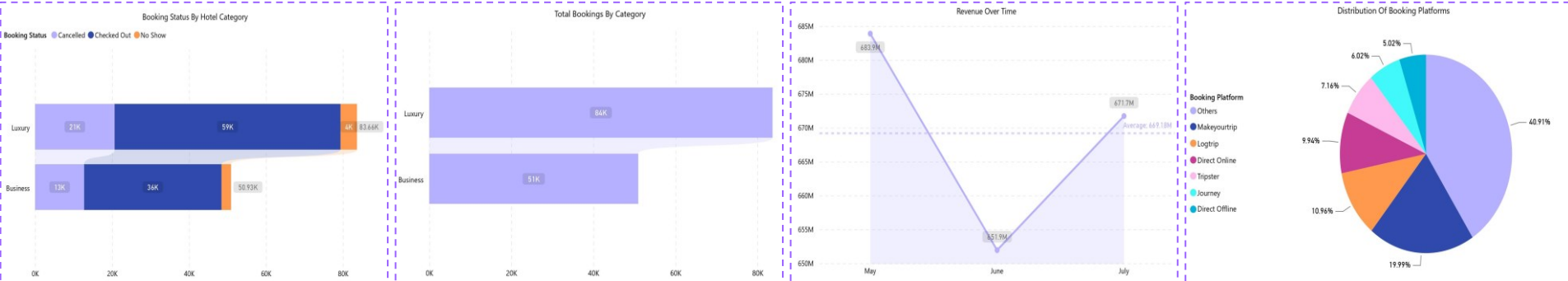# HOSPITALITY DATA ANALYSIS

INTRODUCTION

Amidst stiff competition and dwindling market share, AtliQ Grands, a renowned name in India's luxury hotel industry, sought to revitalize its position and revenue trajectory. With two decades of illustrious hospitality experience, the company faced critical strategic challenges stemming from competitor maneuvers and internal decision-making inefficiencies. To reclaim its foothold, AtliQ Grands embarked on a transformative journey fueled by 'Business and Data Intelligence'. As an external analytics consultant, I collaborated with the revenue management team to harness insights from historical data, empowering the organization with actionable intelligence to drive informed strategic decisions and regain its prominence in the luxury hotel segment.

K.P.I. | Quick Overview Of Main Indicators

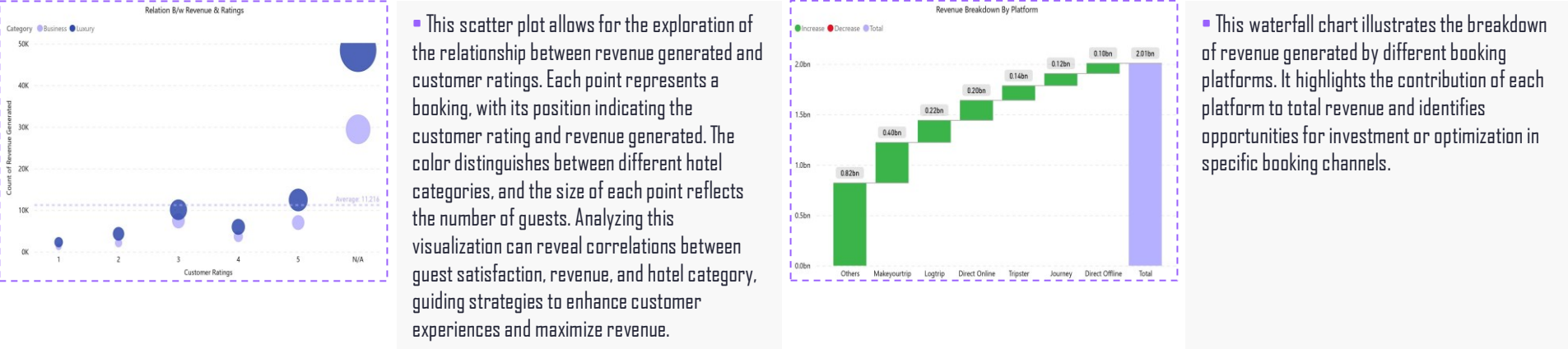| Total Revenue Generated	Avg. Length of Stay (Days)	Total Successful Bookings	Avg. Occupancy Rate	Total Customer Ratings
2bn	2.37	135K	58.31%	134.59K

BOOKING AND REVENUE ANALYSIS

- By visualizing booking statuses (e.g., checked-in, cancelled) across different hotel categories, this chart provides insights into the performance and operational efficiency of each category.

- This chart provides an overview of booking distribution across different hotel categories, highlighting which categories attract the most bookings.

- This line chart shows the trend of revenue over time, helping identify seasonal or periodic patterns in revenue generation.

- This pie chart illustrates the proportion of bookings made through different platforms, helping identify the most popular booking channels.

PERFORMANCE METRICS & COMPARISON
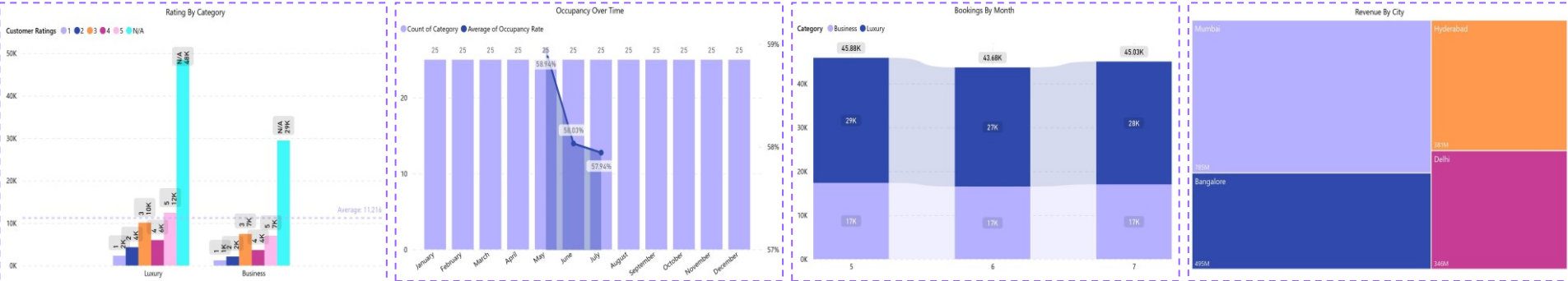
- This chart compares the average ratings of hotels across different categories, providing insights into guest satisfaction levels for each category.

- This combined chart depicts the trend of occupancy rates over time for each hotel category, enabling comparisons of performance and demand fluctuations.

- This stacked column chart presents the total number of bookings for each month, segmented by hotel category. It helps identify seasonal booking trends and understand how booking volumes vary across months and hotel categories, informing marketing strategies and resource allocation based on demand fluctuations throughout the year.

- By visualizing revenue distribution across cities, this tree map highlights cities that contribute the most to overall revenue, guiding strategic decisions on resource allocation and market targeting.

RELATIONSHIP ANALYSIS & TRENDS

- This scatter plot allows for the exploration of the relationship between revenue generated and customer ratings. Each point represents a booking, with its position indicating the customer rating and revenue generated. The color distinguishes between different hotel categories, and the size of each point reflects the number of guests. Analyzing this visualization can reveal correlations between guest satisfaction, revenue, and hotel category, guiding strategies to enhance customer experiences and maximize revenue.

- This waterfall chart illustrates the breakdown of revenue generated by different booking platforms. It highlights the contribution of each platform to total revenue and identifies opportunities for investment or optimization in specific booking channels.

- By leveraging comprehensive data analysis and strategic insights, AtliQ Grands now possesses a clear roadmap to reclaim its market share and elevate revenue streams in the competitive luxury hotel industry. Armed with actionable intelligence, the company is poised to implement targeted initiatives, optimize operational efficiency, and enhance guest experiences, thereby solidifying its position as a frontrunner in the hospitality sector.