

Problem Statement

Domain: Hospitality **Function:** Revenue

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.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

- 1.Create the metrics according to the metric list.
- 2.Create a dashboard according to the mock-up provided by stakeholders.
- 3.Create relevant insights that are not provided in the metric list/mock-up dashboard.

Insights

- Based on Key metrics Graph Atliq Grand is the Least Revenue Generating Property in all Months and in All Cities.
- Promoting Atliq Seasons in all Cities can be a good thought as though Occupancy% is less Realization % there is Considerable.
- Price on Standard type has to be reviewed based on industry Standards as it is second highest preferred but least Revenue generating.
- Average Rating in online is achieved in all properties but had to compared with industry standards and look for opportunities to work.
- Promotions in Direct Online booking can be a suitable option to increase direct Revenue.

- Make your trip is a potential Revenue Generating Platform.
- More data validation has to be achieved in Booking source for better analysis. Others section hold more data(which can change inferences).
- Make your trip is a big contributor in all Property and in all Property types.
- Promoting Bookings through other Platforms can be analysed in Industry Profile.

- 3rd and 4th weekend has less Bookings in all properties which is to be observed and reasons to be analyzed in further.
- Weekend and Weekdays bookings are directly proportional in Revenue generation but can have pricing Review and can generate more in income in weekends as per Industry based on demand.
- Atliq exotica is the preferred property in weekdays and weekends.
- Atliq Bay is preferred on weekdays , Comparatively Atliq Blu in Weekends So Pricing Strategy can be adopted accordingly.
- Surprisingly, Cancellation has No impact in Lowered Total bookings.
- Mumbai is the most Contributing City and Delhi is the Least Contributing City.
- Week 27 is the Least performing Week and no significant performing weeks in May as it is Holiday time. Predictively an essential place to generate income.