Strategy as on 30th January 2025

Target :	**£ 41,000,000**
Total Sales:	**£32,015,417**
Remaining Target:	**£8,984,583**
Unsold Weeks:	**20679**
Average Selling Price:	**£ 450.4412121**

IF we Target the Below mentioned Occupancy % the nearest Achievability is 95 % Which Comes to 467.69/Week.

Occupancy	Weeks	Weeks to Sell	Remaining Target	Average Price
100	93119	23867.33333	8,984,583	376.4384934
97.5	90791.03	21539.35833	8,984,583	417.1239859
95	88463.05	19211.38333	8,984,583	467.6697584
92.5	86135.08	16883.40833	8,984,583	532.154576
90	83807.1	14555.43333	8,984,583	617.2666109

Unsold Week Per Provider

Row Labels	Sum of Unbooked Weeks	Average of Weekly Price (AVG)
Axo	1370.833332	400.45
Chapter	6214.166666	497.7723077
Collegiate	835.499999	446.34
Downing	192.166666	380.16
Homes For Students	901.833334	397.98
IQ	3562.333334	410.126
Londonist	250.333333	314.91
Mezzino	294	472.4
Prestige	838	517.83
Unite	3105.999997	412.28
Vita	1491.000003	392.67
YourTribe	753.500001	389.22
Yugo	869.333333	539.86
Grand Total	**20679**	**445.4412121**

Average Buying

Provider	Average Pricing
Chapter	353.79
IQ	387.55
Unite	355.75
Vita	343
Collegiate	449
Axo	336.67
Tribe	373
Yugo	440

Top Selling Location (Selling Price)
Strategy Tracing 95% Occupancy
Tier 1

Residence	UnBooked Weeks	5% Occupancy Loss	Weekly Price (AVG)	Expected Revenue
Spitalfields Residence	484	24	598.81	275452.6
South Bank Residence	142	7	594.87	80307.45
Kings Cross Residence	1387	69	589.86	777435.48
Old Street Residence	279	14	570.65	151222.25
Westminster Residence	202	10	547.08	105039.36
Therese House	870	44	539.86	445924.36
IQ Shoreditch	710	36	530.22	357368.28
Aldgate Residence	540	27	529.25	271505.25
Paddington Citi View	838	42	517.83	412192.68

Tier 2

Highbury II Residence	152	8	474.05	68263.2
Hackney Wick Park	294	15	472.4	131799.6
Portobello Residence	549	27	459.15	239676.3
Hawley Crescent	630	32	457.17	273387.66
IQ Vega Residence	1253	63	454.74	541140.6
Dashwood Studios	836	42	446.34	354393.96
White City Residence	620	31	444.94	262069.66
Islington II	267	13	432.1	109753.4
Highbury Residence	709	35	425.91	287063.34
Islington Residence	905	45	423.46	364175.6
Drapery Place	3106	155	412.28	1216638.28
Ealing Residence	40	2	411.19	15625.22
Chapter Lewisham Residence	209	10	401.82	79962.18

Tier 3

Lewisham Exchange	1492	75	392.67	556413.39
South Bermondsey	754	38	389.22	278681.52
Seven Sisters	948	47	389.08	350561.08
New Cross	156	8	380.17	56265.16
The Lyra	193	10	380.16	69569.28
Finsbury House	211	11	378.59	75718
IQ Kingston	598	30	377.95	214675.6
IQ Sterling Court	605	30	344.72	198214
IQ Paris Gardens	398	20	343	129654
Landale House	272	14	338.79	87407.82
West Green House	40	2	251.23	9546.74

Total Expected Revenue	**8847103.3**
Target	**8984583**
Discretion due to Decimals	***137479.7***
To be Covered by No. of Services	***529***

Maximum Weeks and Rates to be optimized on these

Month	Current Occupancy	Target	Last Year	Rooms Need to be Sold	Total Weeks to be Sold
February	*94.83%*	97%	93.23%	41.6857	166.7428
March	*92.26%*	98%	93.86%	110.2654	488.3182
April	*81.26%*	97%	89.36%	302.3654	1295.851714
May	*70.62%*	95%	92.74%	468.3398	2074.076257
June	*52.09%*	95%	87.95%	824.3011	3532.719
July	*34.96%*	95%	84.27%	1153.3684	5107.774343
August	*20.26%*	85%	63.58%	1243.6554	5329.951714
Average	***63.75%***	***95%***	***86.43%***		

Price Increase

(High-Demand Months (Sept, Oct, Jan): Charge £650 per week average Low-Demand Months (Nov, Dec): Charge £400 per week. Standard Rate (Rest of the year): £500 per week.) (Reference)

To Be Changed With Umang

Week 23 (2nd Feb-8th Feb)

Row Labels	Sum of Available Room
Dashwood Studios	13
IQ Vega Residence	11
Seven Sisters	8
Highbury Residence	7
Hackney Wick Park	6
Lewisham Exchange	6
IQ Kingston	5
Islington Residence	4
Landale House	4
New Cross	4
Paddington Citi View	4
South Bermondsey	4
Finsbury House	3
White City Residence	3
Aldgate Residence	2
Drapery Place	2
IQ Paris Gardens	2
Islington II	2
Portobello Residence	2
Therese House	2
Hawley Crescent	1
King's Cross Residence	1
South Bank Residence	1
The Lyra	1

Week 24 (8th Feb- 15th Feb)

Row Labels	Sum of Available Room
South Bermondsey	8
Lewisham Exchange	7
Seven Sisters	7
Hackney Wick Park	6
Highbury Residence	6
Drapery Place	5
IQ Kingston	5
Islington Residence	5
Landale House	5
New Cross	4
IQ Paris Gardens	3
Paddington Citi View	3
White City Residence	3
Hawley Crescent	2
King's Cross Residence	2
South Bank Residence	2
The Lyra	2
Chapter Lewisham Residence	1
Dashwood Studios	1
Finsbury House	1
IQ Sterling Court	1
IQ Vega Residence	1
Islington II	1

February 2025

Residence	Room Availability
Lewisham Exchange	9
Seven Sisters	7
South Bermondsey	7
Hackney Wick Park	6
Highbury Residence	6
Islington Residence	6
IQ Kingston	5
Landale House	5
Dashwood Studios	4
Drapery Place	4
Hawley Crescent	4
New Cross	4
Paddington Citi View	4
White City Residence	4
IQ Paris Gardens	3
IQ Vega Residence	3
Finsbury House	2
King's Cross Residence	2
South Bank Residence	2
Aldgate Residence	1
IQ Sterling Court	1
Islington II	1
The Lyra	1
Therese House	1

2023/24 Lessons to be Learned

Academic Year 24/25

Average Week Lost	
Weeks	Average
23-27	125.8
28-33	146.6667
34-39	161.8333
39-44	204.8333
44-48	236
49-53	675

Average Week Lost	
Weeks	Average

23-27	125.8
28-33	146.6667
34-39	161.8333
39-44	204.8333
44-48	236
49-53	675

AY24/25

Weeks Lost Till Week 21 **3188**

(Dates: Until 26th January 2025)

Critical Week Marked in Red

Week	Available Rooms	Occupancy Ratio %	Loss Weeks	Weeks Lost Last year
Week 21	135	92.6	135	122
Week 22	117	93.57	0	100
Week 23	103	94.35	0	114
Week 24	89	95.13	0	133
Week 25	102	94.44	0	139
Week 26	105	94.23	0	144
Week 27	119	93.49	0	99
Week 28	138	92.42	0	91
Week 29	146	91.98	0	97
Week 30	170	90.71	0	131
Week 31	253	86.1	0	152
Week 32	320	82.44	0	206
Week 33	349	80.85	0	203
Week 34	394	78.42	0	208
Week 35	447	75.48	0	209
Week 36	492	73.04	0	146
Week 37	520	71.49	0	141
Week 38	582	68.12	0	131
Week 39	612	66.44	0	136
Week 40	753	58.71	0	168
Week 41	841	53.94	0	265
Week 42	893	51.1	0	293
Week 43	981	46.24	0	193
Week 44	1023	42.75	0	174
Week 45	1089	39.04	0	125
Week 46	1144	35.96	0	273

Week 47	1243	30.43	0	262
Week 48	1344	24.81	0	346
Week 49	1377	22.95	0	574
Week 50	1392	22.1	0	620
Week 51	1427	20.14	0	624
Week 52	1558	11.78	0	675
Week 53	555	3.14	0	882