

# AtliQ Hospitality Analysis

## Hospitality Challenge

JANUARY 11 2024

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AtliQ Hotels

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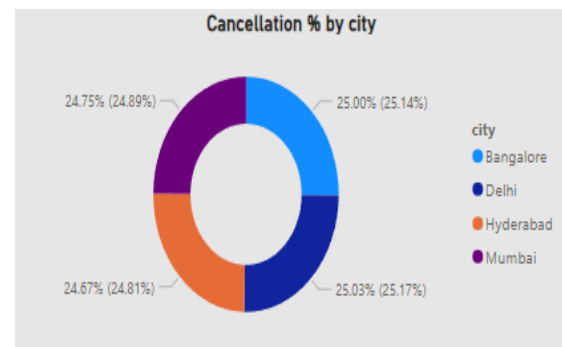
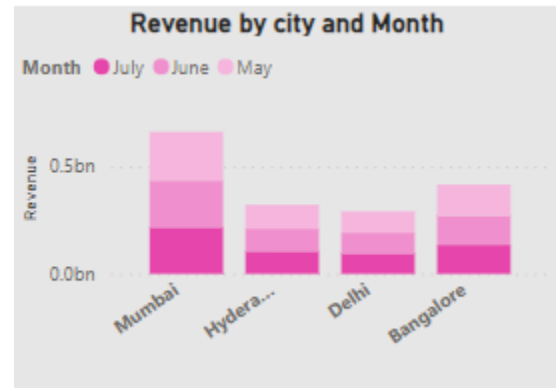
# Insights & Key Findings

- A significant Revenue drop in the month of July compared to the month of May.

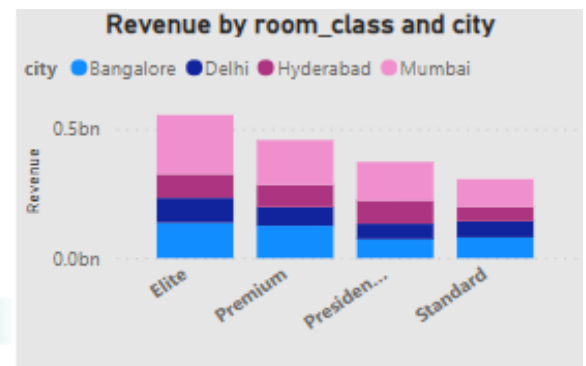
- Successful Booking rate is dropped in the month of July.

- Realization % has increased in the month of July compared to the month of May but ADR (Average Daily Rate) has decreased.

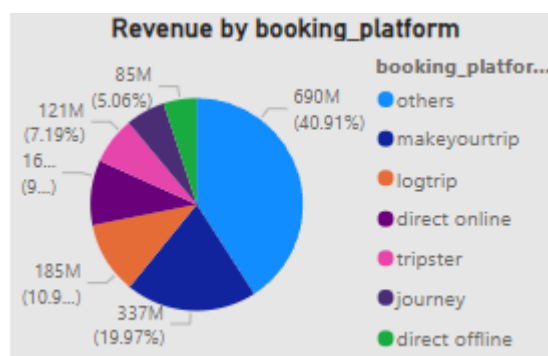
- The cancellation % is surprisingly the same throughout all month (24% - 25%) but occupancy % and total capacity is dropped. Atliq management should improve it for better utilization of capacity.



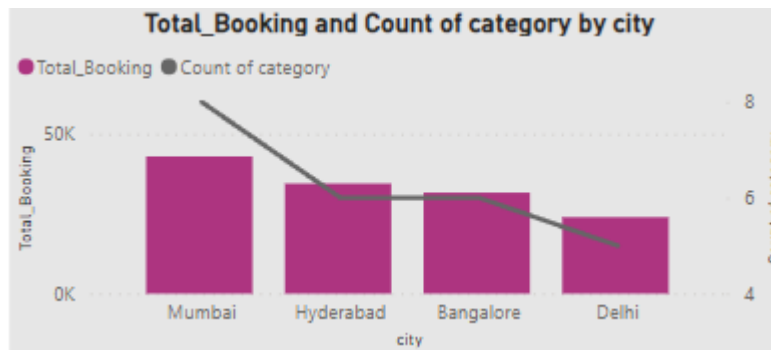
- Among all Room Class Elite has contributed more revenue.



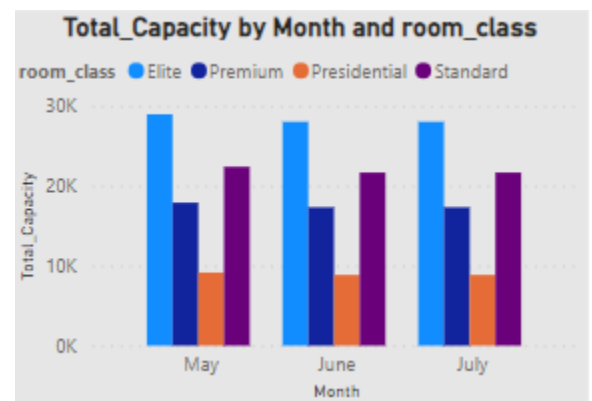
- Make your trip has contributed more revenue considering to all others booking platform but major contributions have been made by unrecognized sources.



- Atliq Exotica and Atliq Palace contributed the highest revenue among all hotels.
- Mumbai city has contributed more revenue among others.



- Bangalore has the higher cancellation % but contributed second highest revenue.
- Elite has the highest average rating and makes a major contribution in revenue.



- Atliq Seasons is a business class hotel which has a low average rating, Atliq management should improve it for better utilization.

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**THANK YOU**