



AtliQ Grand Hospitality



Problem Statement



Analyses





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.



AtliQ Grand - Hospitality



1709M
Revenue

7.35K
RevPar

12.70K
ADR

57.87%
OCC %

3.62
Avg Rating

24.83%
CR %

Month

All

Property Name

All

City

All

Booking Status

All

Platform

All

Revenue by city

Mumbai	669M
Bangalore	420M
Hyderabad	325M
Delhi	295M

Occupancy_% by city

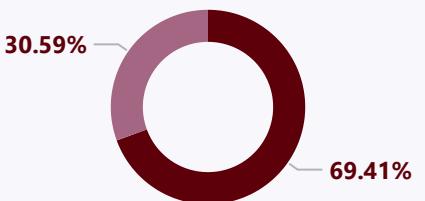
Delhi	60.55%
Hyderabad	58.07%
Mumbai	57.88%
Bangalore	55.77%

RevPar by city

Mumbai	8.91K
Delhi	7.36K
Bangalore	7.32K
Hyderabad	5.41K

Occupancy Ratio

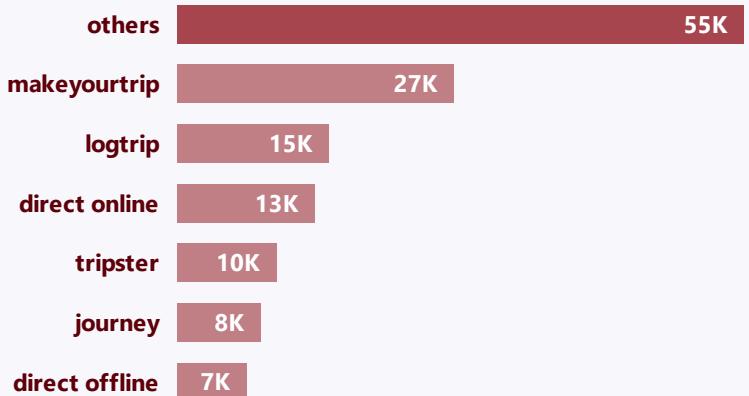
● Weekday ● Weekend



Property Name **Revenue** **RevPar** **ADR** **OCC %** **CR %** **Rating**

Atliq Palace	304.1M	7.72K	12.9K	60.00%	25.18%	3.75
Atliq Grands	211.5M	6.53K	12.4K	52.60%	25.08%	3.10
Atliq City	285.8M	7.29K	12.3K	59.51%	24.92%	3.69
Atliq Bay	260.1M	7.10K	12.2K	58.41%	24.84%	3.71
Atliq Seasons	66.1M	7.41K	16.6K	44.62%	24.79%	2.29
Atliq Blu	260.9M	7.42K	12.0K	62.02%	24.65%	3.96
Atliq Exotica	320.3M	7.82K	13.7K	57.26%	24.37%	3.62

Booking by Platform





AtliQ Grand - Hospitality



1708.77M
PM: (Blank) (+Infinity%)

Revenue

57.87%
PM: (Blank) (+Infinity%)

OCC %

3.62
PM: (Blank) (+Infinity%)

Avg Rating

24.83%
PM: (Blank) (-Infinity%)

CR %

Month

All

Property Name

All

City

All

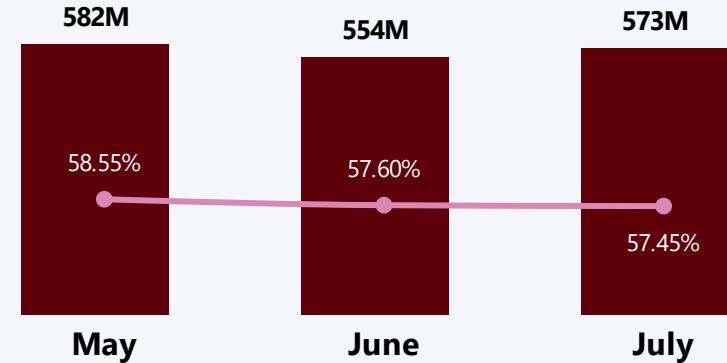
Booking Status

All

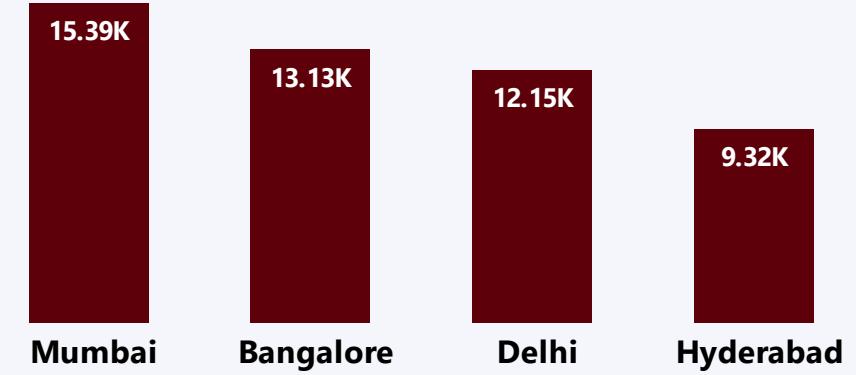
Platform

All

● Revenue Vs ● Occupancy_% by Month



Average Revenue Per Sold Room



Property Name	Revenue	OCC %	CR %	DBRN	DURN	DSRN
Atliq Exotica	320.3M	57.26%	24.37%	254.79	179.97	445
Atliq Palace	304.1M	60.00%	25.18%	256.79	179.70	428
Atliq City	285.8M	59.51%	24.92%	253.51	177.88	426
Atliq Blu	260.9M	62.02%	24.65%	236.90	165.95	382
Atliq Bay	260.1M	58.41%	24.84%	232.49	162.66	398
Atliq Grands	211.5M	52.60%	25.08%	185.16	129.50	352
Atliq Seasons	66.1M	44.62%	24.79%	43.28	30.55	97

Platform	Booking	Cancelled	Successful
logtrip	10.96%	10.73%	70.59%
journey	6.02%	6.01%	70.52%
direct online	9.94%	10.01%	70.27%
direct offline	5.02%	4.95%	70.20%
others	40.91%	40.99%	70.07%
makeyourtrip	19.99%	20.11%	69.99%
tripster	7.16%	7.20%	69.83%

AtliQ Grand - Hospitality



May Jun Jul

week no

All

Property Name

All

City

All

Booking Status

All

Platform

All

572.91M
PW: (Blank) (+Infinity%)

Revenue

12.72K
PW: (Blank) (+Infinity%)

ADR

7.31K
PW: (Blank) (+Infinity%)

RevPar

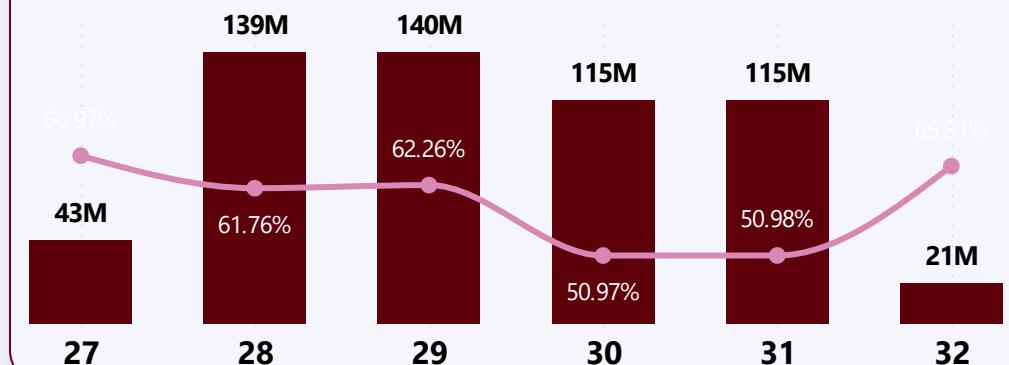
2.53K
PW: (Blank) (+Infinity%)

DSRN

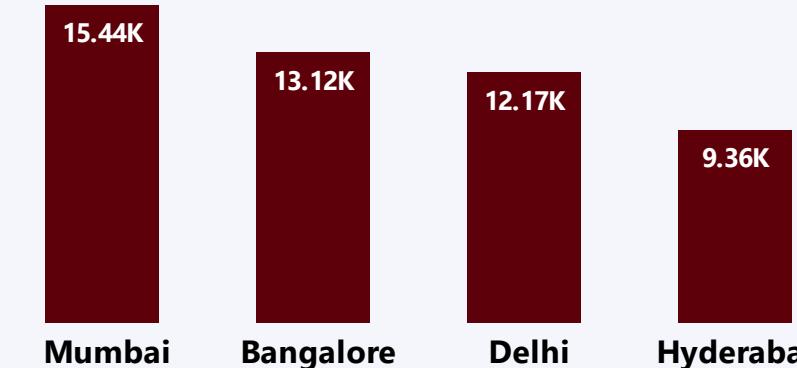
1.45K
PW: (Blank) (+Infinity%)

DBRN

● Revenue Vs ● Occupancy_% by Week



Average Revenue Per Sold Room



Property Name	Revenue	OCC %	CR %	DBRN	DURN	DSRN
Atliq Exotica	107.5M	56.69%	23.95%	252.26	179.32	445
Atliq Palace	101.6M	59.49%	24.63%	254.61	180.48	428
Atliq City	95.5M	59.09%	25.12%	251.74	176.42	426
Atliq Bay	87.5M	58.24%	24.30%	231.81	163.58	398
Atliq Blu	87.5M	61.59%	24.46%	235.29	164.74	382
Atliq Grands	71.2M	52.18%	23.94%	183.68	130.74	352
Atliq Seasons	22.2M	44.36%	25.71%	43.03	29.65	97

Platform	Booking	Cancelled	Successful
journey	6.07%	5.84%	71.92%
tripster	7.08%	7.09%	70.97%
direct offline	4.92%	4.76%	70.85%
makeyourtrip	19.77%	19.75%	70.62%
direct online	10.17%	10.21%	70.54%
others	41.00%	41.21%	70.38%
logtrip	10.99%	11.14%	70.06%