# **Marriot International Inc**

**Revenue Drivers**

Source: Statista, 2024

The result shows the following;

* Most of the revenue is generated from reimbursements for costs incurred on behalf of managed properties.
* Each revenue driver have positive growth rate, and this has affected the performance of the company.
* The average daily rate and revenue per available room has been on an upward trend which indicates the adjustments of price higher.

**Cost Drivers**

The variable cost elements; Reimbursed expenses, and owned, leased and other have grown in line with the growth of the correlated revenue line item.

**Peer Performance**

# **Johnson & Johnson**

**Revenue Drivers**

The Company Johnson & Johnson has two major revenue drivers and the contribution to the sales figures for the year 2023 as seen in the pie chart above. The major revenue driving components are further divided into various segments.

The result shows the following;

* Innovative Medicine contributed the most significant revenue via Immunology and oncology segments.
* The year on year (YOY) performance of each revenue driver improved and this affected the performance of the company.
* The average daily rate and revenue per available room has been on an upward trend which indicates the adjustments of price higher.

**Cost Drivers**

The cost elements are fixed and have no direct impact or variance with the volume of sales.

**Peer Performance**