AtliQ Grands

Addressing Decline in Market Share and Revenue

– Hafsha Wahab

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01 Objective

To analyze the current data of AtliQ Grands to identify the key factors contributing to the decline in market share and revenue. This analysis will focus on understanding the impact of increased competition and poor management decisions, and will provide data-driven recommendations to improve market position and financial performance.

02 Data Overview

Total no. of records	**1,34,590**
Total no. of tables	**5**
Total no. of Cities	**4**
Total no. of Properties	**25**

Fact Tables	Dimension Tables
fact_bookings	dim_date
fact_aggregated	dim_hotels
	dim_rooms

03 Understanding KPIs

ADR

ADR helps gauge the pricing strategy's effectiveness. It indicates how well a hotel maximizes its revenue from room sales.

Occupancy

Occupancy rate reflects the percentage of available rooms that are occupied over a specific period, highlighting how well a hotel is attracting guests.

RevPAR

RevPAR provides a comprehensive view of a hotel's ability to fill its available rooms at an average rate. It is a crucial indicator of overall revenue management and performance.

Cancellation Rate

Cancellation rate measures the percentage of booked rooms that are canceled before the stay, affecting revenue predictability and operational planning.
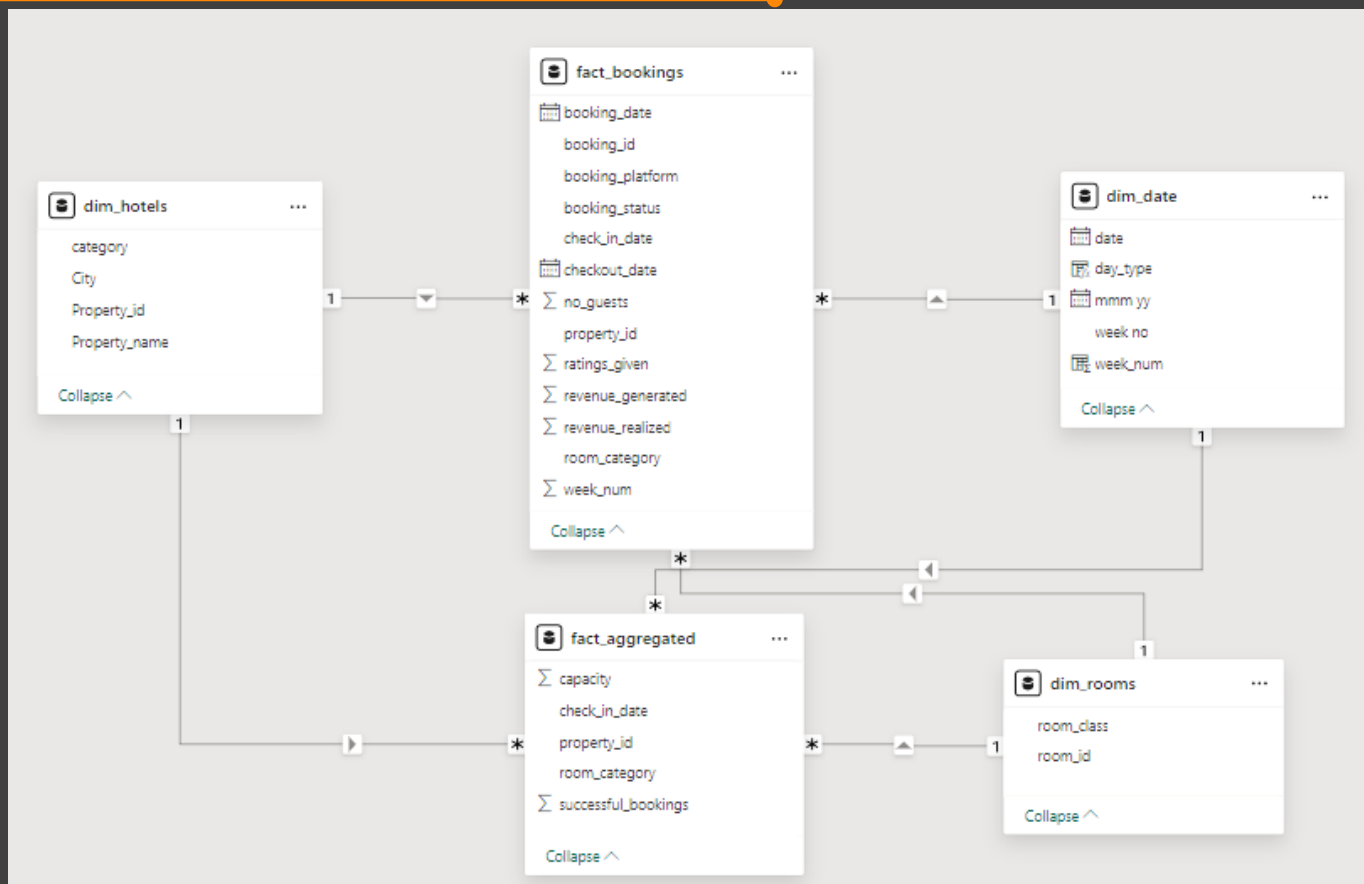
04 ✓ Methodology

Data Collection

Data Cleaning

Data Modelling

Data Analysis

Interpretation

05

Data Analsyis

$ 1.71 billion

REVENUE

$ 2.01 billion

Revenue generated

12.70 K

Average Daily Rate (ADR)

57.87%

Occupancy

Market **Size**

■ **Delhi** — $ 294.5 M

■ **Hyderabad** — $ 325.2 M

■ **Bangalore** — $ 420.4 M

■ **Mumbai** — $668.64 M

Revenue by Property

Property	Revenue
Atliq Exotica	$0.32bn
Atliq Palace	$0.30bn
Atliq City	$0.29bn
Atliq Blu	$0.26bn
Atliq Bay	$0.26bn
Atliq Grands	$0.21bn
Atliq Seasons	$0.07bn

Booking platform

Platform	Percentage
others	40.9%
makeyourtrip	20.0%
logtrip	11.0%
direct online	9.9%
tripster	7.2%
journey	6.0%
direct offline	5.0%

Successful bookings by Room Type

- Elite — 37%
- Standard — 29%
- Premium — 23%
- Presiden... — 12%
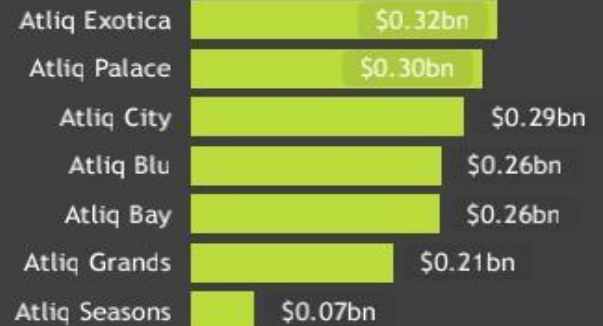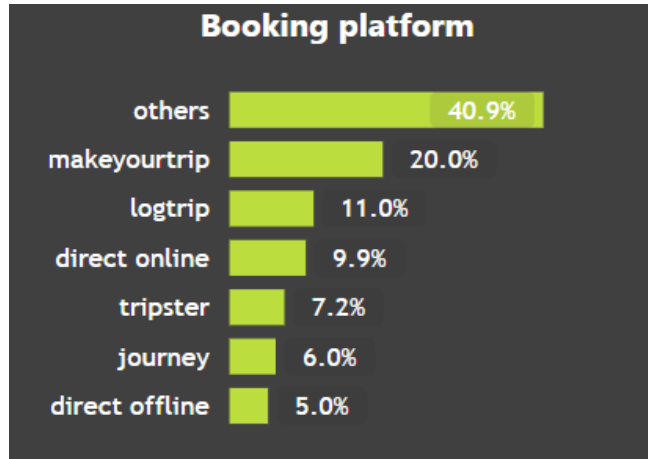
40.9% bookings have been made from other platforms.

Elite, Standard & Premium are the most preferred choices of the customers.
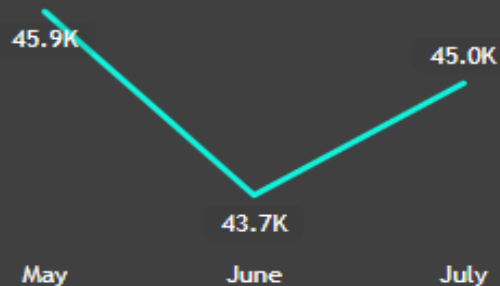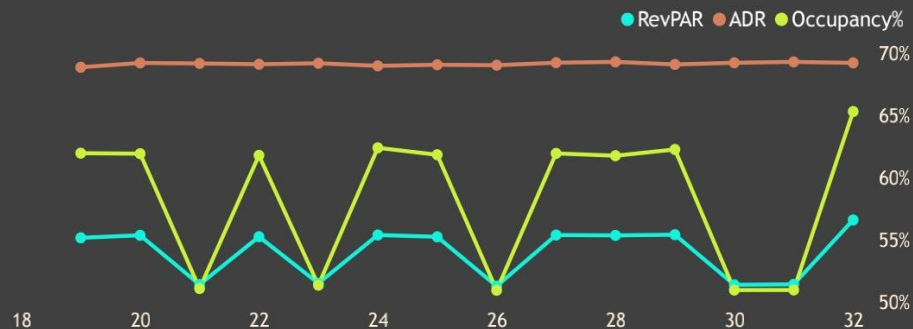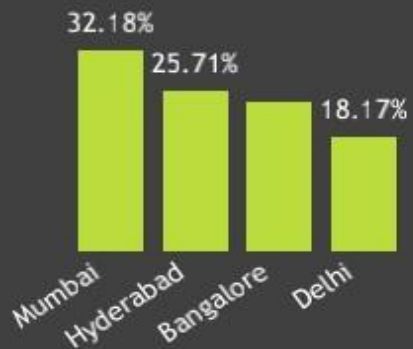
Table

Property_id	Property_name	City	Revenue Realised	RevPAR	Occupancy%	ADR	DSRN	DBRN	DURN	Realisation%	Cancellation%	Avg Rating
17564	Atliq Seasons	Mumbai	$66M	7,410	44.62%	16,606	97	43	31	70.6%	24.8%	2.29
18559	Atliq Exotica	Hyderabad	$48M	4,063	44.63%	9,103	128	57	40	70.6%	24.4%	2.33
19558	Atliq Grands	Bangalore	$54M	5,536	44.40%	12,467	107	48	33	70.0%	24.5%	2.36
17562	Atliq Bay	Mumbai	$52M	6,799	44.84%	15,162	83	37	26	69.6%	25.4%	2.36
16560	Atliq City	Delhi	$55M	6,285	53.70%	11,705	95	51	36	71.1%	24.1%	3.01
19563	Atliq Palace	Bangalore	$69M	6,778	53.49%	12,672	110	59	41	69.5%	25.3%	3.02
17560	Atliq City	Mumbai	$88M	7,776	53.14%	14,634	123	65	45	69.5%	25.1%	3.04
19559	Atliq Exotica	Bangalore	$60M	6,868	53.83%	12,757	95	51	36	70.8%	24.5%	3.05
17558	Atliq Grands	Mumbai	$75M	7,964	53.67%	14,839	102	55	38	69.9%	25.7%	3.05
16562	Atliq Bay	Delhi	$56M	6,260	53.46%	11,709	98	52	36	69.3%	25.3%	3.07
18558	Atliq Grands	Hyderabad	$46M	5,524	53.45%	10,334	91	49	34	69.8%	25.0%	3.07
18563	Atliq Palace	Hyderabad	$45M	5,025	52.98%	9,484	97	51	36	69.6%	26.0%	3.07
19561	Atliq Blu	Bangalore	$73M	6,778	53.29%	12,720	117	62	44	69.8%	24.7%	3.08
18561	Atliq Blu	Hyderabad	$56M	5,693	65.60%	8,678	107	70	49	70.5%	24.2%	4.25
16558	Atliq Grands	Delhi	$36M	7,538	65.91%	11,437	52	34	24	70.0%	25.1%	4.25
18560	Atliq City	Hyderabad	$61M	6,084	66.19%	9,191	109	72	51	71.0%	24.0%	4.26
16563	Atliq Palace	Delhi	$89M	8,281	66.40%	12,472	117	78	54	70.0%	25.3%	4.27
16561	Atliq Blu	Delhi	$58M	8,626	65.78%	13,113	73	48	34	69.9%	25.5%	4.28
19562	Atliq Bay	Bangalore	$82M	9,335	65.81%	14,185	96	63	45	70.5%	24.3%	4.28
19560	Atliq City	Bangalore	$82M	8,989	65.65%	13,694	99	65	45	69.1%	26.4%	4.28
17563	Atliq Palace	Mumbai	$102M	10,609	66.23%	16,019	104	69	49	70.7%	24.4%	4.29
17561	Atliq Blu	Mumbai	$74M	9,452	66.28%	14,262	85	56	39	70.0%	24.5%	4.30
18562	Atliq Bay	Hyderabad	$69M	6,221	65.87%	9,444	121	80	56	70.2%	24.7%	4.30
17559	Atliq Exotica	Mumbai	$94M	10,116	66.10%	15,304	101	67	47	70.8%	24.0%	4.32
16559	Atliq Exotica	Mumbai	$118M	10,640	65.92%	16,142	121	80	56	70.4%	24.6%	4.32
Total			**$1,709M**	**7,347**	**57.87%**	**12,696**	**2,528**	**1,463**	**1,026**	**70.1%**	**24.8%**	**3.62**

Recommendations

- Dynamic Pricing
- Evaluating Services
- Booking Platforms
- Customers & Employees Satisfaction
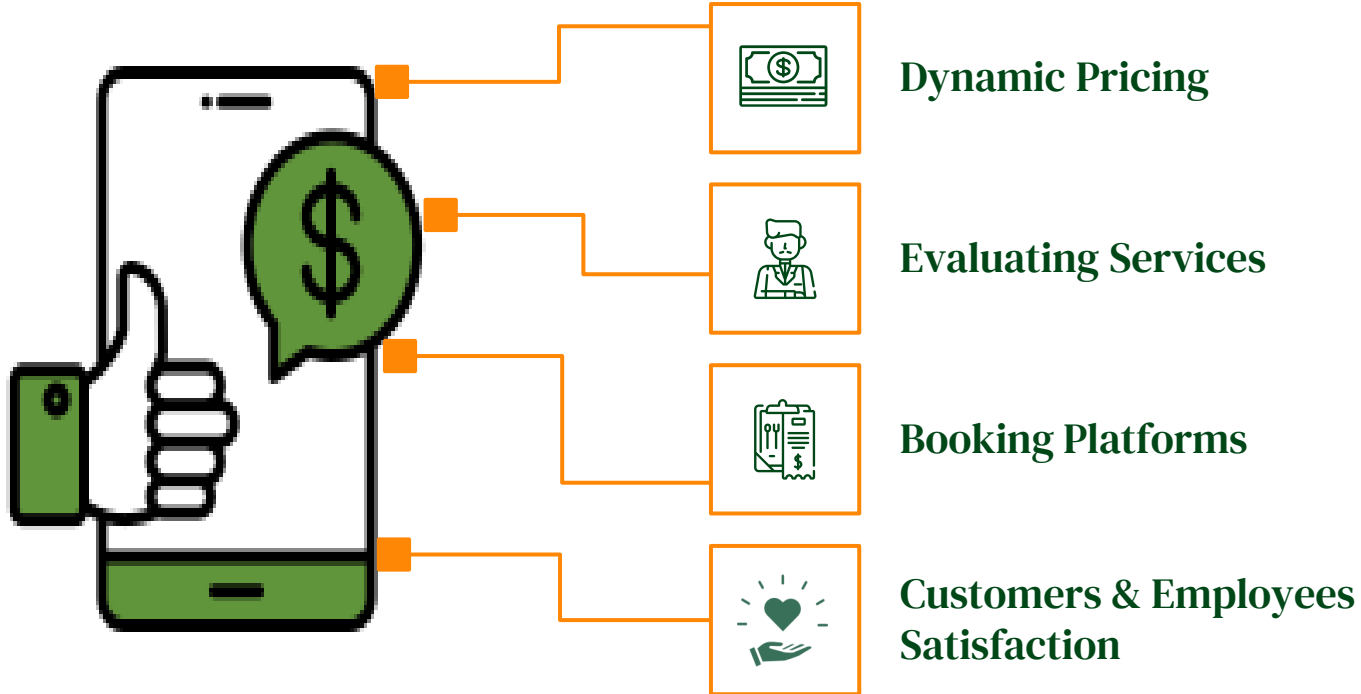
Thanks!

Do you have any questions?

Let's connect

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