



Presentation on Hospitality
domain using Python



HOTEL DOMAIN ANALYSIS

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PROBLEM STATEMENT & PROJECT GOALS

Atliq Grands faced increasing competition and a revenue decline, highlighting the need for data-driven decision-making. However, they lacked the internal expertise to leverage strategic insights effectively.

My goal is to perform an in-depth analysis using Python to provide Atliq Grands with actionable insights, enhancing customer retention and driving revenue growth.



FLOWCHART OF ATLIQ PROPERTIES

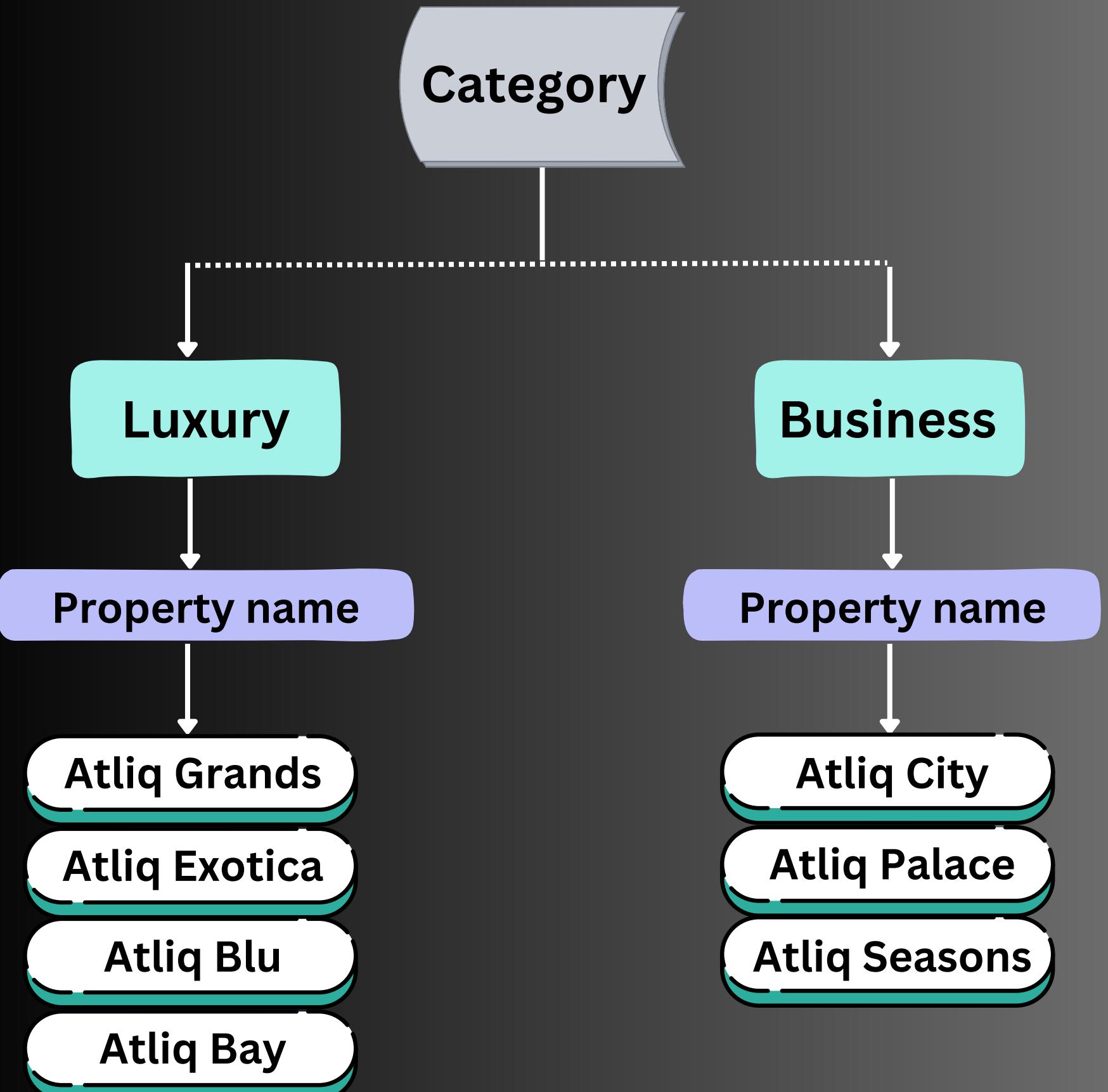
ATLIQ PROPERTIES OVERVIEW

Atliq Properties offers a diverse range of accommodations categorized into Luxury and Business segments to cater to different customer needs.

- **Luxury Properties:** Designed for premium travelers seeking top-tier comfort and exclusivity, offering high-end amenities and services.
- **Business Properties:** Tailored for corporate travelers, providing convenient locations, professional services, and business-friendly facilities.

Each property, whether luxury or business, features four room classes—Standard, Elite, Premium, and Presidential—ensuring a variety of choices for different budgets and preferences.

By strategically segmenting its properties, Atliq enhances guest experiences while optimizing revenue and customer satisfaction.



DATASETS PROVIDED FOR ANALYSIS

- fact_aggregated_bookings: property_id, check_in_date, room_category, successful_bookings, capacity
- fact_bookings: booking_id, property_id, booking_date, check_in_date, checkout_date, no_guests, room_category, booking_platform, ratings_given, booking_status, revenue_generated, revenue_realized.
- dim_rooms: room_id, room_class.
- dim_hotels: property_id, property_name, category, city
- dim_date: date, mmm yy, week.no, day_type





ATLIQ GRANDS

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INSIGHTS

- **Top Earning City:** Mumbai led in revenue with **669M INR**, while Delhi followed at 291M INR.
- **Best Month:** May generated the highest revenue (**581.93M INR**), while June had the lowest (**553.93M INR**).
- **Popular Room Category:** Elite rooms contributed the most revenue, reaching **553.74M INR**.
- **Highest-Rated Room:** Guests rated Presidential rooms the highest at **3.69**, while Premium rooms had the lowest at **3.59**.
- **City with Best Ratings:** Delhi stood out with an average rating of **3.78**, indicating a positive guest experience.
- **Occupancy Leader:** Delhi had the highest occupancy rate at **62.47%**, alongside excellent ratings.
- **Weekend Rush:** **Fridays and Saturdays** saw increased bookings, presenting an opportunity for targeted promotions and pricing strategies.



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RECOMMENDATIONS

- ✓ **Leverage High-Demand Cities:** Increase premium pricing in Mumbai and Delhi to maximize revenue.
- ✓ **Improve Low-Rated Room Categories:** Focus on Premium rooms, analyzing guest feedback for improvement.
- ✓ **Weekend Promotions:** Introduce weekend special packages to capitalize on high booking trends.
- ✓ **Optimize Booking Channels:** Identify top-performing platforms and offer exclusive deals to increase direct bookings.



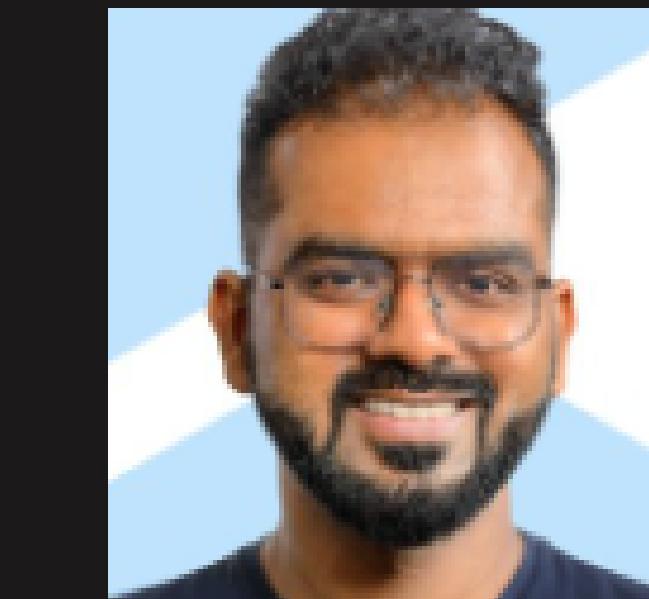
GRATITUDE SPOTLIGHT

A special thanks to Dhaval Patel and Hemanand Vadivel—the Founder & Co-founder of Codebasics—for their incredible guidance and valuable resources that made this project possible.



Dhaval Patel

Founder of Codebasics



Hemanand Vadivel

Co founder of Codebasics





ATLIQ
GRANDS

THANK YOU

