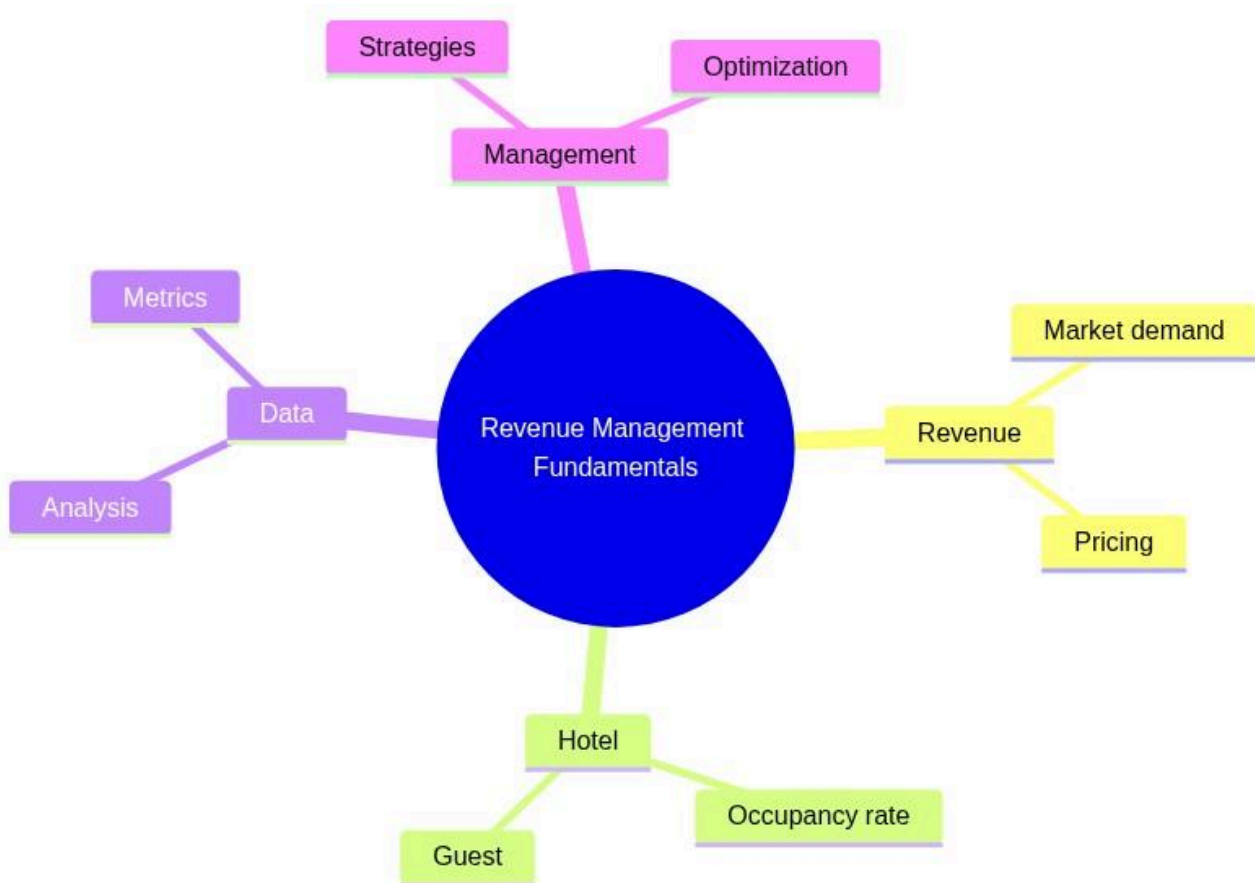


Professional Certificate in Hotel Revenue Analysis (Advanced)

# Revenue Management Fundamentals



```
mindmap
  root((Revenue Management Fundamentals))
    Revenue
      Market demand
      Pricing
    Hotel
      Occupancy rate
      Guest
    Data
      Analysis
      Metrics
    Management
      Strategies
      Optimization
```