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# AtliQ Grands

Hospitality analysis

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# Work flow

**.01**

## Requirement s

# understanding client  
requirement

**.02**

## Data Collection

# Collecting data  
for analysis

**.03**

## Dashboarding

#Transform , Load  
and building  
dashboard

**.04**

## Feed back

# Feed back from  
stake holders



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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” to regain their market share and revenue.
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# Requirements from client

- ❖ Insights into customer behavior and preferences to enhance guest experience and loyalty programs.
- ❖ Insights into optimal pricing strategies to maximize revenue based on demand, seasonality, and competitor pricing.
- ❖ Revenue management strategies and how to optimize pricing and inventory based on data analysis
- ❖ Identification of different customer segments and their preferences to tailor marketing and service offerings





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# Key Performance Indicator



## Revenue

Total Revenue of AtliQ  
Grands



## RevPAR

Revenue per Available  
room



## ADR

Average daily rate



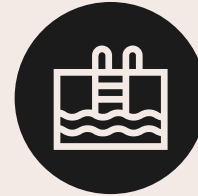
## Occupancy(%)

Ratio of total successful  
bookings by total capacity



## Realization(%)

Ratio of Utilized room  
nights by Boked room  
nights



## DSRN

Daily sellable room nights

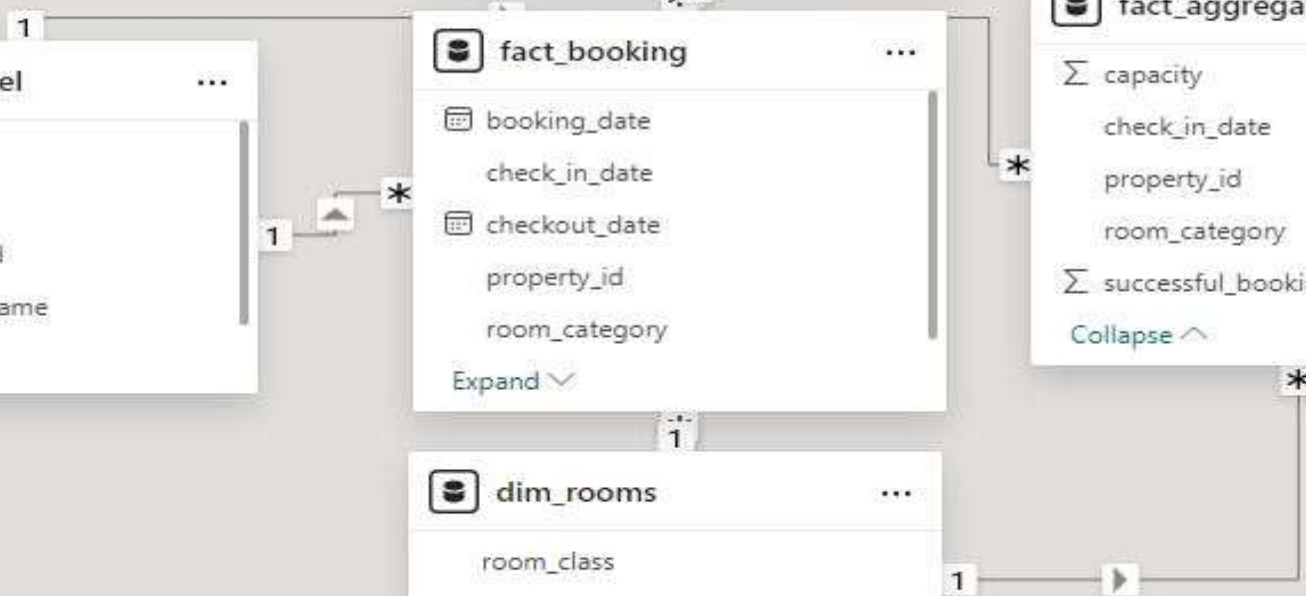


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# Data Information

- ❖ Dim date
- ❖ Dim hotels
- ❖ Dim rooms
- ❖ Fact booking
- ❖ Fact\_aggregated booking





# AtliQ Grands

Month\_Filter

All

City\_Filter

All

Week\_filter

All

property\_name

All

Revenue

2bn

Occupancy%

57.87%

RevPAR

7.35K

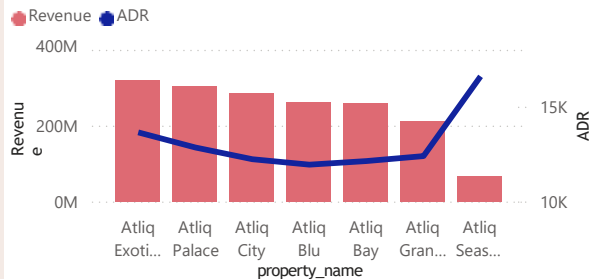
ADR

12.70K

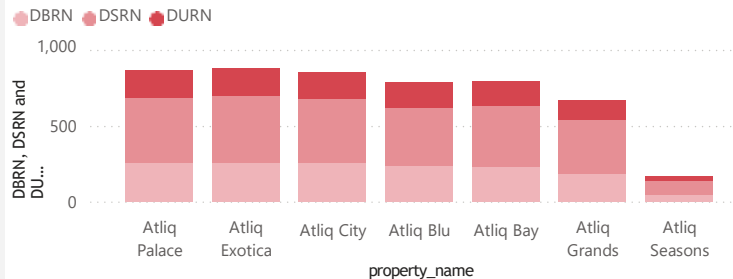
Realization%

70.15%

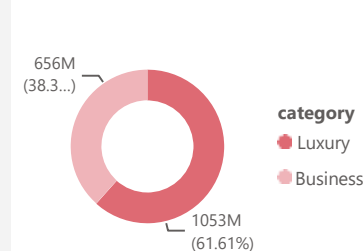
Revenue and ADR by property\_name



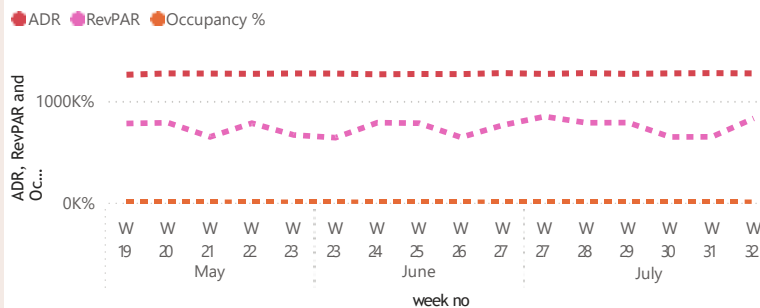
DBRN, DSRN and DURN by property\_name



Revenue by category



ADR, RevPAR and Occupancy % by Month and week no



| property_name | city      | Revenue    | ADR       | RevPAR    | DBRN     | DSRN     | DURN     | Occupancy % |
|---------------|-----------|------------|-----------|-----------|----------|----------|----------|-------------|
| Atliq Seasons | Mumbai    | 66125495   | 16,606.10 | 7,409.85  | 43.28    | 97.00    | 30.55    | 44.62%      |
| Atliq Palace  | Bangalore | 68596005   | 12,672.46 | 6,778.26  | 58.84    | 110.00   | 40.87    | 53.49%      |
| Atliq Palace  | Delhi     | 89135998   | 12,471.81 | 8,280.94  | 77.68    | 117.00   | 54.37    | 66.40%      |
| Atliq Palace  | Hyderabad | 44838780   | 9,483.67  | 5,024.52  | 51.39    | 97.00    | 35.78    | 52.98%      |
| Atliq Palace  | Mumbai    | 101511080  | 16,018.79 | 10,609.44 | 68.88    | 104.00   | 48.67    | 66.23%      |
| Atliq Grands  | Bangalore | 54494340   | 12,467.25 | 5,535.79  | 47.51    | 107.00   | 33.27    | 44.40%      |
| Atliq Grands  | Delhi     | 36061172   | 11,437.10 | 7,537.87  | 34.27    | 52.00    | 24.00    | 65.91%      |
| Atliq Grands  | Hyderabad | 46246510   | 10,334.42 | 5,523.95  | 48.64    | 91.00    | 33.96    | 53.45%      |
| Atliq Grands  | Mumbai    | 74730742   | 14,839.31 | 7,963.63  | 54.74    | 102.00   | 38.27    | 53.67%      |
| Atliq Exotica | Bangalore | 60023460   | 12,757.38 | 6,867.67  | 51.14    | 95.00    | 36.23    | 53.83%      |
| Total         |           | 1708771229 | 12,696.12 | 7,347.15  | 1,462.93 | 2,528.00 | 1,026.21 | 57.87%      |



# AtliQ Grands

property\_name

All

city

All

week no

All

Month

All

Cancellation %

24.83%

Average rating

3.62

Total bookings

135K

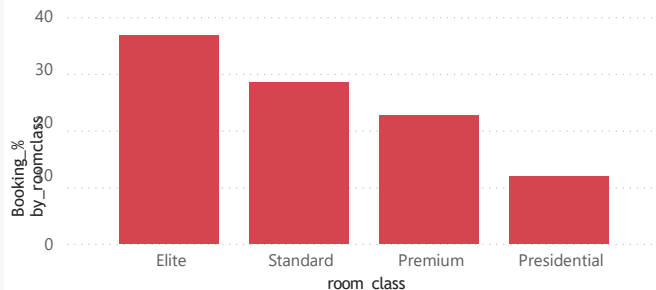
Total Capacity

233K

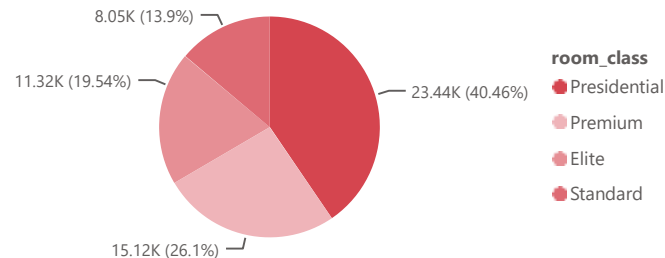
No\_show\_rate%

0.05

Booking\_% by\_roomclass by room\_class

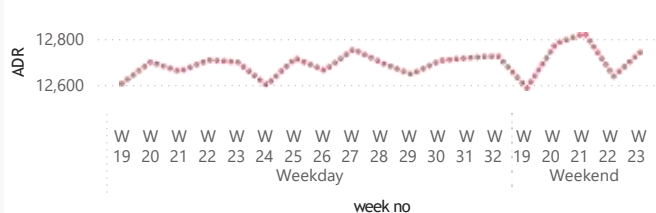


ADR by room\_class

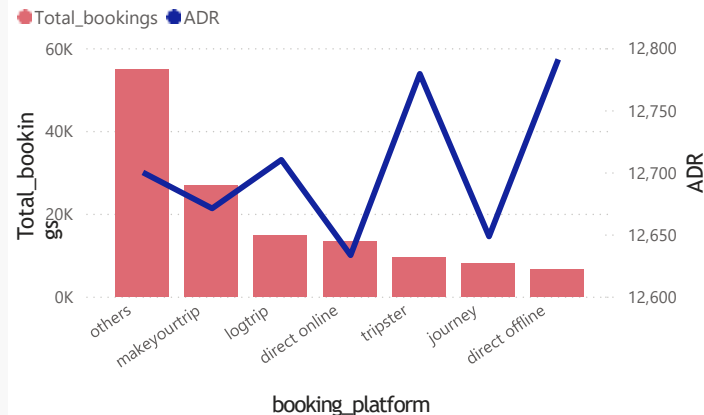


| day_type     | Revenue           | ADR              | RevPAR          | Occupancy %   | Rea |
|--------------|-------------------|------------------|-----------------|---------------|-----|
| Weekend      | 523959173         | 12,725.49        | 7,971.63        | 62.64%        |     |
| Weekday      | 1184812056        | 12,683.18        | 7,101.15        | 55.99%        |     |
| <b>Total</b> | <b>1708771229</b> | <b>12,696.12</b> | <b>7,347.15</b> | <b>57.87%</b> |     |

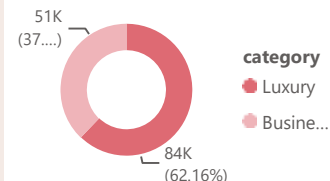
ADR by day\_type and week no



Total\_bookings and ADR by booking\_platform



Total\_bookings by category



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# Thank you

# Torture the data long enough it confess into anything

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