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| **-- AtliQ Grands Hospitality Analysis Project --** |
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| Hello everyone! |
| I am very excited to share my personal project “AtliQ Grands Hospitality Analytics Project”. This project gave me the knowledge and challenge of solving various problems in the hospitality sector. |
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| **The Challenge:** |
| 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 don't 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 fom their historical data. |
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| **My Task:** |
| As a Data Anlayst, I was given sample data and mock-up dashboard to: |
| 1. Develop metrics based on the provided metric list |
| 1. Create dashboard as per stakeholder requirements |
| 1. Generate insights |
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| **Action:** |
| I created dashboard to addresss key business issues: |
| 1. Overall Performance: Summarizes the business's growth |
| 1. Revenue Perfomance: Provides detailed insights on revenue by cities, month, hotel categories, room hotel, and booking platforms. |
| 1. Booking Performance: Analyzes temporal booking patterns, cancellations, and guest behavior for actionable strategies (ex. holidays impact) |
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| **Insights:** |
| * **Revenue:**  1. Total revenue: **$1.69bn** with an increase rate WoW of **0.2%** from the previous week (**W30**). 2. The highest revenue occurred in **Weekday** with total **$1,16bn** and the lowest revenue occurred in **Weekend** with total **$0,52bn**. 3. RevPAR (Revenue per Available Room): **7,3K** 4. ADR (Average Daily Rate): **12,7K**   It is the ratio of revenue to the total rooms booked. It is the measure of the average paid for rooms sold in a given time period.   1. City with the highest revenue and exceeded target ($421,94M):   **Mumbai** with total revenue is **$660,6M.** While **Delhi** has the lowest revenue (**$290M**).   1. “**Other**” platform has the highest revenue of **$690M**, while “**Direct Offline**” platform has **$85M.** 2. Highest revenue by category is **Luxury** withpercentage of **61,6%** and **Business 38,4%**. 3. **Elite** rooms contributed **32.8%** of revenue, **Premium 27.04%,** **Presidential 22.04%,** and **Standard 18.1%.**  * **Bookings:**   **Succes Booking : 93,242** accros **Total Booking** **132,94K**  **Cancelled : 33,02K**  **No Show : 6,673**   1. The highest booking occurred in **May** with total **45K** and the lowest booking occurred in **July** with total **43K**. 2. The highest booking occurred in **Weekday** with total **91,8K** customers and the lowest booking occurred in **Weekend** with total **41,2K** customers. 3. Total rooms booked include **Elite** at **37%**, **Premium** at **23%**, **Presidential** at **12%**, and **Standard** at **29%**. 4. Realisation Percentage Average: **70,14%,** with **Weekend** of **70,59%** and **Weekday** of **69,94%**.   Is the percentage of “checked out” or successful bookings of all bookings that occur.   1. The platform that has the highest percentage of realization is the booking platform “**Longtrip**” with a realization of **70.6%** with an ADR of **12,705K**. While “**Tripster**” had a realization percentage of **69.80%** with ADR **12,778K**.  * **Customers:**  1. Top city based total customers is **Mumbai** (**42,9K customers**). Then **Hyderabad** is in second position with total **34,5K** **customers**. These two cities both exceeded the target by 33,2K customers.  * **Ratings**  1. The average was given by Weekday and Weekend both 3,62/5,00  * **Holidays Impact**  1. **Weekend** has a great influence in attracting customers. This is triggered because many of the students or workers have plans for vacation. so the need for the availability of hotel rooms will be more booming than **weekdays.** 2. **July** is the lowest revenue with a decrease rate of **0.004%**. This can happen because in that month there are school exams which cause students to focus more on studying than on vacation.  * **Conclusion:**   The highest percentage of hotel booking realization occurs on weekends (70,59%), because it is a holiday that is often used for vacation (including students and workers).  The increase in revenue is certainly influenced by the type of days such as Weekends and Weekdays. Therefore, it is necessary to create a data-driven approach and targeted interventions on certain days in order to monitor the development of revenue.   * **Recommendations:**   To enhance revenue and booking realization:   1. **Targeted Booking Room Strategies:**    1. Provide promo prices at certain times. this will certainly increase the number of room bookings    2. Providing the best service, this will increase the value of satisfaction for customers    3. Promoting through social media to expand the network.    4. Providing benefits for subscription members which will certainly increase the number of customers who want to subscribe. 2. **Hotel Facility Improvement** 3. Improve the quality of hotel facilities that will increase customer comfort 4. Promoting a clean and well-maintained environment. that way it will add to the impression and positive response from customers. 5. **Data-driven Approach** 6. Identify the problem causing the decline in revenue 7. Continuously analyze data to identify trends and patterns. |