



Welcome to the AtliQ Hospitality Analysis

**Problem Statement:**

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” in order to regain their market share and revenue.

However, they do not have an in-house data analytics team to provide them with these insights. Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

**Case Studies:**

- Filters by properties, city, status, platform, month and week.
- Revenue, Occupancy % and Average rating cards.
- Split by City, Property by key metrics.
- Trends by week, Occupancy by day type, Booking % by platform.

# Overall Analysis



Quick measure



property\_name

All

city

All

booking\_platfo...

All

Month

All

week no

All

Total\_Revenue

1.71bn

Occupancy\_rate

58%

Average\_rating



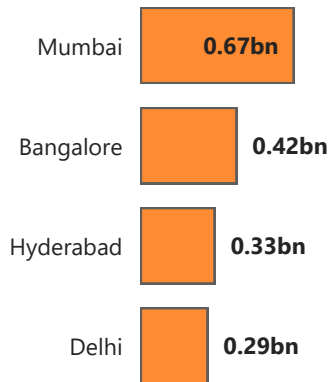
Total\_cancellation\_rate

24.8%

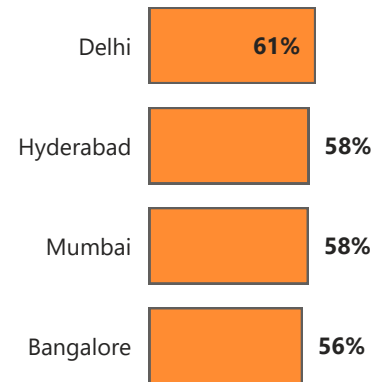
Total\_Successful  
bookings

135K

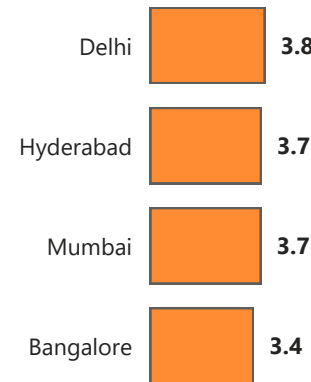
Total\_revenue by city



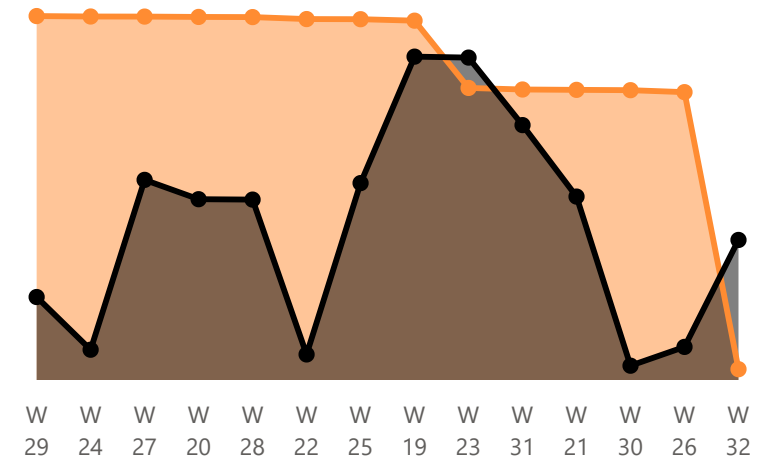
Occupancy% by city



Average\_rating by city

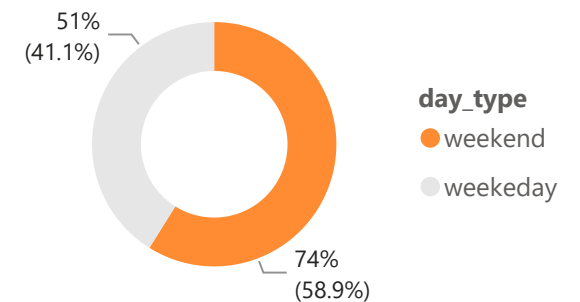


Total\_revenue and Average\_rating by week no



property_name	Total_revenue	Occupancy%	Average_rating	total_cancellation_rate	total_bookings	Sum of capacity
Atliq Exotica	320M	57%	3.62	24.4%	23441	40940
Atliq Palace	304M	60%	3.75	25.2%	23625	39376
Atliq City	286M	60%	3.69	24.9%	23323	39192
Atliq Blu	261M	62%	3.96	24.7%	21795	35144
Atliq Bay	260M	58%	3.71	24.8%	21389	36616
Atliq Grands	212M	53%	3.10	25.1%	17035	32384
Atliq Seasons	66M	45%	2.29	24.8%	3982	8924
Total	1709M	58%	3.62	24.8%	134590	232576

Occupancy ratio\_day type



# Category\_wise Analysis



Quick measure



Month

- ☐ May
- ☐ June
- ☐ July

property\_name

All

city

All

booking\_platfo...

All

week no

All

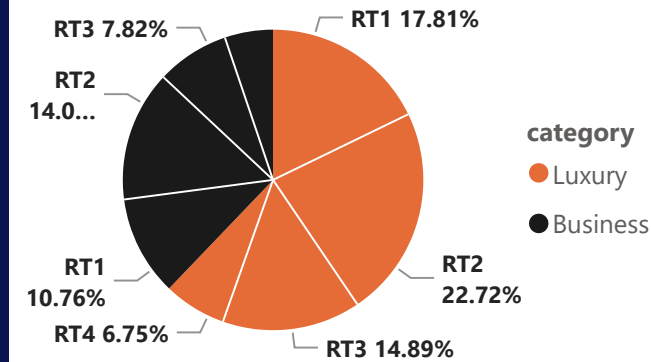
25

Count of property\_id

room\_category total\_cancellation

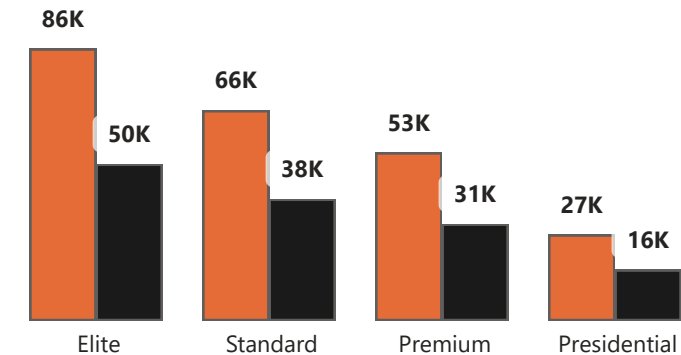
RT2	12357
RT1	9530
RT3	7605
RT4	3928
Total	33420

total\_successful\_bookings by category and room\_category



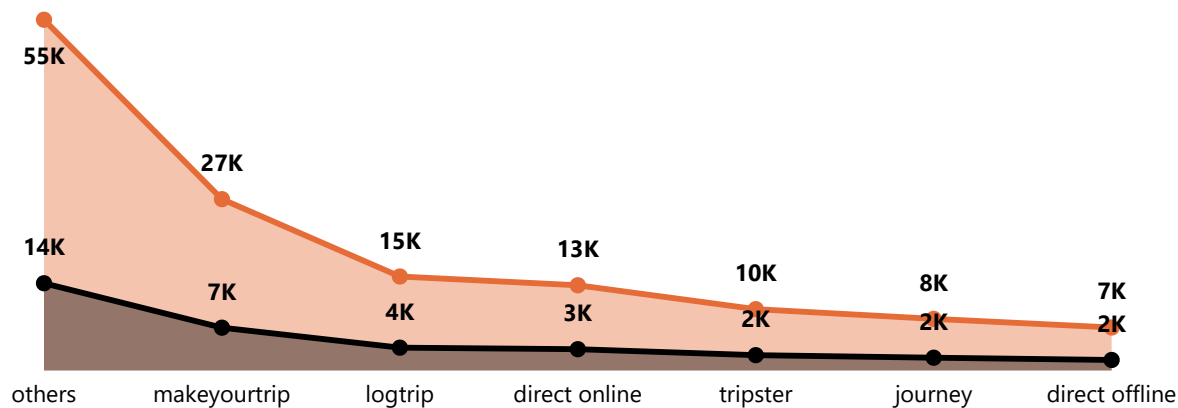
Total\_capacity and total\_successful\_bookings by room\_class

Total\_capacity total\_successful\_bookings

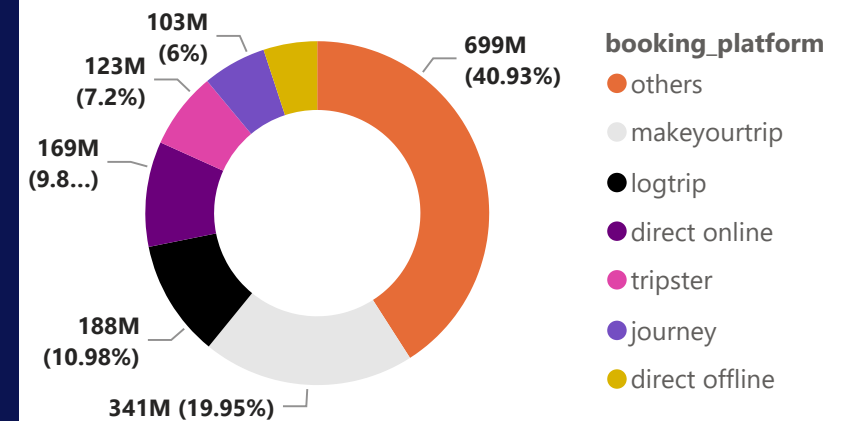


total\_bookings and Total cancelled bookings by booking\_platform

total\_bookings Total cancelled bookings



Total revenue\_realized by booking\_platform





Thank you for Visiting us By - Alka Savarn