

# AtliQ Grands

Revenue Insights for Hospitality Domain



# Project Brief

**Domain:** Hospitality

**Function:** Revenue

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.

## Task:

Create the metrics according to the metric list.

Create a dashboard according to the mock-up provided by stakeholders.

Create relevant insights through the dashboard.

(This project is part of Codebasics' Resume Project Challenge #1 <https://codebasics.io/challenge/codebasics-resume-project-challenge>)



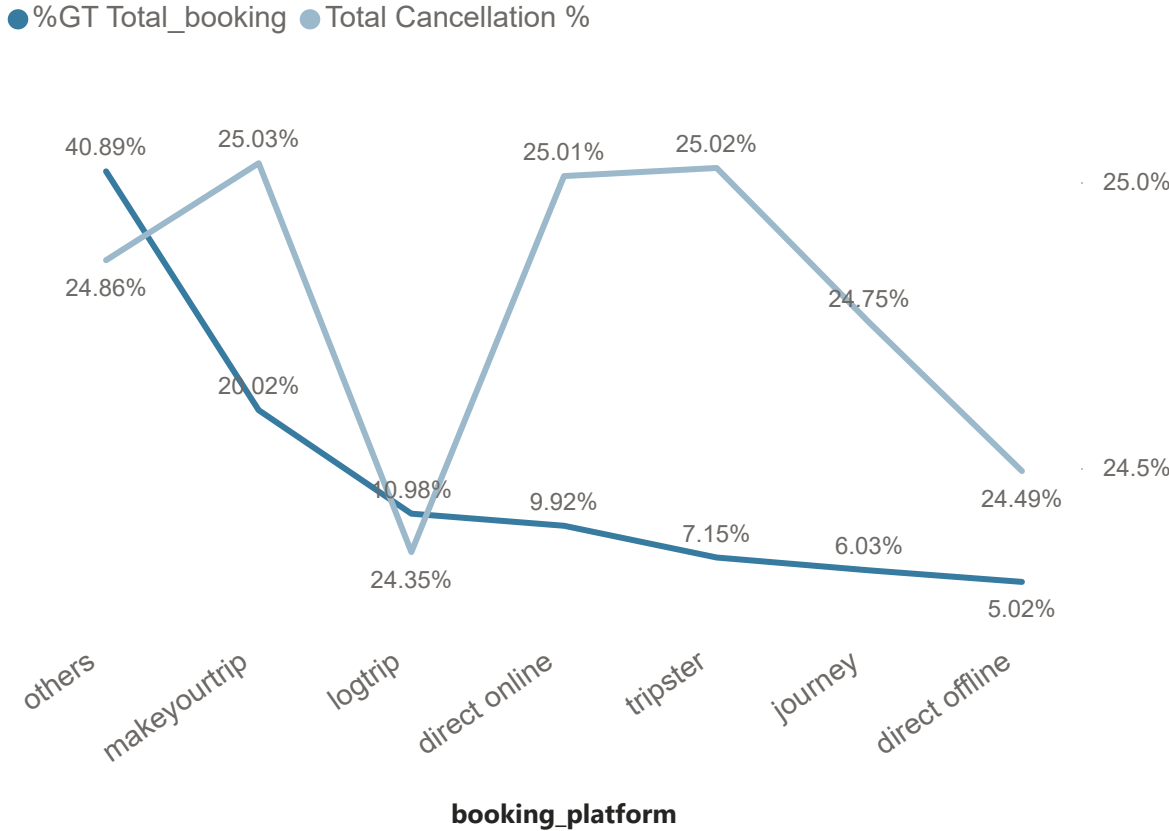


May, 2022

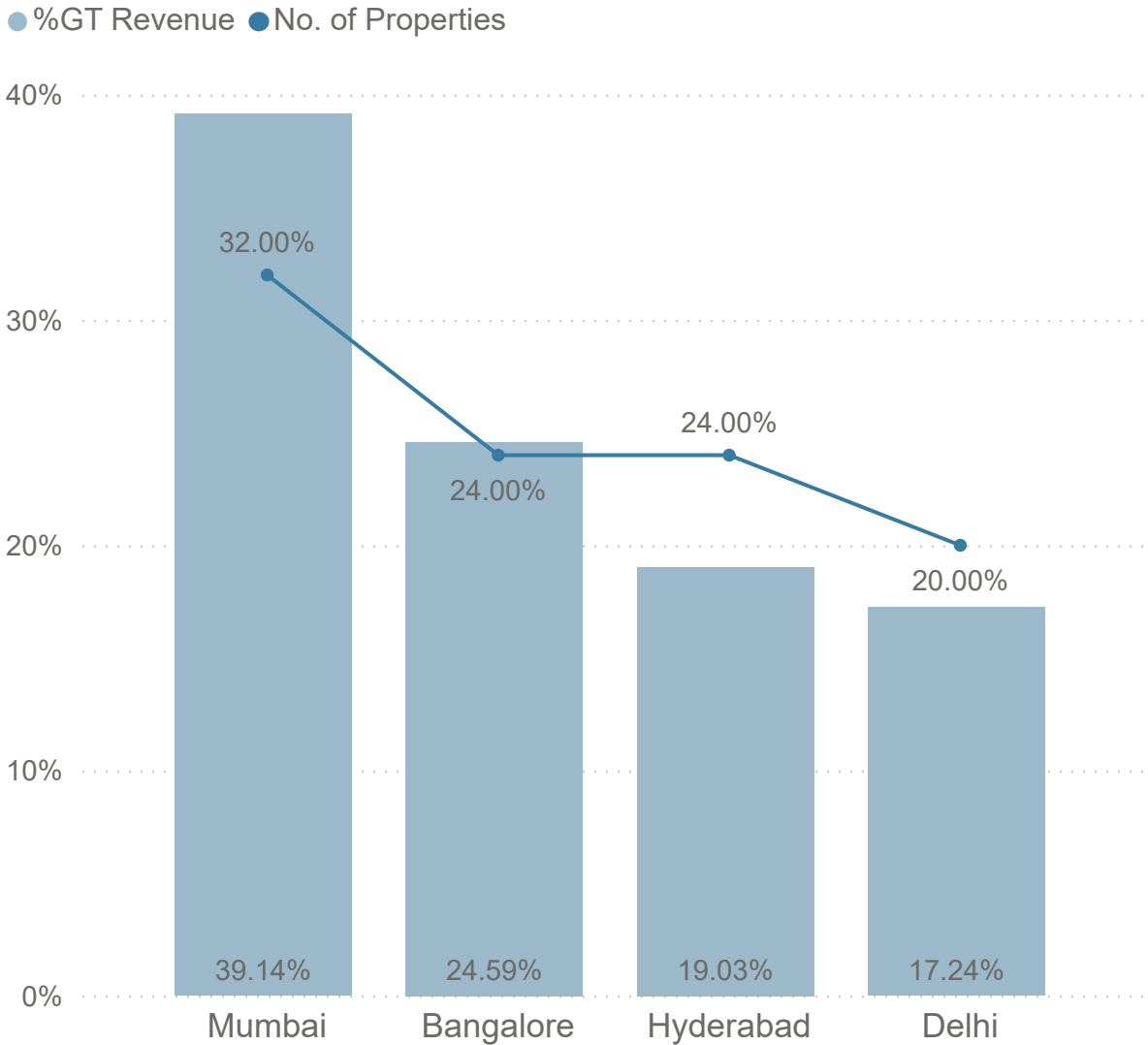
June, 2022

July, 2022

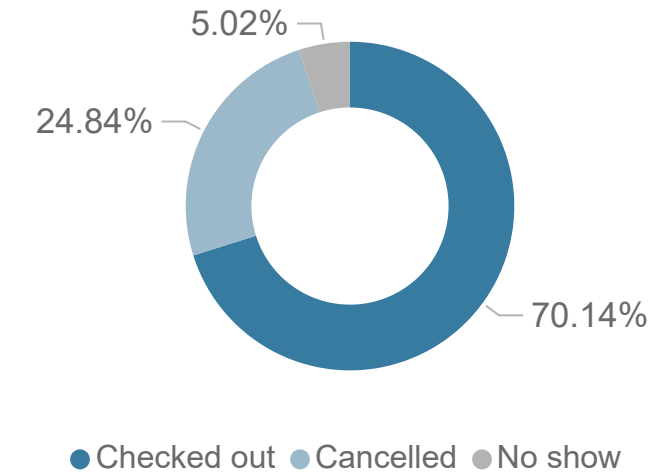
### %GT Total\_booking and Total Cancellation % by booking\_platform



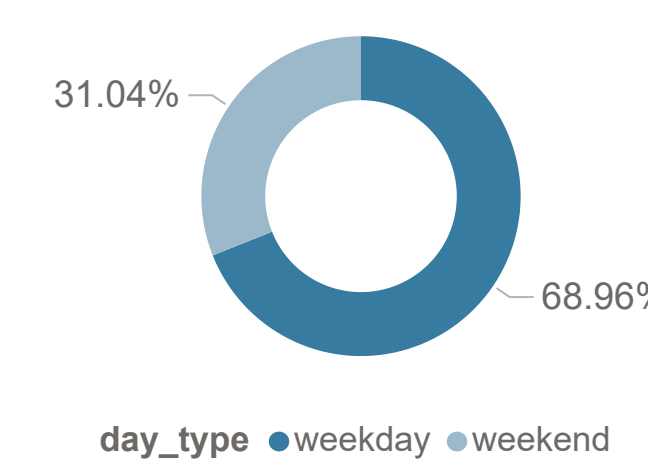
### Revenue by City



### Total Booking Status



### Revenue by day\_type



### Property by key Metrics

property_id	property_name	city	Revenue	RevPAR	Occupany %	ADR	DSRN	DBRN	DURN	Realisation %	Total Cancellation %	Average Rating
16559	Atliq Exotica	Mumbai	117M	10,629	65.85%	16,141	121	79.68	56.09	70.39%	24.63%	4.32
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	66.75	47.26	70.81%	24.04%	4.32
18562	Atliq Bay	Hyderabad	68M	6,216	65.81%	9,446	121	79.63	55.90	70.20%	24.68%	4.31
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56.26	39.46	70.14%	24.41%	4.30
17563	Atliq Palace	Mumbai	100M	10,592	66.13%	16,016	104	68.78	48.60	70.67%	24.38%	4.29
19560	Atliq City	Bangalore	81M	8,965	65.53%	13,680	99	64.88	44.77	69.00%	26.46%	4.28
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	14,183	96	63.03	44.42	70.47%	24.29%	4.28
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,115	73	47.93	33.48	69.85%	25.56%	4.28
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	77.52	54.27	70.02%	25.19%	4.27
18560	Atliq City	Hyderabad	60M	6,068	66.07%	9,185	109	72.01	51.07	70.91%	24.13%	4.26
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,436	52	34.22	23.96	70.01%	25.08%	4.25
18561	Atliq Blu	Hyderabad	55M	5,679	65.46%	8,676	107	70.04	49.29	70.36%	24.27%	4.25
19561	Atliq Blu	Bangalore	72M	6,774	53.25%	12,722	117	62.30	43.48	69.80%	24.64%	3.08
18563	Atliq Palace	Hyderabad	44M	5,014	52.89%	9,480	97	51.31	35.69	69.57%	26.00%	3.07
16560	Atliq Bay	Delhi	58M	8,254	65.46%	14,716	22	50.62	22.62	69.31%	25.84%	3.07
Total			1688M	7,337	57.79%	12,696	2,528	1,460.87	1,024.64	70.14%	24.84%	3.62

RevPAR - Revenue Per Available Room | DSRN - Daily Sellable Room Nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilizes Room Nights

# Insights

- Highest Revenue by City - Mumbai (39.14%)
- Highest Revenue by City - Mumbai (17.24%)
- Highest Revenue by Category - Luxury (61.62%)
- Highest Revenue by Property - Atliq Exotica, Mumbai (117M)
- Lowest Revenue by Property - Atliq Grand, Delhi (36M)
- Highest Bookings/ Platform - Makeyourtrip (20.02%)
- Lowest Bookings/ Platform - Direct offline (5.02%)
- Highest Rating - Atliq Exotica, Mumbai (4.32)
- Lowest Rating - Atliq Seasons, Mumbai (2.3)

Average Occupancy rate is only 57.79% (Highest being 66.25%)

Dynamic pricing, where prices drop with drop in demand, can help improve the occupancy rate.

Also, we see occupancy rate being directly proportional to rating. Providing better services and working on the rating will help increase revenue.

As per the stakeholder discussion, ADR(Average Daily Rate) fluctuates as per supply and demand in this domain.

We see ADR is flat and a fixed pricing strategy is in place.

There is a huge opportunity if properties have the capability to adopt a dynamic pricing strategy.

Cancellation rate is ~25% across all platforms, cities, and properties.

It looks like normal customer behaviour and not some issue on the bussiness-side.

Therefore focusing on improving the Rating and Occupancy rate should be the main focus overall.