

# REVENUE MANAGEMENT SYSTEM

Maximize your revenue by pricing intelligently

**FRAKTEL**

POWERED BY JINISYS

Features Overview

# REVENUE MANAGEMENT

## The Fundamentals

Hotels need to handle varying needs of corporate guest vs family couple

### CUSTOMER



### AIRLINES

Pioneered this concept in 1980s, prices change each day, everyone knows this



### PRODUCT

Customize product offering, the classic example is different rate plans

# REVENUE MANAGEMENT

## The Fundamentals

Some guests book in advance  
while others  
do it in the last minute

### TIME



### PRICE

Most hotels price higher on  
holidays, long weekends &  
business events



### SWEET SPOT

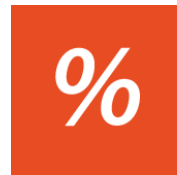
Revenue Management is about  
aligning all of these together  
(Customer, Product, Price & Time)

# REVENUE MANAGEMENT

## The Fundamentals

### Occupancy

Rooms are a perishable commodity, so how full your hotel is on each day matters

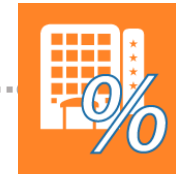


### ADR

Stands for Average Daily Rate, what's the average rate at which you sold all your rooms

### Revenue

How much revenue is your hotel earning each month with historical comparison



### REVPAR

Stands for Revenue Per Available Room, combines qualities of Occupancy & ADR

# GROUP PERFORMANCE REVIEW

## Snapshot of all your hotel performance

View how all your hotels are doing at the same screen

**MARCH 2018**

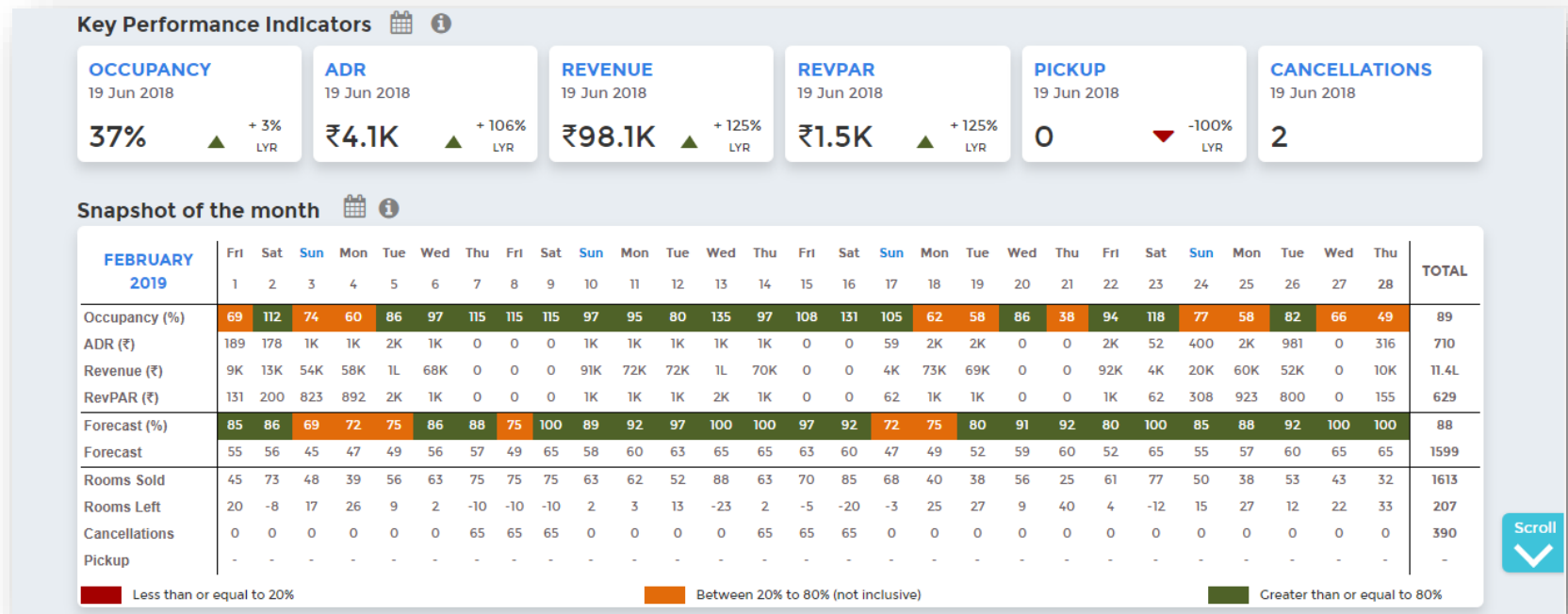
Click on any hotel to navigate to its Dashboard

Show variance based on: Last Year ▼  
Sort values based on: Actual ▼

| Des             | Occupancy         | ADR                | Revenue               | RevPAR              | Usage Score |
|-----------------|-------------------|--------------------|-----------------------|---------------------|-------------|
| Oce             | 79 % ▲ 56%        | ₹ 14K ▲ 15%        | ₹ 1.6Cr ▲ 296%        | ₹ 11K ▲ 296%        | 8 %         |
| Mar             | 83 % ▲ 68%        | ₹ 17K ▲ 16%        | ₹ 2.6Cr ▲ 530%        | ₹ 14K ▲ 530%        | 18 %        |
| Casi            | 77 % ▲ 3%         | ₹ 11K ▲ 8%         | ₹ 49L ▲ 12%           | ₹ 9K ▲ 12%          | 30 %        |
| Sun             | 74 % ▼ 12%        | ₹ 4K ▲ 4%          | ₹ 61L ▼ 11%           | ₹ 3K ▼ 11%          | 46 %        |
| Palatial Ramada | 85 % ▲ 63%        | ₹ 19K ▼ 2%         | ₹ 1.3Cr ▲ 284%        | ₹ 16K ▲ 284%        | 48 %        |
| <b>TOTAL</b>    | <b>79 % ▲ 44%</b> | <b>₹ 12K ▲ 61%</b> | <b>₹ 6.6Cr ▲ 190%</b> | <b>₹ 10K ▲ 190%</b> | <b>30 %</b> |

# FORECAST & ANALYTICS

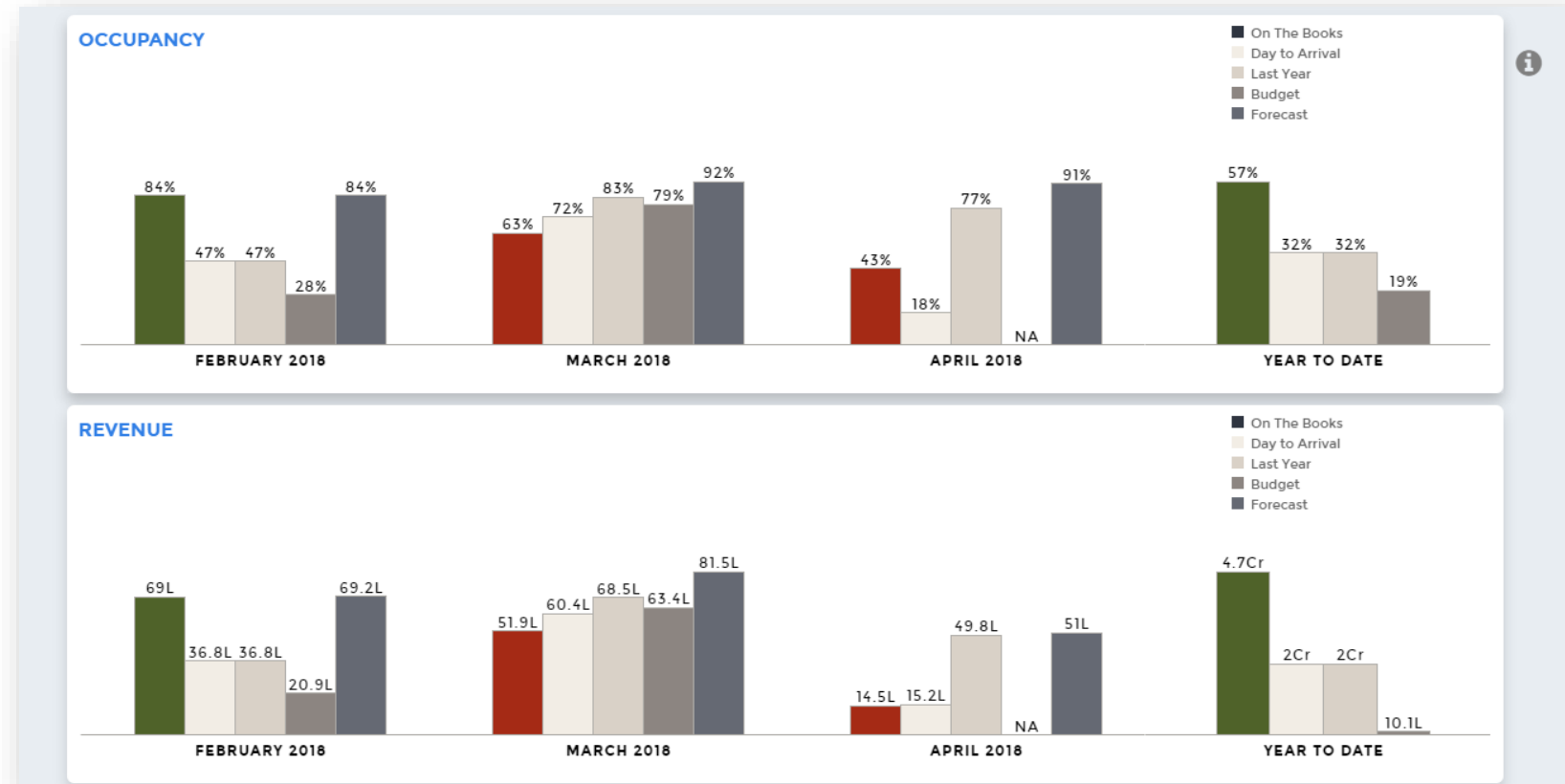
Snapshot of hotel performance with action oriented insights



# Monthly and YTD summary

## Snapshot of hotel performance

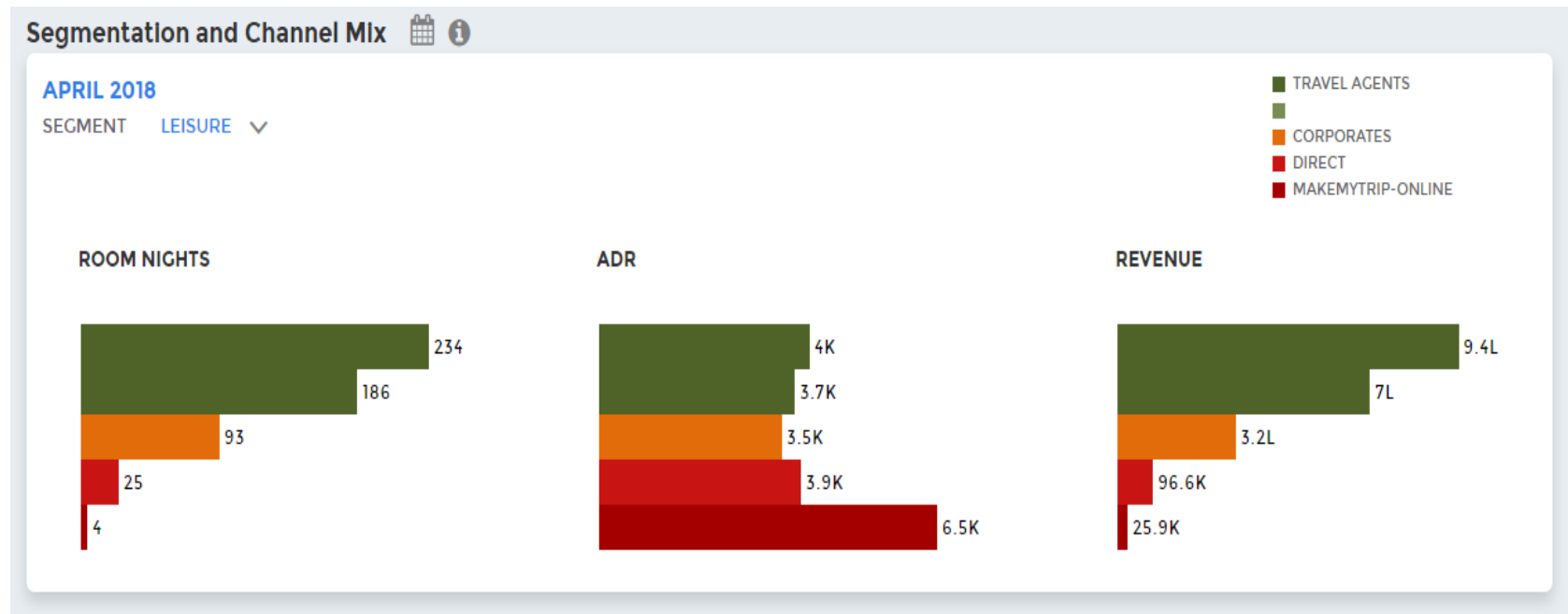
Display in the form of bar graphs for better understanding



# SEGMENTATION

## Shows the performance of each segment

The matrix are room nights, ADR & revenue





# BAR PRICING

Optimize ONE price  
System handles the rest

### BAR Pricing Setup

Configuration Name:

Room Types | Rateplans | Room Occupancy | Extras | Preview | Summary

Configure base rates & pricing modifiers for each room type  
Consider the lowest rateplan & room occupancy

| Order  | Room Types      | Parent       | Base Rate | Modifier Level | Modifier |
|--------|-----------------|--------------|-----------|----------------|----------|
| ☰ Base | Classic Room    | NA           | ₹ 2799    | NA             | NA       |
| ☰ 2    | Premier Room    | Classic Room | ₹ 3999    | ₹ %            | + ₹ 1200 |
| ☰ 3    | Privilege Suite | Classic Room | ₹ 4799    | ₹ %            | + ₹ 2000 |

Hold and Drag ☰ to change the order

# OCCUPANCY RULE

## Price by Demand Different rate for each day



**KNIGHTS TEMPLAR** Usage Score 44% Last Imported on Jun 13, 2018 4:29:25 PM Automation

[Home](#) [Dashboard](#) [Pricing](#) [Optimizer](#) [Reports](#) [Configuration](#) [Import](#)

### OCCUPANCY RULE

Rule Name

**Applicable dates**

Date Range OR  Specific Dates

Booking Window

**Days of Week**

[Select All](#) [Clear All](#) [Weekdays](#) [Weekends](#)

|     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|-----|-----|-----|-----|-----|-----|-----|

**Applicable dates and days has to be selected.**

Blackout Dates

[Add Another Date Set](#) +

The dates from the each set is combined to from the applicable dates for this pricing rule.

**Room Types**

[Select All](#) [Clear All](#)

Classic Room

Premier Room

Privilege Suite

**At least one room must be selected.**

**BAR Pricing**

Choose the BAR Pricing configuration applicable for this rule Create new one under Configuration tab - Pricing section

[Create](#) [View](#) [Edit](#) [Duplicate](#)

Occupancy Bar  Partition  Proportion **Modifier Type**  ₹ Fixed  % Percentage **Partition Type**  Hotel  Room

# OCCUPANCY RULE

## Price by Demand

Different rate for each day

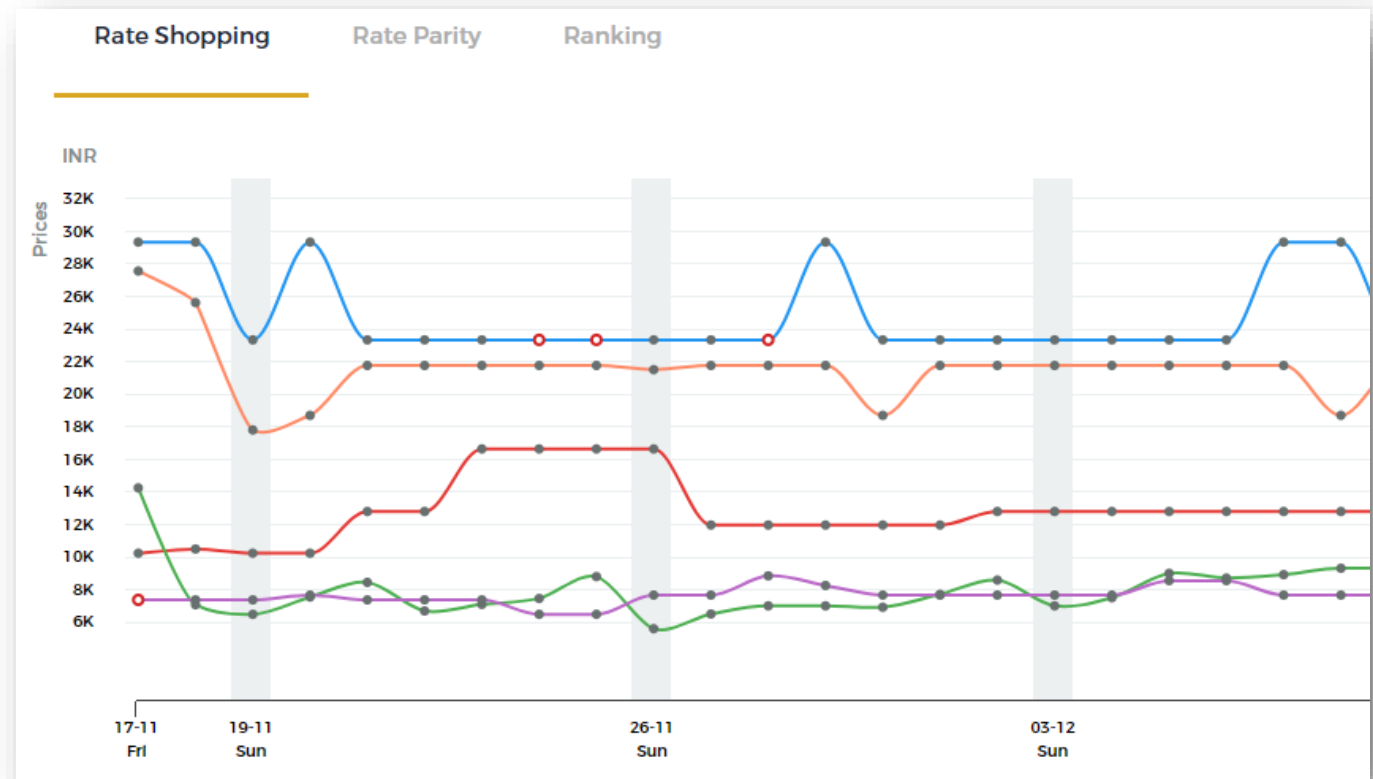


| 2018 | M | T | W | T | F | S | S | M | T | W | T | F | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  |    |    |    |    |    |    |    |
|------|---|---|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| FEB  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |    |    |    |    |    |    |
| MAR  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |
| APR  |   |   |   |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |
| MAY  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |
| JUN  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |    |    |    |
| JUL  |   |   |   |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| AUG  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |
| SEP  |   |   |   |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |
| OCT  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |    |    |    |
| NOV  |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |    |    |    |    |
| DEC  |   |   |   |   |   |   | 1 | 2 | 3 | 4 | 5 | 6 | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| 2019 | M | T | W | T | F | S | S | M | T | W | T | F | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  |    |    |    |    |    |    |    |
| 2020 | M | T | W | T | F | S | S | M | T | W | T | F | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  | W  | T  | F  | S  | S  | M  | T  |    |    |    |    |    |    |    |



# MARKET PRICING





**Improve Competitiveness**  
Price better than your competitors



# PEAK PRICING

## Special Rates

Prioritized Rules for Holidays & Events

| Occupancy Rules  |                                     | Collapse  |
|--|-------------------------------------|---|
| Active   | Inactive                            |   |
| Search for a rule  |                                     |   |
| Christmas New Year   | <input checked="" type="checkbox"/> |    |
| Date Range : 25 Dec 2017 - 02 Jan 2018   |                                     |   |
| <a href="#">Mo</a> <a href="#">Tu</a> <a href="#">We</a> <a href="#">Th</a> <a href="#">Fr</a> <a href="#">Sa</a> <a href="#">Su</a> |                                     |   |
| Winter Weekday   | <input checked="" type="checkbox"/> |    |
| Date Range : 17 Nov 2017 - 31 Jan 2018   |                                     |   |
| <a href="#">Mo</a> <a href="#">Tu</a> <a href="#">We</a> <a href="#">Th</a> <a href="#">Fr</a>                                       |                                     |   |
| Winter Weekend   | <input checked="" type="checkbox"/> |   |
| Date Range : 17 Nov 2017 - 31 Jan 2018   |                                     |   |
| <a href="#">Sa</a> <a href="#">Su</a>  |                                     |   |
| Spring Weekend   | <input checked="" type="checkbox"/> |  |
| Date Range : 01 Feb 2018 - 30 Apr 2018   |                                     |   |
| <a href="#">Sa</a> <a href="#">Su</a>  |                                     |   |

# ROOM TYPE DEMAND PRICING

## Flexible Pricing Options

Choose between hotel demand or room type demand

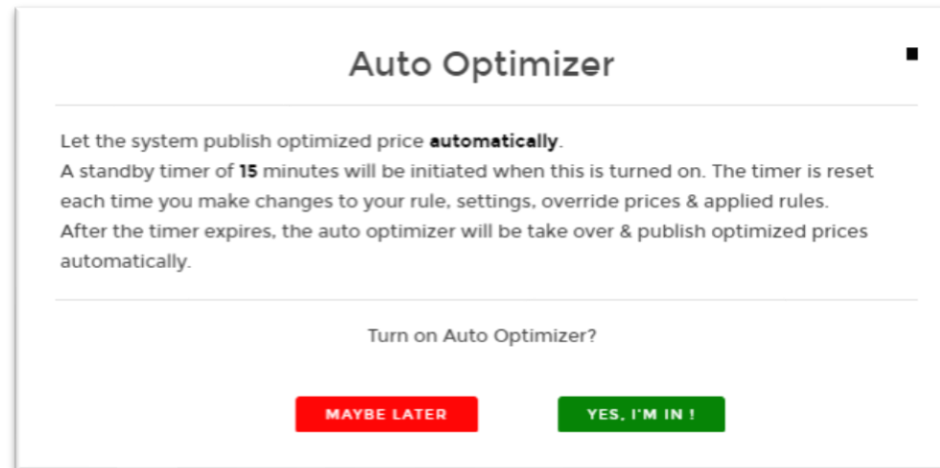
| Room Type     | Meal Plan | Occupancy  |
|---------------|-----------|------------|
| Superior Room | EP        | Single     |
| ₹ 3399        | 20 rooms  | 0 - 57 %   |
| ₹ 3699        | 10 rooms  | 58 - 85 %  |
| ₹ 3899        | 5 rooms   | 86 - 100 % |

| Room Type      | Meal Plan | Occupancy  |
|----------------|-----------|------------|
| Executive Room | EP        | Single     |
| ₹ 6599         | 4 rooms   | 0 - 26 %   |
| ₹ 6699         | 4 rooms   | 27 - 52 %  |
| ₹ 6799         | 4 rooms   | 53 - 79 %  |
| ₹ 6999         | 3 rooms   | 80 - 100 % |

# AUTO OPTIMIZER

## Optimizes when you're asleep

Sends email notifications with summary of actions



|                   |   |   |  |          |
|-------------------|---|---|--|----------|
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Yelagiri Marigold Ridge Sterling Resort #17-November-2017 1... | 10:30 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Ooty Fern Hill Sterling Resort #17-November-2017 10:00:42      | 10:00 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Kufri White Ridge Sterling Resort #17-November-2017 10:00:39   | 10:00 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Anaikatti By The Siruvani Sterling Resort #17-November-2017... | 10:00 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Manali White Mist Sterling Resort #17-November-2017 09:30:27   | 9:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Shirdi Sai Wada Sterling Resort #17-November-2017 09:30:22     | 9:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Manali White Mist Sterling Resort #17-November-2017 08:30:25   | 8:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Ooty Elk Hill Sterling Resort #17-November-2017 08:00:42       | 8:00 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Ooty Elk Hill Sterling Resort #17-November-2017 04:30:44       | 4:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Dindi By The Godavari Sterling Resort #17-November-2017 04:... | 4:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Kodai By The Valley Sterling Resort #17-November-2017 03:30:42 | 3:30 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Kufri White Ridge Sterling Resort #17-November-2017 01:00:38   | 1:00 am  |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Kufri White Ridge Sterling Resort #17-November-2017 00:30:40   | 12:30 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Puri Golden Sands Sterling Resort #17-November-2017 00:00:46   | 12:00 am |
| KT Auto Optimizer | » | <a href="#">Knights Templar/AutoOpt</a> | We optimized some rates for Dindi By The Godavari Sterling Resort #17-November-2017 00:... | 12:00 am |



# REPORTING

## Reports at your fingertips

Easily generate various types of reports

The screenshot displays a web application interface for hotel reporting. At the top, there is a navigation bar with links for Home, Dashboard, Pricing, Optimizer, Reports, and Configuration. Below this is a sub-navigation bar with tabs for Overview, Sales, Pace, Budget, Price Update, Reservation, and Pricing Rule. The main content area is titled "Get an overview of your hotel's performance for selected dates" and includes a "Download" button. A date selection section shows "Start" as 12-Mar-2018 and "End" as 12-Apr-2018, with a "Submit" button. The core of the dashboard is a table of Key Performance Indicators (KPIs) with their current values and comparisons to the previous year.

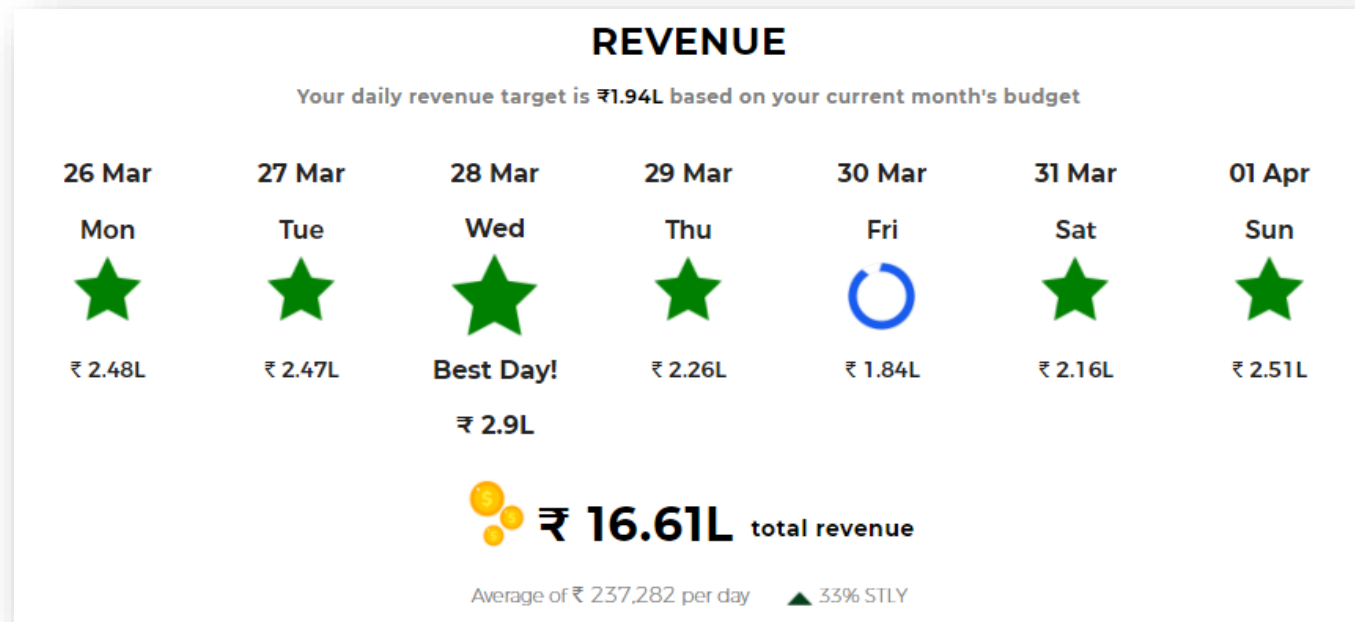
| Key Performance Indicator                  | Values             |
|--|--------------------|
| <b>Room Nights</b>                         | <b>1,710</b>       |
| Last year                                  | -4% ▶ 1,763        |
| <b>Occupancy</b>                           | <b>82</b>          |
| Last year                                  | -4% ▶ 86           |
| <b>Revenue</b>                             | <b>₹ 70,69,252</b> |
| Last year                                  | 13% ▶ ₹ 62,60,030  |
| <b>Average Dally Rate (ADR)</b>            | <b>₹ 4,134</b>     |
| Last year                                  | 18% ▶ ₹ 3,511      |
| <b>Revenue Per Available Room (RevPAR)</b> | <b>₹ 3,399</b>     |
| Last year                                  | 13% ▶ ₹ 3,010      |

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# WEEKLY SUMMARY

## Know how well your hotel performed last week

The system sends you a weekly hotel performance summary



# USAGE SCORE

This feature shows you how well are you leveraging the RMS

| Parameter                                       | Weightage |
|---|-----------|
| ✓ At least 365 days covered by pricing rules    | 20%       |
| ✓ Auto optimizer turned on                      | 20%       |
| At least one partition across all rules         | 20%       |
| Day of week pricing (Weekday / Weekend)         | 10%       |
| ✓ Peak date pricing (Overlapping rules)         | 10%       |
| ✓ Multiple BAR pricing                          | 10%       |
| <u>Maximum of 10% from any of the following</u> |           |
| ✓ Competition pricing                           | 2%        |
| ✓ Room type pricing                             | 2%        |
| Booking Window pricing                          | 2%        |
| ✓ Multiple pricing recommendations              | 2%        |
| ✓ OTA Promotion Factor                          | 2%        |
| Room based occupancy pricing                    | 2%        |

# PICKUP ALERTS

Track dates with higher than expected demand

**KNIGHTS TEMPLAR** Sterling Manali Usage Score 44% Last Imported on Jun 13, 2018 4:29:25 PM Automation

Home Dashboard Pricing Optimizer Reports Configuration Import

Profile Pricing Inventory Budgeting Competition Optimizer Dashboard **Notifications**

High Pickup Competition Analysis BAR Pricing KPI Summary

SMS Mail In App

**Status** ON

Alerts you when your hotel picks up more room nights than expected by you within a certain time interval for future stay dates

Delivery Mode - Mail, In App

Color

**Content**

Alert me if I pick up more than  rooms

within the last  hours

for any stay date starting  days from today

Save

**Preview**

17 JUN 2018  
Sold 11 room nights in the last 36 hours  
25 May 2018 11:08 AM View

17 Jun 2018 STAY PICKUP  
Sold 11 room nights in the last 36 hrs  
This is higher than the threshold of 2 room nights

Room Nights  
Dates  
28-Apr 25-May

# COMPETITION ANALYSIS

## Compare your hotel's BAR with its competition with its competition

The system sends you an email with the excel sheet

The screenshot shows the 'KNIGHTS TEMPLAR' dashboard. At the top, there's a 'Usage Score' of 44% and a notification for 'Automation'. The main navigation bar includes 'Home', 'Dashboard', 'Pricing', 'Optimizer', 'Reports', 'Configuration', and 'Import'. Below this, a secondary navigation bar highlights 'Profile', 'Pricing', 'Inventory', 'Budgeting', 'Competition', 'Optimizer', 'Dashboard', and 'Notifications'. The 'Competition' section is active, showing a 'Status' toggle set to 'ON'. A description states: 'Compares your hotel's BAR with its competition including rate change variance since yesterday'. The 'Delivery Mode' is set to 'Email'. Under 'Select Competitors', there are checkboxes for 'De Vivendi Resorts', 'Citrus Manali Resorts', and 'White Meadows Manali'. Under 'Select OTAs', there are checkboxes for 'MakeMyTrip', 'TravelGuru', 'Booking', 'Agoda', 'Traveloka', 'Cleartrip', 'Yatra', 'Expedia', and 'Ctrip'. The 'Generate for next' section has a dropdown set to '30 days'. The 'Generate at' section is set to '8:00 AM IST'. The 'Repeat Every' section has a dropdown set to 'Sun'.

# COMPETITION ANALYSIS

## Compare your hotel's BAR with its competition

The system sends you an email with the excel sheet

| COMPETITION ANALYSIS SUMMARY REPORT  |         |            |          |          |                     |          |          |          |                              |
|--|---------|------------|----------|----------|---------------------|----------|----------|----------|------------------------------|
| Demo Hotel   |         |            |          |          |                     |          |          |          |                              |
| Compares your hotel with the cheapest competitor along with rate change analysis   |         |            |          |          |                     |          |          |          |                              |
| Powered by AxisRooms RMS   |         |            |          |          |                     |          |          |          |                              |
| Competitors - Competitor 1, Competitor 2, Competitor 3, Competitor 4   |         |            |          |          |                     |          |          |          |                              |
| OTA's - Agoda, Booking, BookOnlineNow, Cleartrip, Ctrip, Expedia, Goomo, Golbibo, MakeMyTrip, Paytm, Sawadee, TravelGuru, Traveloka, Yatra |         |            |          |          |                     |          |          |          |                              |
| Adults - 2   |         |            |          |          |                     |          |          |          |                              |
| Nights - 1   |         |            |          |          |                     |          |          |          |                              |
| Date   | Weekday | Demo Hotel |          |          | Cheapest Competitor |          |          | vs Me    | Competitor                   |
|  |         | BAR        | Yest BAR | vs Yest  | BAR                 | Yest BAR | vs Yest  |          |                              |
| 01 May   | Mon     | ₹ 2,609    | ₹ 2,054  | ▲ ₹ 555  | ₹ 2,609             | ₹ 4,006  | ▲ ₹ 756  | ▲ ₹ 201  | Hotel Melawai 2              |
| 02 May   | Tue     | ₹ 3,013    | ₹ 4,569  | ▼ ₹ 1556 | ₹ 3,013             | ₹ 4,047  | ▲ ₹ 89   | ▲ ₹ 1645 | Neo Hotel Melawai            |
| 03 May   | Wed     | ₹ 4,377    | ₹ 4,366  | ▲ ₹ 11   | ₹ 4,377             | ₹ 2,647  | ▲ ₹ 126  | ▲ ₹ 115  | Neo Hotel Melawai            |
| 04 May   | Thu     | ₹ 2,814    | ₹ 3,877  | ▼ ₹ 1063 | ₹ 2,814             | ₹ 3,219  | ▲ ₹ 511  | ▲ ₹ 1574 | Oak Tree Urban               |
| 05 May   | Fri     | ₹ 3,387    | ₹ 2,554  | ▲ ₹ 833  | ₹ 3,387             | ₹ 3,924  | ▲ ₹ 1071 | ▲ ₹ 238  | D'cozie Hotel by Prasanthi   |
| 06 May   | Sat     | ₹ 2,425    | ₹ 2,640  | ▼ ₹ 215  | ₹ 2,425             | ₹ 2,229  | ▲ ₹ 881  | ▲ ₹ 1096 | favehotel Melawai            |
| 07 May   | Sun     | ₹ 4,485    | ₹ 2,694  | ▲ ₹ 1791 | ₹ 4,485             | ₹ 3,072  | ▼ ₹ 2417 | ▼ ₹ 4208 | d'primahotel Melawai Block M |
| 08 May   | Mon     | ₹ 4,553    | ₹ 3,428  | ▲ ₹ 1125 | ₹ 4,553             | ₹ 3,985  | ▼ ₹ 1659 | ▼ ₹ 2784 | Pavilla Labuan Bajo          |
| 09 May   | Tue     | ₹ 3,272    | ₹ 4,425  | ▼ ₹ 1153 | ₹ 3,272             | ₹ 2,816  | ▼ ₹ 337  | ▲ ₹ 816  | Tembok Batu Residence        |
| 10 May   | Wed     | ₹ 3,499    | ₹ 2,534  | ▲ ₹ 965  | ₹ 3,499             | ₹ 3,942  | ▼ ₹ 1653 | ▼ ₹ 2618 | Hotel Intansari              |

# BAR ANALYSIS

## Compare your hotel's BAR with current demand

The system sends you an email with the excel sheet

The screenshot displays the Knights Templar system interface. At the top, the logo "KNIGHTS TEMPLAR" is visible on the left, and a "Usage Score" of 44% is shown on the right. Below the logo, a navigation bar includes links for Home, Dashboard, Pricing, Optimizer, Reports, Configuration, and Import. A secondary navigation bar highlights "Notifications".

The main content area is divided into two sections. On the left, a sidebar lists "High Pickup", "Competition Analysis", "BAR Pricing", and "KPI Summary", each with an icon. Below these are options for "SMS", "Mail", and "In App".

The right section is titled "Status" and features a toggle switch set to "ON". Below this, a description states: "Shows your hotel's BAR with its current demand including rate change variance since yesterday". The "Delivery Mode" is set to "Email".

The "Generate for next" section includes a range selector with options for 7, 15, 30, 60, and 90 days, with "30" selected. The "Generate at" section shows a time of "10:00 AM" and a time zone of "IST".

The "Repeat Every" section includes links for "Select All" and "Clear All", and a row of buttons for the days of the week: Mon, Tue, Wed, Thu, Fri, Sat, and Sun.

# BAR ANALYSIS

## Compare your hotel's BAR with current demand

The system sends you an email with the excel sheet

The screenshot displays an Excel spreadsheet with the following structure:

- Row 1:** Title "BAR PRICING REPORT"
- Row 2:** Subtitle "My Hotel"
- Row 3:** Description "Shows your hotel's BAR for the current demand along with rate change analysis"
- Row 4:** Attribution "Powered by AxisRooms RMS"
- Row 5:** Blank
- Row 6:** Main header "Competitor 1" spanning columns H to M.
- Row 7:** Sub-headers for metrics: "Dates", "Weekdays", "Rooms Sold", "Occupancy", "BAR", "Yest BAR", "vs Yest", "EP", "CP", "MAP".
- Row 8:** Further sub-headers for competitor rates: "Single", "Double" under EP, "Single", "Double" under CP, and "Single", "Double" under MAP.
- Rows 9-20:** Data rows for dates from 01 May to 12 May, including occupancy percentages, BAR values, and competitor rates.

|        |          |            |           |         |          |          | Competitor 1 |         |         |         |         |         |
|--------|----------|------------|-----------|---------|----------|----------|--------------|---------|---------|---------|---------|---------|
| Dates  | Weekdays | Rooms Sold | Occupancy | BAR     | Yest BAR | vs Yest  | EP           |         | CP      |         | MAP     |         |
|        |          |            |           |         |          |          | Single       | Double  | Single  | Double  | Single  | Double  |
| 01 May | Mon      | 21         | 84%       | ₹ 2,986 | ₹ 3,561  | ▲ ₹ 575  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 02 May | Tue      | 23         | 109%      | ₹ 2,577 | ₹ 2,359  | ▼ ₹ 218  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 03 May | Wed      | 30         | 77%       | ₹ 2,333 | ₹ 3,044  | ▲ ₹ 711  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 04 May | Wed      | 13         | 83%       | ₹ 3,334 | ₹ 3,999  | ▲ ₹ 665  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 05 May | Fri      | 22         | 124%      | ₹ 3,656 | ₹ 2,947  | ▼ ₹ 709  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 06 May | Sat      | 10         | 93%       | ₹ 2,895 | ₹ 3,103  | ▲ ₹ 208  | ₹ 5,200      | ₹ 5,700 | ₹ 5,600 | ₹ 6,500 | ₹ 7,100 | ₹ 9,000 |
| 07 May | Sun      | 13         | 116%      | ₹ 3,462 | ₹ 2,995  | ▼ ₹ 467  | ₹ 5,000      | ₹ 5,500 | ₹ 5,400 | ₹ 6,300 | ₹ 6,900 | ₹ 8,800 |
| 08 May | Mon      | 10         | 140%      | ₹ 3,720 | ₹ 2,658  | ▼ ₹ 1062 | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 09 May | Tue      | 22         | 160%      | ₹ 3,439 | ₹ 2,156  | ▼ ₹ 1283 | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 10 May | Wed      | 24         | 113%      | ₹ 3,331 | ₹ 2,958  | ▼ ₹ 373  | ₹ 5,000      | ₹ 5,500 | ₹ 5,400 | ₹ 6,300 | ₹ 6,900 | ₹ 8,800 |
| 11 May | Thu      | 21         | 86%       | ₹ 2,682 | ₹ 3,102  | ▲ ₹ 420  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |
| 12 May | Fri      | 10         | 116%      | ₹ 2,918 | ₹ 2,521  | ▼ ₹ 397  | ₹ 4,700      | ₹ 5,200 | ₹ 5,100 | ₹ 6,000 | ₹ 6,600 | ₹ 8,500 |



# THANK YOU!

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