



Revenue insights to **AtliQ Grands** hospitality domain



Project statement

This tab contains the rationale for this analysis and the corresponding insights.



Dashboard

This tab displays key insights, including total revenue, RevPAR, occupancy percentage, and a matrix table with business KPIs such as DSRN, DURN, ADR, and more.



Revenue dashboard

This tab provides a comprehensive overview of revenue generated across various aspects, including revenue by city, day type, category, and booking platform.



Challenges:

- 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. However, they do not have an in-house data analytics team to provide them with these insights.

Task to complete:

- Clients request us to provide insights on revenue, occupancy, average rating, revenue per available room, average daily room sold, daily used room per night (DURN), Daily Sellable Room Night(DSRN), average daily night (ADR), cancellation and no show.
- We need to show the above KPI's in by room category (business or luxury), revenue generated by week and month and booking platform.



Filter by City

All

Filter by Room type

All

May 22

Jun 22

Jul 22

W 19

W 20

W 21

W 22

W 23

Revenue

581.93M

Revenue WoW change%



-63.5%

RevPAR

7425.6

Revpar WoW change %



-0.15

DSRN

2,528

DSRN WoW change %



0.00

Occupancy %

58.5%

Occupancy WoW change %



0

ADR

12.68K

ADR WoW change %



0.00

Realisation

69.82%

Realisation WoW change %

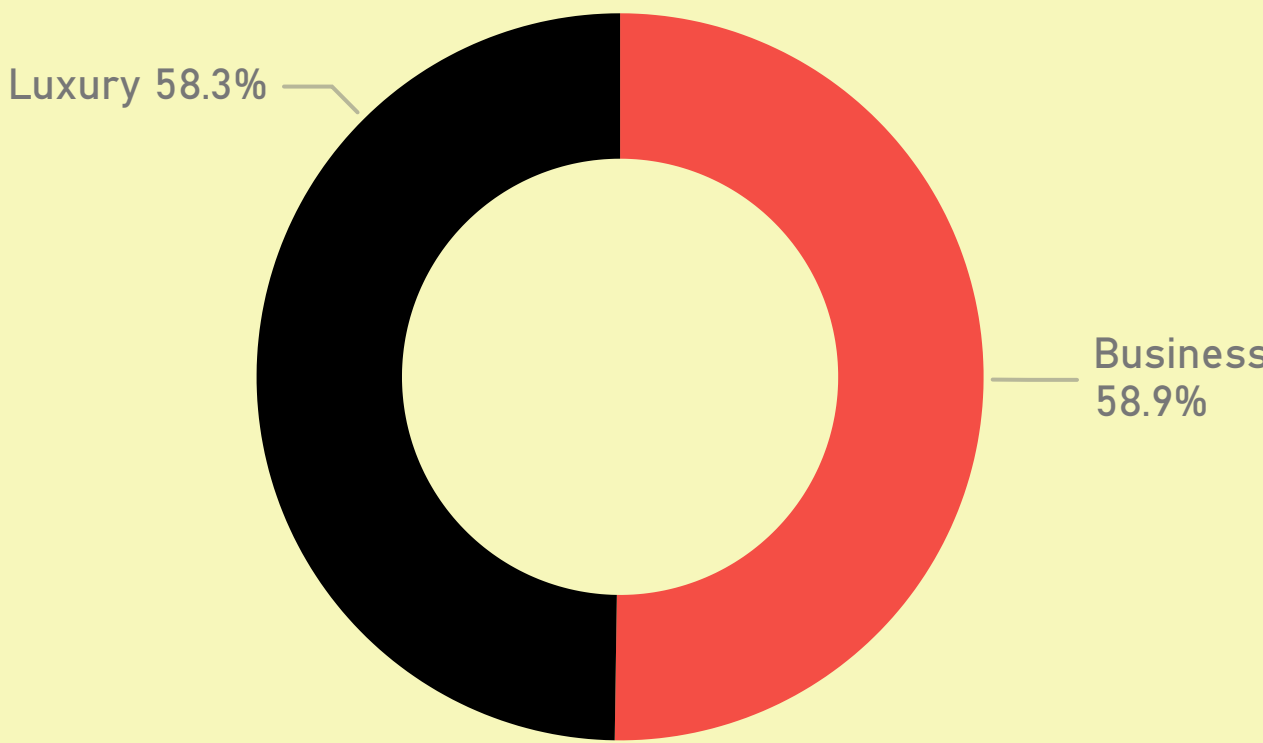


0.00%

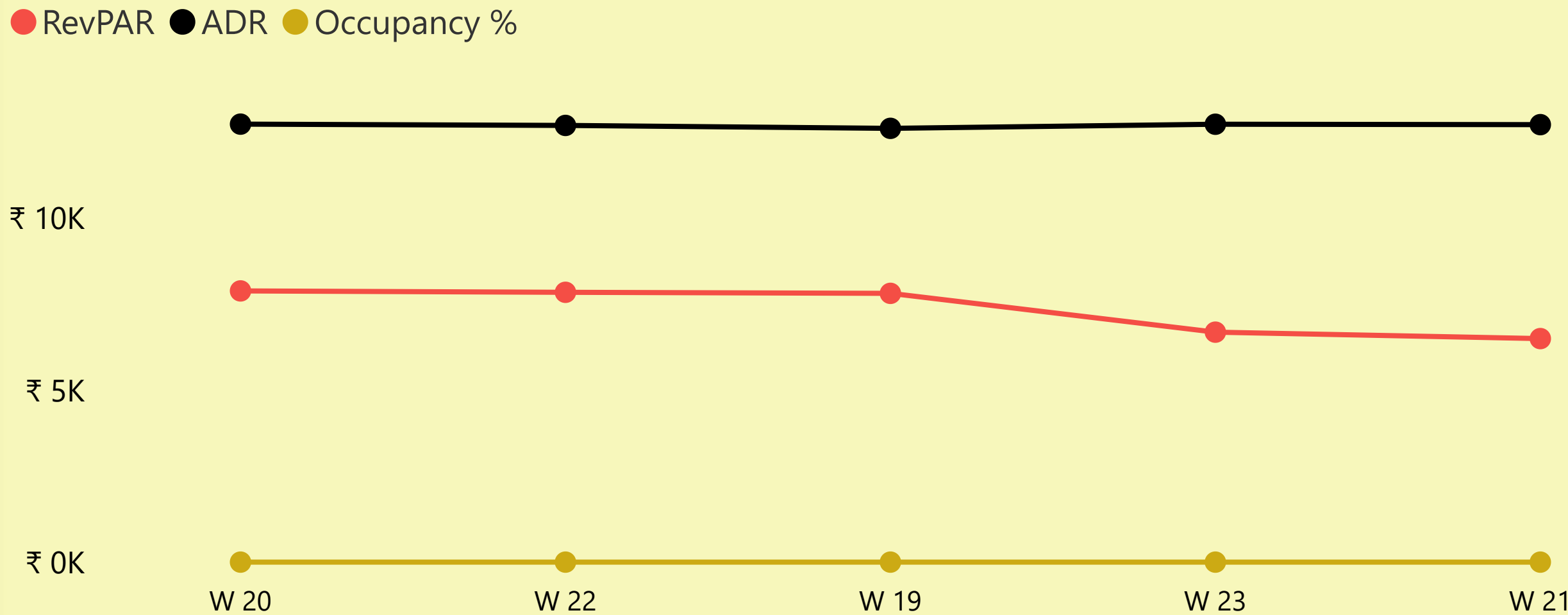
% values in bottom are Week on Week Change

day type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,178	56.6%	12,676.03	69.76%
Weekend	8,137	64.1%	12,701.44	69.99%
Total	7,426	58.5%	12,683.20	69.82%

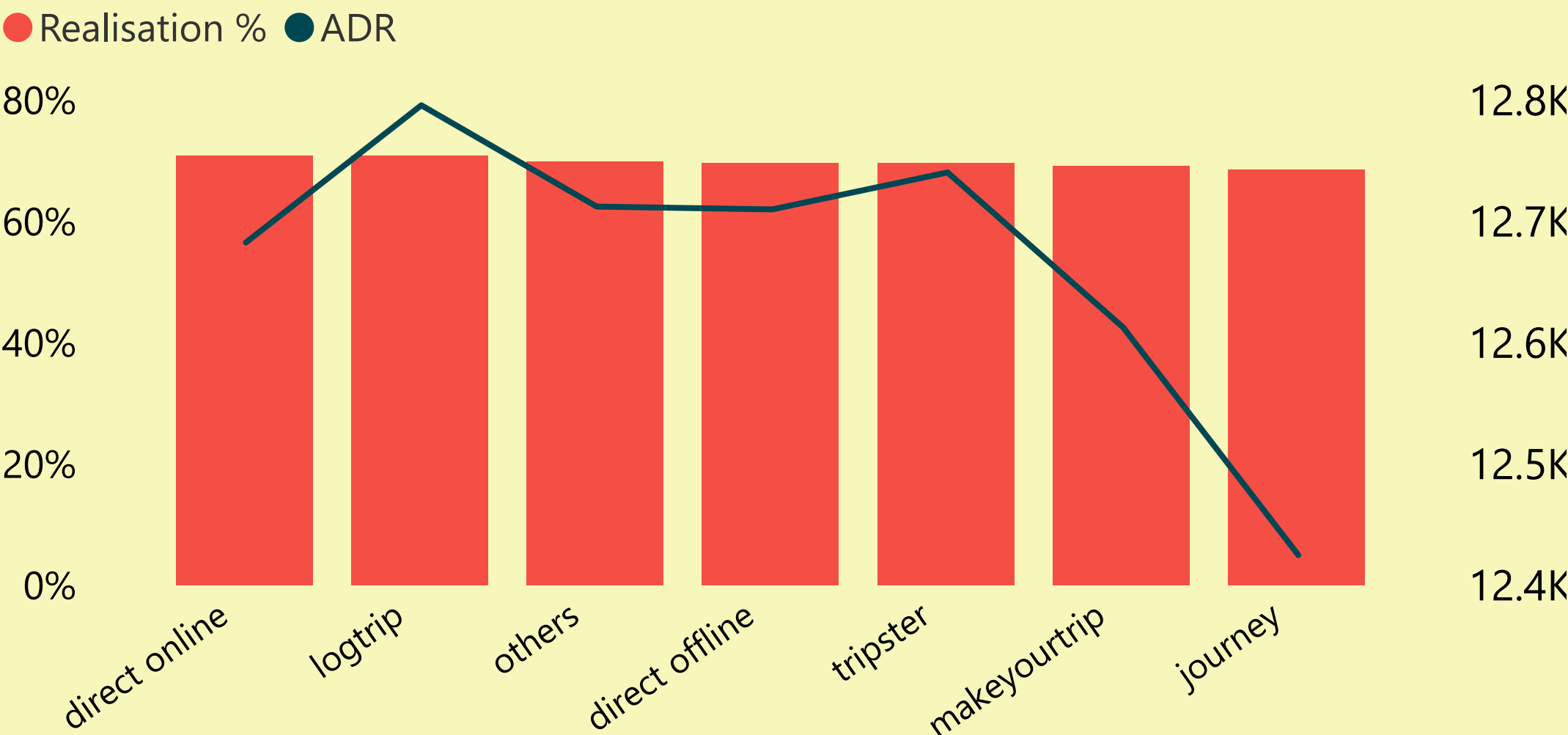
Occupancy % by category



RevPAR, ADR and Occupancy % by week no



Realisation % and ADR by booking_platform



Key Indicators

property_id	property_name	city	Revenue	RevPAR	ADR	Occupancy %	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average rating
16559	Atliq Exotica	Mumbai	39.9M	10.6K	16,103	66.1%	121	80	56	70.58%	24.50%	2.68
17563	Atliq Palace	Mumbai	34.3M	10.6K	15,955	66.7%	104	69	48	68.85%	25.62%	2.60
17559	Atliq Exotica	Mumbai	32.0M	10.2K	15,272	66.9%	101	68	48	70.85%	24.48%	2.70
16563	Atliq Palace	Delhi	30.3M	8.4K	12,468	67.1%	117	78	54	68.93%	25.28%	2.60
17560	Atliq City	Mumbai	30.1M	7.9K	14,651	53.9%	123	66	47	70.10%	24.79%	2.13
19562	Atliq Bay	Bangalore	28.2M	9.5K	14,223	66.7%	96	64	45	70.80%	23.72%	2.67
19560	Atliq City	Bangalore	28.2M	9.2K	13,764	66.8%	99	66	47	70.49%	24.98%	2.67
17558	Atliq Grands	Mumbai	25.8M	8.2K	14,914	54.8%	102	56	39	70.50%	24.65%	2.15
17561	Atliq Blu	Mumbai	25.3M	9.6K	14,452	66.3%	85	56	40	71.28%	23.05%	2.67
19561	Atliq Blu	Bangalore	25.0M	6.9K	12,758	54.1%	117	63	44	69.59%	24.86%	2.11
18562	Atliq Bay	Hyderabad	23.5M	6.3K	9,392	66.7%	121	81	55	68.07%	26.10%	2.57
19563	Atliq Palace	Bangalore	23.3M	6.8K	12,670	53.9%	110	59	41	68.73%	25.56%	2.06
17564	Atliq Seasons	Mumbai	22.4M	7.4K	16,587	44.9%	97	44	31	71.09%	24.09%	1.85
18560	Atliq City	Hyderabad	20.8M	6.1K	9,131	67.3%	109	73	52	70.62%	24.80%	2.64
19559	Atliq Exotica	Bangalore	20.2M	6.9K	12,631	54.4%	95	52	36	68.81%	25.64%	2.10
16561	Atliq Blu	Delhi	19.5M	8.6K	12,901	66.6%	73	49	33	68.10%	27.59%	2.56
18561	Atliq Blu	Hyderabad	19.2M	5.8K	8,696	66.5%	107	71	50	70.39%	23.90%	2.64
16562	Atliq Bay	Delhi	18.9M	6.2K	11,595	53.6%	98	53	36	67.81%	26.66%	2.05
Total			581.9M	7.4K	12,683	58.5%	2,528	1,480	1,033	69.82%	24.95%	2.36



Filter by City

All

Filter by Room type

All

May 22

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Jul 22

W 19

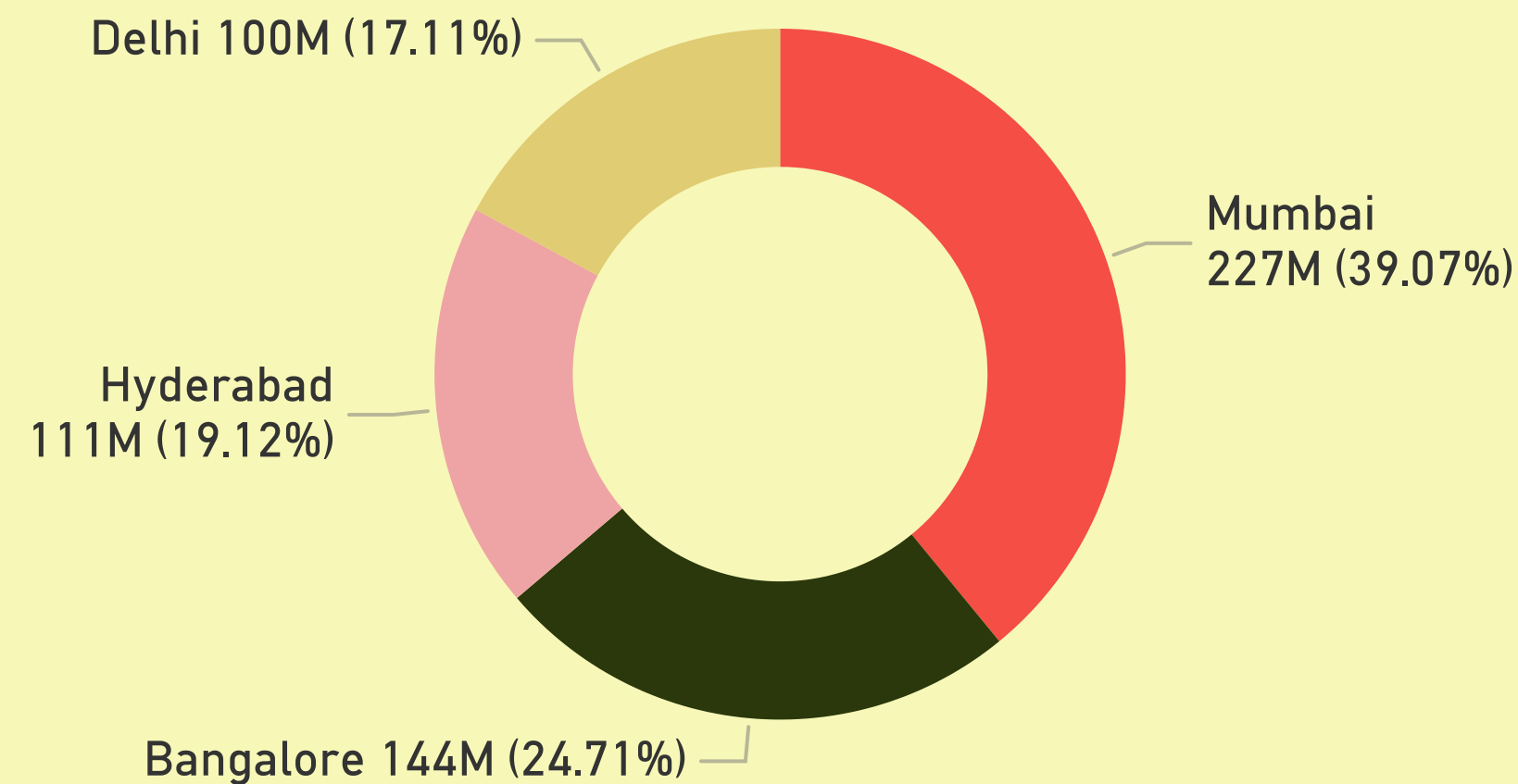
W 20

W 21

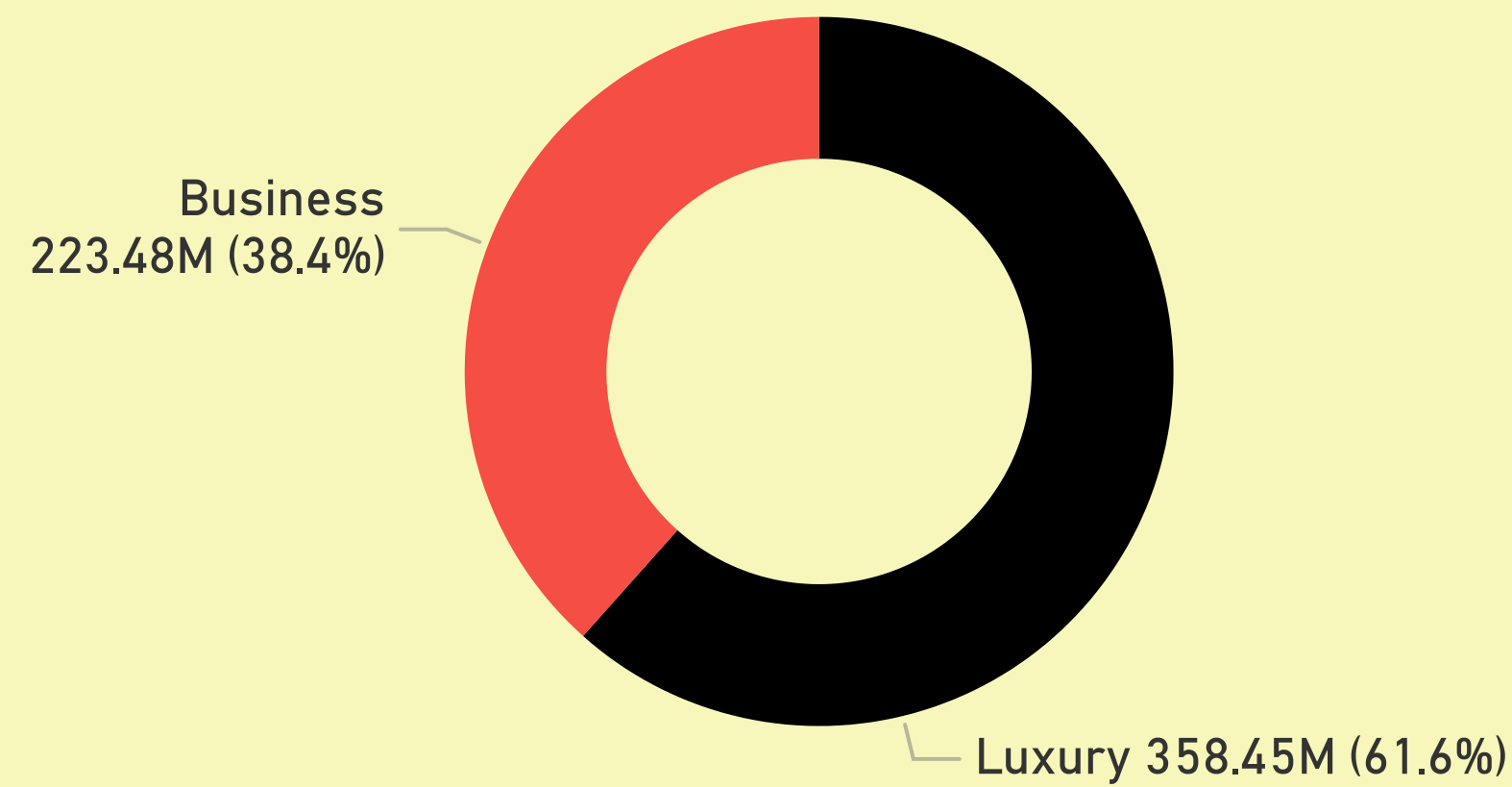
W 22

W 23

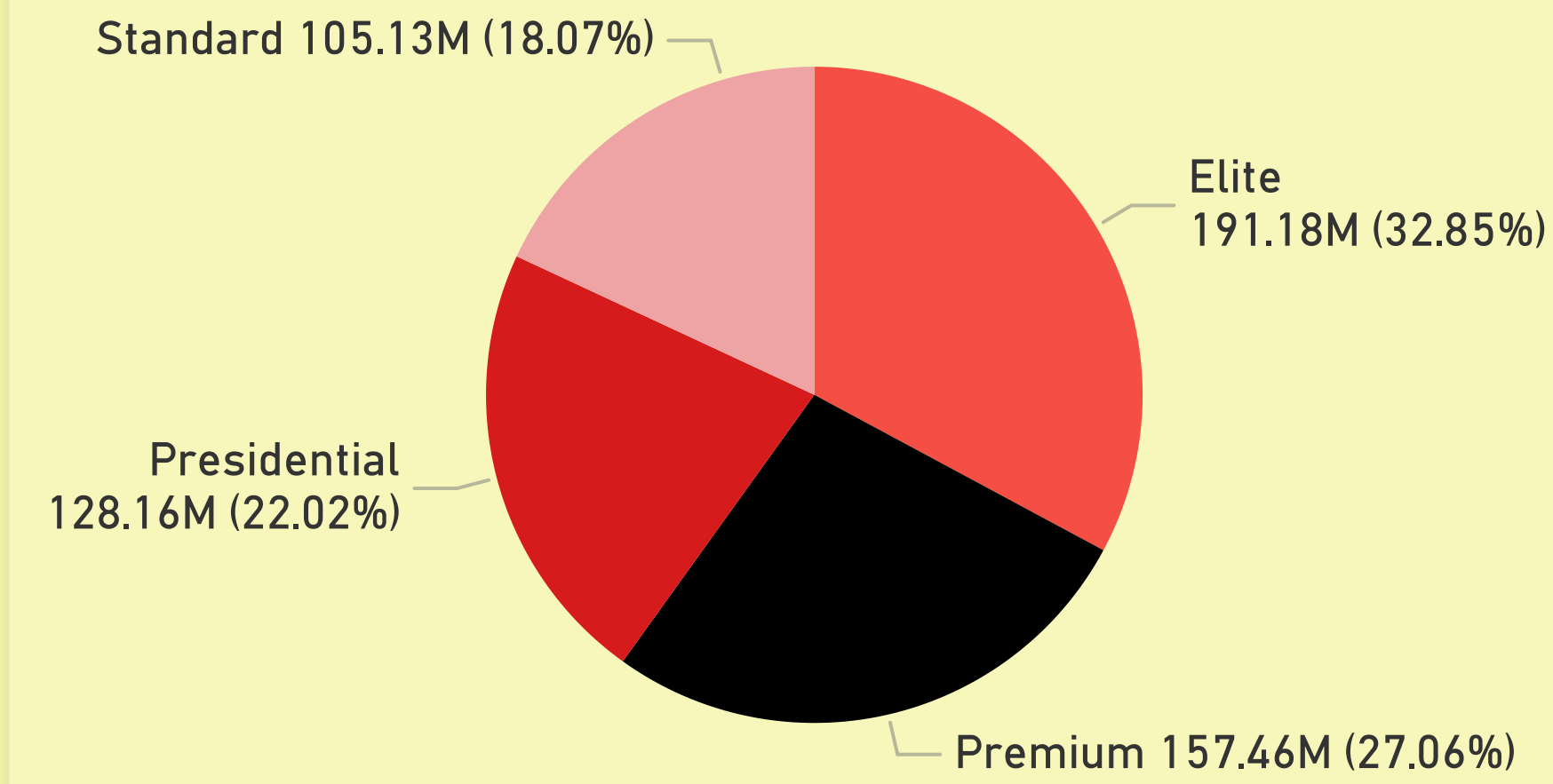
Revenue by city



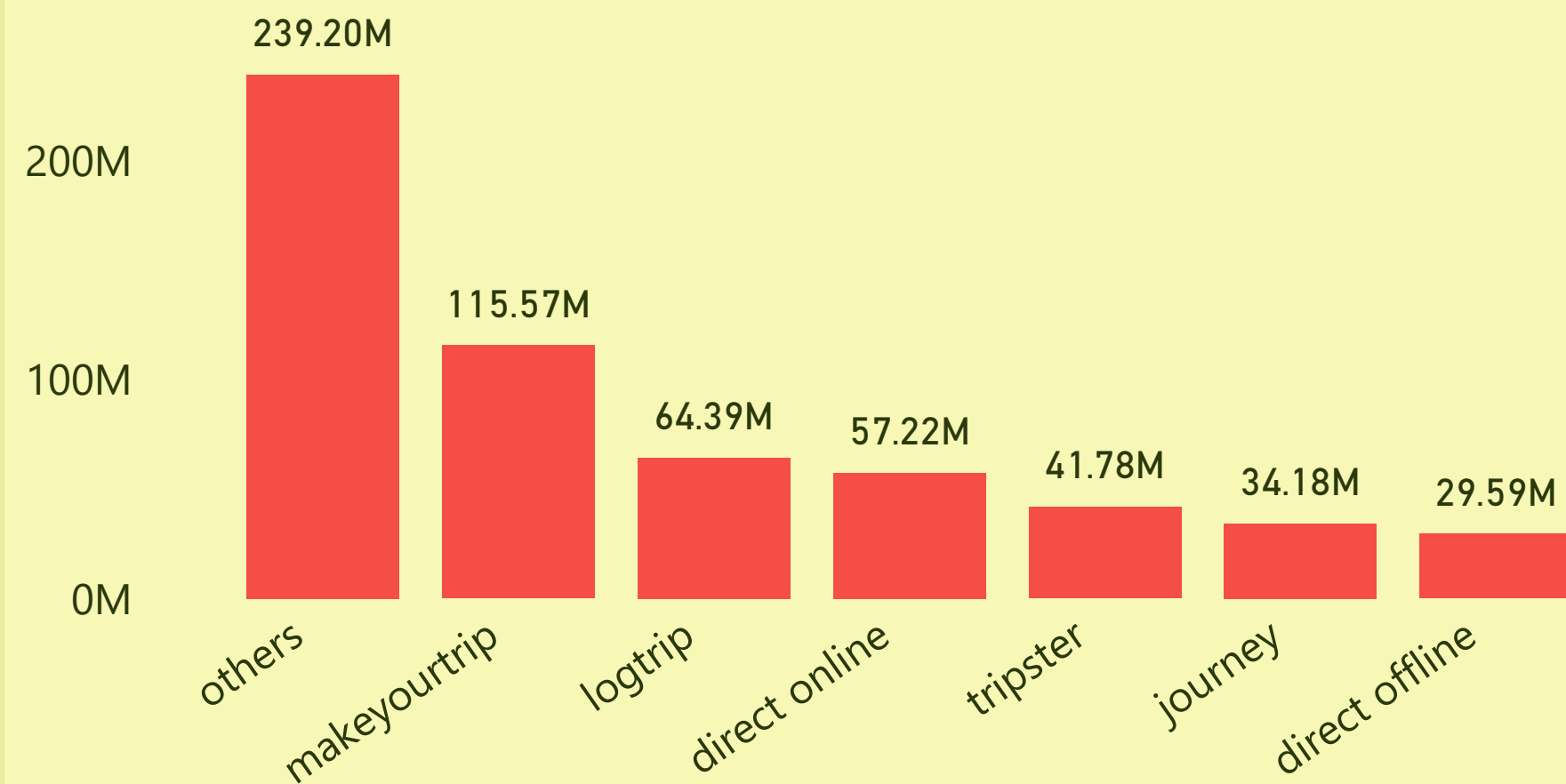
Revenue by category



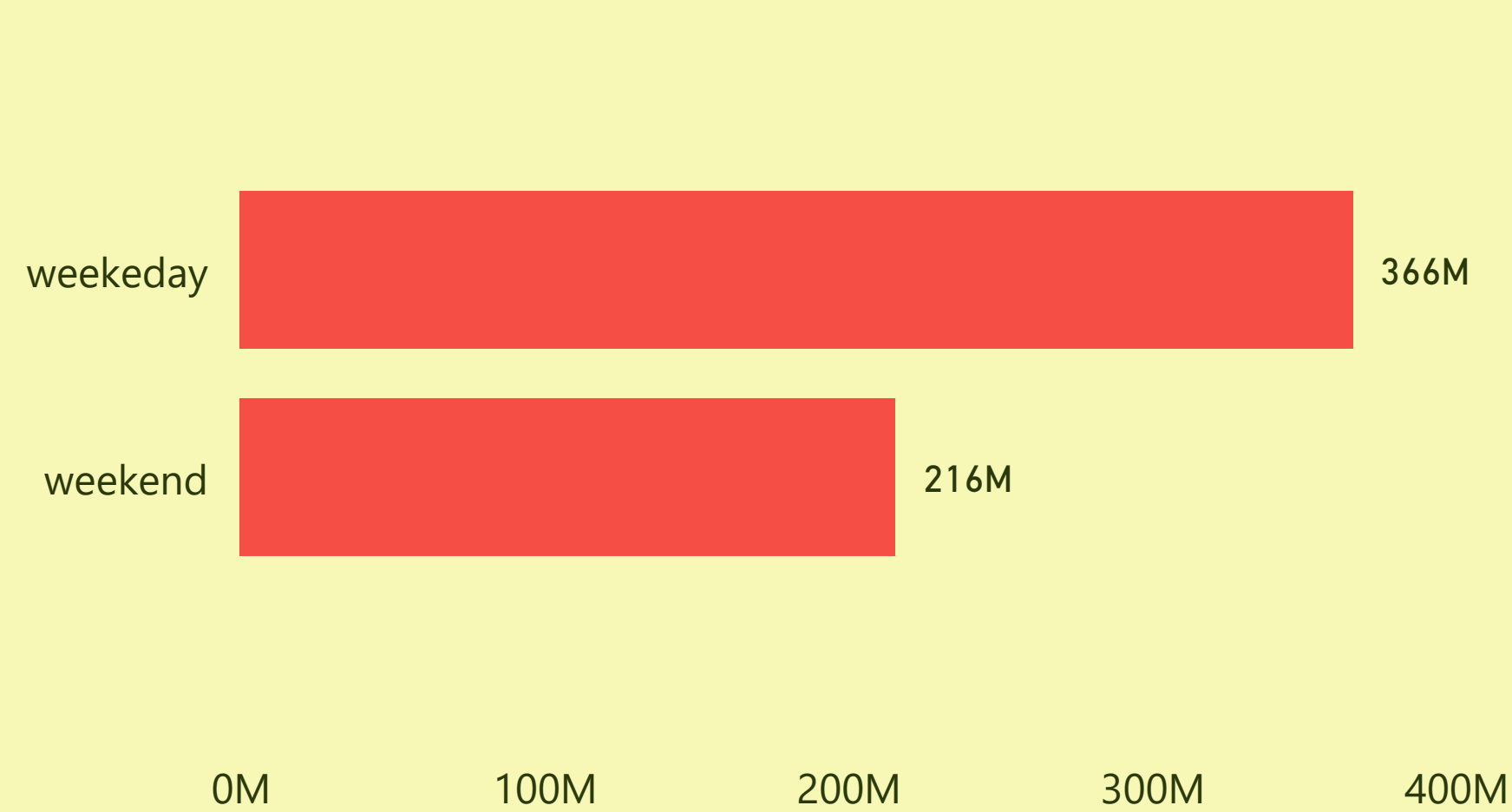
Revenue by room_class



Revenue by booking_platform



Revenue by day_type



Revenue by property_name

