



# HOSPITALITY DOMAIN ANALYSIS

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## PROBLEM STATEMENT

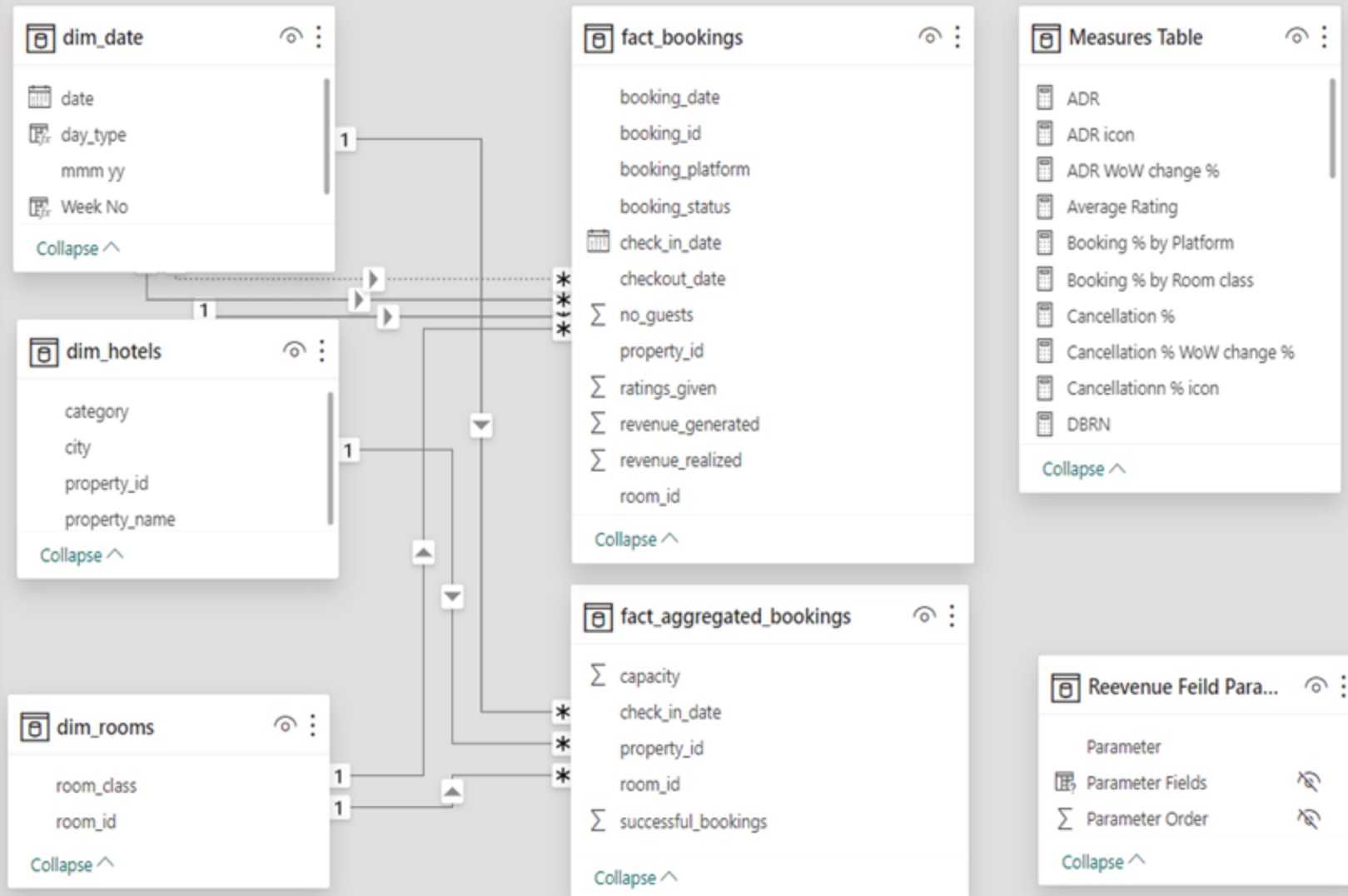
- AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.
- Due to strategic moves from other competitors and ineffective decision-making in management, **AtliQ Grands** are losing its market share and revenue in the luxury/business hotels category.
- As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue.



## ROLE

- Their revenue management team has hired you as a 3rd party service provider to provide them with insights from their historical data
- As a data analyst you have been provided with all relevant data and a mock-up dashboard to work on the task.

# DATA MODEL



**After Importing data into Power BI following procedures were followed:**

- Cleaning, Transforming data using Power Query
- Establishing relationship among tables using apt schema
- Subsequently, conducting data validation against the benchmarks set by stakeholders.

## KEY METRICS

- **RevPAR** - Revenue Per Available Room
- **ADR** - Average Daily Rate
- **DBRN** - Daily Bookings Room Nights
- **DSRN** - Daily Sellable Room Nights
- **DURN** - Daily Utilized Room Nights
- **REALISATION %** - It is nothing but the successful "checked out" percentage over all bookings happened.
- **OCCUPANCY %** - Occupancy means total successful bookings happened to the total rooms available(capacity)





OVERVIEW



REVENUE



BOOKINGS

May 22

Jun 22

Jul 22

W 19

W 20

W 21

W 22

W 23

W 24

W 25

W 26

W 27

W 28

W 29

W 30

W 31

By Property

All



By City

All



By Room Class

All



By Category

All



REVENUE

₹ 1.7bn ▼ -95.4%

OCCUPANCY %

57.9% ▲ 28.1%

AVERAGE RATING

3.62

Target data is Week over week basis.

### Property/City Performance

Property_name	Revenue	Occupancy %	Average Rating	Realisation %
Atliq Exotica	₹ 320.3M	57.3%	3.62	70.63%
Atliq Palace	₹ 304.1M	60.0%	3.75	69.98%
Atliq City	₹ 285.8M	59.5%	3.69	70.17%
Atliq Blu	₹ 260.9M	62.0%	3.96	70.05%
Atliq Bay	₹ 260.1M	58.4%	3.71	69.97%
Atliq Grands	₹ 211.5M	52.6%	3.10	69.94%
Atliq Seasons	₹ 66.1M	44.6%	2.29	70.59%

### WEEKDAY

93.42K

Total Successful Bookings

₹ 7.02K

RevPAR

### WEEKEND

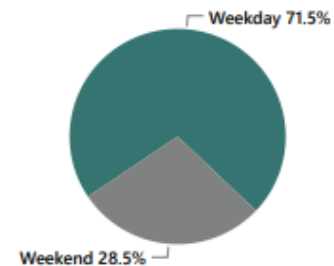
41.17K

Total Successful Bookings

₹ 7.09K

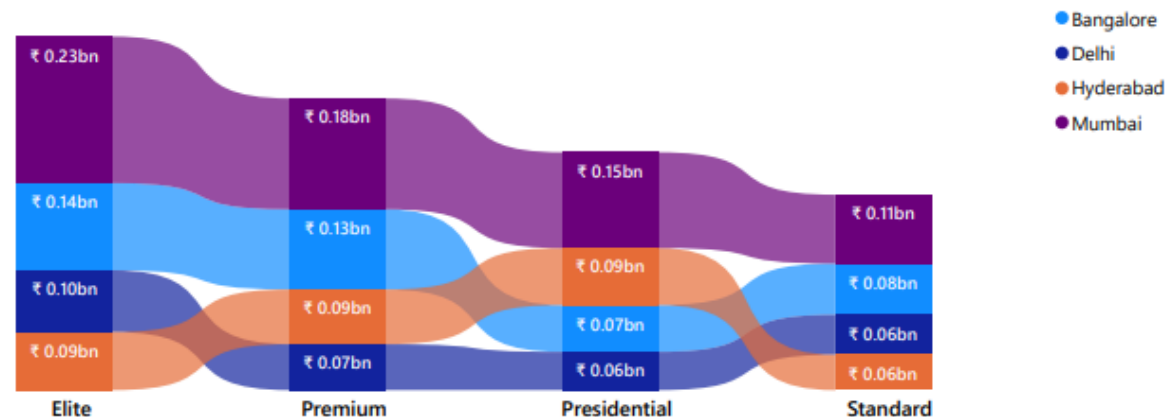
RevPAR

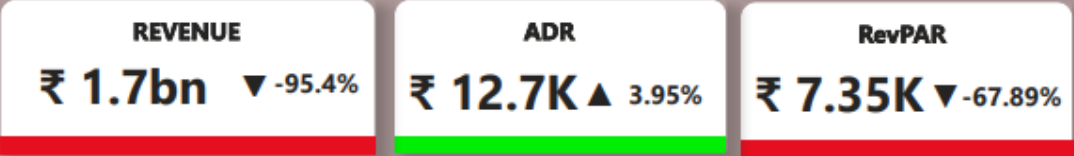
Revenue Distribution



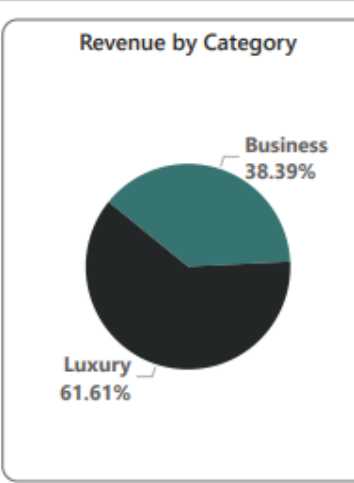
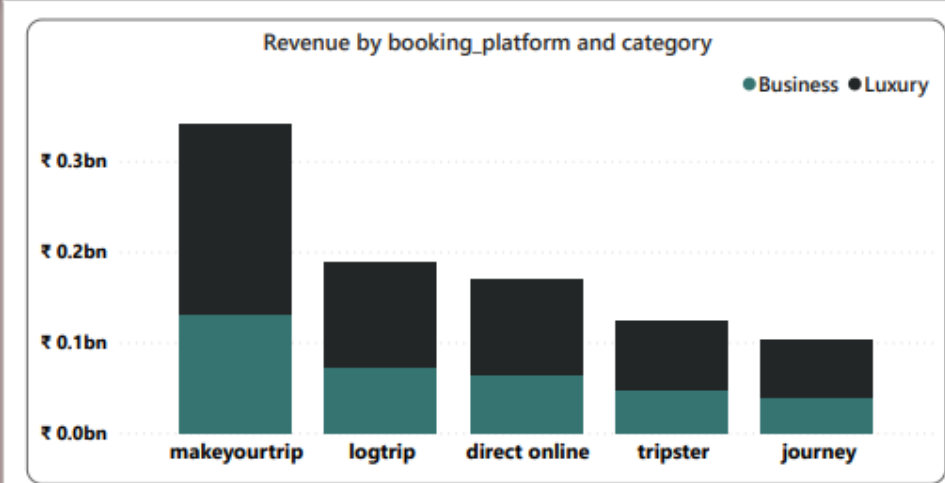
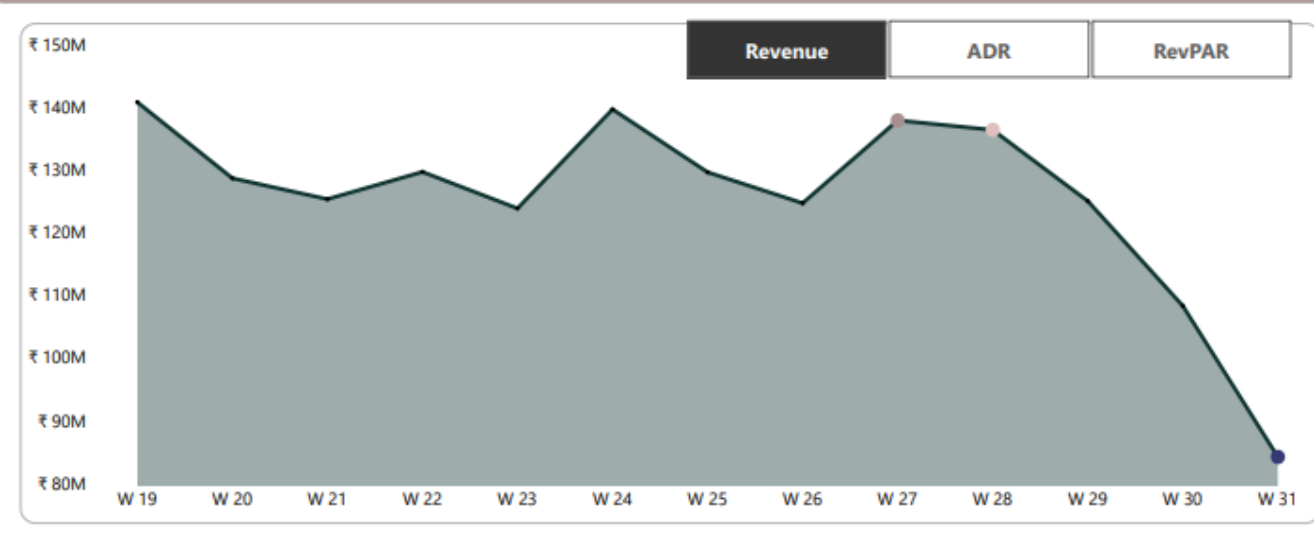
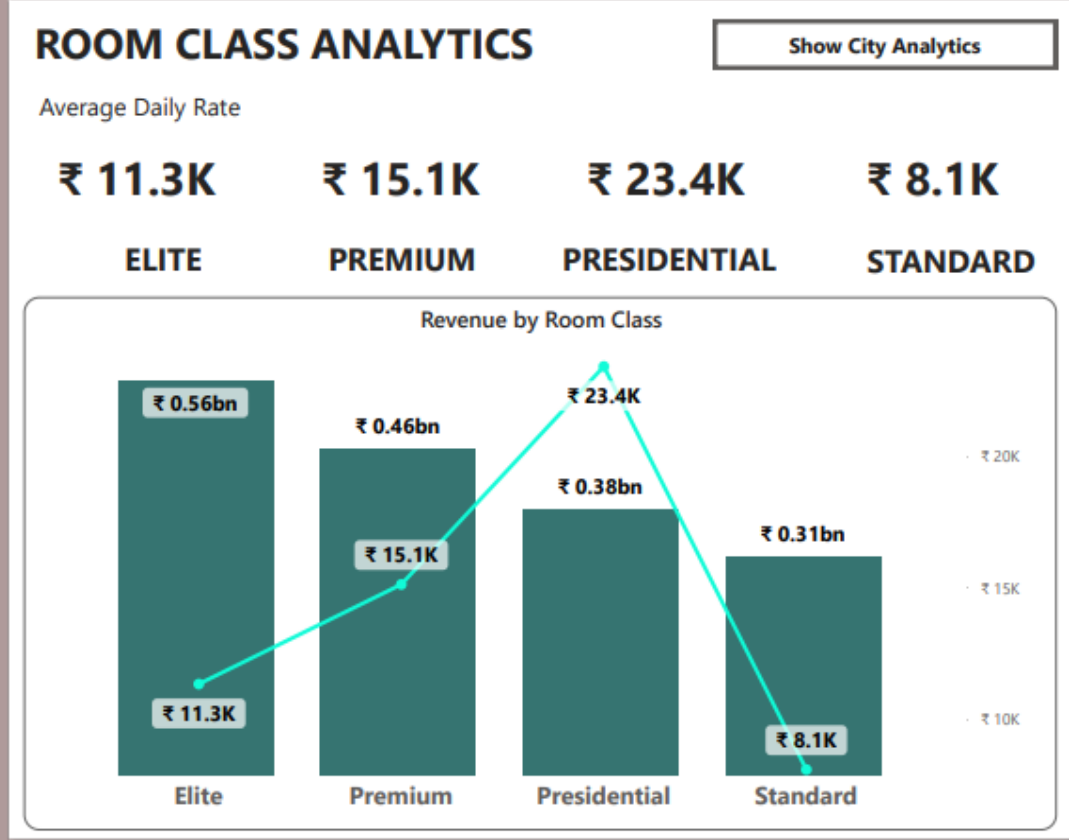
Day Type	Revenue	Occupancy %	Realisation %	ADR
Weekday	₹ 1,171.4M	56.0%	70.13%	₹ 12,692
Weekend	₹ 465.8M	62.6%	70.39%	₹ 12,732

Room Class Demographic Performance





Target data is Week over week basis.



OVERVIEW

REVENUE

BOOKINGS

May 22

Jun 22

Jul 22

W 19W 20W 21W 22W 23W 24W 25W 26W 27W 28W 29W 30W 31

By PropertyAll

By CityAll

By Room ClassAll

By CategoryAll

TOTAL BOOKINGS134.6K▼ -95.6%

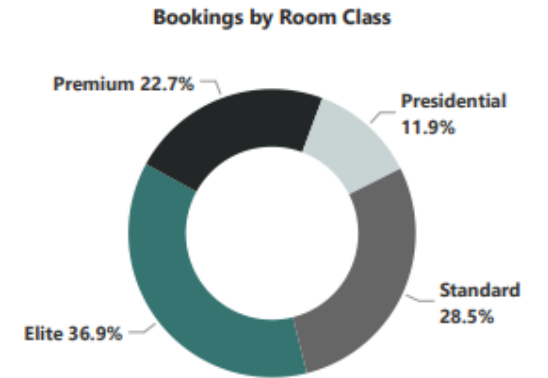
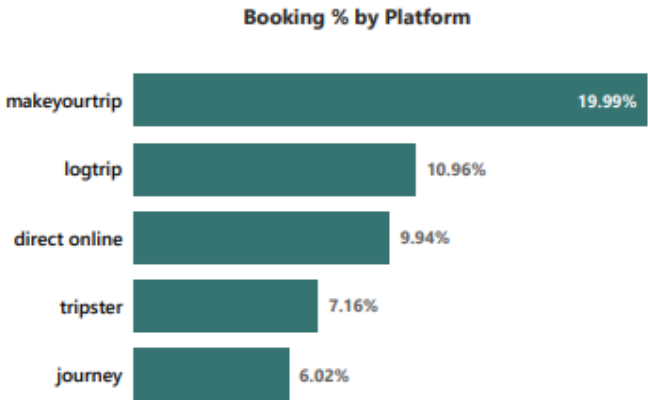
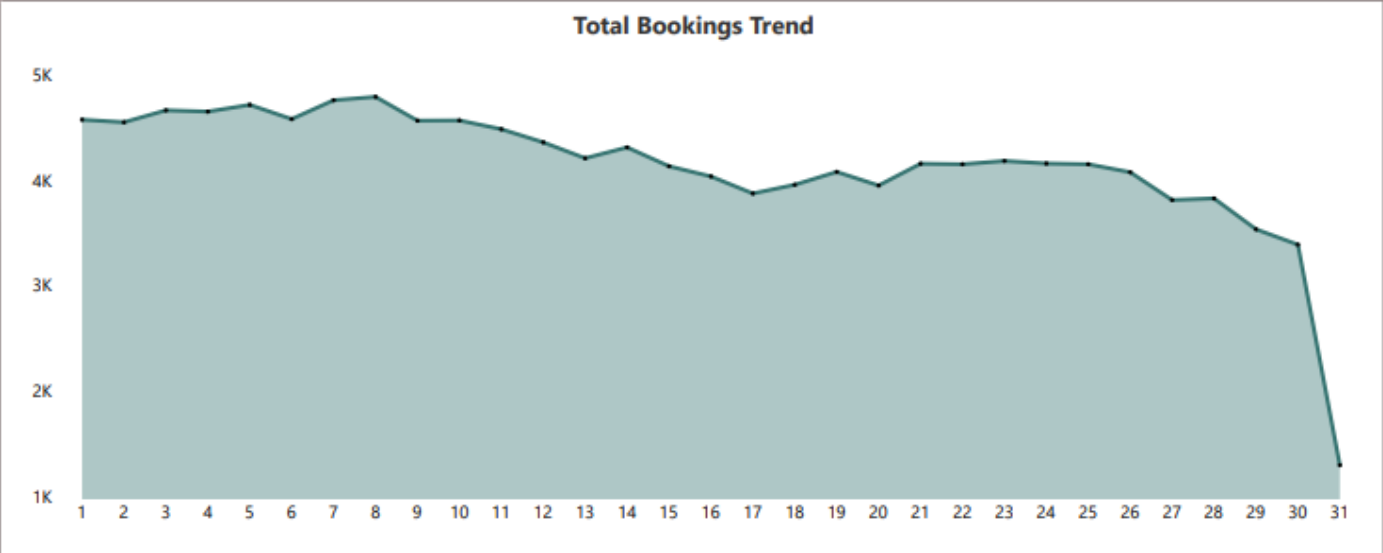
REALISATION %70.15%▼ 1.8%

CANCELLATION %24.8%▼ -8.2%

Target data is Week over week basis.

Booking Performance

Property_name	Total Capacity	Total Bookings	DSRN	DBRN	DURN	Cancellation %
Atliq Exotica	40,940	23,441.0	445	255	180	24.4%
Atliq Palace	39,376	23,625.0	428	257	180	25.2%
Atliq City	39,192	23,323.0	426	254	178	24.9%
Atliq Bay	36,616	21,389.0	398	232	163	24.8%
Atliq Blu	35,144	21,795.0	382	237	166	24.7%
Atliq Grands	32,384	17,035.0	352	185	130	25.1%
Atliq Seasons	8,924	3,982.0	97	43	31	24.8%





**THANK YOU**