

Hospitality Revenue Domain Insights

- Presented by Girish.E



Table Of Content

- **Background / Context**
- **Getting familiar with Atliq's Business – Hotels and their Markets and Product lines**
- **Getting familiar with the input data**
- **Mockup Dashboard Design**
- **Understanding Business Jargons**
- **Data Modeling**
- **Expected Results/Outcomes**

Background/Context

Our Company

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.

Background

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.

Problem

There are number of problems identified by Revenue teams for which the company needs insights.

Approach

Run a SQL query to answer the problems. Convert it into visualizations and present the Insights to the revenue management.

AtLiQ Hotels Product Line

AtliQ

Bangalore

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace

Mumbai

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace
Atliq Seasons

Hyderabad

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace

Delhi

Atliq Bay
Atliq Blu
Atliq City
Atliq Grands
Atliq Palace

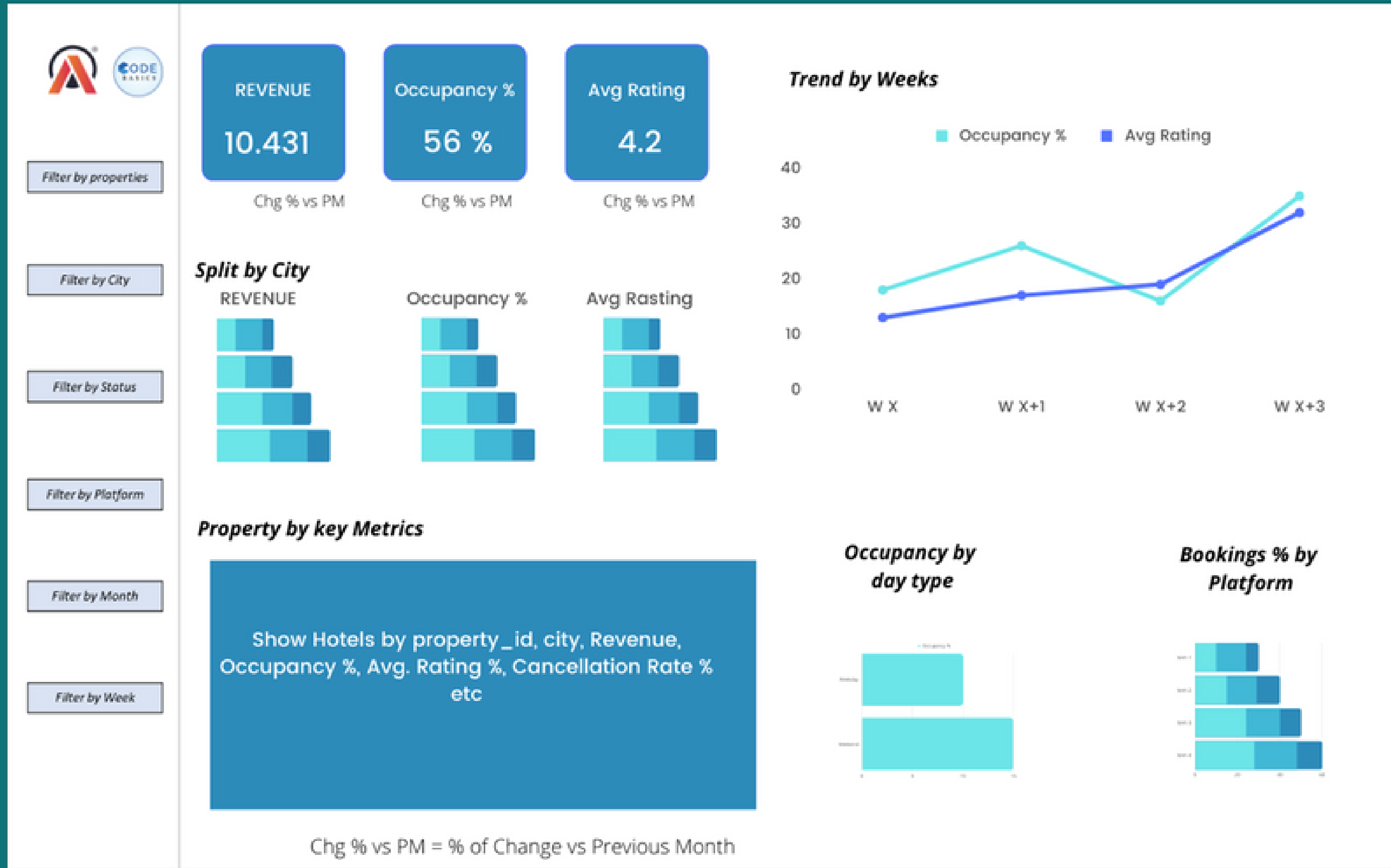
Getting familiar with the input data

We are provided 3 months booking details data of all the atliq hotels. along with different other tables like Dim_date ,Dim_hotels Dim_rooms etc

The screenshot displays a data catalog interface with five table cards arranged on a light gray background. Each card has a title bar with a table icon, the table name, and a visibility icon. The table names are dim_date, dim_hotels, fact_aggregated_bookings, dim_rooms, and fact_bookings. Each card lists its columns, with some columns preceded by a calendar icon (date-related) or a summation symbol (aggregated metrics). A 'Collapse' link with an upward arrow is at the bottom of each card.

Table Name	Columns
dim_date	date, day_type, mmm yy
dim_hotels	category, city, property_id, property_name
fact_aggregated_bookings	capacity, check_in_date, property_id, room_category, successful_bookings
dim_rooms	room_class, room_id
fact_bookings	booking_date, booking_id, booking_platform, booking_status, check_in_date, checkout_date, no_guests, property_id, ratings_given, revenue_generated, revenue_realized, room_category

Mockup Dashboard Design



Business Jargons

RevPar (Revenue Per Available Room) Metrics:

- Calculated as $\text{Total Revenue} / \text{Total Rooms Available to sell}$
- Another formula is $\text{ADR} \times \text{Occupancy}$
- Occupancy is calculated as $\text{Total Rooms Occupied} / \text{Total Rooms Available}$

ADR (Average Daily Rate) Metrics:

- Calculated as $\text{Total Rooms Revenue} / \text{Number of Rooms Sold}$
- If Occupancy is 100%, ADR and RevPar will be equal

Business Jargons

DSRN (Daily Sellable Room Night) Metrics:

- Total Available Rooms in the hospitality industry are referred to as SRN or DSRN
- DSRN helps to look at specific issues, room blocking, or maintenance problems
- For example, a 100-room hotel with 30 days in June would have 100 rooms to sell each day and 3,000 rooms to sell for the entire month ($30 * 100$).
- DSRN would be calculated as $3,000 / 30 = 100$

Realization Metrics:

- URN (Utilized Room Nights) - Example: 50 rooms of 100 were booked and stayed on Sunday
- BRN (Booked Room Nights) - Example: 60 customers made bookings and 50 stayed, 10 cancelled or were no-shows.
- Realization is calculated as URN / BRN and helps understand the actual Revenue realized from bookings.

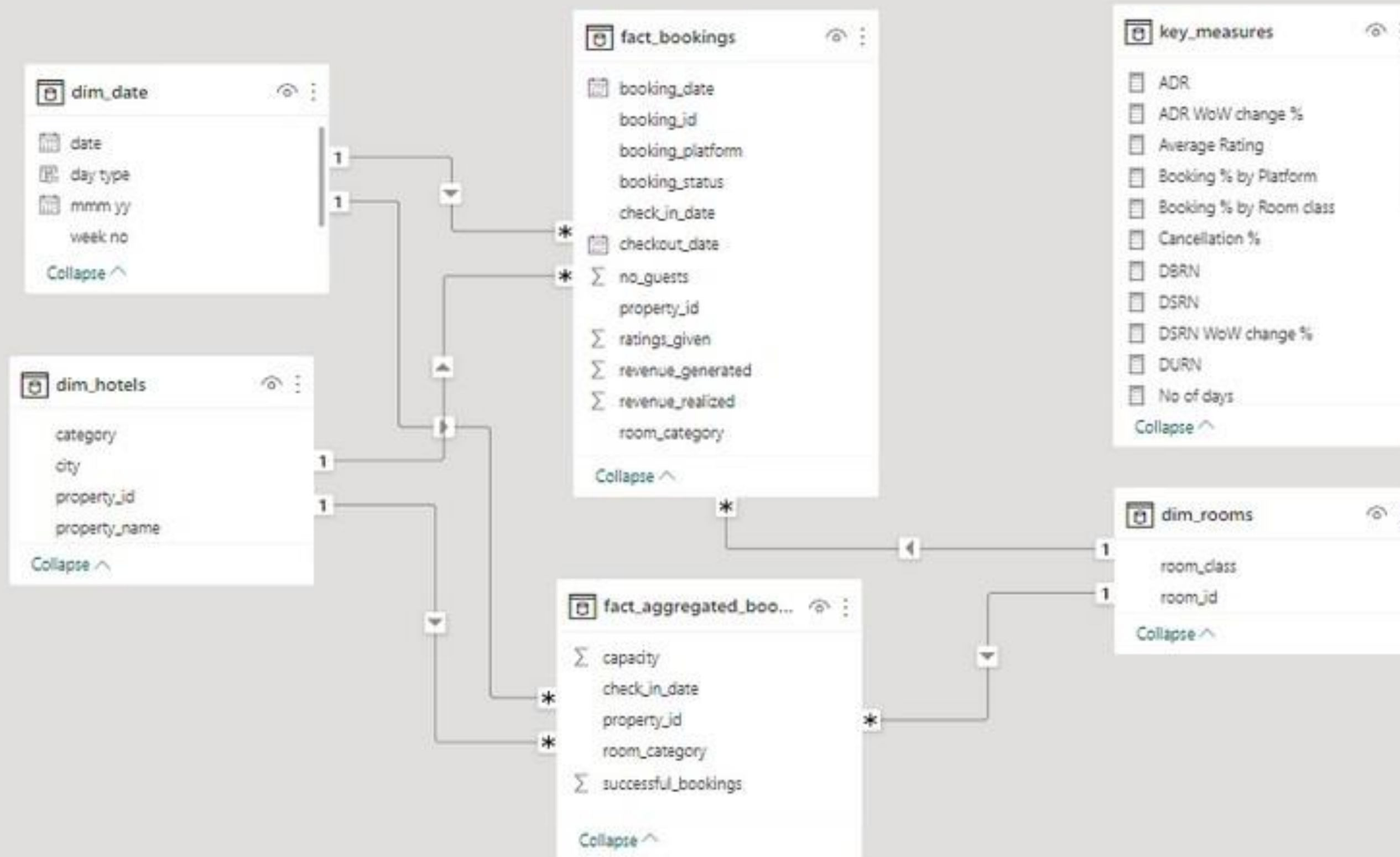
Expected outcome after this analysis?

Regain their market share in the luxury/business hotels category.

Understanding the revenue trend by week/month/day

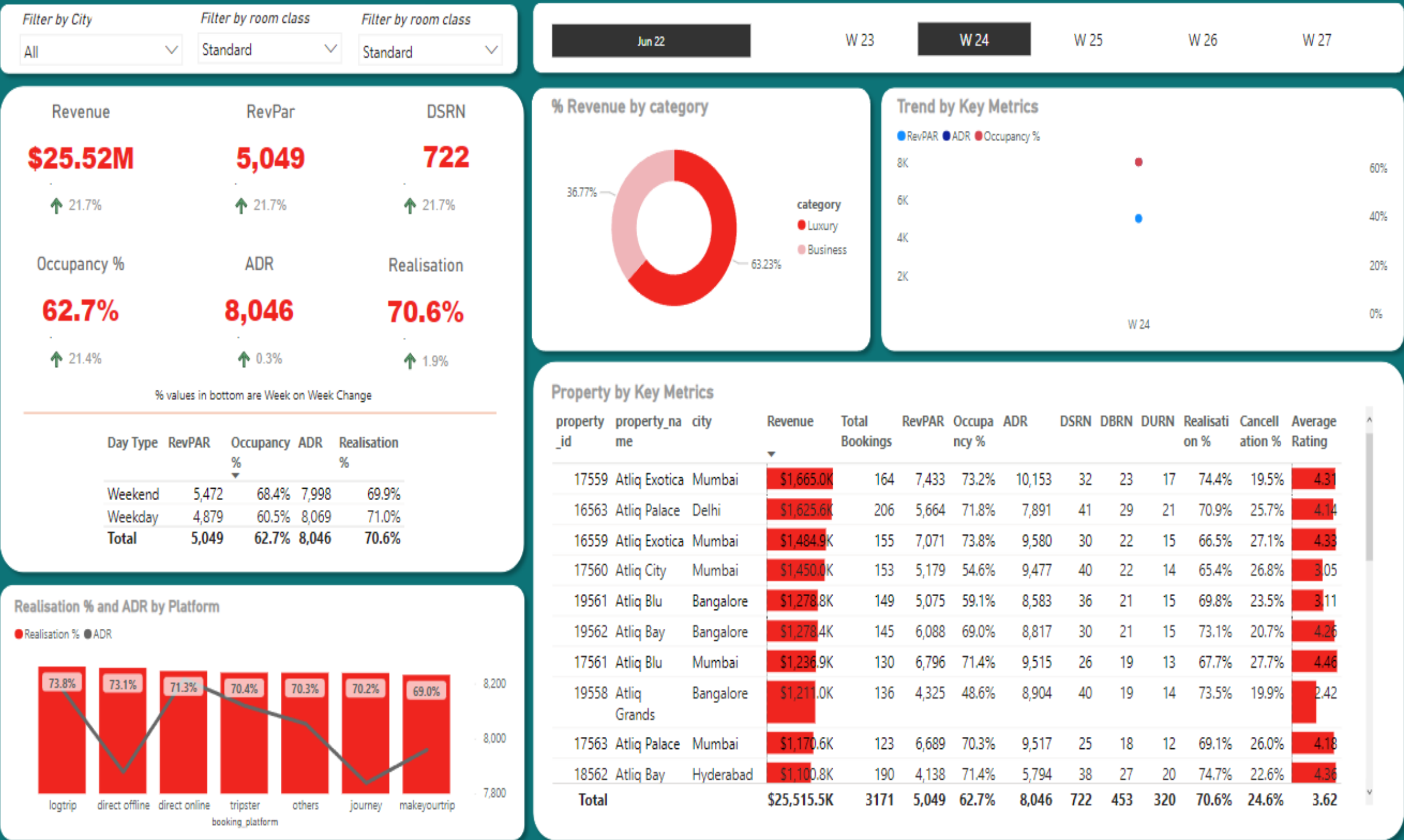
To get insights where business is failing and what can be done to tackle them

Data Modeling



Dashboard Design

Hospitality Dashboard



RevPAR - Revenue per available room | DSRN - Daily sellable room nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights

Insights



- **Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi.**



- **AtliQ Exotica performs better compared to all 7 type of properties with 320 Million revenue, rating 3.62, occupancy percentage 57 and cancellation rate as 24.4%.**



- **AtliQ Bay has the highest occupancy of 66%**



- **Week 24 recorded the highest revenue among all, which is 139.6 Million.**

Insights



- Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai, Bangalore



- AtliQ lost around 298 millions in cancellation



- Elite type rooms has the most booking and as well higher cancellation rate

The image features a solid teal background. In the center is a white hexagon with a dark teal border. The words "THANK YOU" are written in a dark grey, sans-serif font inside the hexagon. The text is arranged in two lines: "THANK" on the top line and "YOU" on the bottom line. There are also some grey geometric shapes in the corners of the image.

THANK
YOU