

# AtliQ Hotels Data Analysis Project

Provide Insights to the Revenue Team in the Hospitality Domain

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Presenter

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# About Company

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.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.





# Goal

This project aims to perform a comprehensive Exploratory Data Analysis (EDA) on AtliQ Hotels' hospitality data to uncover key insights into booking and revenue performance from May to July. The goal is to identify trends, pinpoint areas of opportunity, and provide actionable business recommendations to optimize revenue, improve occupancy rates, and enhance guest satisfaction. By combining multiple datasets, this analysis will provide a data-driven narrative for stakeholders to make informed strategic decisions.

## About the dataset

We have 5 csv file

- dim\_date.csv
- dim\_hotels.csv
- dim\_rooms.csv
- fact\_aggregated\_bookings
- fact\_bookings.csv

- dim\_date helps us analyze trends over time by providing information on weekdays, weekends, and months.
- dim\_hotels and dim\_rooms, contain descriptive information about our properties and room types.
- fact\_bookings and fact\_aggregated\_bookings, are where the core transactional data lives—including individual bookings, revenue, capacity, and occupancy.



## Key Performance Insights: The Current State of the Business

- Total bookings : 92578
- Total Successful bookings/ Total checked out : 64936
- Total Cancelled bookings : 22975
- Total No show bookings : 4667
- Total capacity : 232530
- No of days : 92
- Total Revenue: 1.17 Billions
- Cancellation % : 24.81%
- No show % : 5.04%
- Realisation pct : 70.14%
- Average Rating : 3.62/5
- ADR: Average revenue per booking : 12697.4
- RevPAR Revenue per Available room : 5055.29
- DBRN(Daily Booked Room Nights) : 1006.28
- DSRN(Daily Sellable Room Nights) : 2527.5
- DURN(Daily Utilized Room Nights) : 705.82



## Performance by City

- Revenue: Mumbai stands out as the highest revenue-generating city, contributing over 459 million.
- Occupancy: While Mumbai generates the most revenue, Delhi has the highest average occupancy rate at 60.40%. This suggests Delhi is a high-demand market, potentially with room for price optimization but has the lowest revenue by city.

### Seasonal Trends:

- Monthly Trends: The average occupancy rate peaked in June at 58.79%, followed by a slight dip in July. This suggests a potential seasonal effect. Monthly Revenue & Monthly bookings peaked in May then dipped in June and again increased in July.
- Weekend vs. Weekday: There is a substantial difference in occupancy between weekdays and weekends. The average occupancy on weekends is 72.39%, compared to just 50.90% on weekdays. This is a major insight for pricing strategy.

### Room & Platform Performance:

- Presidential (RT4) rooms have the highest occupancy %
- Others & makeyourtrip have the highest revenue by platform 40% & 20% of the bookings are coming from others & makeyourtrip
- Elite room class has the highest ADR followed by premium & presidential.

## Recommendations: Maximizing Revenue and Occupancy

1. Implement a Dynamic Pricing Strategy: The significant difference in weekend and weekday occupancy suggests that we should explore a dynamic pricing model to increase rates on high-demand weekends and offer competitive promotions on weekdays to boost occupancy.
2. Focus on High-Performing Segments:
  - Cities: Invest in marketing and service quality in Delhi, which has the highest occupancy. This could support a rate increase and boost total revenue in this high-demand market.
  - Room Types: My analysis of ADR shows that the Presidential (RT4) room class has the highest average rate. We should prioritize promoting and maintaining these high-value rooms. The average rating for Presidential suites is also the highest, confirming customer satisfaction.
  - Run targeted promo campaigns for Premium & Presidential rooms.



### 3. Reduce Cancellations & No-Shows:

- Incentivize prepayment or deposits on high-risk platforms.
- Real-time guest engagement (reminders, flexible rebooking offers).

### 4. Focus on Underperforming Cities & Hotels

### 5. Upgrade amenities and conduct service audits where ratings <3.5.

6. Analyze the "Others" Booking Platform: The "others" category is the largest contributor to total revenue and bookings. This is a significant finding. I recommend a deeper investigation into which specific platforms and channels are driving this traffic to develop a more targeted marketing and partnership strategy.





ATLIQ HOTEL

# Thank You

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