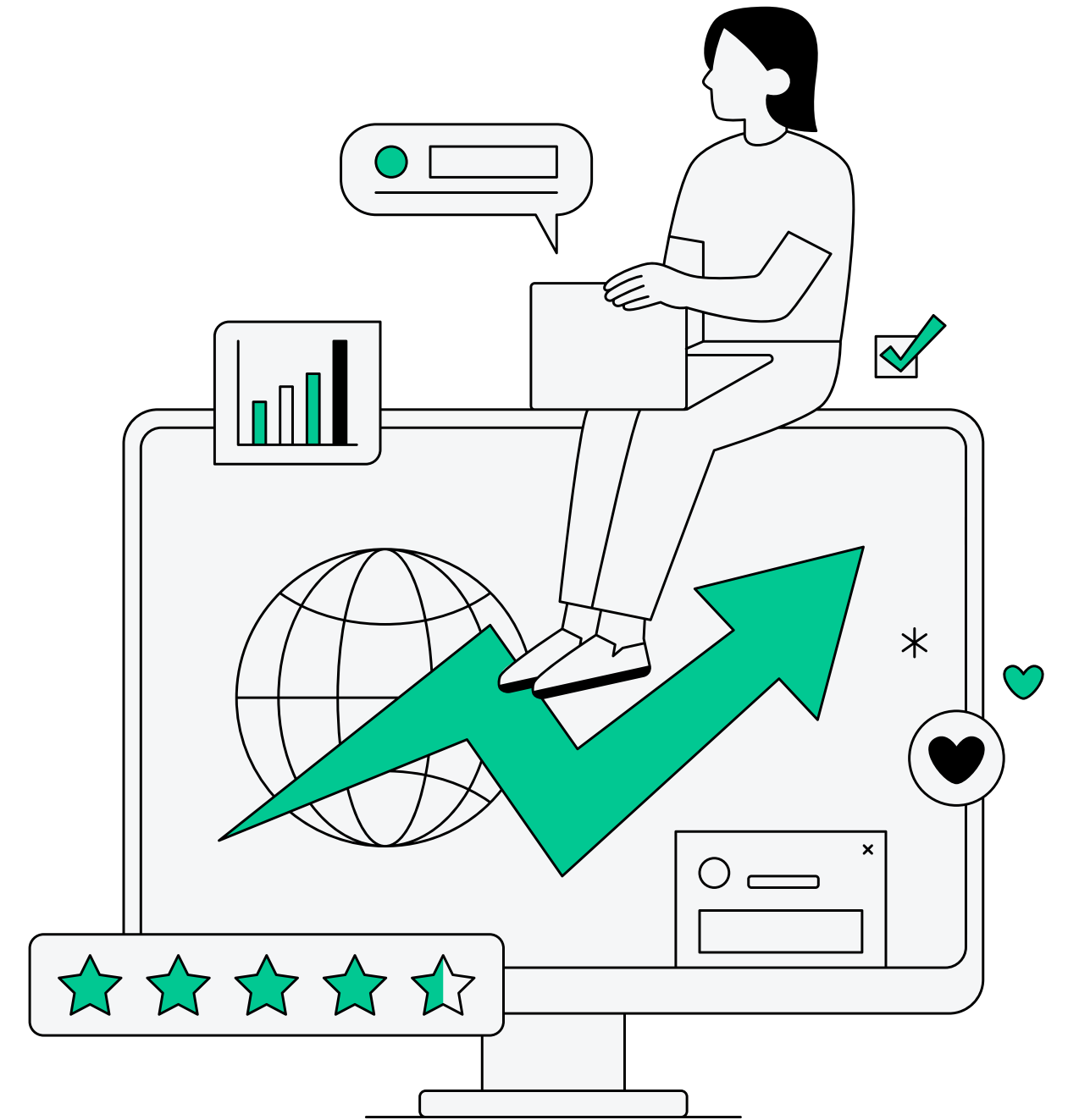


AtliQ Grands

Data-Driven Revitalization at AtliQ Grands

Presented by Balaji P K

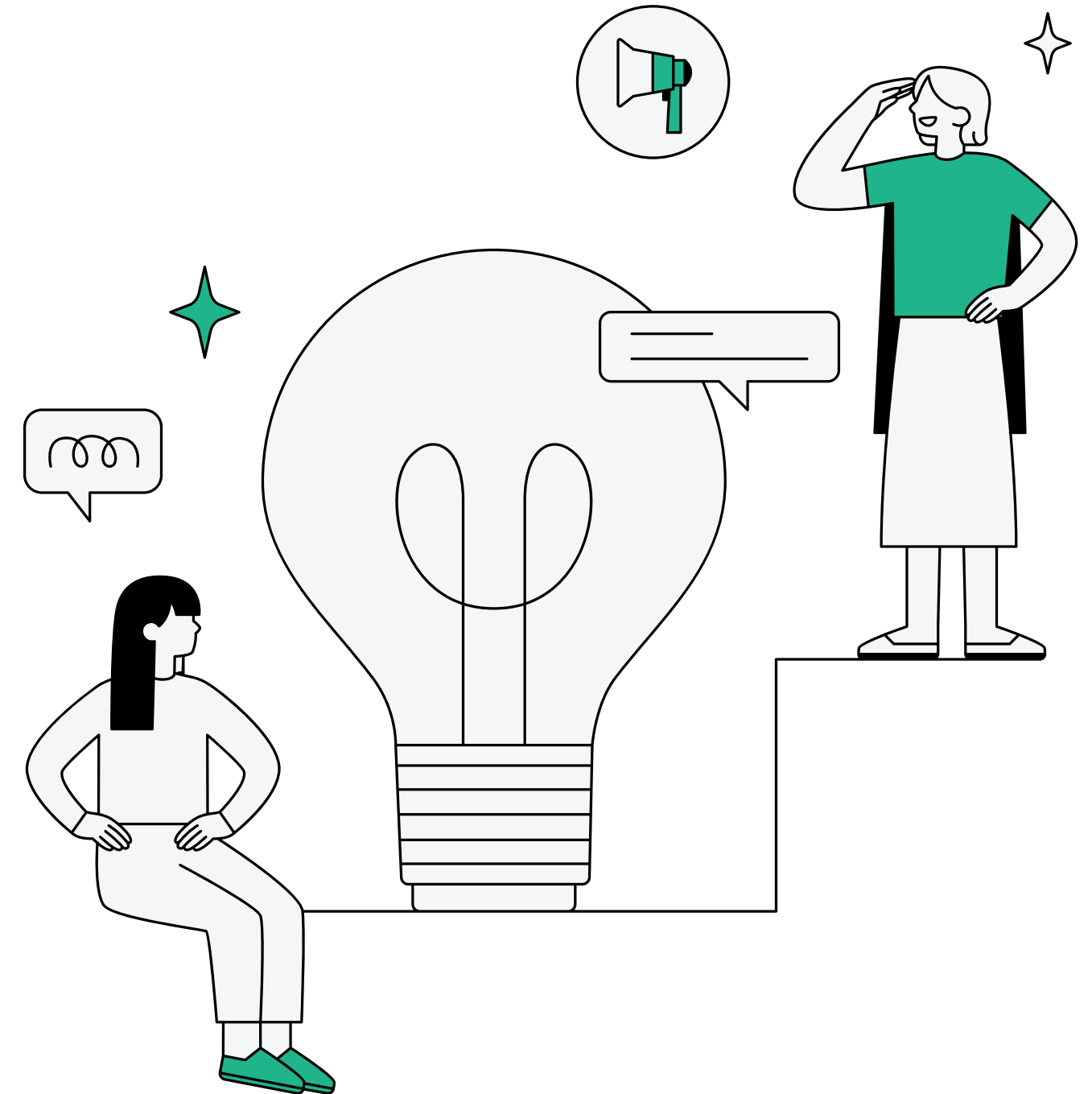


AtliQ Grands

About Project

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

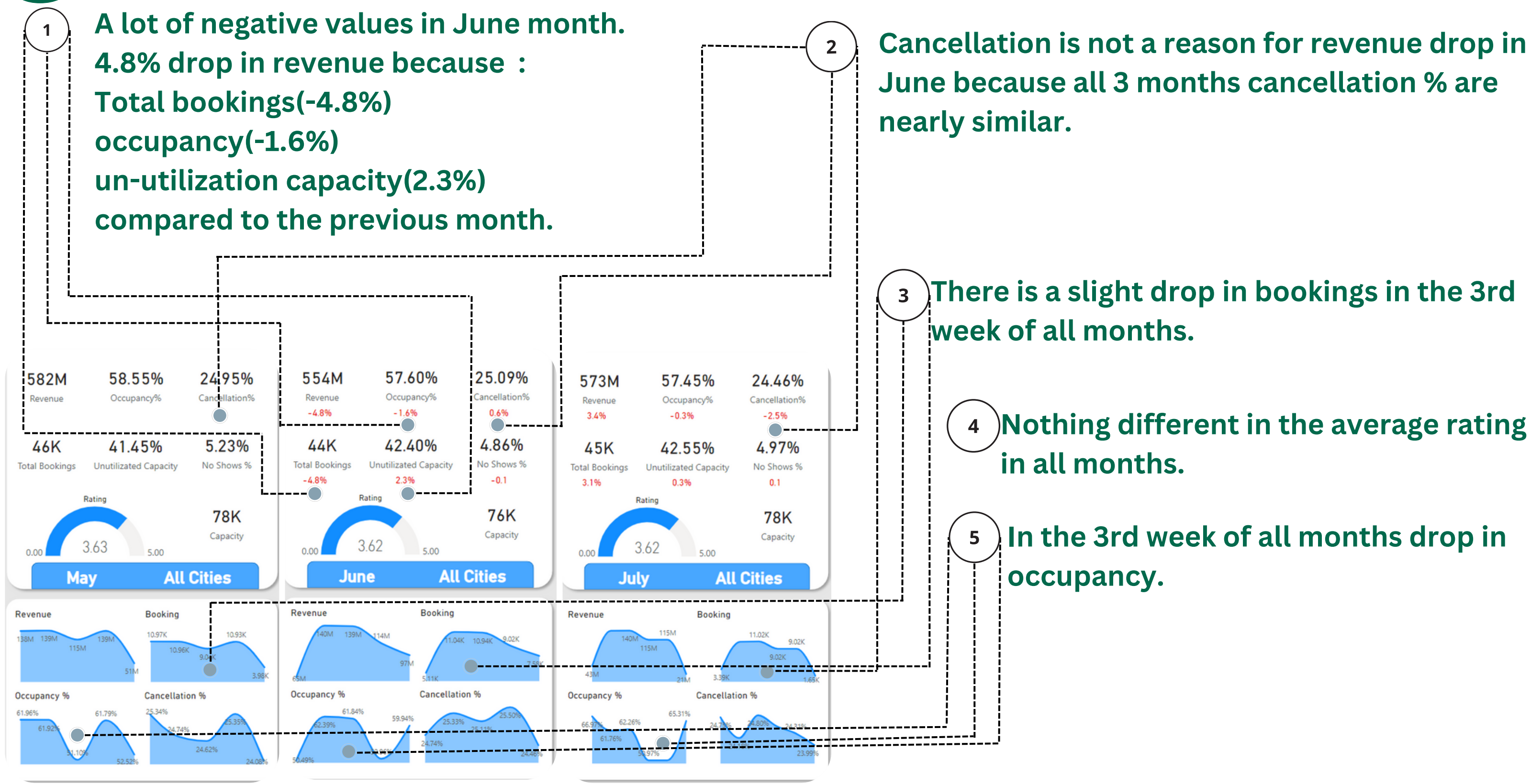


Execution Process

- Data Collected from the Codebasic website.
- Loaded that data into Power BI (Power Query) for Data Cleaning(Null values, errors, unwanted columns, etc) and Data Transformation.
- Built connections between 5 CSV files.
- Created measures, visuals, and reports.
- Documented insights & key findings using Canvas.



AtliQ Grands Insights

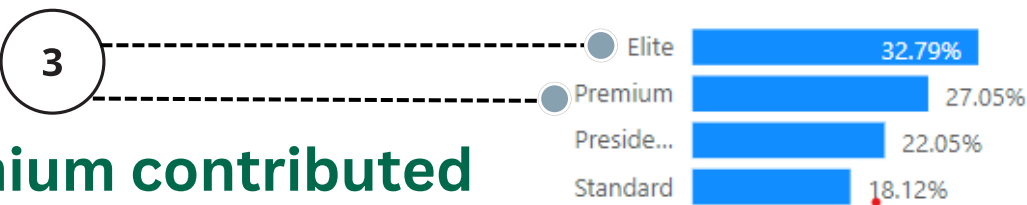


AtliQ Grands Insights

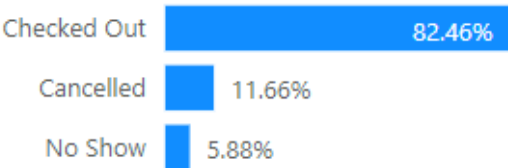


1 Mumbai and Bangalore contributed high revenue in all months

Revenue Contribution

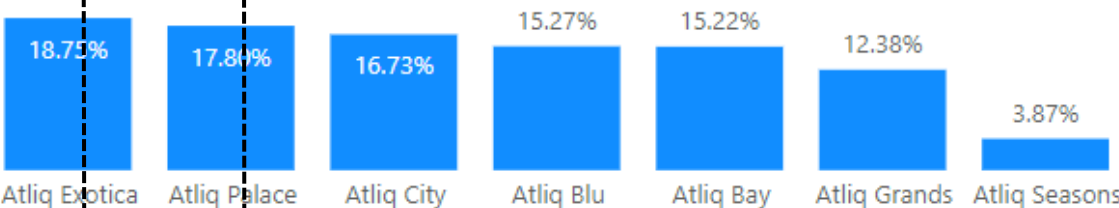


Elite and Premium contributed high revenue in all months.

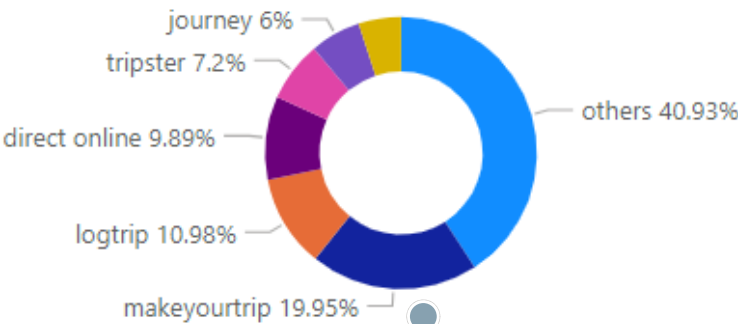


Canceled and no-shows made a huge impact on revenue drop.

2 Atliq Exotica, Atliq Palace contributed high revenue and Atliq Seasons contributed low revenue in all months.



4 Business Hostels contributed low revenue(38.39%).

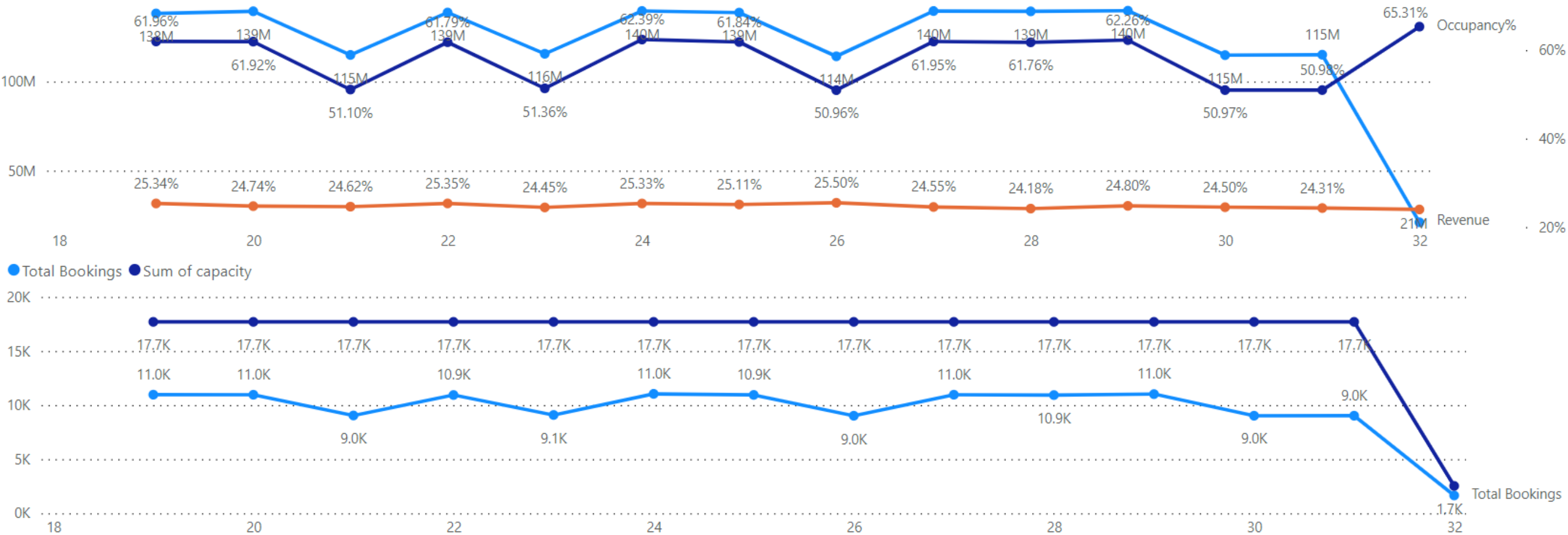


MakeYourTrip contributed 2nd high revenue(19.95%) and unknow source contributed higher revenue(40.93%)

AtliQ Grands Insights

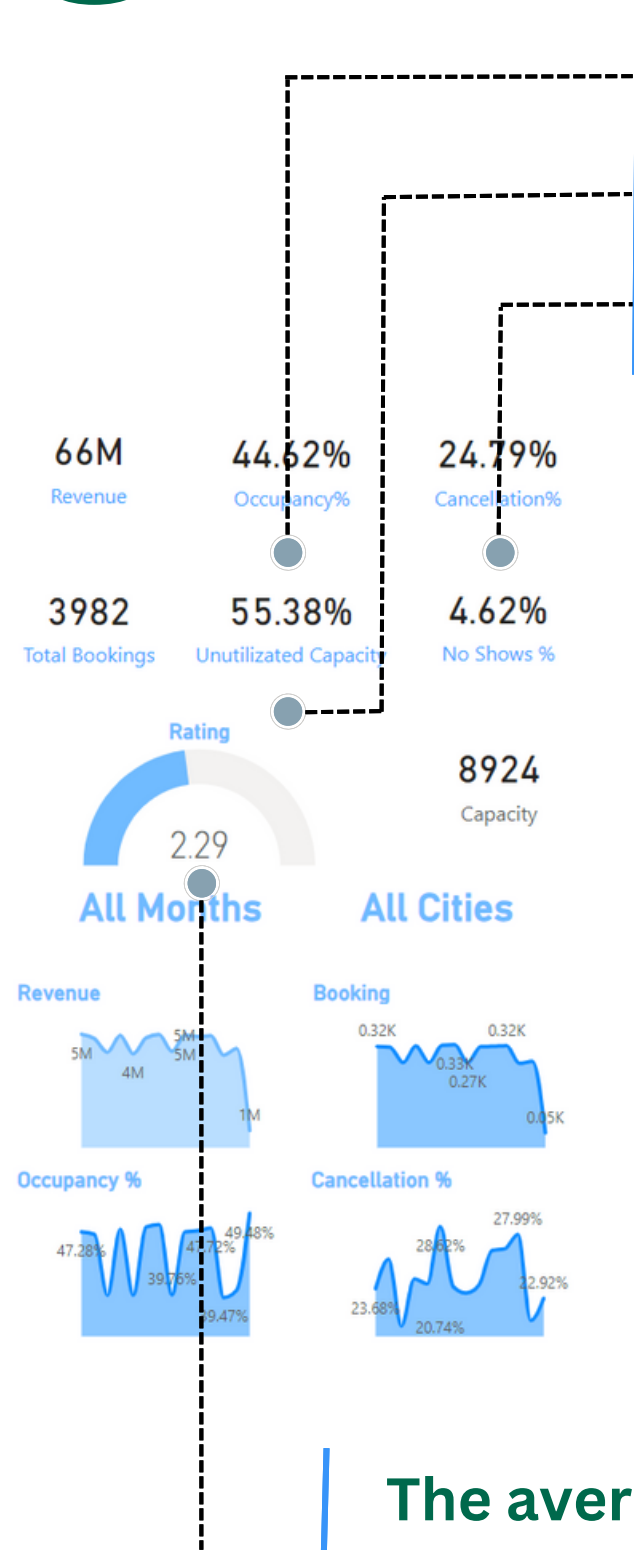


Weekly Trends For Key Metrics



In weekly trends, there are clear ups and downs in alternative weeks.
Last 3 weeks total bookings and the revenue graph have gradually down.
Last week's (Week 32) capacity is very low which is the reason for the drop in total bookings and revenue.

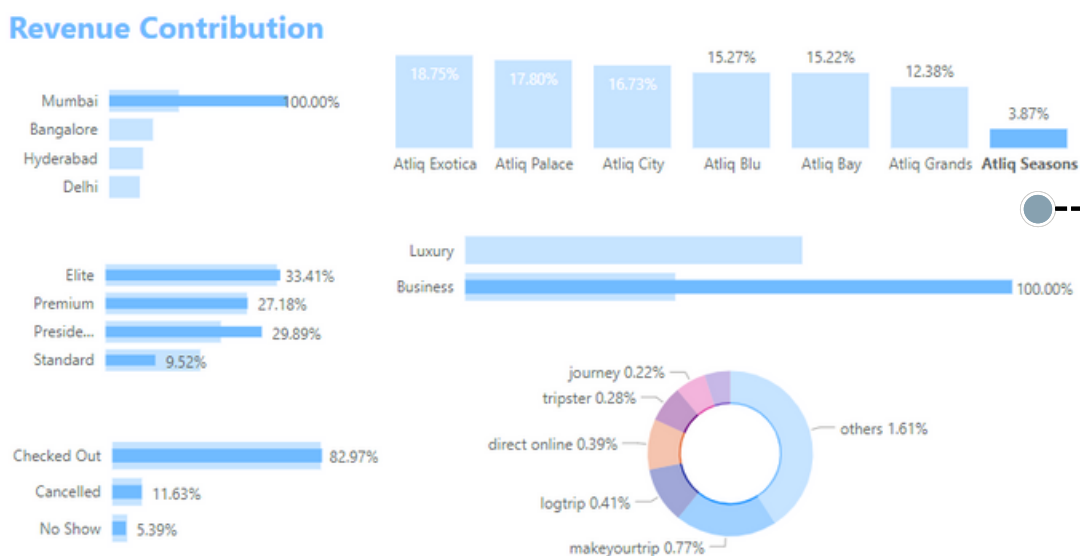
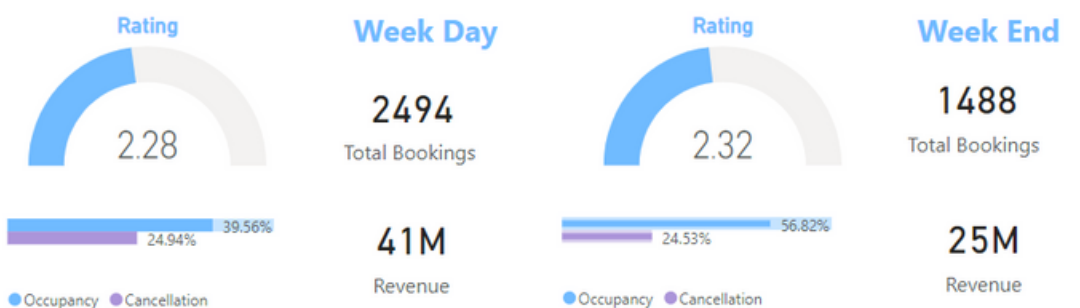
AtliQ Grands Insights



Atliq seasons contributed 3.87% of revenue only in Mumbai city(100%).
Occupancy 44.62%.

Unutilization capacity 55.38%.

The main reason for low revenue is low occupancy and high unutilized capacity.
Cancellations (24.79%) and no-shows (4.62%) affect the revenue badly.



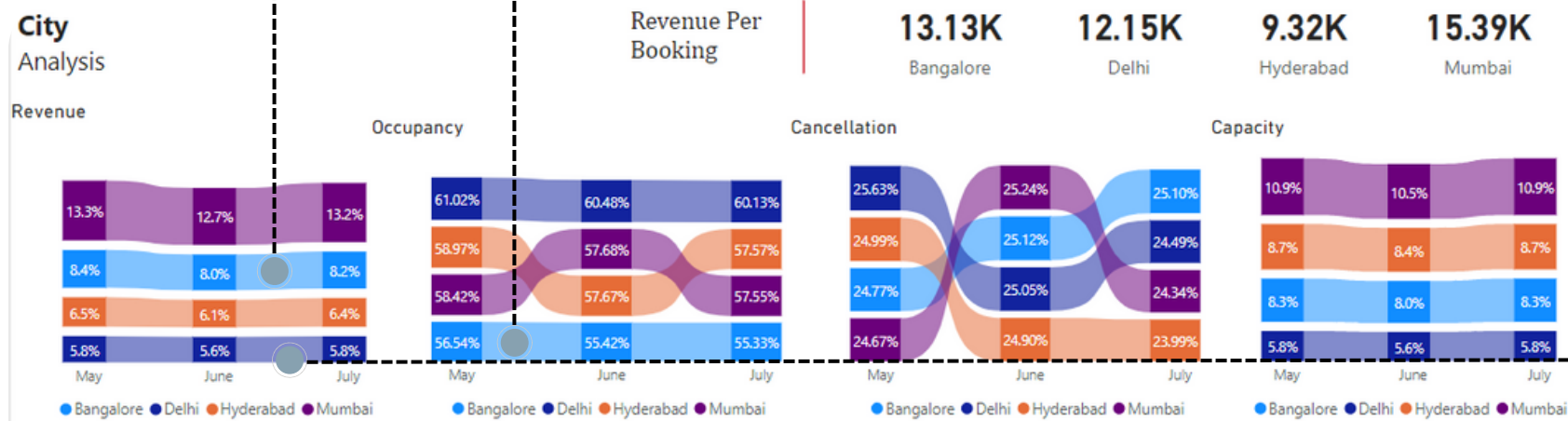
Atliq Seasons is a business-class hotel that contributed very low revenue when compared to other properties.

The average rating(2.29) is too bad not only overall but also weekends(2.32) and weekdays(2.28) need to improve.

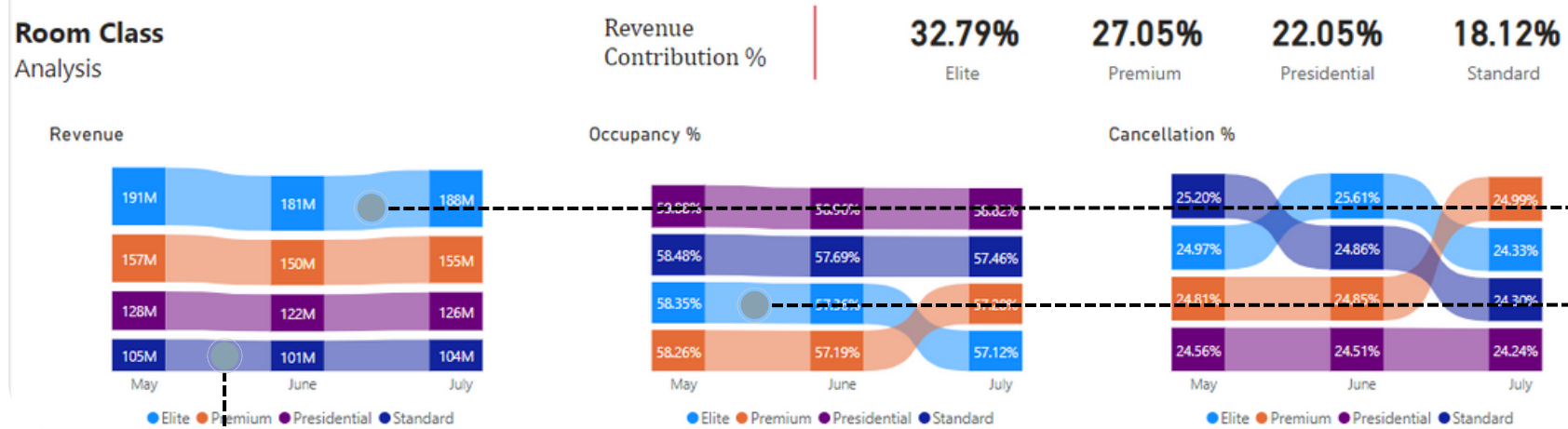
AtliQ Grands Insights



Bangalore stands in the last position in occupancy but generated 2nd highest revenue and also have a low cancellation rate.



Delhi is the city with lower performance overall.



Elite class gave top performance overall. Stands at the top in revenue and lower rate in occupancy.

In June stands at 1st place and the remaining months 2nd place in cancellation.

The standard class achieved low performance overall.

Presented by **Balaji P K**

Thank you very much!

www.novypro.com/profile_projects/novyprobalajipk

