

Atliq Hotels

Hospitality Domain



Insights & Key Findings

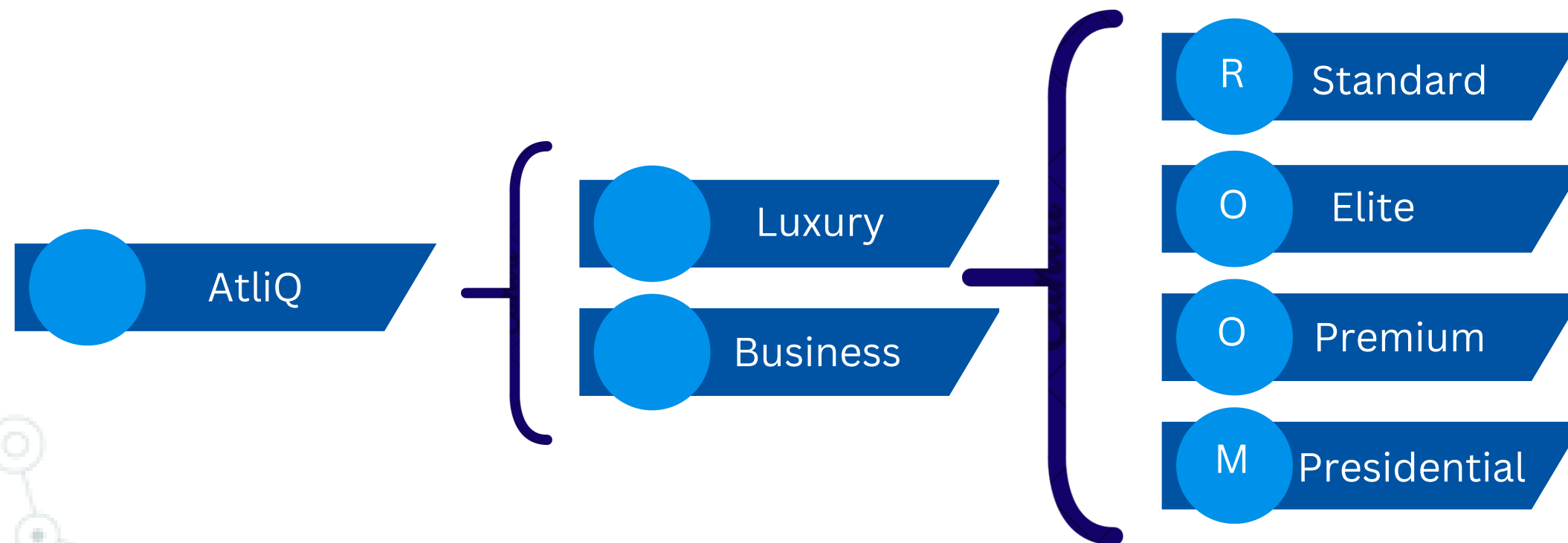
- Created by
Abhishek Gharat

Objectives

- AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.
- Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category.
- As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue.
- However, they do not have an in-house data analytics team to provide them with these insights and that is why their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

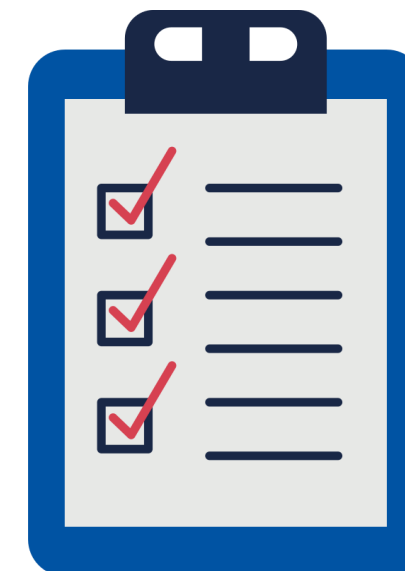
Client Details

- AtliQ Hotels operates and manages chains of different hotels under the name of AtliQ in different states from over past 20 years.
- They have their hotels mainly spread in cities like Delhi, Mumbai, Hyderabad & Bangalore.
- The hotels listed are again diverged into two categories, namely Luxury & Business type.
- The rooms available in these hotels are also split up as Standard, Elite, Premium, Presidential.



Tasks

- Create the metrics according to the metric list such as Total Revenue, RevPar, DSRN, Occupancy (%), DBRN, ADR, etc.
- Also calculate above metrics on weekday and weekend basis. Kindly note **Weekend=Friday to Saturday and Weekdays= Sunday to Thursday**
- Calculate revenue by category
- Calculate Realisation (%)
- Also display week over week change for every metric.



Findings & Insights

Revenue	RevPAR	DSRN
1.69bn	7,337	2,528

Occupancy %	ADR	Realisation %
57.79%	12.70K	70.14%

Find the overall metrics for the given data.

- **Total revenue** recorded for the given period of time is **Rs.169 Cr.**
- **RevPar (Revenue per Available Room)** calculated as **Rs.7337**
- **Overall DBRN(Daily Booked Room Nights)** recorded as **2528 rooms on an average.**
- **Occupancy (%)** observed close to **58%** which is good but still can be improved.
- **ADR (Average Daily Rate)** calculated to be **Rs. 12,700.**
- Lastly, the **Realisation percentage (%)** came out to be **70.14%** again which is good to be considered. It means out of 100 bookings, 70 has successfully checked out.

Findings & Insights

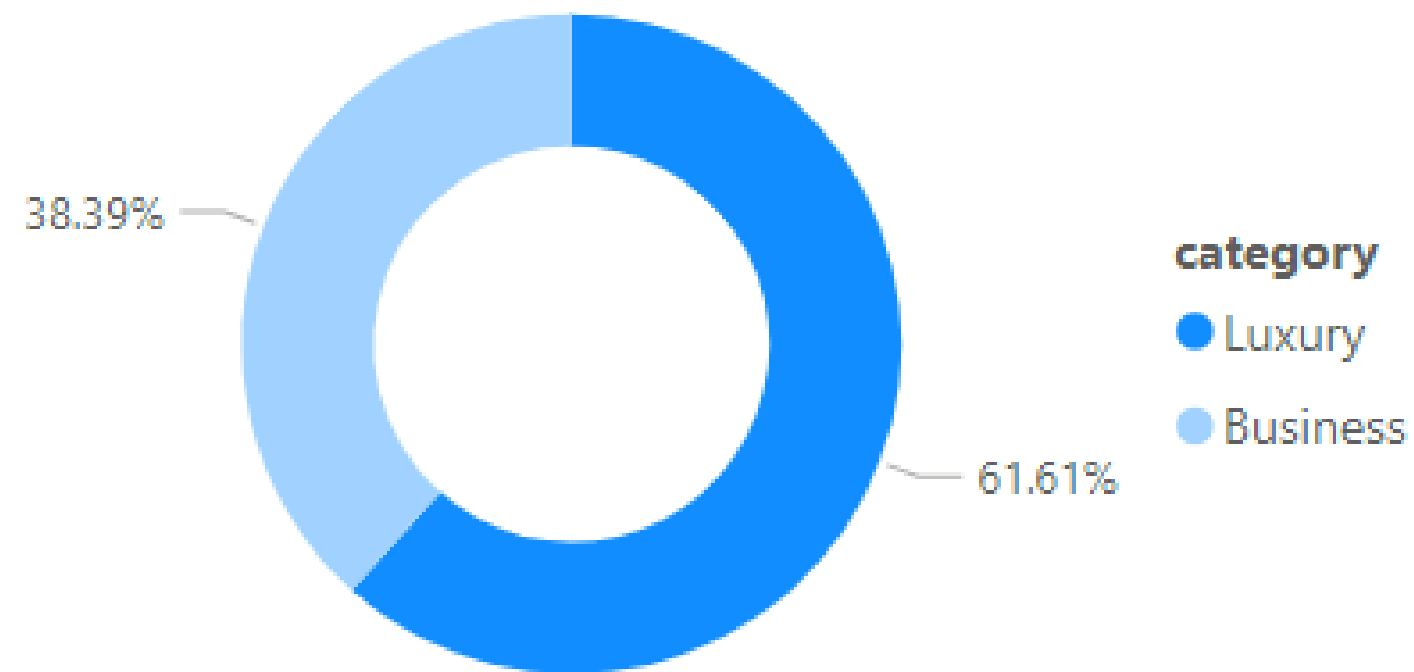
city	Total Revenue
Mumbai	660641658
Bangalore	415030530
Hyderabad	321166370
Delhi	290922310
Total	1687760868

Calculate revenue by City

- Mumbai is recorded with highest revenue of Rs. 66 Cr. with Delhi as lowest revenue of Rs. 29 Cr.

Findings & Insights

% Revenue by category



Find the revenue distribution by category

- Out of 100% revenue, nearly **62%** generates from **Luxury** category Hotels.
- **Business** category hotels contribute **38%** of revenue. It can be obvious as compared to Luxury category, as business meetings or programs are scheduled on a finite basis over a period of time.

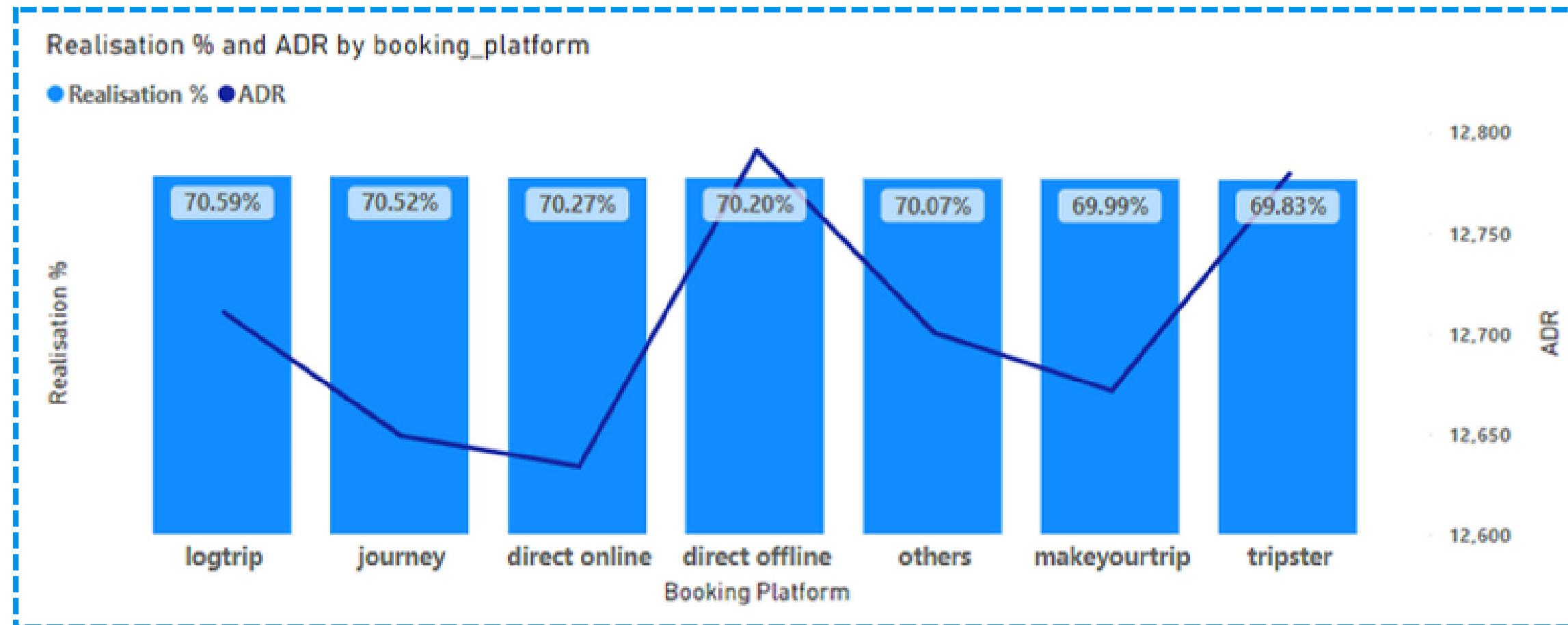
Findings & Insights

day_type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,082.53	55.85%	12,682.41	69.94%
Weekend	7,971.63	62.64%	12,725.49	70.59%

Calculate metrics on weekend & weekday basis.

- RevPAR: It has been observed that RevPAR is generally **higher in case of weekends** as compared to weekdays. It is because the total revenue generated on weekends is higher in comparison with weekdays.
- Occupancy (%): It is obvious that customers tend to book hotels on weekends rather than weekdays and thus the occupancy on **weekends (63%)** is greater than those on **weekdays (56%)**.
- ADR: ADR seems to be almost **same** for both. It means that revenue generated for every room sold is almost same.
- Realisation Rate (%): Realisation rate observed for both weekend as well as weekdays is **70%** which is overall good.

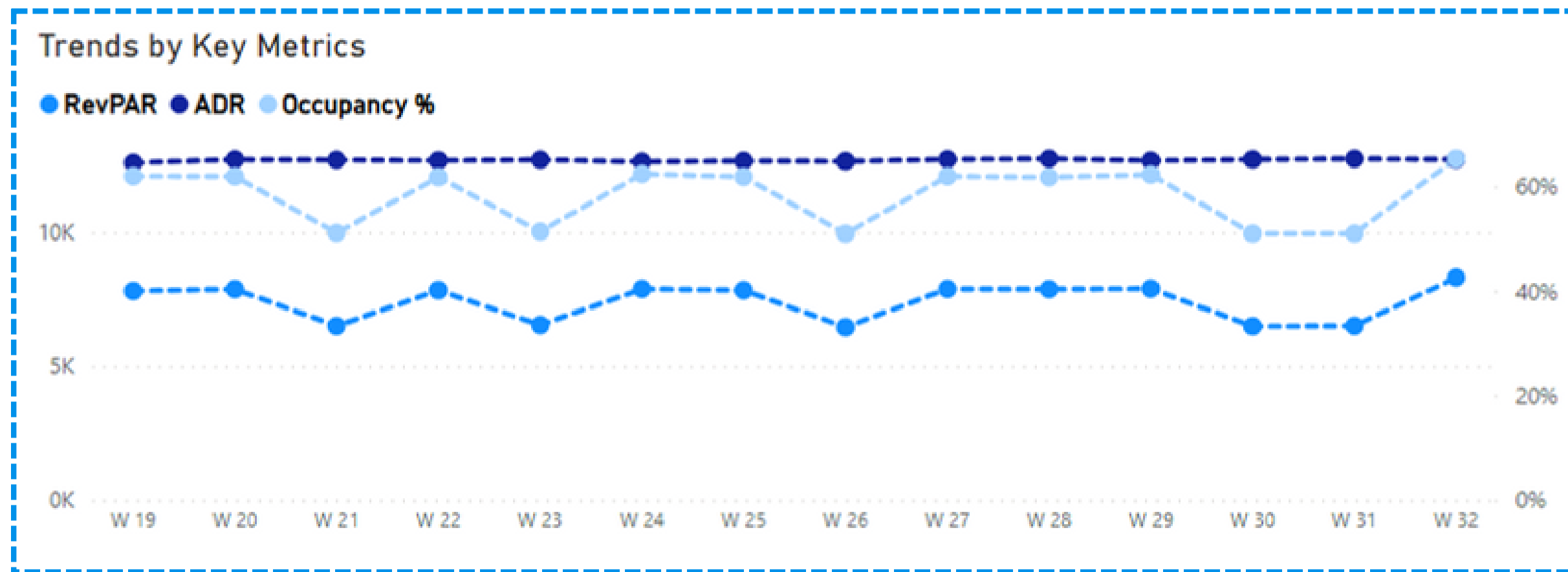
Findings & Insights



Calculate metrics on platform basis

- For all booking platforms, Realisation Rate is observed to be almost **same (70%)**, which means 70% customers has successfully checked out.
- Looking forward to ADR, **Offline booking** channel records **highest ADR**, that means maximum revenue per room sold. Whereas, **direct online** booking channel seem to have **lowest ADR** as compared to all others. This can be because of high discounts and lower prices booked.

Findings & Insights



Calculate metrics on week over week basis

- RevPAR: RevPAR trend on week over week basis is observed to be **sideways or consolidated between 5K-10K**.
- Occupancy (%): Observed to be **consolidated between 50-60%**.
- ADR: ADR observed to be **constant** over every week.