

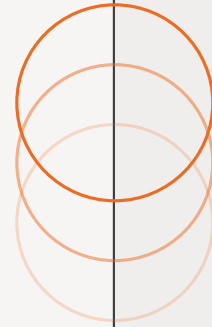
AUG 2025

# ATLIQ HOTELS

PYTHON AD-HOC ANALYSIS

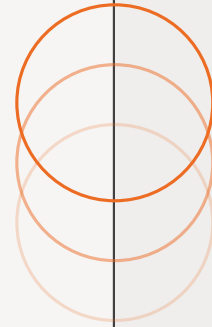
CODEBASICS

PREPARED BY TANAY SHARMA



# TABLE OF CONTENT

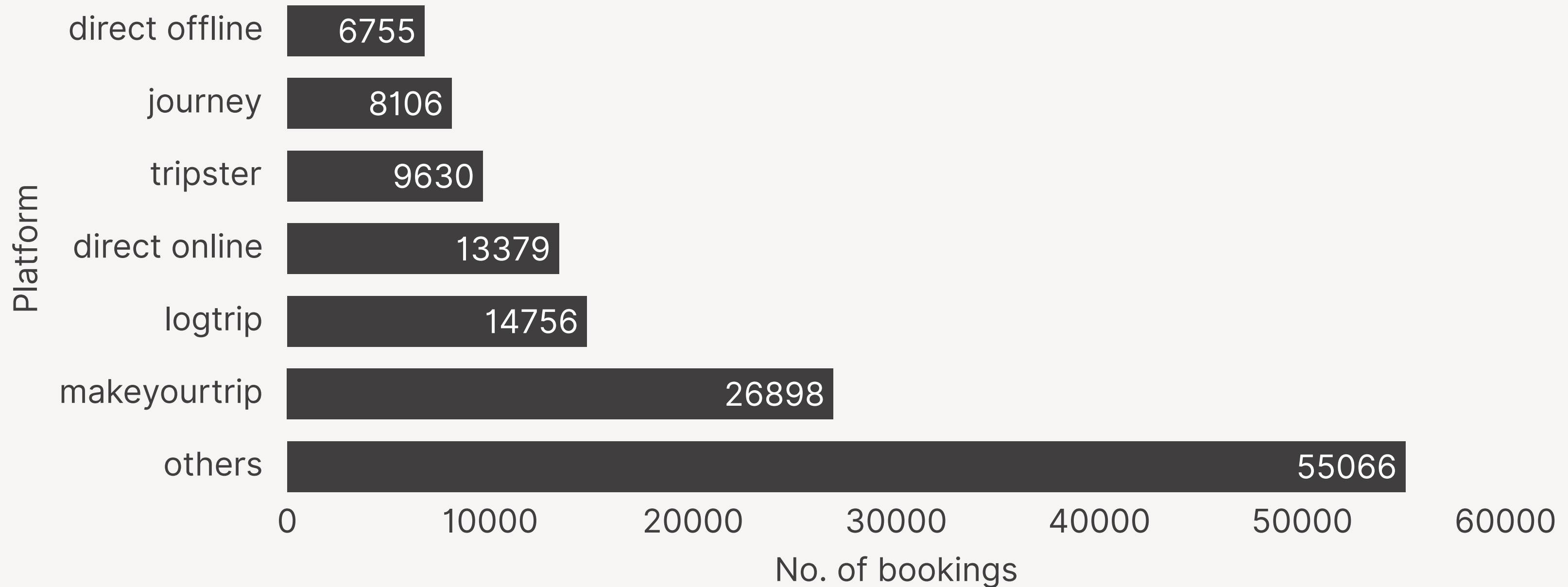
- Objective
- Overview of Bookings by Platform
- Occupancy % by Room Class
- Occupancy % by City
- Weekday vs Weekend Occupancy
- June Occupancy % by City
- Revenue Realized by City
- Monthly Revenue Trend
- Revenue by Hotel Type
- Average Rating by City
- Revenue by Booking Platform
- Conclusion



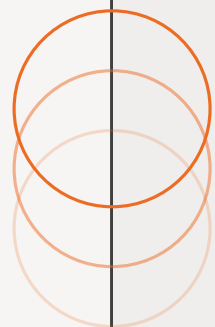
# OBJECTIVE

Analyzing AtliQ's Hotel booking data to clean, organize, and visualize trends in occupancy, revenue, and platform performance, providing clear insights to improve decision-making.

## Overview of Bookings by platform

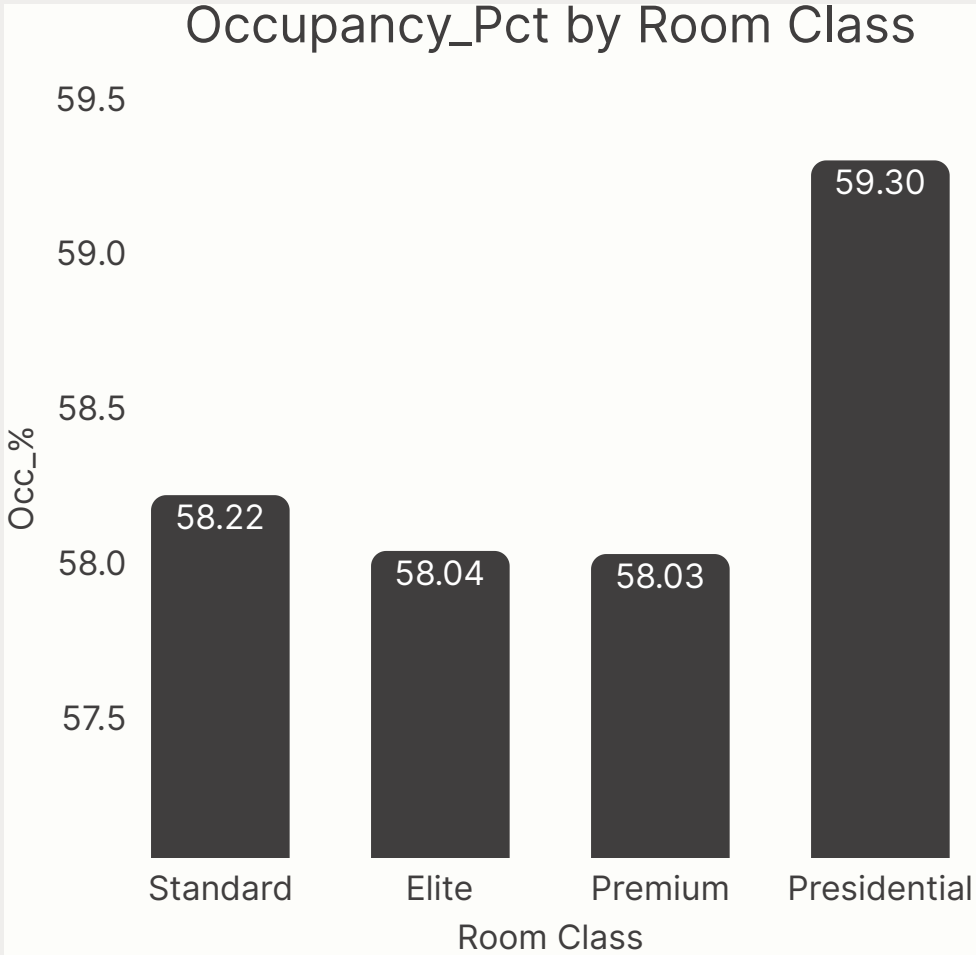


The number of bookings by platform shows the volume of bookings we get from these platforms and this visual makes it easy to find how diversified this number is when it comes to comparing different platforms.

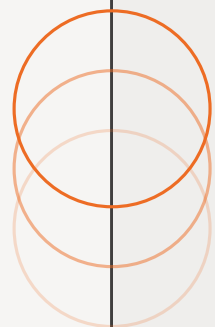


# 1. Finding the average occupancy rate in each of the room class.

room_class	occ_pct
Standard	58.22
Elite	58.04
Premium	58.03
Presidential	59.30

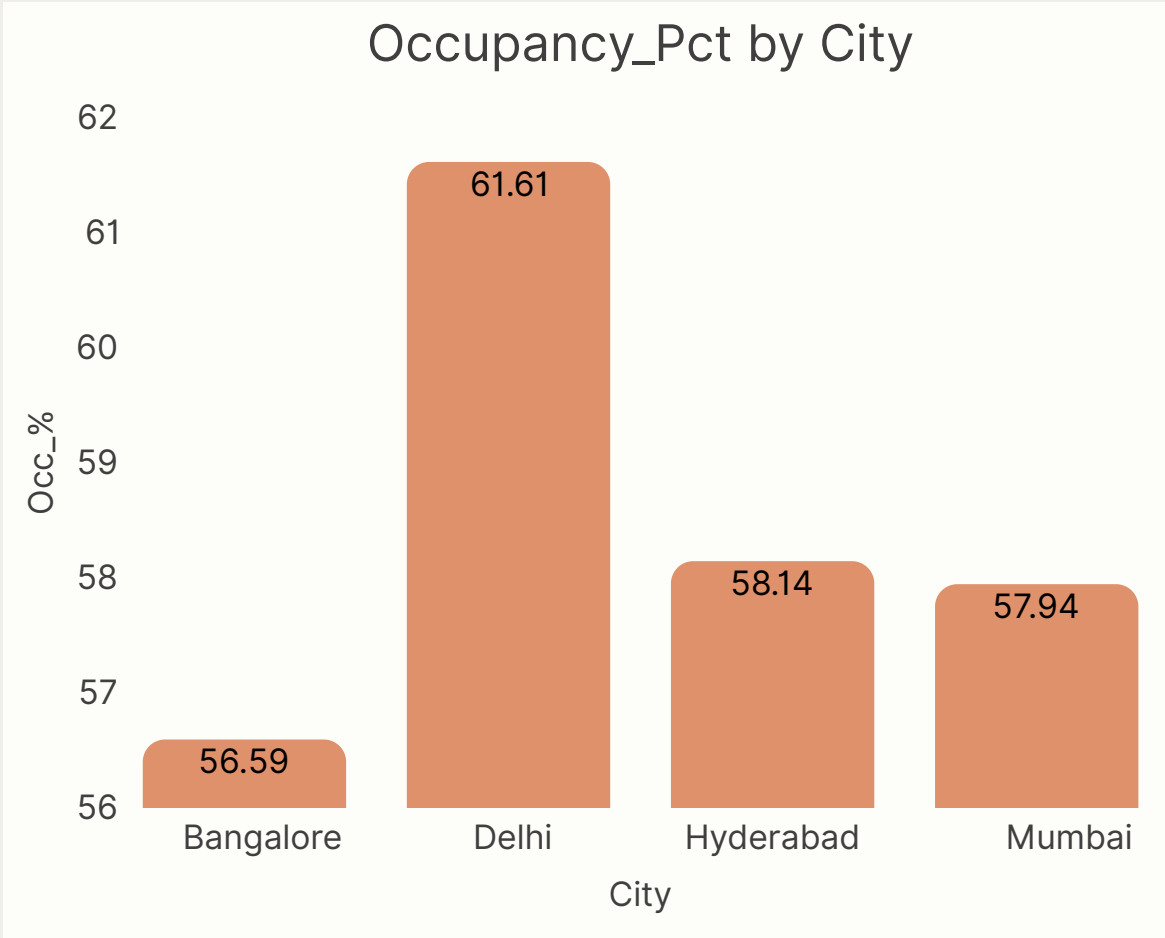


Here we can see that though Presedential Suites have the highest occupancy rate among all the room classes, the occupancy rate throughtout all the other classes is just 1% away which is not a huge margin and there might be some factor / multiple factors that could push the occupancy to a better rate at global level.

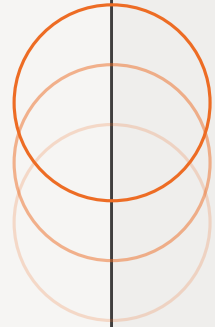


## 2. Calculating average occupancy rate per city.

city	occ_pct
Bangalore	56.59
Delhi	61.61
Hyderabad	58.14
Mumbai	57.94



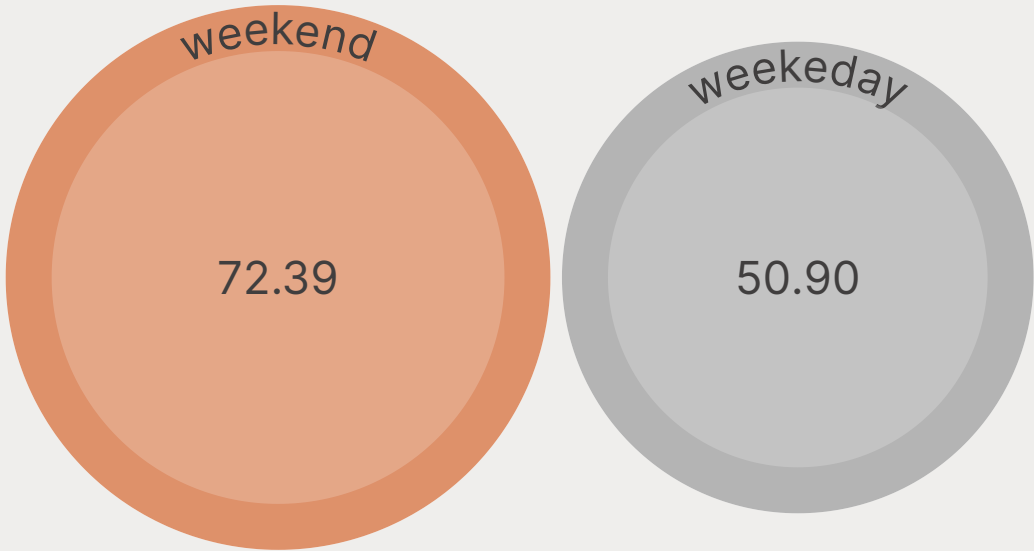
The occupancy rate by city shows a significant difference between cities which means there might be some city/region specific activity that led to higher occupancy in some cities and lower in the other ones. There can be multiple factors like - discounts, regional event, availability etc.



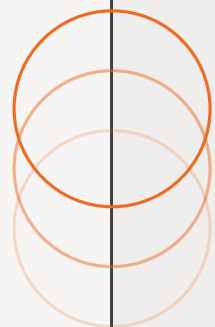
### 3. When was the occupancy better on weekends or weekdays?

Occupancy\_Pct by Days

day	occ_pct
weekday	50.90
weekend	72.39

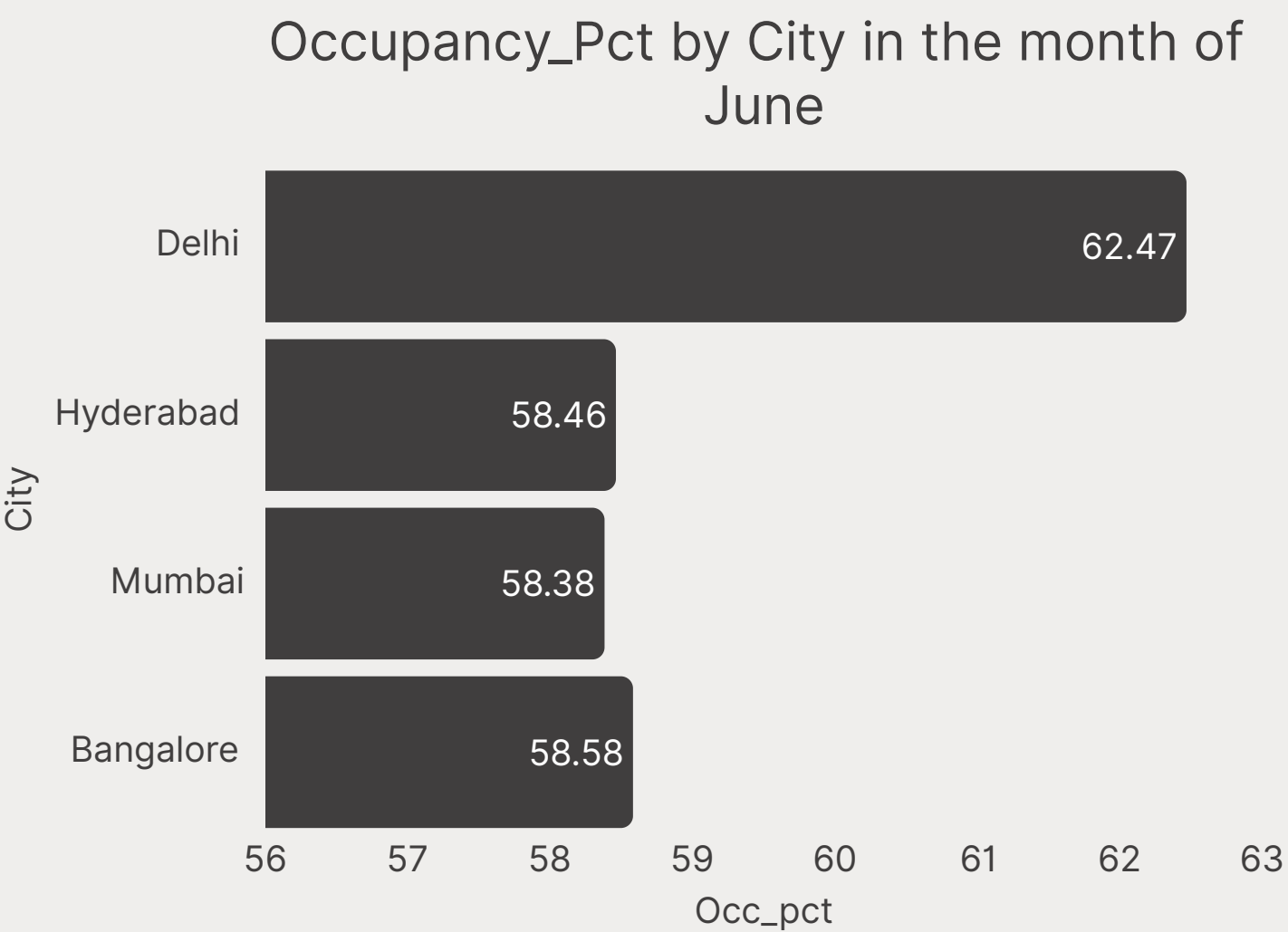


This simple view shows us that there’s a huge difference between the occupancy rate while in weekdays compared to weekends. Also, we do have an area of opportunity to push for more business during the weekdays. May be with weekdays specific offers or with weekday specific benefits.



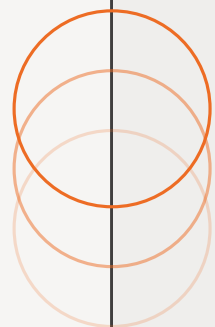
#### 4. In the month of June, what is the occupancy for different cities

city	occ_pct
Delhi	62.47
Hyderabad	58.46
Mumbai	58.38
Bangalore	58.58



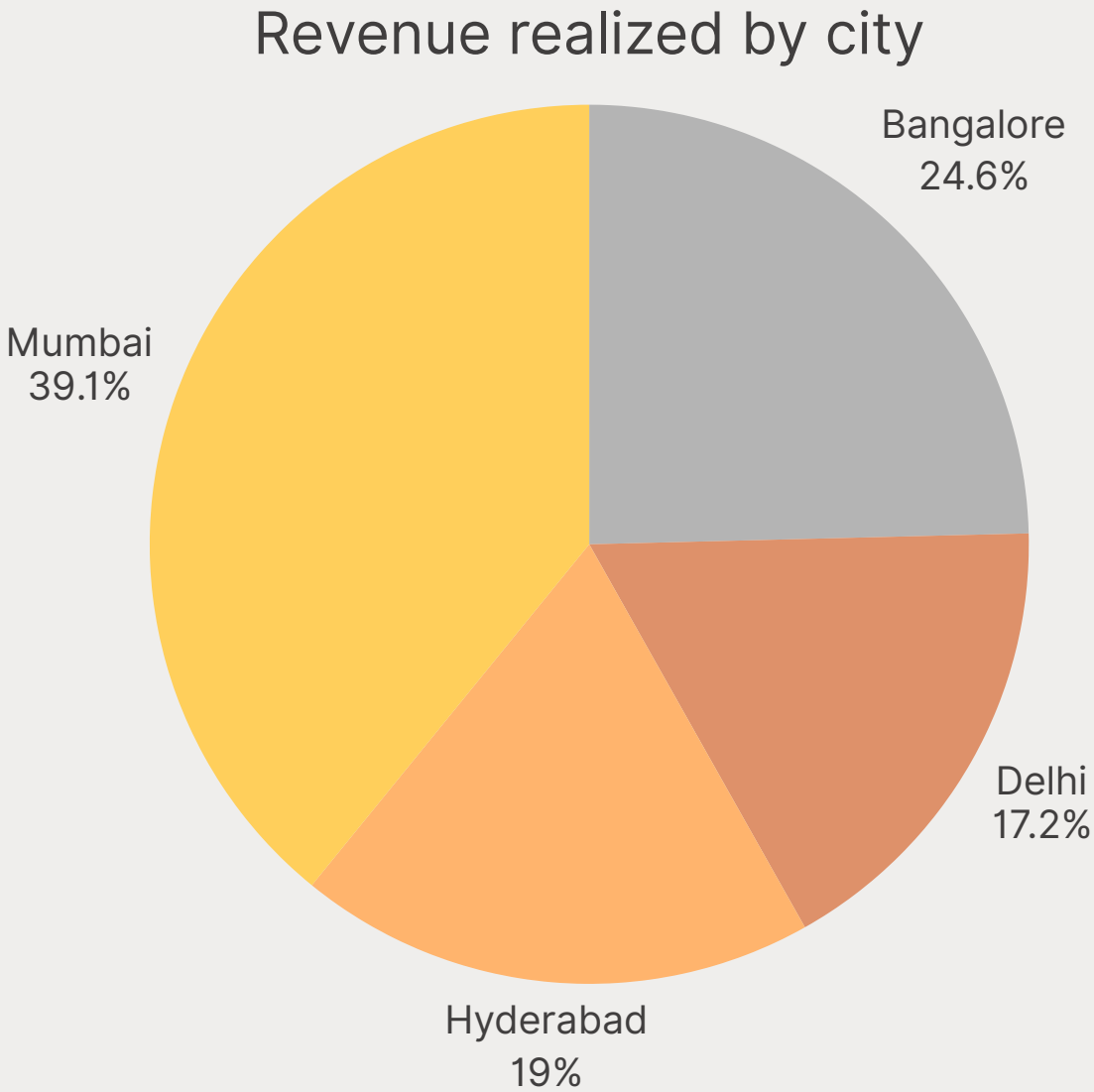
Month specific analysis is usually done to review the performance for a specific short time which might include festival season analysis / event based analysis. This helps to prepare for better business in the future events.



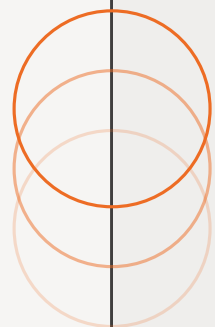


## 5. Finding revenue realized per city in millions INR

city	revenue_realized_mlns
Bangalore	420.38
Delhi	294.40
Hyderabad	325.18
Mumbai	668.57

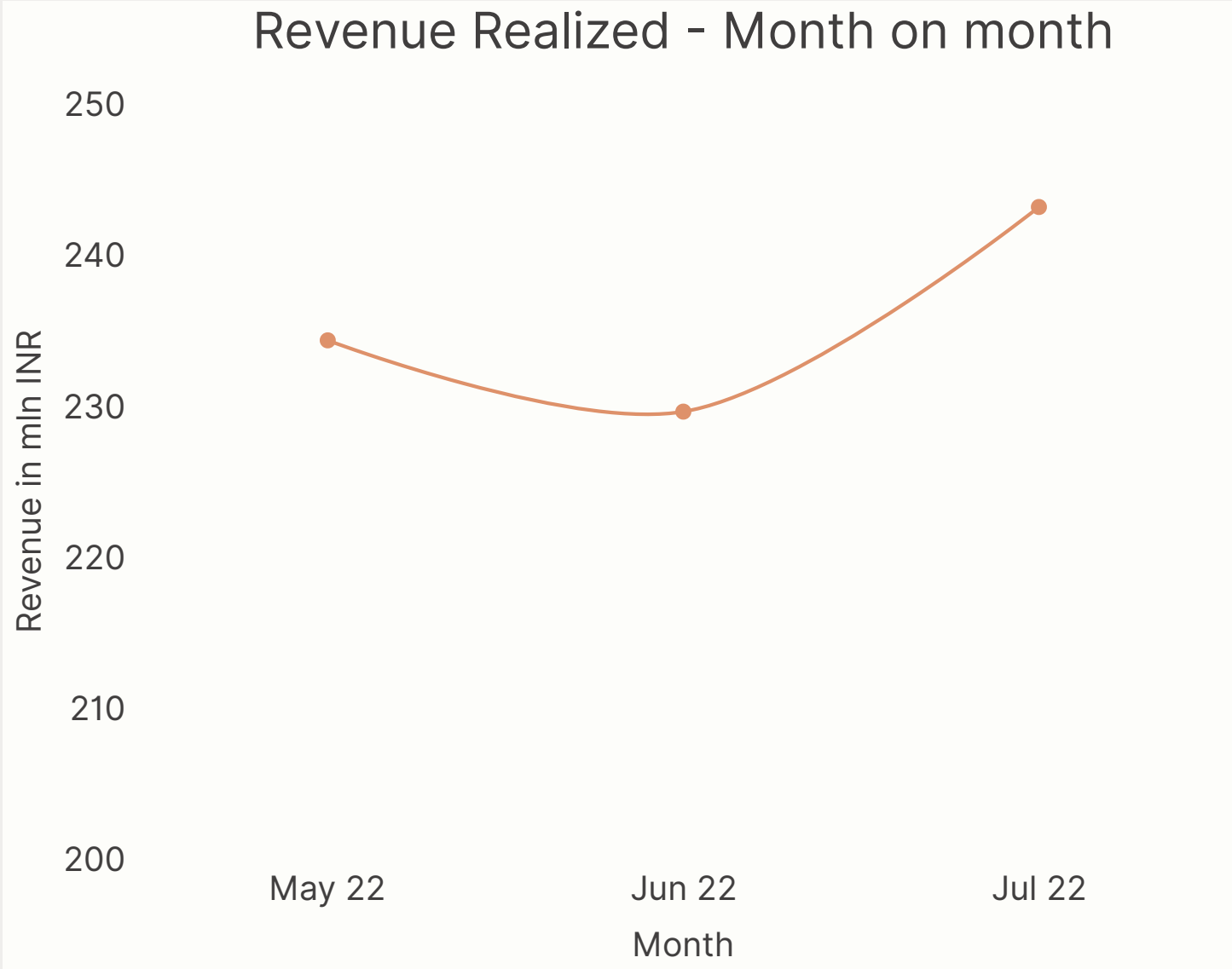


Here we can see the revenue realized from all the cities. The pie chart clearly shows that there's a very huge difference between the revenue realized from other cities and Mumbai, no other is even close to it. The second highest is also close to 15% behind, there's clearly some factor at the city level that's helping Mumbai boom the revenue which if incorporated by other cities might help them as well.

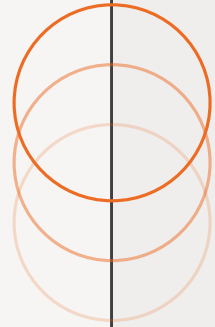


## 6. Finding month by month revenue.

month	revenue_realized_mlns
Jul 22	243.18
Jun 22	229.63
May 22	234.35

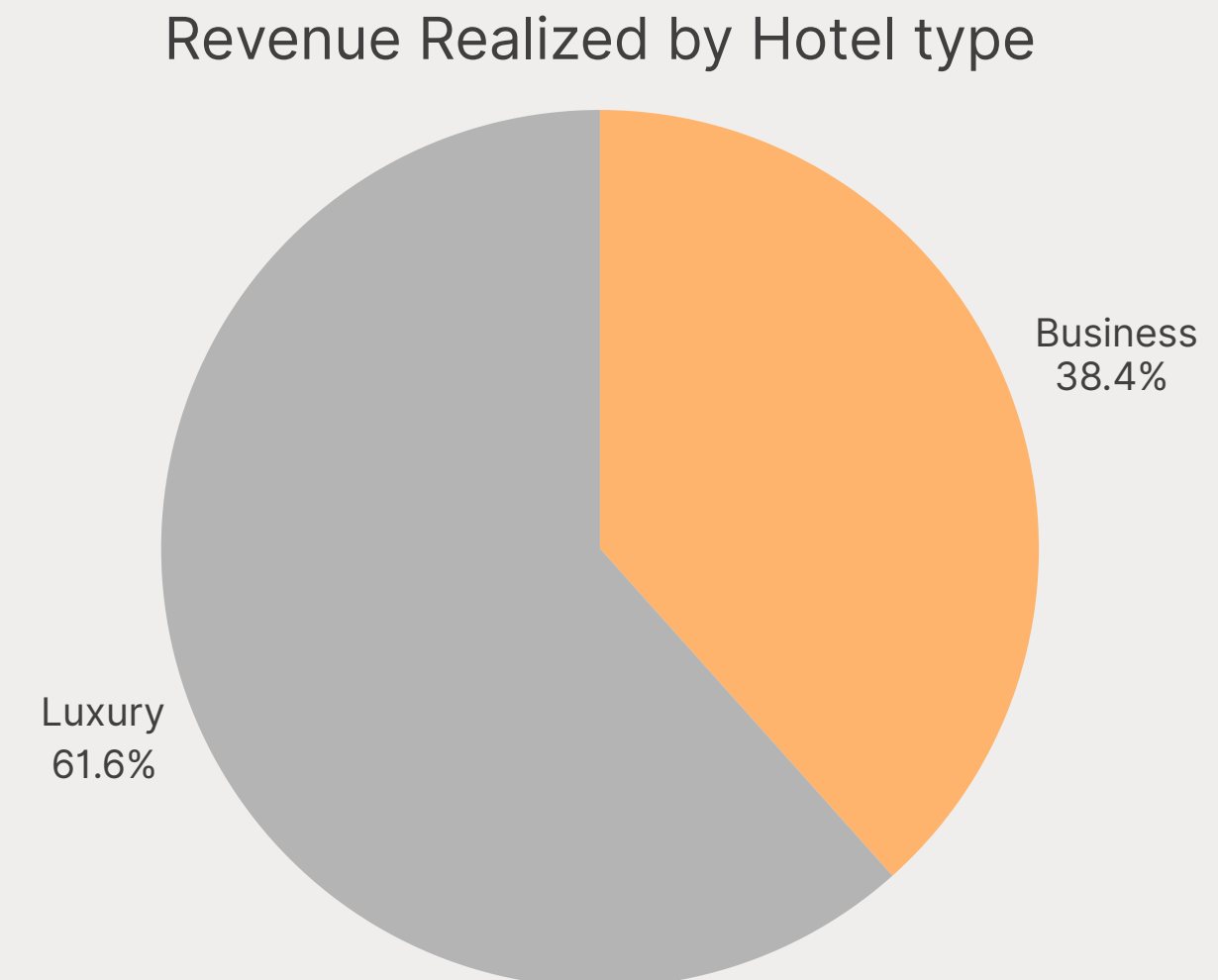


We observed the highest revenue in the month of July and the chart also shows there was a little dip in June however there's an overall significant growth when compared to the start and end of the quarter.

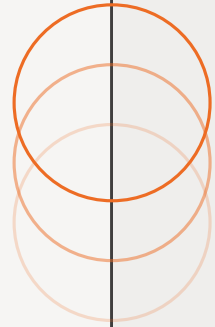


## 7. Finding revenue realized per hotel type.

hotel_type	revenue_realized_mlns
Business	655.97
Luxury	1052.57

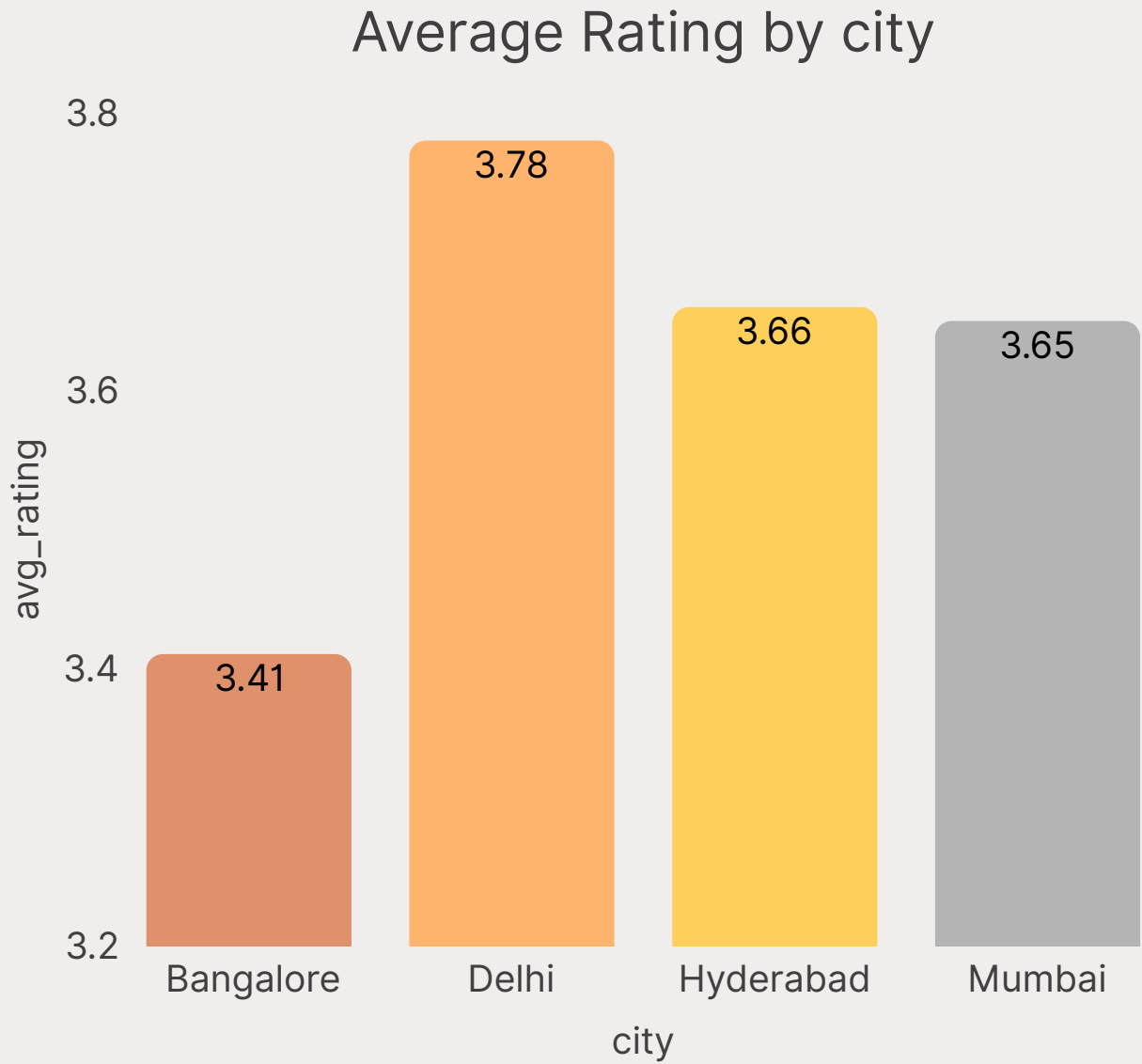


The type of property/hotel which realized more revenue by a very good margin is Luxury, which means focusing on the continuous improvement and constant good performance will be beneficial & there's a lot of scope to improve when it comes to Business properties, this area of business requires more attention to generate more revenue.

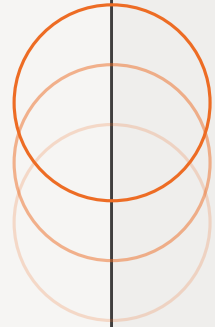


## 8. Finding the average rating per city

city	avg_rating
Bangalore	3.41
Delhi	3.78
Hyderabad	3.66
Mumbai	3.65

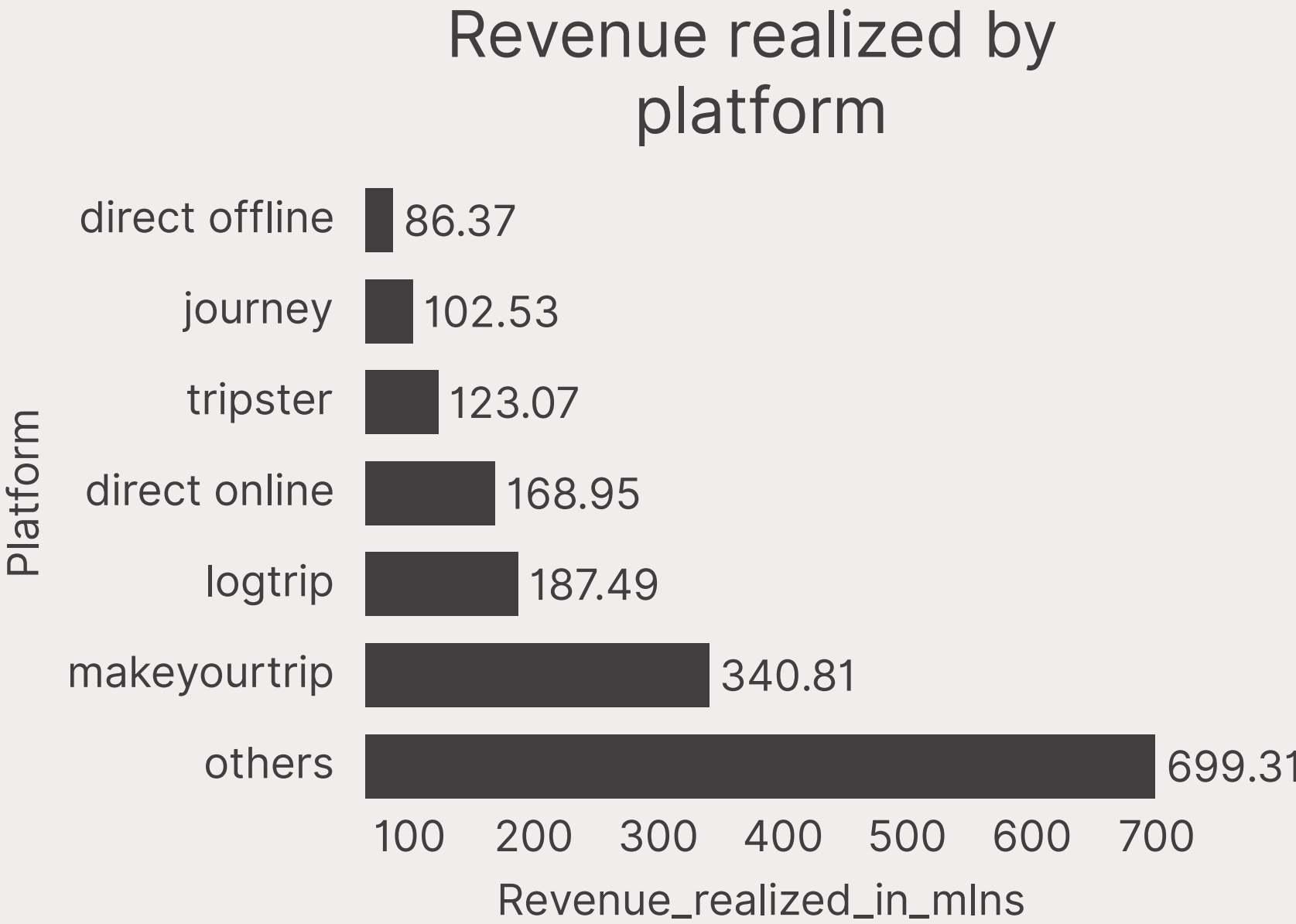


The city with highest rating and highest occupancy rate is Delhi, which uncovers that Delhi had the most smooth stay experience all the time.

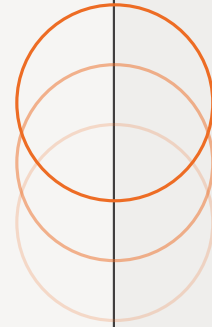


## 9. Revenue realized per platform in mln INR.

booking_platform	revenue_realized_mlns
direct offline	86.37
journey	102.53
tripster	123.07
direct online	168.95
logtrip	187.49
makeyourtrip	340.81
other	699.31



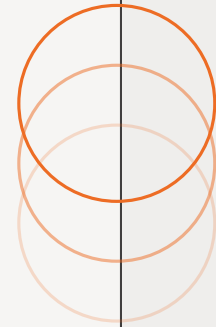
This chart shows how much business are we getting from different platforms which is directly proportionate with the number of bookings we saw in the overview of bookings by platform, this will help take an important decision as to add or remove some platforms which do not generate business upto a certain threshold.



# CONCLUSION

With this quick analysis we got to uncover some important details about city & property type performance on the basis of occupancy rate and revenue realization. This will help take better decisions which are based on logically analyzed data.

AUG 2025



# THANKYOU

Please get in touch if you have any  
questions or concerns about this  
report.

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