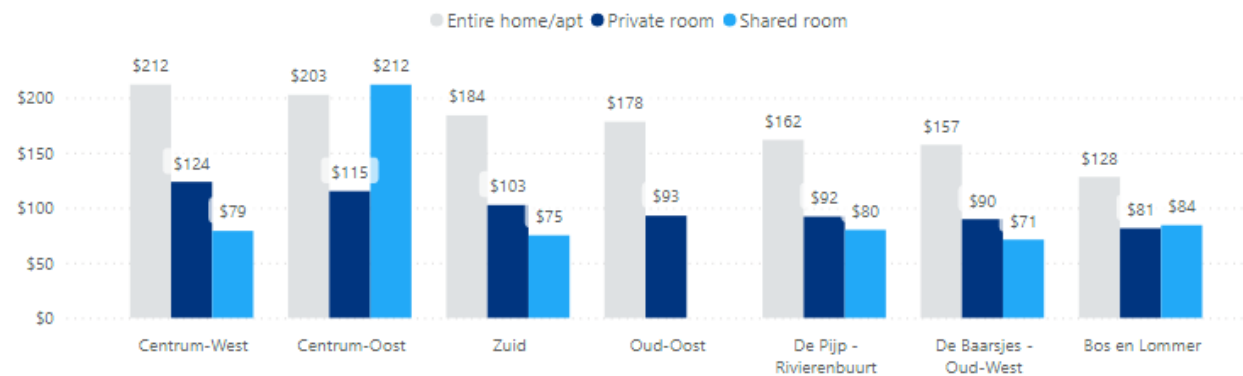
Zuid

\$269 Revpar
 \$168 ADR
 20700902 Revenue
 65% Occupancy

Revpar by Neighbourhood and RoomType



ADR by Neighbourhood and RoomType



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- These are the neighbourhoods that should be targeted, they each have a revenue indicator in the 90th percentile
- Focus efforts increasing volumes of entire homes/apartments as they account for 75% of total revenue

Conclusion

- De Baarsjes Oud – West, Centrum - West and De Pijp make the most revenue at a combined 44% of total revenue.
- Oud Oost and Bos en Lommer both have the highest occupancy at over 75%
- 88% of revenue comes from entire homes/apartments
- Centrum West, Centrum Oost and Zuid have the highest RevPAR at over \$250
- Centrum West, Centrum Oost, Zuid and Oud Oost have the highest ADR at over \$160
- Both ADR and RevPAR indicate that they have the highest revenue generation by room
- The neighbourhoods that should be targeted are below, they each have a revenue indicator in the 90th percentile
 - Centrum-West, Centrum-Oost, Zuid, De Pijp – Rivierenbuurt, Oud-Oost, De Baarsjes - Oud-West, Bos en Lommer
- Focus the campaign on increasing volumes of entire homes/apartments as they account for 75% of total revenue

Increasing the properties by 10% in the 7 neighborhoods identified would increase their revenue generation by 6% and a 20% increase would increase it by 12%

Reporting examples using Power BI to monitor progress

Booking.com Amsterdam Overview

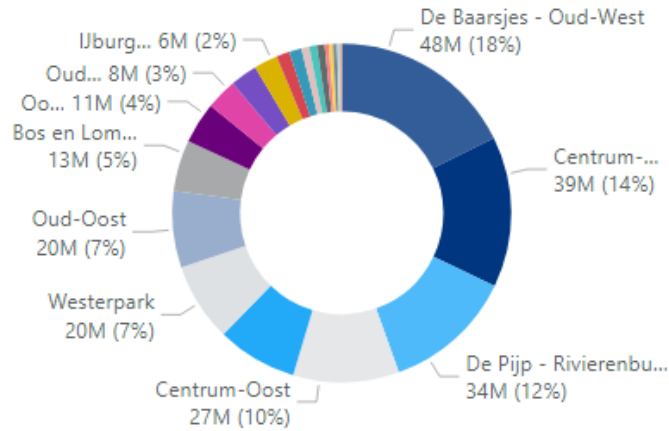
270M TotalRevenue	236M Entire home/apt 87%	34M Private room 13%	635K Shared room 0%
\$158 AvgPrice	\$177 Entire home/apt	\$102 Private room	\$92 Shared room
68% Occupancy	68% Entire home/apt	68% Private room	68% Shared room
\$153 ADR	\$167 Entire home/apt	\$97 Private room	\$92 Shared room
\$234 Revpar	\$246 Entire home/apt	\$186 Private room	\$141 Revpar



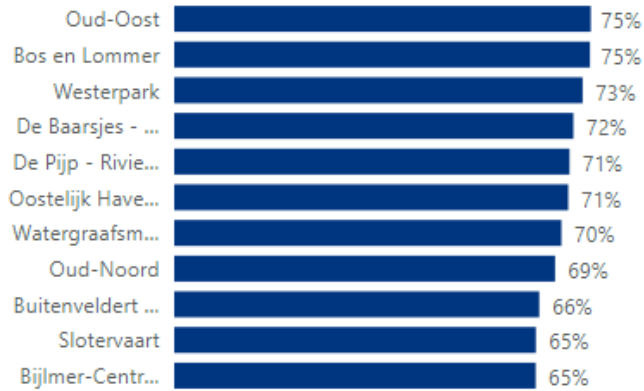
*Data accessed from Datacamp sample datasets

Reporting examples using Power BI to monitor progress

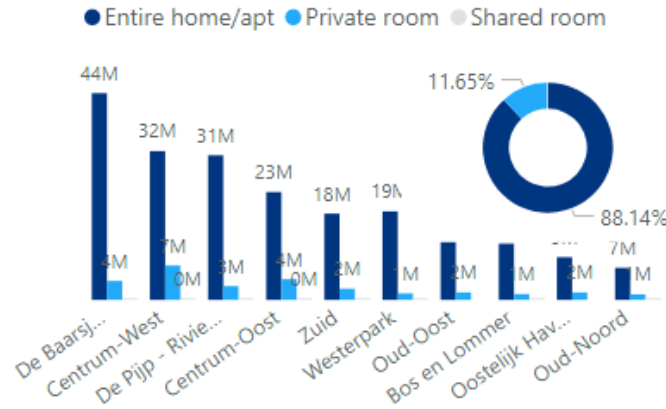
Total Revenue by Neighbourhood



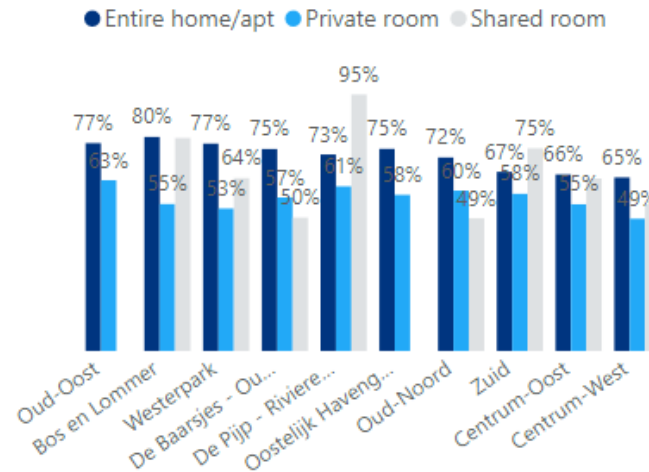
Occupancy by Neighbourhood



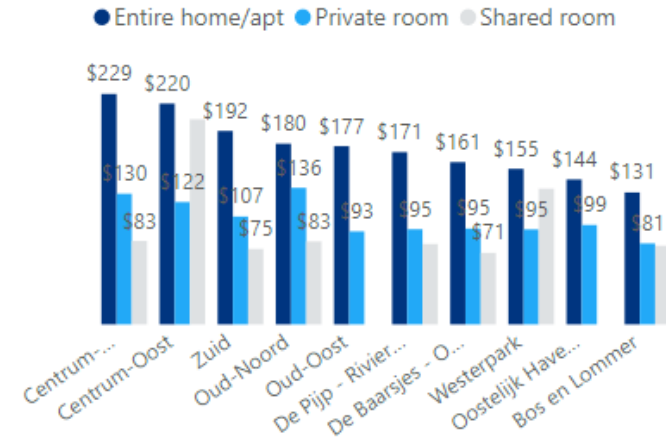
Total Revenue by Neighbourhood and RoomType



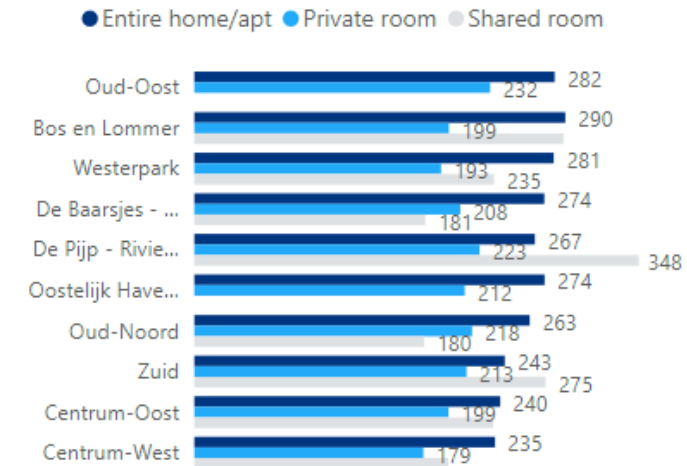
Occupancy by Neighbourhood and RoomType



Avg Price by Neighbourhood and RoomType



Avg Occupancy by Neighbourhood and RoomType



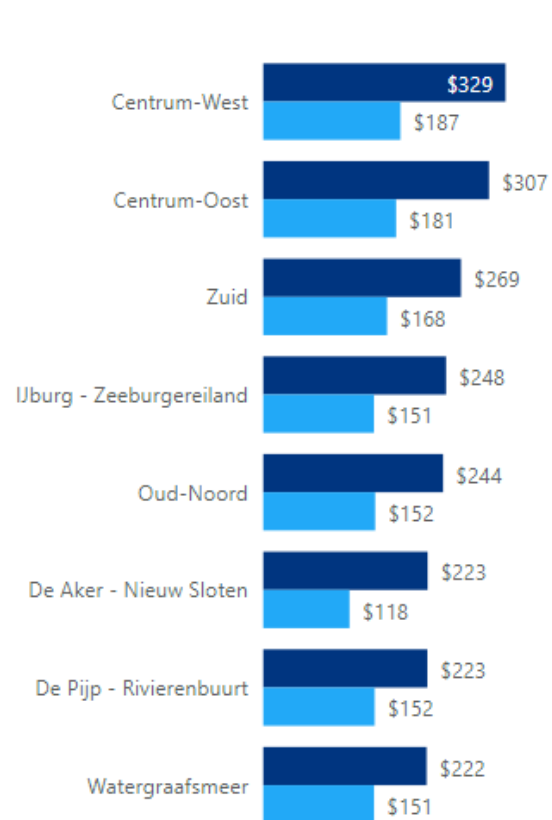
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Reporting examples using Power BI to monitor progress

Booking.com ADR & Revpar - Top 10 Neighbourhoods by Revenue

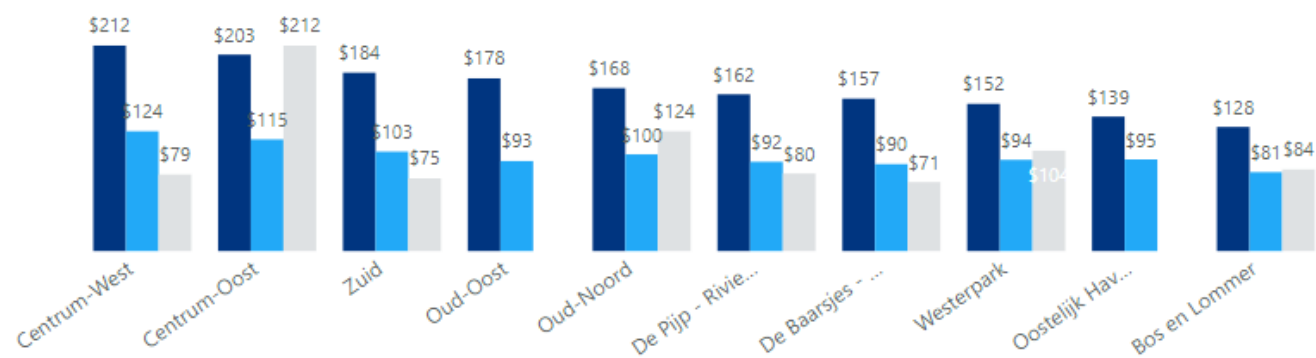
Revpar and ADR by Neighbourhood

● Revpar ● ADR



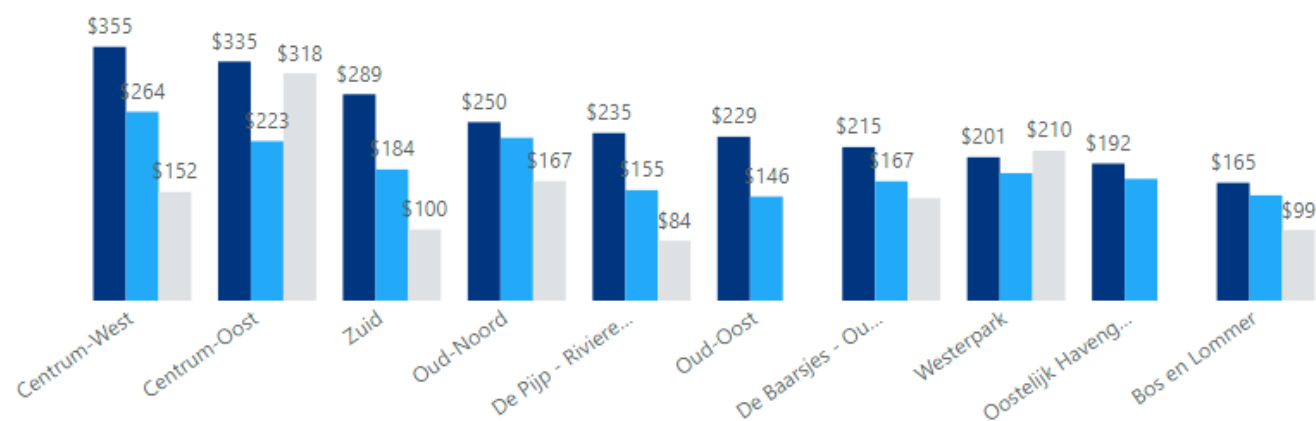
ADR by Neighbourhood and RoomType

● Entire home/apt ● Private room ● Shared room



Revpar by Neighbourhood and RoomType

● Entire home/apt ● Private room ● Shared room



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