# Data Analysis Project

## Data Analyst: Mohammed Suhail Uddin

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

## \*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