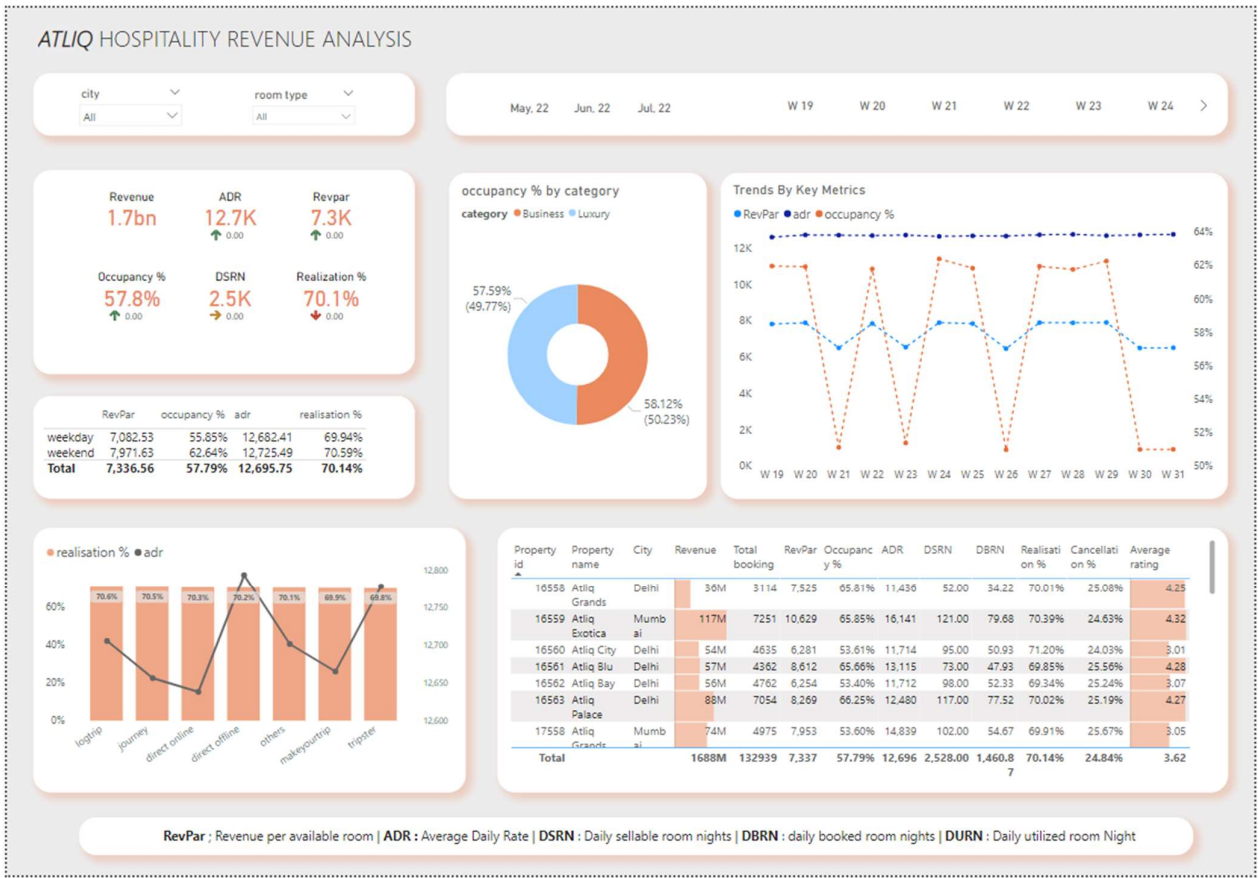
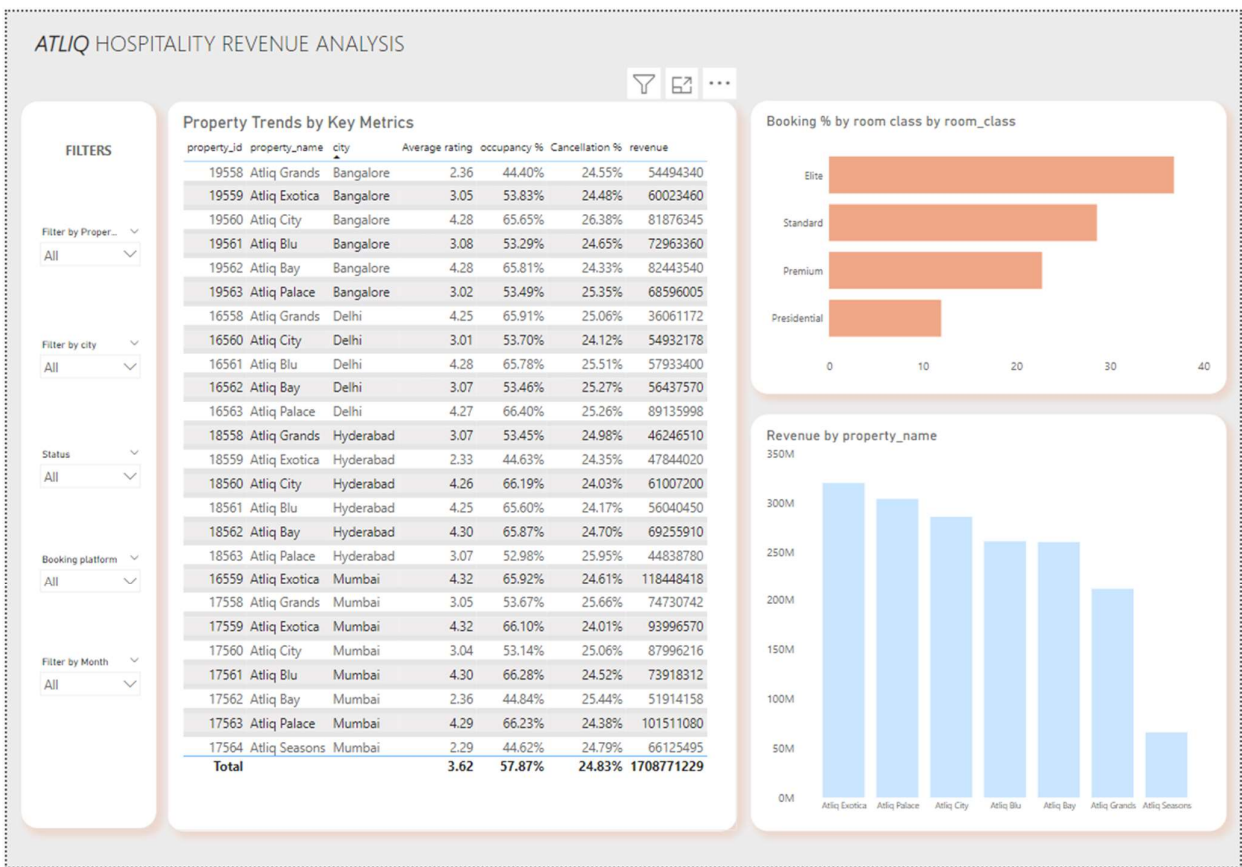


DASHBOARD 1:



DASHBOARD 2:



MY FINDINGS :

- Hotels in Mumbai generates the most bookings, followed by Hyderabad and Bangalore.
- Luxury rooms contributes the majority of the revenue.

1. How much did we generate in the last three months? Show the key indicators.



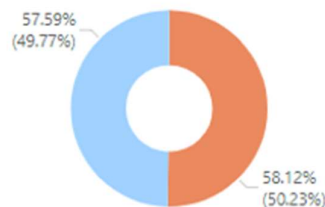
2. Is there any significant difference in occupancy for weekends and weekdays? Does this have any impact on the pricing?

	RevPar	occupancy %	adr	realisation %
weekday	7,082.53	55.85%	12,682.41	69.94%
weekend	7,971.63	62.64%	12,725.49	70.59%
Total	7,336.56	57.79%	12,695.75	70.14%

3. In terms of revenue generation, how has our revenue performed across the two room categories during this period?

occupancy % by category

category ● Business ● Luxury



KEY FINDINGS/INSIGHTS

After analyzing the data, I was able to derive these insights:

Over the period of three months (May, June, and July), AtliQ Grands were able to generate a revenue of approximately 1.7 billion (1.69b). During this period, Revenue, ADR, occupancy, and RevPar increased from the latest previous week, except for realization% which decreased by 0.03%.

The overall average rating is 3.62. Customer satisfaction has improved over the past three months, with an average rating increase of 1.27%. Although some hotels have ratings lower than the average.

Weekends consistently exhibit higher occupancy rates than weekdays. There is no significant difference in ADR for weekdays and weekends. This shows that the hotel is using a flat pricing strategy.

Other travel platforms/channels are the primary booking source, generating 40% of total bookings and revenue. Direct offline booking contributes the least to bookings and revenue generation, with 5%.

The Average Daily(ADR) Rate is higher on direct offline (hotel premises) compared to other booking platforms.

The Luxury room category contributes the majority of revenue and bookings. Mumbai city contributes most of the revenue, followed by Hyderabad, Bangalore, and Delhi.

There is a correlation between revenue and average ratings, in that ratings with high ratings tend to generate more revenue.

RECOMMENDATIONS

The rule of demand and supply and price elasticity is different for the travel, tourism, and hospitality industry. Therefore, the hotel should leverage dynamic pricing to increase revenue generation and increase prices for peak days and weekends.

Consider differential pricing strategies for their offline booking platforms by implementing targeted marketing campaigns/promotions to boost bookings and in turn increase revenue.

AtliQ Grands should pay more attention to customer reviews and ratings and focus on improving customer satisfaction further by addressing critical areas identified in customer reviews.

Explore opportunities to increase direct bookings through the hotel's website to reduce dependence on other online platforms.

