

# HOTEL DATA ANALYSIS



date (Month)

May Jun Jul

room\_class

Elite

booking\_status

Cancelled

booking\_platform

direct offline

TOTAL REVENUE  
1708.77M

TOTAL BOOKINGS  
134.59K

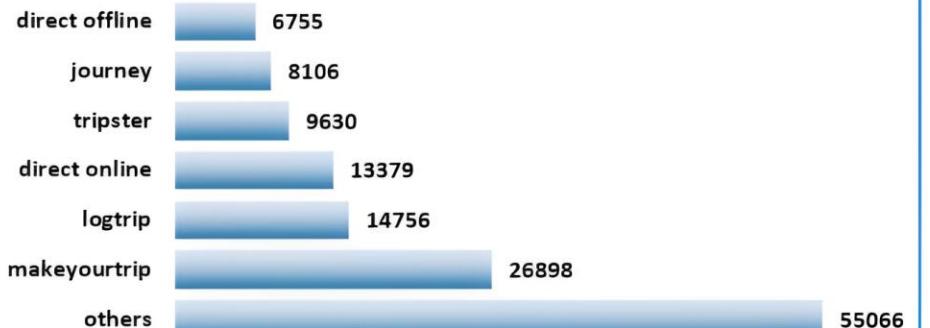
TOTAL CAPACITY  
232.58K

SUCCESSFUL BOOKINGS  
134.59K

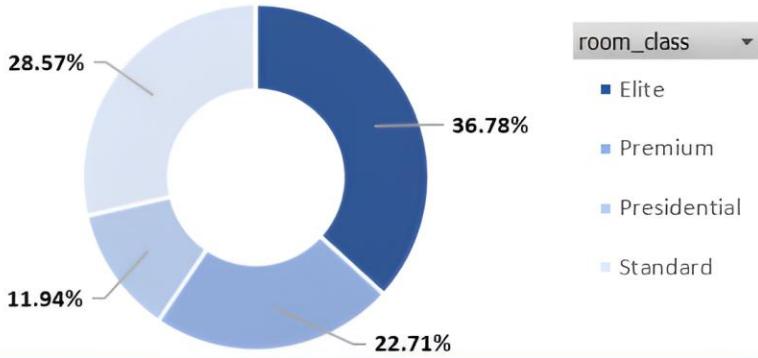
OCCUPANCY %  
58%

Avg Rating  
3.62

### Bookings By Platform



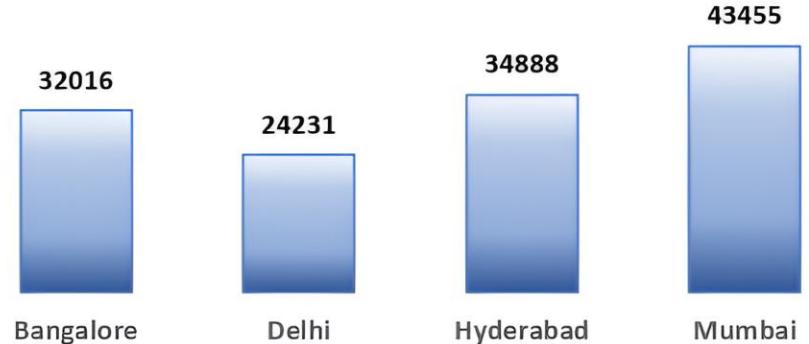
### Booking % By Room Class



### ADR Month Wise



### Booking Volume by City



# HOTEL DATA ANALYSIS



date (Month)

room\_class

booking\_status

booking\_platform

CANCELLED  
BOOKINGS  
**33.42K**

CANCEL-  
LATION %  
**25%**

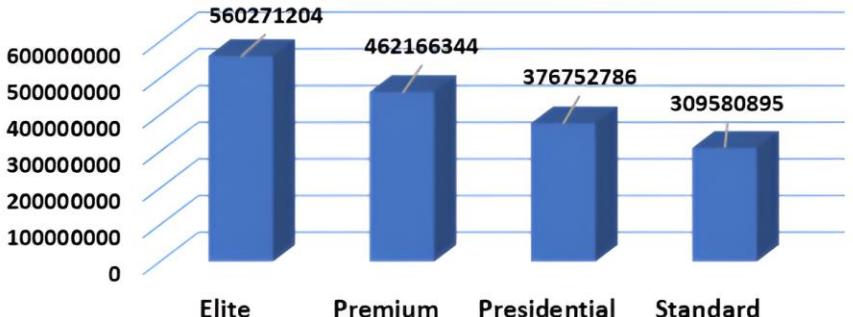
CHECKED  
OUT %  
**70%**

TOTAL NO  
SHOW  
**6759**

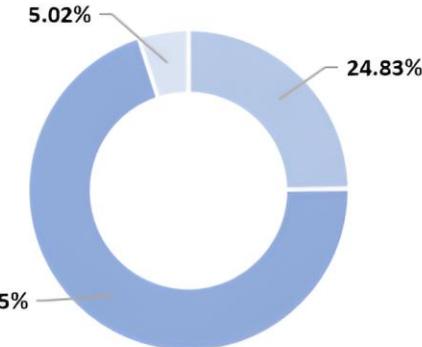
REV PER  
AVA ROOM  
**\$ 7,347.15**

AVG LEN  
OF STAY  
**2.37**

### Revenue Breakdown by Room Type



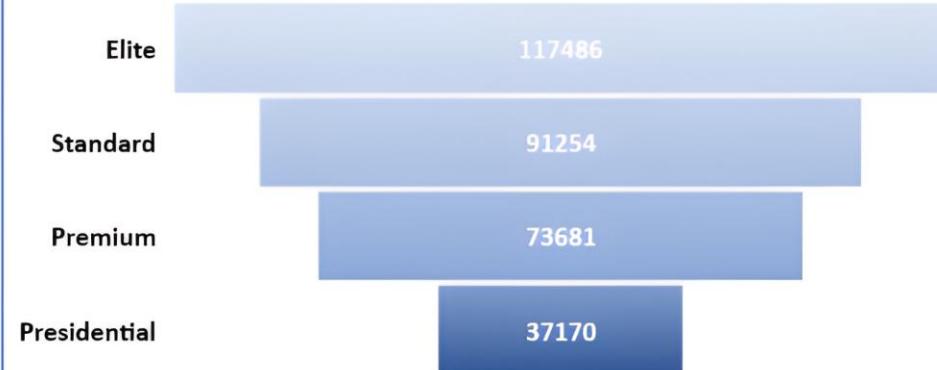
### Booking Status



### Booking Trends Over Time



### Average Length of Stay By Room Type





# HOTEL DATA ANALYSIS

BY: ANURAG MISHRA

# INTRODUCTION

AtliQ Grands, a 20-year-old luxury hotel chain in India, is losing market share and revenue. To recover, the managing director plans to leverage "Business and Data Intelligence" through a third-party service provider, analyzing their historical data for valuable insights.

# PROJECT OVERVIEW

## PURPOSE-

Analyze booking patterns, performance metrics, and customer behavior using real booking data

## TIME PERIOD-

April to July

## TOOLS USED-

Excel, Power Query, Pivot Tables, Dashboards

# SUMMARY KPI

TOTAL  
REVENUE  
**1708.77M**

TOTAL  
BOOKINGS  
**134.59K**

TOTAL  
CAPACITY  
**232.58K**

SUCCESSFUL  
BOOKINGS  
**134.59K**

OCCUPANCY  
%  
**58%**

AVG  
RATING  
**3.62**

# REVENUE & ADR TRENDS

- ◊ Elite rooms generate the highest revenue.
- ◊ ADR peaked in June – ₹14,924.33.
- ◊ Stable growth seen in May, slight dip in July.

# ROOM CLASS PERFORMANCE

- ◊ Elite class dominates bookings – 46.1%.
- ◊ Presidential rooms have shortest average stay.
- ◊ Customers in Elite & Luxury prefer longer stays.

# PLATFORM ANALYSIS

- "Others" and "makeyourtrip" are top-performing platforms
- Consistent drop in bookings in July
- Platform performance varies across months – check seasonality

# CITY WISE BOOKING INSIGHTS

- ◊ Mumbai tops the list with 43,455 bookings, capturing the highest market share among all cities – a key revenue driver.
- ◊ Hyderabad and Bangalore follow closely with 34.8K and 32K bookings respectively, making them crucial competitive regions.
- ◊ Delhi, while still significant with 24.2K bookings, shows potential for targeted growth strategies.
- ◊ These four metro cities dominate the booking volume, indicating strong customer preference for urban hotel locations.

# BOOKING STATUS ANALYSIS

CANCELLED  
BOOKINGS

33.42K

CHECKED  
OUT %

70%

CANCEL-  
LATION %

25%

TOTAL NO  
SHOW

6759

# GUEST BEHAVIOR & STAY PATTERN

- 70% guests checked out, showing strong completion rate.
- ✗ 25% cancelled, 5% no-shows—key revenue leaks.
- ⚡ Elite rooms lead in total stay days, showing loyalty.
- 🚧 Presidential stays are shortest, likely business-related.
- 🔍 Improve pre-arrival comms & offer long-stay perks to top-tier guests.

# REVENUE & BOOKING TRENDS

- 💰 Elite rooms earn the most (₹560M+), top revenue driver.
- 📅 Standard rooms underperform, room to optimize.
- 📈 Massive booking spike in May, 5x jump from April.
- gMaps Gradual decline in June-July — needs marketing push.
- 🔄 Focus on premium room sales & fill low-demand months.

# KEY TAKEAWAYS

-  Elite Rooms dominate revenue & guest loyalty.
-  May is the peak month for bookings.
-  Standard Rooms & June–July need attention.
-  Cancellation & No-show % highlight revenue leaks.
-  Longer stays tied to Elite & Suite guests.

# RECOMMENDATIONS

- 💡 What Can AtliQ Grands Do Next?
- 🎯 Focus marketing on Standard rooms in off-peak months.
- 📅 Offer incentives for long stays in premium categories.
- 📞 Improve pre-arrival engagement to reduce cancellations.
- 🏨 Promote cities with high demand using dynamic pricing.
- 📊 Use data dashboards for monthly performance tracking.



THANKS  
A LOT!  
ANURAG  
MISHRA