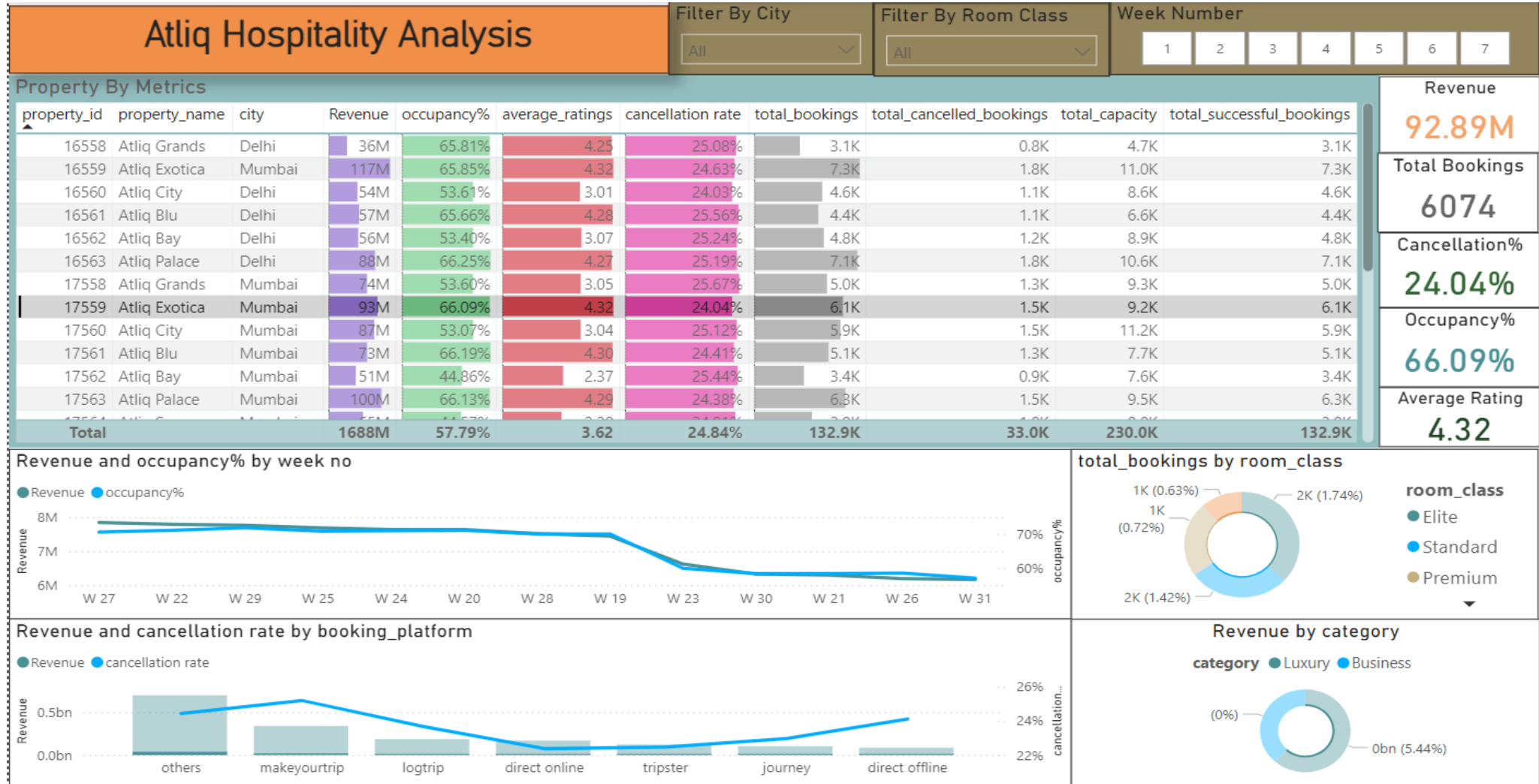# ATLIQ HOSPITALITY ANALYSIS

PROJECT OVERVIEW

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.

OBJECTIVES

❑Leverage business and data intelligence solution to enhance decision-making processes and strategic planning at AtliQ Grands.

❑Identify and seize market opportunities.

❑Optimize operational efficiencies for better resource management.

❑Develop data-driven strategies to regain market share and increase revenue in the luxury and business hotel segments across India.

❑Integrate advance analytics and intelligence tools to elevate customer satisfaction, drive competitive advantage, and ensure sustainable growth in the highly competitive hospitality industry

DATASET

MY DASHBOARD

Atliq Hospitality Analysis

Filter By City: All
Filter By Room Class: All
Week Number: 1 2 3 4 5 6 7

Property By Metrics

property_id	property_name	city	Revenue	occupancy%	average_ratings	cancellation rate	total_bookings	total_cancelled_bookings	total_capacity	total_successful_bookings
16558	Atliq Grands	Delhi	36M	65.81%	4.25	25.08%	3.1K	0.8K	4.7K	3.1K
16559	Atliq Exotica	Mumbai	117M	65.85%	4.32	24.63%	7.3K	1.8K	11.0K	7.3K
16560	Atliq City	Delhi	54M	53.61%	3.01	24.03%	4.6K	1.1K	8.6K	4.6K
16561	Atliq Blu	Delhi	57M	65.66%	4.28	25.56%	4.4K	1.1K	6.6K	4.4K
16562	Atliq Bay	Delhi	56M	53.40%	3.07	25.24%	4.8K	1.2K	8.9K	4.8K
16563	Atliq Palace	Delhi	88M	66.25%	4.27	25.19%	7.1K	1.8K	10.6K	7.1K
17558	Atliq Grands	Mumbai	74M	53.60%	3.05	25.67%	5.0K	1.3K	9.3K	5.0K
17559	Atliq Exotica	Mumbai	93M	66.09%	4.32	24.04%	6.1K	1.5K	9.2K	6.1K
17560	Atliq City	Mumbai	87M	53.07%	3.04	25.12%	5.9K	1.5K	11.2K	5.9K
17561	Atliq Blu	Mumbai	73M	66.19%	4.30	24.41%	5.1K	1.3K	7.7K	5.1K
17562	Atliq Bay	Mumbai	51M	44.86%	2.37	25.44%	3.4K	0.9K	7.6K	3.4K
17563	Atliq Palace	Mumbai	100M	66.13%	4.29	24.38%	6.3K	1.5K	9.5K	6.3K
Total			**1688M**	**57.79%**	**3.62**	**24.84%**	**132.9K**	**33.0K**	**230.0K**	**132.9K**

Revenue
92.89M

Total Bookings
6074

Cancellation%
24.04%

Occupancy%
66.09%

Average Rating
4.32

Revenue and occupancy% by week no
- Revenue ● occupancy%

total_bookings by room_class
room_class
- Elite
- Standard
- Premium

1K (0.63%) · 2K (1.74%) · 1K (0.72%) · 2K (1.42%)

Revenue and cancellation rate by booking_platform
- Revenue ● cancellation rate

others · makeyourtrip · logtrip · direct online · tripster · journey · direct offline

Revenue by category
category ● Luxury ● Business

(0%) · 0bn (5.44%)

KEY INSIGHTS

Revenue Generation:

Mumbai generated the highest revenue at 669M. Delhi generated the lowest revenue at 290.92M.

Revenue by Category:

The Luxury category generated more revenue, accounting for 61.62% of the total, compared to the Business category's 38.82%. Total revenue across both categories was 1.69B

Occupancy Rates:

Delhi has the highest occupancy rate at 60.44%, despite having the lowest Daily Standard Room Night(DSRN) rate at 435**.**

Bangalore has the lowest occupancy rate at 55.68%

Top-Performing Property:

AtliQ Exotica emerged as the best performer among all the properties with revenue of 316M.

It had an average rating of 3.62, occupancy rate of 57.20% and cancellation rate of 24.39%.

Weekend vs. Weekday Performance:

Weekend occupancy (Friday-Saturday) was 7% higher than weekdays.

However, the difference in Revenue Per Available Room(RevPAR) between weekends and weekdays was negligible.