



Product Requirements and Specification Document

Project Name

StaySmart - Hospitality Occupancy Dashboard

Description

Develop a Tableau dashboard for a hotel chain to monitor key performance metrics: occupancy rates, average daily rates (ADR), and booking sources. The dashboard must support filtering by hotel location and time period for detailed analysis.

1. Objectives

Objective	Description
Real-time Monitoring	Enable stakeholders to view up-to-date occupancy and revenue data
Comparative Analysis	Allow comparison across locations and time periods
Source Tracking	Visualize booking source contributions
User-Friendly Interface	Ensure intuitive navigation and filtering

2. Stakeholders

Role	Responsibility
Business Managers	Decision-making, requirements input
Data Analysts	Data preparation, validation
Developers	Dashboard implementation
Executives	High-level performance monitoring

3. Functional Requirements

ID	Requirement
FR1	Display occupancy rate per hotel and aggregated by location
FR2	Show average daily rate (ADR) per hotel and location
FR3	Visualize booking sources (e.g., direct, OTA, corporate) as proportions
FR4	Provide filters for location (city, region, hotel)
FR5	Provide filters for time period (day, week, month, custom range)
FR6	Enable export of dashboard views (PDF, image)



FR7	Ensure responsive layout for desktop and tablet
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4. Non-Functional Requirements

ID	Requirement
NFR1	Dashboard loads within 5 seconds
NFR2	Data refreshes at least once per day
NFR3	Access restricted to authorized users
NFR4	Adheres to brand guidelines (colors, logo)

5. Data Requirements

Data Element	Description	Source
Occupancy Rate	% of rooms occupied per day	Hotel PMS
Average Daily Rate	Average revenue per occupied room per day	Hotel PMS
Booking Source	Channel of booking (direct, OTA, etc.)	Booking System
Location	Hotel, city, region	Master Data
Date	Reservation/occupancy date	Hotel PMS

6. Dashboard Specifications

6.1 Layout

- **Header:** Dashboard title, logo, date/time of last refresh
- **Filters Panel:** Location selector, time period selector
- **Main Visuals:**
 - Occupancy Rate (line/bar chart)
 - ADR (line/bar chart)
 - Booking Source Breakdown (pie/donut chart)
- **Export/Download Button**

6.2 User Interactions

- Select location(s) and time period to update all visuals
- Hover for tooltips with detailed metrics
- Export current view as PDF/image

7. User Stories

ID	As a...	I want to...	So that...
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US1	Manager	View occupancy trends by location	Identify underperforming hotels
US2	Analyst	Filter data by custom date range	Analyze seasonal patterns
US3	Executive	See booking source breakdown	Optimize marketing spend

8. Technology Stack

Component	Technology
Dashboard	Tableau
Data Source	Hotel PMS, Booking System (CSV/DB)
Hosting	Tableau Server/Online

9. Acceptance Criteria

- Dashboard displays correct metrics for selected filters
- All visuals update dynamically with filter changes
- Data refreshes daily and reflects latest available data
- Export functionality works as specified
- Access is restricted to authorized users

10. Out of Scope

- Mobile app development
- Predictive analytics or forecasting
- Integration with external marketing platforms

11. Timeline & Milestones

Milestone	Target Date
Requirements Finalized	Week 1
Data Integration	Week 2
Dashboard Prototype	Week 3
User Testing	Week 4
Go-Live	Week 5

12. Appendix

Sample Data Schema



Hotel_ID	Hotel_Name	City	Region	Date	Rooms_Available	Rooms_Occupied
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