

Data Analysis Project

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Client/Sponsor: AtliQ Grands

Purpose:

Write a brief description of why this project is happening below. Why is this project happening? What are the goals?

This project aims to leverage data analysis and business intelligence to address the decline in market share and revenue experienced by AtliQ Grands in the luxury/business hotels category. The primary goal is to identify opportunities for revenue optimization and support strategic decision-making to regain competitiveness in the hospitality industry.

Scope / Major Project Activities:

What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.

Activity	Description
Data Collection and Preperation	<ul style="list-style-type: none">● Gather historical data provided by AtliQ Grands, including financial records, booking information, customer feedback, and market trends.● Cleanse and preprocess the data to ensure accuracy and consistency for analysis.
Data Analysis and Insights Generation	<ul style="list-style-type: none">● Analyze the prepared data to identify trends, patterns, and correlations related to revenue generation, customer preference, and market dynamics.● Generate actionable insights and recommendations based on the analysis to inform revenue management strategies.
Metric Development	<ul style="list-style-type: none">● Develop key performance metrics aligned with the project goals, such as RevPAR (Revenue per Available

	Room), ADR (Average Daily Rate), occupancy rates, and customer satisfaction scores.
Dashboard Creation	<ul style="list-style-type: none">• Design and develop an interactive dashboard prototype according to the mock-up provided by stakeholders.• Incorporate relevant metrics and visualizations to facilitate data-driven decision-making for revenue optimization.

This project does not include:

Specify the things that this project isn't responsible for doing (out of scope). For instance, "this project does not involve a summation of 2019 data analysis"

- Development of predictive models for future revenue forecasting.
- Implementation of revenue management strategies or system integration.

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Comprehensive Analysis Report	<ul style="list-style-type: none">• Detailed insights and recommendations based on data analysis.• Summary of key findings and actionable strategies for revenue optimization.
Key Performance Metrics	Defined metrics including RevPAR, ADR, occupancy rates, and customer satisfaction scores.
Interactive Dashboard Prototype	Dashboard prototype featuring visualizations and metrics as per stakeholder requirements.
Documentation	Documentation on metric definitions, dashboard usage guidelines, and interpretation notes.

Schedule Overview / Major Milestones:

The expected schedule for the project. This can be defined by milestones (e.g. "all data is cleaned and processed"), periods of time ("Week 1 / Week 2"), or other ways based on the needs of the project.

Milestone	Expected Completion Date	Description/Details
<i>Data Collection and Preparation</i>	<i>(Week 1-2)</i>	<i>Gather and preprocess historical data.</i>
<i>Data Analysis and Insights Generation</i>	<i>(Week 3-4)</i>	<i>Analyze data and generate insights.</i>
<i>Metric Development</i>	<i>(Week 5)</i>	<i>Define key performance metrics.</i>
<i>Dashboard Creation</i>	<i>(Week 6-7)</i>	<i>Design and develop interactive dashboard prototype.</i>
<i>Presentation to Stakeholders</i>	<i>(Week 8)</i>	<i>Communicate findings, insights, and recommendations.</i>
<i>Review and Finalization</i>	<i>(Week 9)</i>	<i>Incorporate feedback and finalize deliverables.</i>

*Estimated date for completion:

This is my "if all goes well and I have everything I need, this is when I'll be done" date.

Week 9