



# AtliQ Grands

**Domain - Hospitality**

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# PROBLEM STATEMENTS

AtliQ Grands owns several five-star hotels across India. They have been in the hospitality industry for the last 20 years. Due to strategic moves by other competitors and ineffective decision making in management, AtliQ Grands is losing its market share and revenue in the luxury/business hotel category. As a strategic move, the Managing Director of AtliQ Grands wanted to incorporate "Business and Data Intelligence" to regain its market share and revenues. However, they do not have an in-house data analytics team to provide these insights.

# GOALS



The goal is to help AtliQ Grands gain market share and increase revenue by using data to improve decision making. This includes creating a dashboard with key metrics such as occupancy rates, average daily rates and customer satisfaction, which will provide real-time information for better management. The data will also highlight growth opportunities, optimize pricing strategies, and help refine revenue management practices, ultimately allowing AtliQ Grands to remain competitive and make informed, strategic decisions.

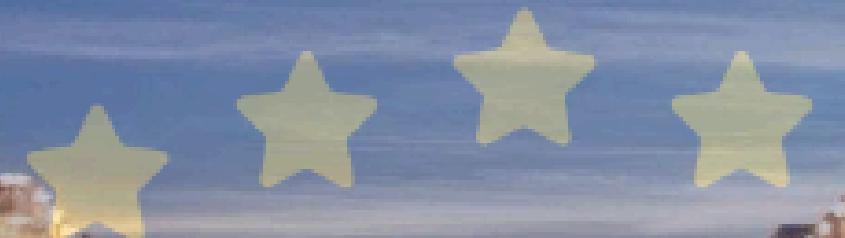
# HOME PAGE



Revenue



Overview



Performance

# AtliQ Grands

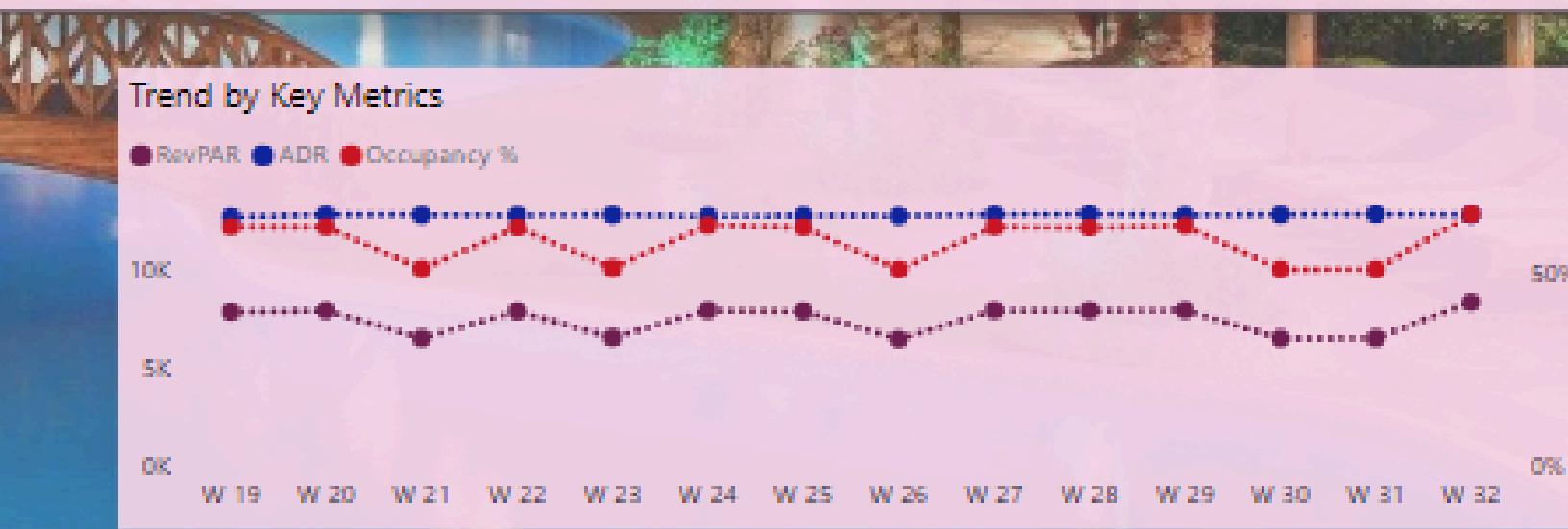
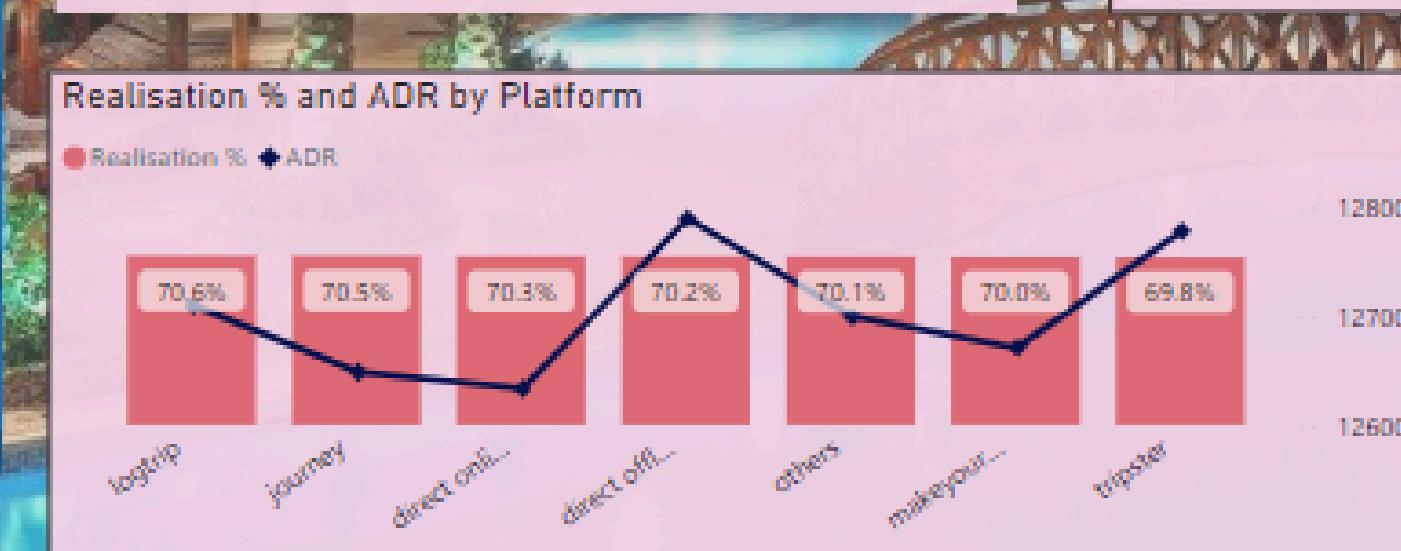
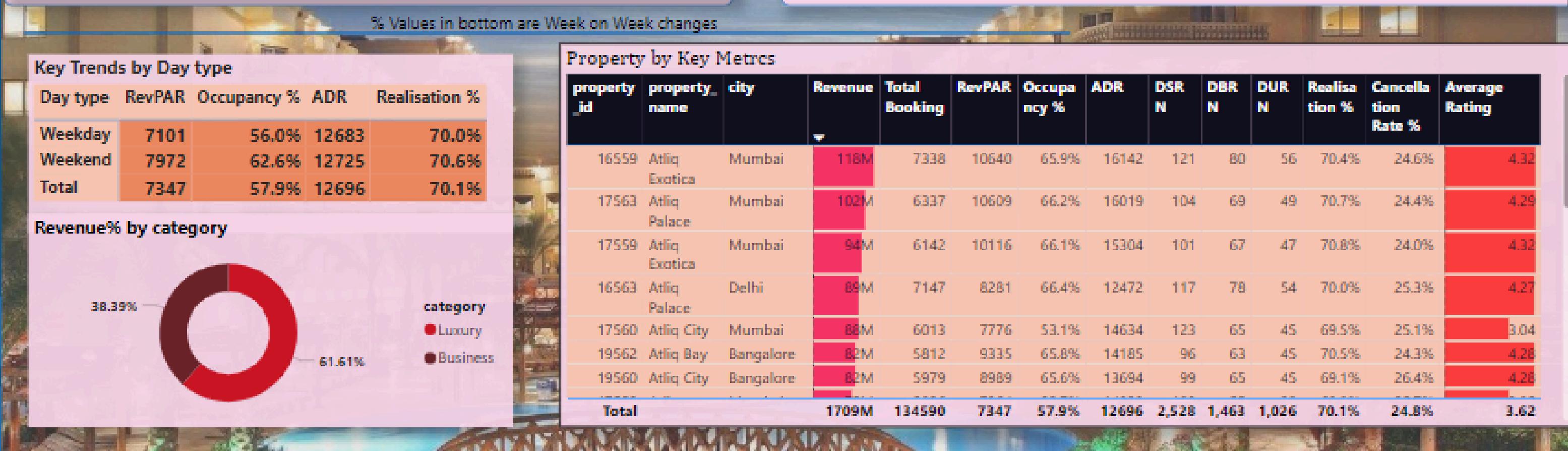
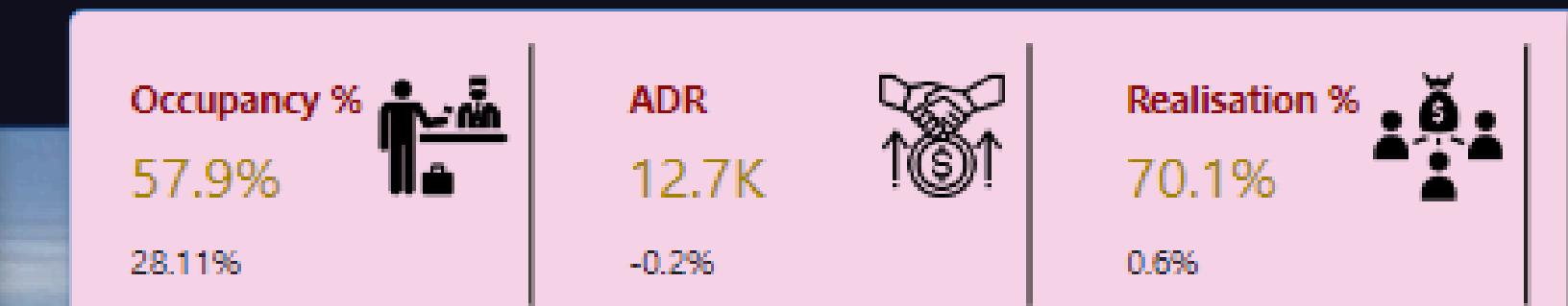
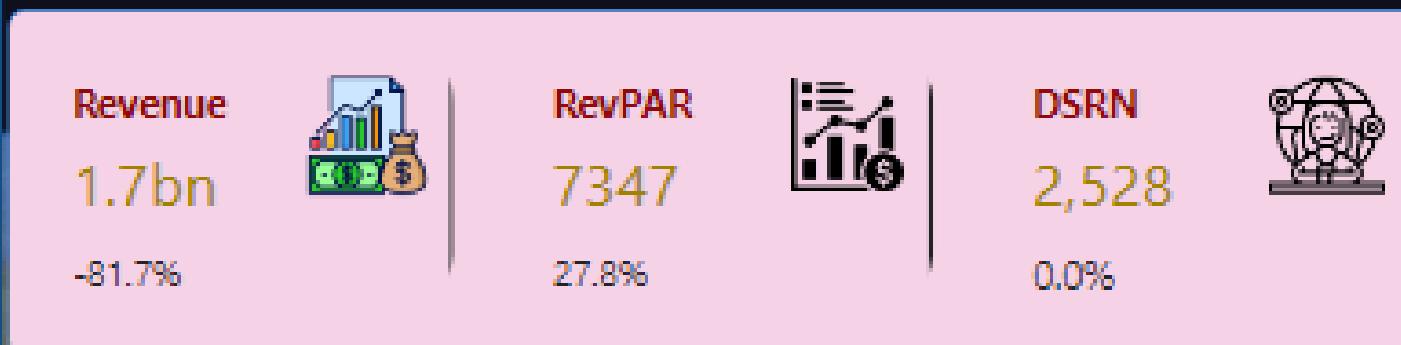
Key Insights

# Overview

## AtliQ Hospitality Analysis



A  
H  
R  
C  
Filter by propertyFilter by cityFilter by room classFilter by Platform



DSRN -Daily Sellable Room Nights, RevPAR - Revenue per available room, DURN - Daily utilized room nights, DBRN - Daily Booked room nights, ADR - Average Daily rate.

# Revenue Report

## AtliQ Hospitality Analysis



May  
22   Jun  
22   Jul  
22



Filter by property

All

Filter by city

All

Filter by Status

All

Filter by Platform

All

Filter by Week

All

Revenue

572.9M<sup>↑</sup>  
PM: 553.9M (+3.4%)

Occupancy %

57.5%<sup>↓</sup>  
PM: 57.6% (-0.25%)

Average Rating

3.62<sup>↓</sup>  
PM: 3.62 (-0.02%)

Profit/loss

98.8M<sup>↑</sup>  
PM: 98.0M (+0.83%)

Cancellation rate

24.5%<sup>↑</sup>  
PM: 25.1% (+2.51%)

Revenue by city

Mumbai	665M
Bangalore	420M
Hyderabad	325M
Delhi	295M

Occupancy % by city

Delhi	60.5%
Hyderabad	58.1%
Mumbai	57.9%
Bangalore	55.8%

Average Rating by city

Delhi	3.8
Hyderabad	3.7
Mumbai	3.7
Bangalore	3.4

Booking by Platform



Trend by weeks

Weeks: 19 20 21 22 23 24 25 26 27 28 29 30 31 32

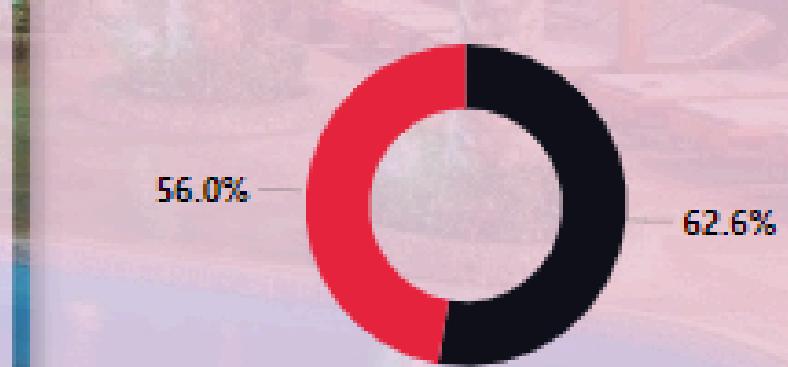


Revenue by Room class



Occupancy by Day type

Day type: Weekend (black), Weekday (red)



# Booking Performance

## AtliQ Hospitality Analysis



May 22 Jun 22 Jul 22

Filter by Status: All

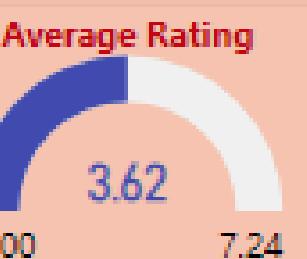
Filter by Platform: All

Filter by Week: All

Filter by City: All

**Total Capacity**  
**233K**

**Total Booking**  
**135K**



3.62

**Total Cancellation**  
**33K**

**Capacity / Booking / Cancelled bookings**

● Total capacity ● Total Booking ● Total Cancelled booking



Category	Total Capacity	Total Booking	Total Cancelled booking
Elite	86K	49.5K	12K
Standard	66K	38.4K	10K
Premium	53K	30.6K	8K
Presidential	27K	16.1K	4K

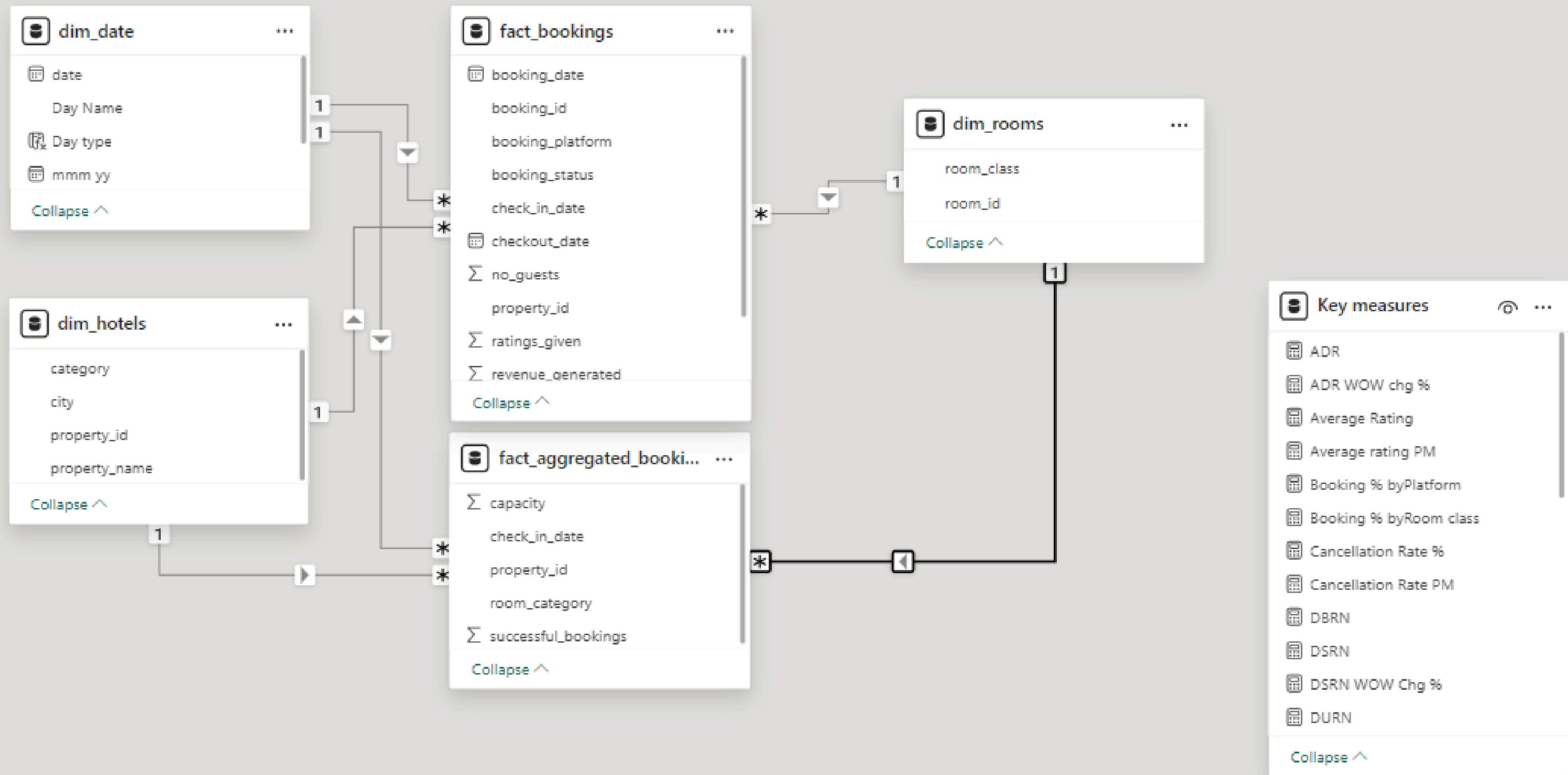
**Key Trends by Category and Property**

Category	Revenue	Total capacity	Total Booking	Cancelled booking	Average Rating
Business					
Atliq Seasons	66M	8924	3982	987	2.29
Atliq City	286M	39192	23323	5811	3.69
Atliq Palace	304M	39376	23625	5949	3.75
Luxury					
Atliq Grands	212M	32384	17035	4273	3.10
Atliq Bay	260M	36616	21389	5314	3.71
Atliq Blu	261M	35144	21795	5373	3.96
Atliq Exotica	320M	40940	23441	5713	3.62

**Property by Booking and City**

Atliq Exotica	13480	Mumbai
Atliq Bay	7333	Hyderabad
Atliq Palace	7147	Delhi
Atliq City	6638	Hyderabad
Atliq Blu	6458	Hyderabad
Atliq Palace	6337	Mumbai
Atliq City	6013	Mumbai
Atliq City	5979	Bangalore
Atliq Bay	5812	Bangalore
Atliq Blu	5736	Bangalore
Atliq Palace	5413	Bangalore
Atliq Exotica	5256	Hyderabad
Atliq Blu	5183	Mumbai
Atliq Grands	5036	Mumbai

# Data Modelling





# Key Insights



\***AtliQ Grands Performance:** AtliQ Grands is the second-lowest in booking and revenue generation, particularly in Delhi, but performs well in Mumbai. However, on a monthly basis, AtliQ Grands' booking and revenue fluctuate due to cancellations.

\***AtliQ Grands in Luxury Category:** AtliQ Grands is the lowest in the luxury category with 312M in revenue and an average rating of 3.10.



\***Revenue Generation:** Mumbai generates the highest revenue with 669M, while Delhi generates the lowest with 295M.

\***Occupancy Rate:** Delhi has the highest occupancy rate at 60.5%, followed by Hyderabad at 58.1%, Mumbai at 57.9% and Bangalore at 55.8%.

\***Average Rating by City:** Delhi has the highest average rating, while Bangalore has the lowest.

\***AtliQ Grands Average Rating:** The average rating of AtliQ Grands is good in Delhi with 4.3, but its revenue generation is low at 36 million.

\***Business Category Performance:** Week 27 generates the highest revenue at 53.8 million.

\***Luxury Category:** Week 29 generates the highest revenue at 86.6 million.

## \*Elite Class Performance:

- Elite class generates the highest revenue at 560 million with an average rating of 3.6.

- Elite class has the highest capacity, bookings, and cancellations.

## \*Standard Class Performance:

- Standard class generates the lowest revenue at 310 million, with an average rating of 3.6, which is the same as Elite class.

## \*Business Category by Hotel:

- AtliQ Palace generates the highest revenue at 304 million, while AtliQ Seasons generates the lowest at 66 million, which is the lowest overall.

## \*Luxury Category by Hotel:

- AtliQ Grands generates the lowest revenue at 212 million, which is the second-lowest overall, while AtliQ Exotica generates the highest revenue overall at 320 million.

# CONCLUSION

Despite strong average ratings and occupancy, AtliQ Grands is struggling with low revenues and bookings, especially in the luxury category and in Delhi. While Mumbai performs well with the highest revenues, Delhi lags far behind, indicating a gap between occupancy and profitability. The standard class also underperforms, generating the lowest revenue among categories, while the luxury segment falls short compared to competitors like AtliQ Exotica. These trends indicate inconsistencies in market positioning and operational efficiency.

# Recommendation

- The focus should be on optimizing pricing strategies and promotional campaigns in Delhi to convert occupancy into higher revenues.
- The appeal of the luxury segment should be enhanced through targeted marketing and service improvement in line with competitive standards.
- The standard class offering needs to be revived with better value propositions to boost its revenue contribution.
- City-specific and category-level analysis has to be done to fine-tune strategies and improve overall performance.

# THANK YOU

