Quarterly Report of AtliQ Grands

**INSIGHTS**

* **Revenue Insights:-**

1. Total revenue stood at *$1.7 million* from 58% of hotels occupied by customers who gave avg ratings of 3.6.
2. Highest grossing city was Mumbai with *$668.64 million* which is 39% of revenue when compared with other three cities. When we compare with the other cities we can conclude that Mumbai can be considered as outlier because Hyderabad, Bengaluru and Delhi NCR is upcoming IT hub and manufacturing hub and thus we cannot expect any exceptional tourist coming to take a tour to these. Whereas Mumbai is majorly a tourist place though it has IT hub and manufacturing hub.
3. Makeyourtrip was the highest customer acquisition platform for AtliQ Grands’s hotels with 26% of market share.
4. Elite rooms were the most booked rooms for the quarter with revenue of *$495.4 million.*
5. With the least revenue of *$294.5 million* Delhi was the most occupied with 60.5% of share. And average ratings give by customer were top among the others:-*3.78.*

* **Cancellation Insights:-**

1. Cancelled bookings stood at 33.4K. This cancelled booking’s revenue stood at *$199.18* *million* as we realized 40% of the bookings. Mumbai stood high with *$77.48* *million.*
2. Most of the bookings were cancelled on tripster, makeyourtrip and direct online websites.
3. Delhi was at the top for cancellations with 25% of all its bookings followed byBanglore, Mumbai and Hyderabad.
4. Most of the bookings were cancelled on weekdays. We can conclude the downfall because of decline in corporate meetings, gatherings and formal parties or meet-up. As companies have now moved to virtual meeting platform for their important discussion.

* **Room Insights:-**

1. Out of total capacity of 232.5K, only 61% of the hotels were occupied for the quarter.
2. Ratio of showed bookings to cancelled bookings was 3. This means for every 3 bookings made 1 was cancelled.
3. Elite rooms were the most revenue-able with *$86.42 million.* As it was high in revenue, it was also the most cancelled rooms with 2.2K bookings cancelled. This cancellation generated *$11.45 million*  i.e 6%.
4. Presidential rooms were the most occupied rooms and most rated amongst the others with 26% of share and 4 respectively.

**MONTHLY ANALYSIS**

1. For the month of may total revenue was *$582 million* with 59% of occupancy and 3.63 of rating.
2. Total guests were 93.3K out of which 11.45K cancelled it and their revenue stood at *$68 million.*
3. Weekend were the most earning days with *$216 million* with 74% of occupancy.
4. For the month of June occupancy rate drop by 5% to 57.60% where total revenue also dropped from 581 to *$554 million* i.e 5%.
5. In July company showed good comeback with 3% growth in revenue and occupancy to *$573 million* and 57.45% respectively.