



ATLIQ REVENUE INSIGHTS

WHEN BUSINESS MEETS
INTELLIGENCE



Agenda



- ❖ About The Company
- ❖ Problem Statement
- ❖ Objective
- ❖ Data Modelling
- ❖ Dashboard
- ❖ Insights and Conclusions

About the Company



AtliQ Grands is a premier luxury hospitality brand that owns and operates a chain of five-star hotels across major cities in India.

With a strong legacy spanning over 20 years, AtliQ Grands has established itself as a trusted name in the hospitality industry, known for its world-class service, elegant design, and exceptional guest experiences.

The company's portfolio includes flagship properties in key metropolitan and tourist destinations, catering to both business and leisure travelers.

Driven by a commitment to excellence and innovation, AtliQ Grands continues to set new benchmarks in luxury and customer satisfaction across the Indian hospitality landscape.

Problem Statement

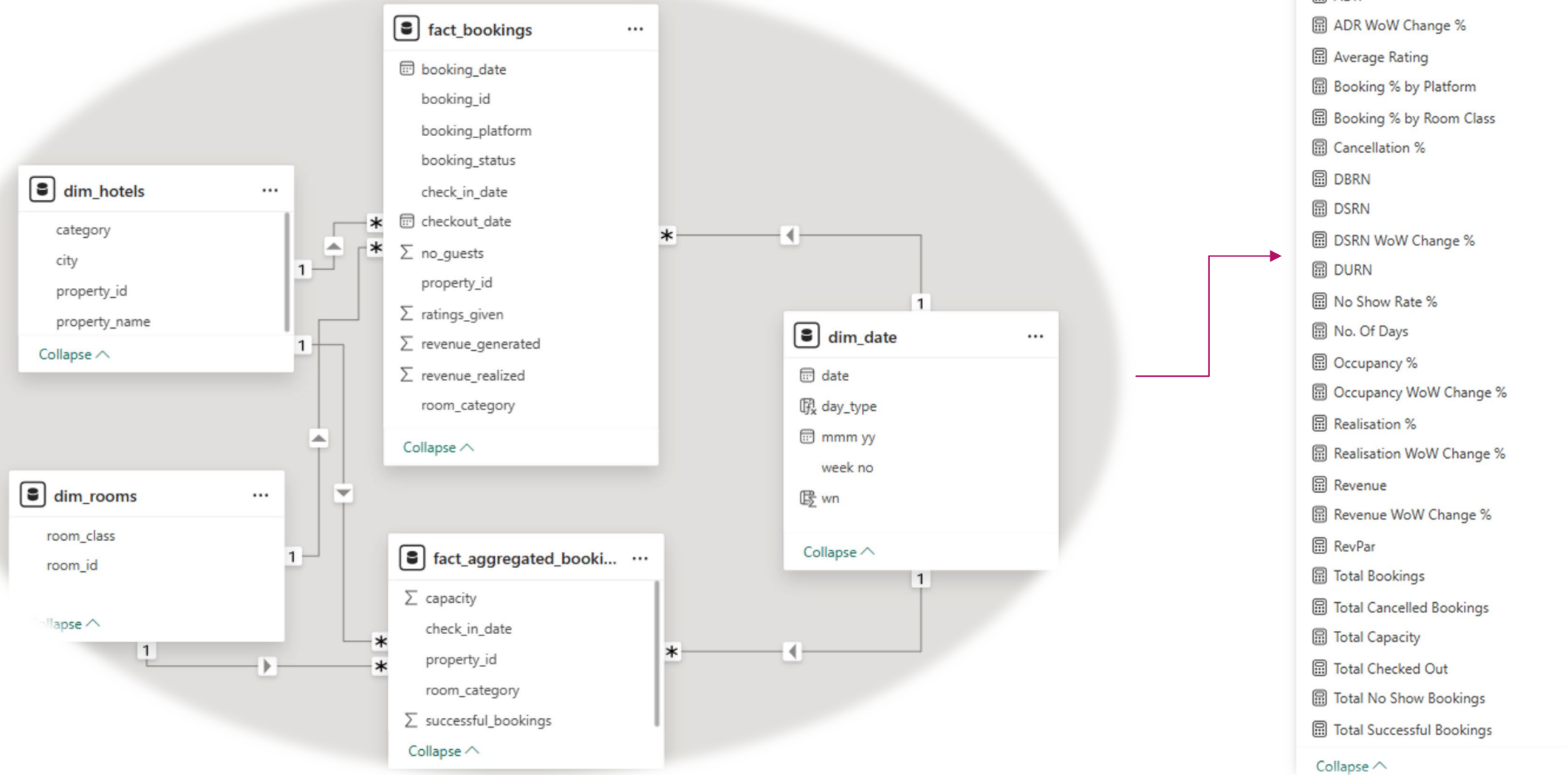


- ❑ AtliQ Grands is a company with 20 years of experience in Hotel Industry. It was losing its market share and revenue due to strategic moves from other competitors and ineffective decision-making in management.
- ❑ The company wants to incorporate Business Intelligence and Data Analytics to regain its market share and revenue.

Objective

- ❑ Create the metrics according to the metric list.
- ❑ Create a dashboard according to the mock-up provided by stakeholders.
- ❑ Create relevant insights that are not provided in the metric list/mock-up dashboard.

Data Modelling and Key Measures





Mockup Dashboard

Filter by properties

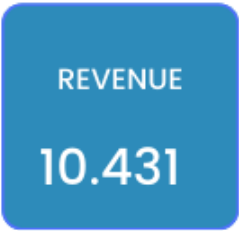
Filter by City

Filter by Status

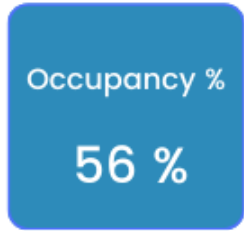
Filter by Platform

Filter by Month

Filter by Week



Chg % vs PM



Chg % vs PM



Chg % vs PM

Split by City

REVENUE



Occupancy %



Avg Rasting

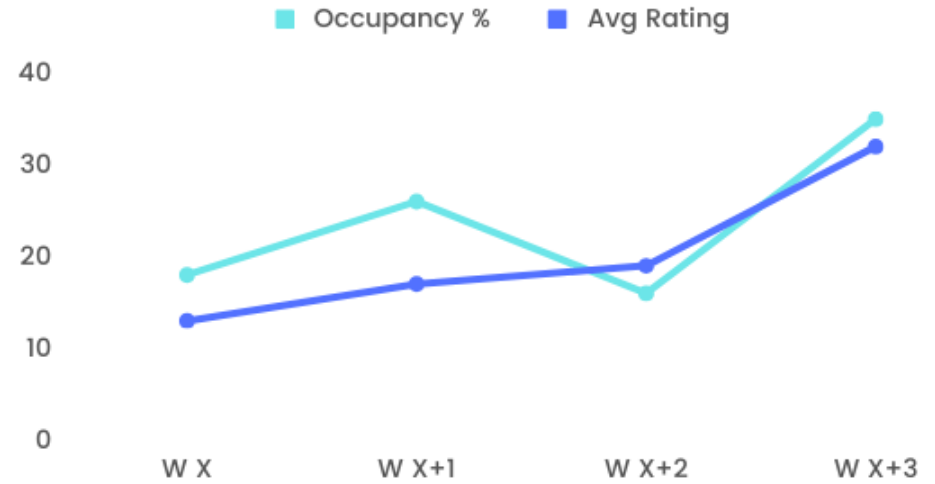


Property by key Metrics

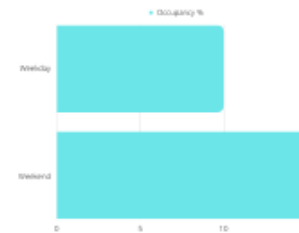
Show Hotels by property_id, city, Revenue, Occupancy %, Avg. Rating %, Cancellation Rate % etc

Chg % vs PM = % of Change vs Previous Month

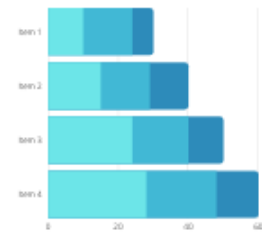
Trend by Weeks



Occupancy by day type



Bookings % by Platform



Filter By
Month and Week

May 22

Jun 22

Jul 22

W 19

W 20

W 21

W 22

W 23

W 24

W 25

W 26

W 27

W 28

W 29

W 30

W 31

Filters

Filter by City

All

Filter by Room Type

All

Filter by Status

All

Filter by Platform

All

Filter by Prpoerty

All

Revenue

1.69bn

↑ 0.2%

RevPar

7,337

↑ 0.2%

DSRN

2,528

↑ 0.2%

Occupancy %

57.8%

↑ 0.0%

ADR

12.70K

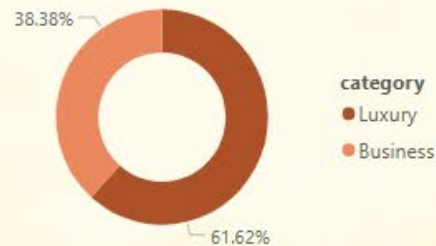
↑ 0.2%

Realisation%

70.1%

↓ -0.0%

% Revenue by category



Trends by Key Metrics



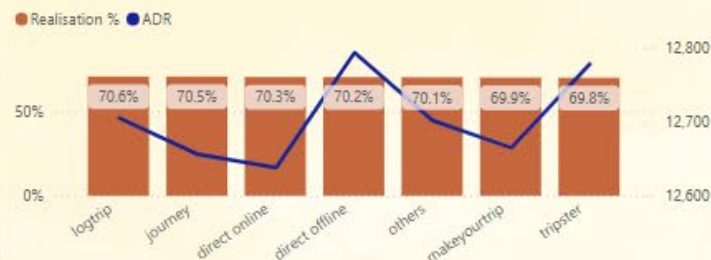
Weekday

7083	55.8%	12682	69.9%
RevPar	Occupancy %	ADR	Realisation %

Weekend

7972	62.6%	12725	70.6%
RevPar	Occupancy %	ADR	Realisation %

Realisation % and ADR by Platform



Property by Key Metrics

property_y_id	property_name	city	Revenue	RevPar	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
16558	Atliq Grands	Delhi	36M	7,525	65.8%	11,436	52	34	24	70.0%	25.08%	4.25
16559	Atliq Exotica	Mumbai	117M	10,629	65.9%	16,141	121	80	56	70.4%	24.63%	4.32
16560	Atliq City	Delhi	54M	6,281	53.6%	11,714	95	51	36	71.2%	24.03%	3.01
16561	Atliq Blu	Delhi	57M	8,612	65.7%	13,115	73	48	33	69.9%	25.56%	4.28
16562	Atliq Bay	Delhi	56M	6,254	53.4%	11,712	98	52	36	69.3%	25.24%	3.07
16563	Atliq Palace	Delhi	88M	8,269	66.3%	12,480	117	78	54	70.0%	25.19%	4.27
17558	Atliq Grands	Mumbai	74M	7,953	53.6%	14,839	102	55	38	69.9%	25.67%	3.05
17559	Atliq Exotica	Mumbai	93M	10,107	66.1%	15,293	101	67	47	70.8%	24.04%	4.32
17560	Atliq City	Mumbai	87M	7,763	53.1%	14,629	123	65	45	69.5%	25.12%	3.04
Total			1688M	7,337	57.8%	12,696	2,528	1,461	1,025	70.1%	24.84%	3.62

Primary

Secondary

Tertiary

Filter By
Month and Week

May 22	Jun 22	Jul 22	W 19	W 20	W 21	W 22	W 23	W 24	W 25	W 26	W 27	W 28	W 29	W 30	W 31
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Total Capacity

230K

Occupancy%

57.8%

Cancellation%

24.84%

Successful Bookings

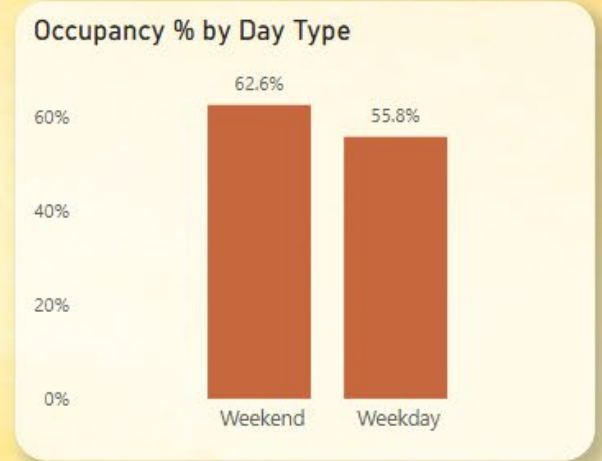
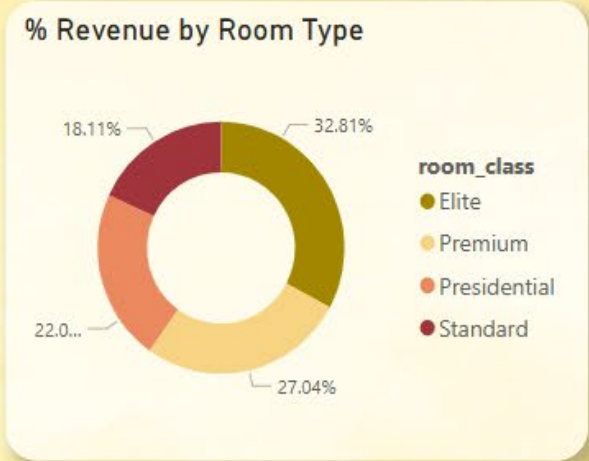
133K

Cancelled Bookings

33K

No Show Bookings

6673



Filters

Filter by City

All

Filter by Room Type

All

Filter by Status

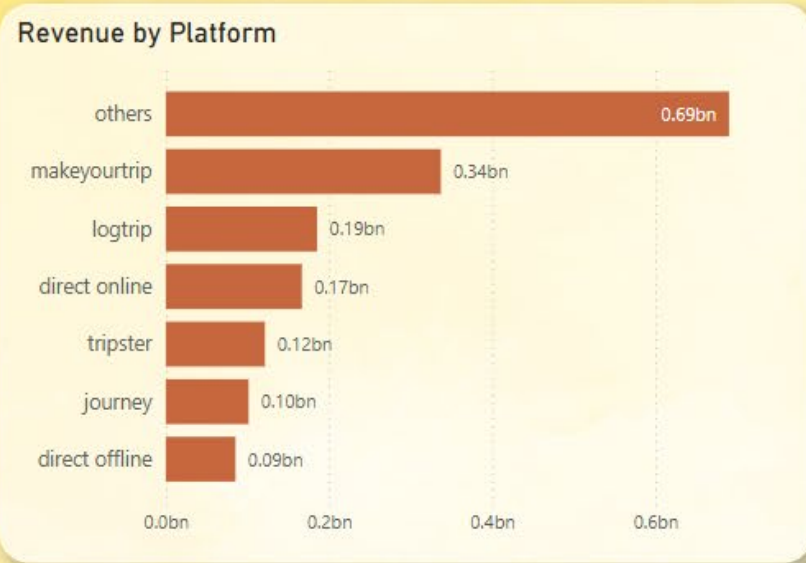
All

Filter by Platform

All

Filter by Prpoerty

All



Property By Key Metrics

City	Occupancy %	Cancellation %	No Show Rate %	Realisation %	Average Rating
✚ Bangalore	55.7%	25.00%	5.10%	69.9%	3.41
☐ Delhi	60.4%	25.03%	4.89%	70.1%	3.78
✚ Business	60.6%	24.73%	4.78%	70.5%	3.76
✚ Luxury	60.3%	25.31%	4.99%	69.7%	3.80
✚ Hyderabad	58.0%	24.67%	5.05%	70.3%	3.66
☐ Mumbai	57.8%	24.75%	5.01%	70.2%	3.65
✚ Business	54.7%	24.76%	5.02%	70.2%	3.34
✚ Luxury	59.9%	24.75%	5.00%	70.2%	3.84
Total	57.8%	24.84%	5.02%	70.1%	3.62

Primary

Secondary

Tertiary

Filter By
Month and Week

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W 20

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Filter by Room Type

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All

Filter by Prpoerty

All

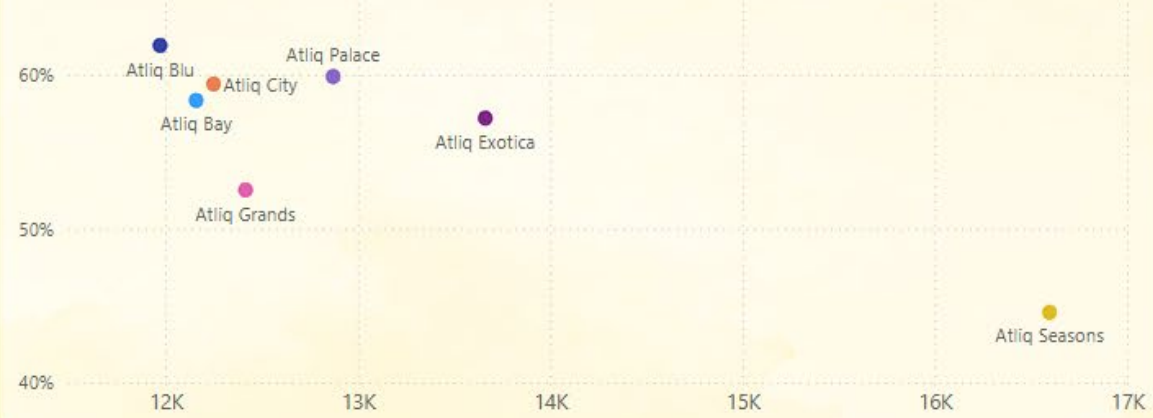
Revenue vs Potential Revenue

Revenue Potential Revenue Revenue Loss



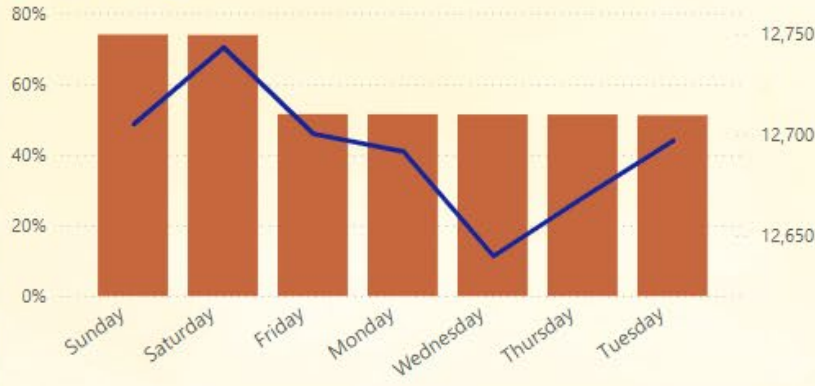
ADR and Occupancy % by Property Name

property_name Atliq Bay Atliq Blu Atliq City Atliq Exotica Atliq Grands Atliq Palace Atliq Seasons



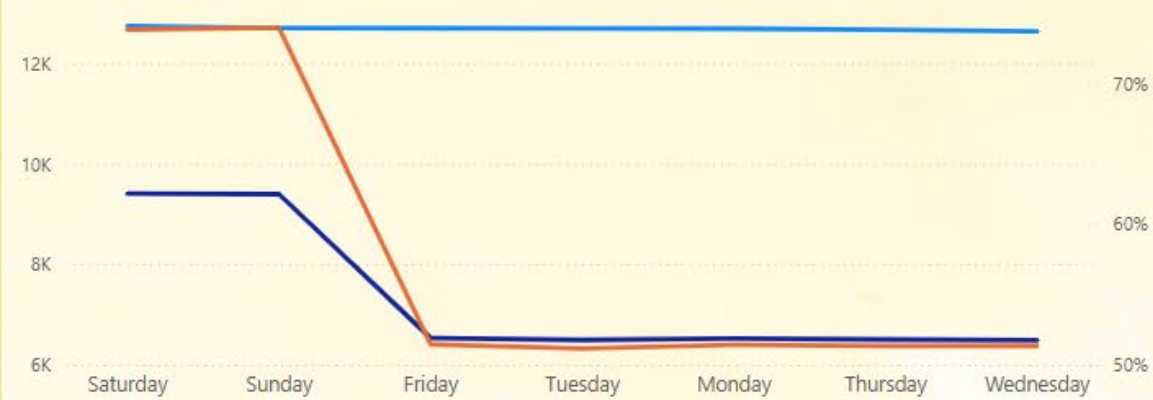
Occupancy % and ADR by Day Name

Occupancy % ADR



Trend- Key Metrics

ADR RevPar Occupancy %



Primary Analysis:

As per May 2022-July 2022 data.

- AtliQ Grands is losing out on its revenue due to its **flat pricing** (reflected by ADR) strategy due to which they are losing revenue even on weekends.
- If people are occupying the rooms, then **almost half** of them are cancelling too
- Cancelled bookings are **1/3** of total successful bookings which is quite high.
- 3rd part websites like **makeyourtrip** and **logtrip** are generating most amount of revenue as compared to direct online bookings.
- Highest revenue comes from Luxury hotels and Elite class rooms.
- Mumbai generates highest **revenue** that equals 117 mln dollars

Secondary Analysis:

- Delhi has the highest occupancy% (**60.4%**) with lowest cancellation% (**4.89%**) and highest Average Rating (3.78) while Bangalore has the lowest occupancy% (55.7%) and lowest Average Rating (3.41) based on Room Type and Room Class.
- Properties in Mumbai have the highest Average Rating of **4.32** generating highest revenue and Revenue per Available Room (RevPar) which are Atliq Exotica (16559) and Atliq Palace (17563).
- Atliq Grands in Delhi has the lowest Revenue (**36 mln dollars**) but at the same time it is highly rated showing the Average rating of **4.25**.
- Occupancy % in the month of **June** was highest equaling to **17.6%** but still generating low Revenue and RevPar
- Revenue from **others** platform is the highest which is around **0.69** bn dollars.

Tertiary Analysis:

- Atliq Seasons has the highest ADR and at the same time the lowest Occupancy%.
- For every category of room and the platform from which the customers booked the rooms the ADR and RevPar both are stagnant throughout the week.
- Only on weekends the ADR and RevPar are increasing but are stagnant on weekdays.
- On Wednesday, the ADR is kept the lowest and even on Sunday the ADR is low to an extent.
- For Elite category rooms, Wednesday, Friday and Sunday were the days when the ADR is kept the lowest.
- In Mumbai, Atliq Exotica which generates the highest revenue keeps the ADR the lowest on Tuesday and Wednesday.

Solutions and Recommendations:

As per May 2022-July 2022 data.

- ➔ Target High Cancellation Properties/Platforms.
 - ◆ Investigate if cancellations are user-behavioral (e.g., from a specific OTA) or due to operational inefficiencies.
- ➔ Improve Weekday Occupancy
 - ◆ Run promotions or bundled offers (especially for business travelers).
- ➔ Segment "Others" in Platform Revenue
 - ◆ Split this for better attribution and targeted strategy.
- ➔ Analyze Standard Room Underperformance
 - ◆ Reassess pricing or bundle them with add-ons to drive more bookings

Tackling the Flat Pricing Strategy:



Understanding the Problem

- Flat ADR throughout the week → doesn't reflect **demand variability**
- But **Occupancy** and **RevPAR** are significantly **higher on weekends**.
- So, you're **undervaluing** rooms on weekends (high demand) and **possibly overpricing** on weekdays (low demand)



Actionable Solutions

- Introduce **variable ADR** based on:
 - ✓ Day of week (Weekday vs Weekend)
 - ✓ Seasonality
 - ✓ Historical booking patterns
- Use demand forecasting (Power BI + ML model) if possible

Thank you

For feedback and suggestions feel free to connect me with me on:



LinkedIn



GitHub

Or email me directly at:

ayushrekh12065@gmail.com