



WELCOME TO

# AtliQ Hospitality

## Analysis

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# Problem Statement

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” in order to regain their market share and revenue.



# Key Questions Addressed

## 1. Booking & Revenue Trends

- What is the total revenue realised compared to the revenue lost for the given period?
- How do the revenue trends vary over time (daily or monthly)?
- Which booking platforms contribute most to the realised revenue and revenue loss?
- What is the average lead time for bookings, and how does this impact revenue?

## 2. Guest Behavior & Stay Analysis

- Which room class attracts the most guests and generates the highest revenue?
- How does the occupancy rate compare across different property names and room classes?
- What is the average revenue per stay, and how does it vary by room class and guest category?
- What percentage of bookings result in cancellations, and which room categories/platforms have the highest cancellation rate?

## 3. Platform & Revenue Analysis

- Which booking platforms contribute the most to revenue and which result in the highest cancellations?
- How much revenue is realised from business vs. luxury categories?

## 4. Operational Insights

- What is the overall cancellation rate, and how can this be reduced?
- How can revenue loss from certain platforms (e.g., direct online or journey) be mitigated?
- Are there any seasonal trends (based on dates) that impact total revenue and occupancy rates?

# Dashboard-1

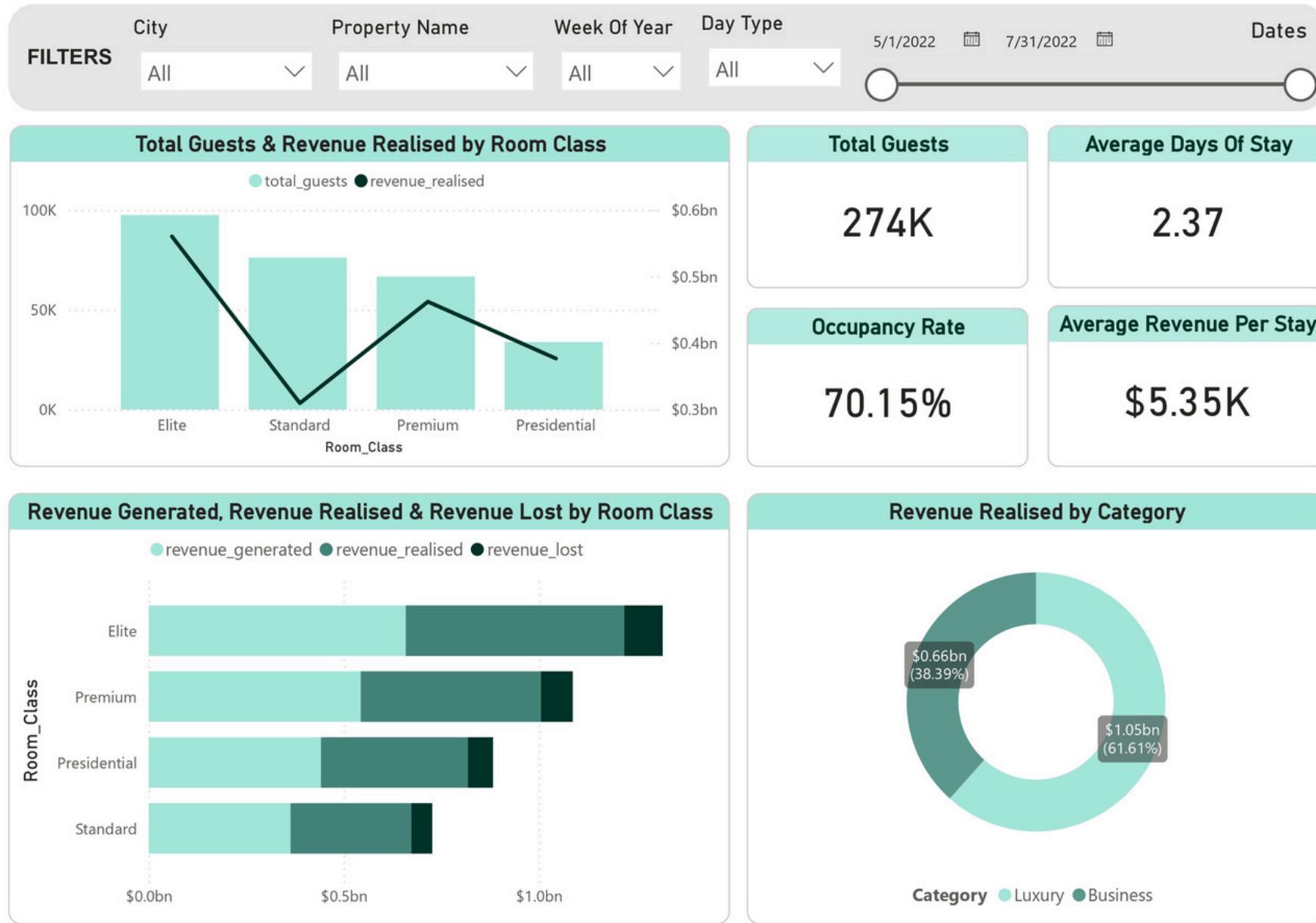


AtliQ Hospitality Analysis

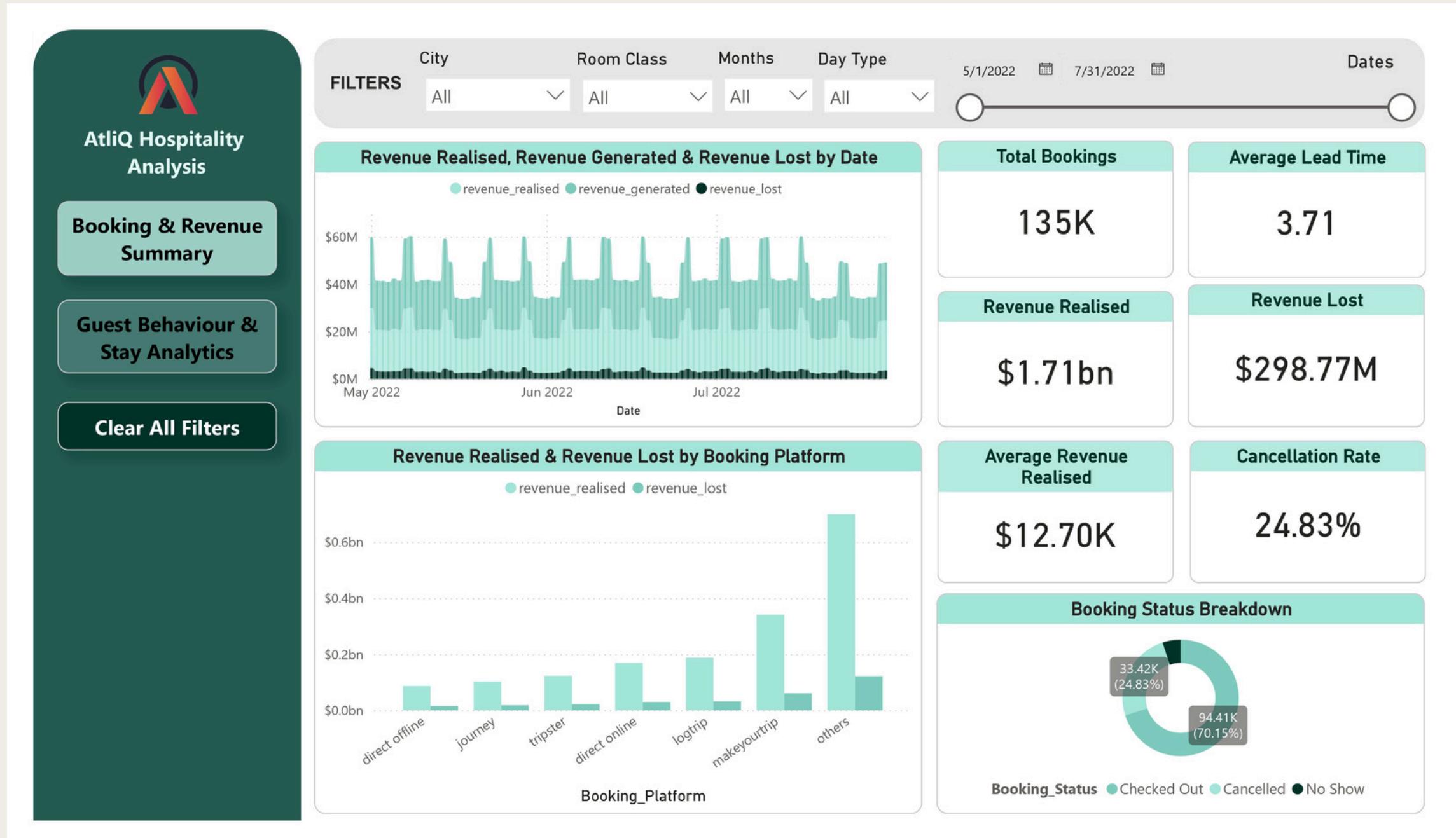
**Booking & Revenue Summary**

**Guest Behaviour & Stay Analytics**

**Clear All Filters**



# Dashboard-2



# Detailed Report Based on the Dashboards

## Overview of the Dashboards

The two dashboards represent the AtliQ Hospitality Analysis, focusing on:

1. Booking & Revenue Summary (First Dashboard)
2. Guest Behavior & Stay Analytics (Second Dashboard)



# Booking & Revenue Summary

## Key Metrics

- Total Bookings: 135K bookings during the period from May 1, 2022 to July 31, 2022.
- Revenue Realised: \$1.71bn, indicating a strong revenue stream.
- Revenue Lost: \$298.77M, accounting for a significant portion of unrealised revenue.
- Average Lead Time: 3.71 days, indicating guests tend to book relatively close to their stay dates.
- Cancellation Rate: 24.83%, which indicates almost 1 in 4 bookings get cancelled.

## Trends by Date

- Revenue trends show consistent peaks and troughs over time, likely indicating weekly patterns of guest activity.
- Revenue Realised remains higher than Revenue Lost throughout the time period.

## Booking Status

- Checked Out: 70.15% of bookings were successfully completed.
- Cancelled: 24.83% of bookings were cancelled.
- No Show: Minimal impact, representing a small portion of overall bookings.

# Guest Behavior & Stay Analytics

## Key Metrics

- Total Guests: 274K, indicating strong guest footfall across properties.
- Average Days of Stay: 2.37 days, which shows that most guests stay for short trips.
- Occupancy Rate: 70.15%, a strong rate, indicating high demand.
- Average Revenue per Stay: \$5.35K, showcasing substantial revenue contributions per guest.

## Trends by Room Class

- Elite Class: Attracts the most guests (100K) and generates the highest revenue (\$0.6bn).
- Standard and Premium Classes: Also contribute significantly to revenue.
- Presidential Class: While premium in nature, attracts fewer guests (~50K).

## Revenue Breakdown

- Revenue Realised by Category:
  - Business: 61.61% (~\$1.05bn).
  - Luxury: 38.39% (~\$0.66bn).
- This indicates that business travelers are a major revenue source for AtliQ Hospitality.

# Insights and Recommendations

## 1. Addressing Revenue Loss

- Platforms like Direct Online and Journey show both revenue and revenue loss. Evaluate why losses are occurring (e.g., cancellations, no-shows) and optimize platform performance.
- Cancellation Rate at 24.83% is high. Strategies to reduce cancellations include:
  - Implement stricter cancellation policies.
  - Provide incentives for non-refundable bookings.

## 2. Optimize Room Class Performance

- Focus on promoting the Presidential Class to increase its occupancy and revenue contribution.
- Standard Class shows revenue loss; address cancellations or improve guest satisfaction for this class.

## 3. Booking Platforms

- Increase reliance on high-performing platforms like Others and LogTrip, while optimizing low-revenue platforms.
- Investigate platform-specific factors that may lead to higher cancellations or lower bookings.

## 4. Enhance Guest Experience

- With Business travelers contributing 61.61% of revenue, tailor marketing and loyalty programs to attract this segment.
- Improve lead times by encouraging early bookings through offers and promotions.

## 5. Operational Efficiency

- Monitor peak dates and adjust staffing, pricing, and inventory to capitalize on demand.
- Use insights to improve the occupancy rate, which currently stands at a healthy 70.15%.

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