

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.

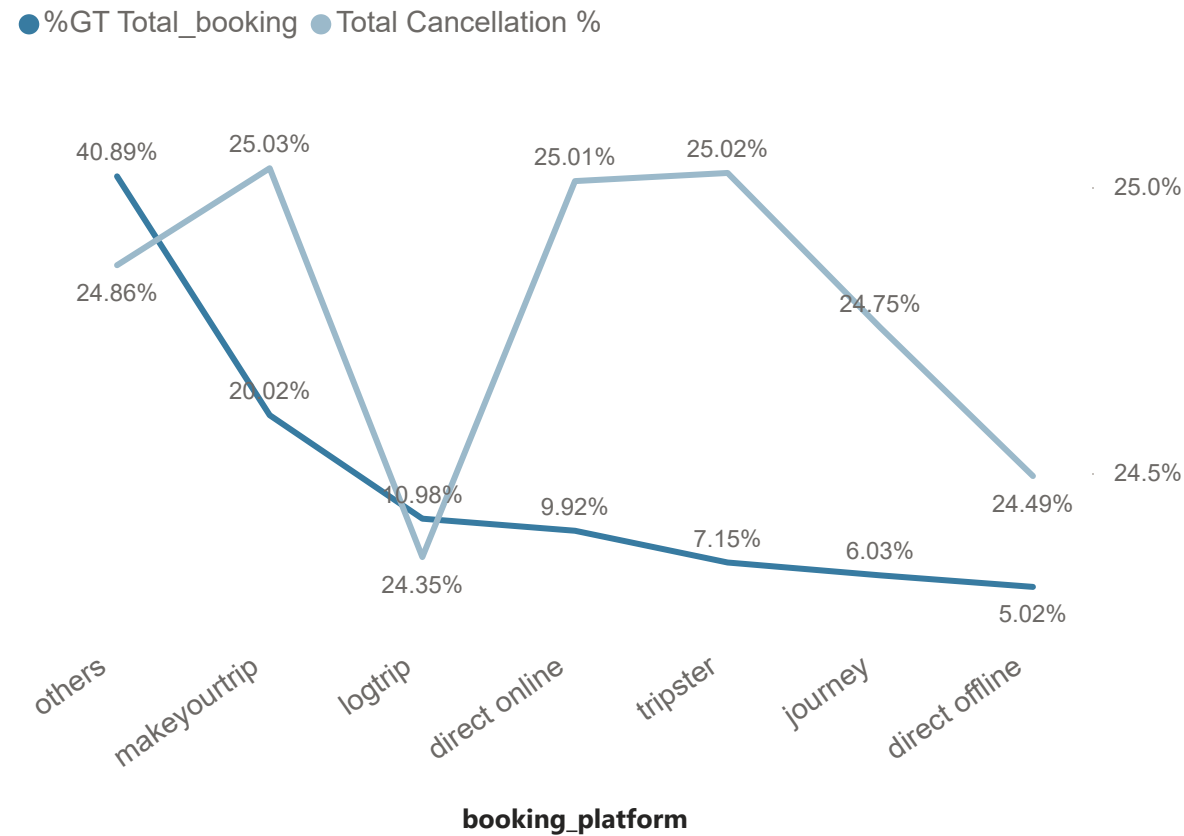


May, 2022

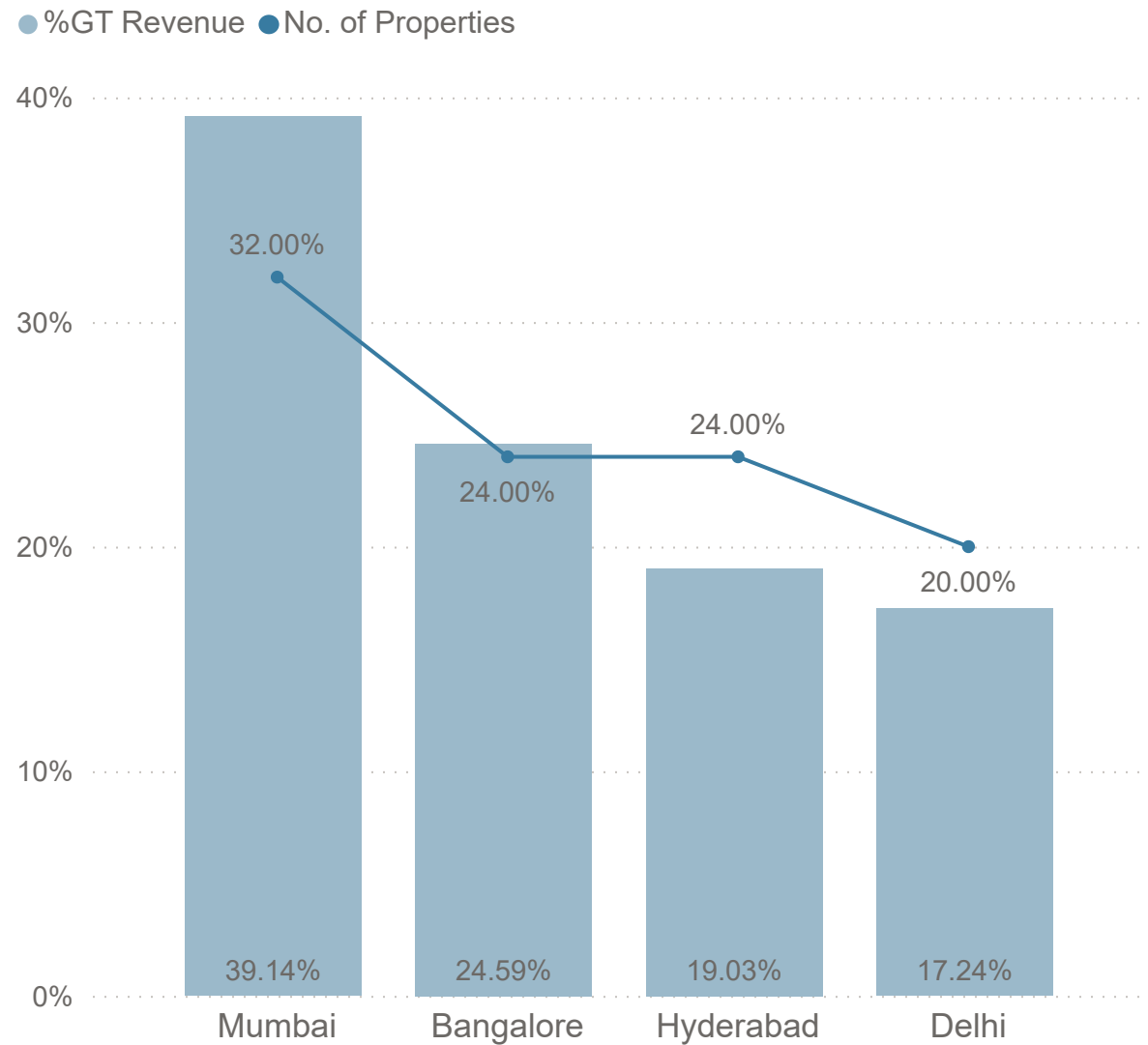
June, 2022

July, 2022

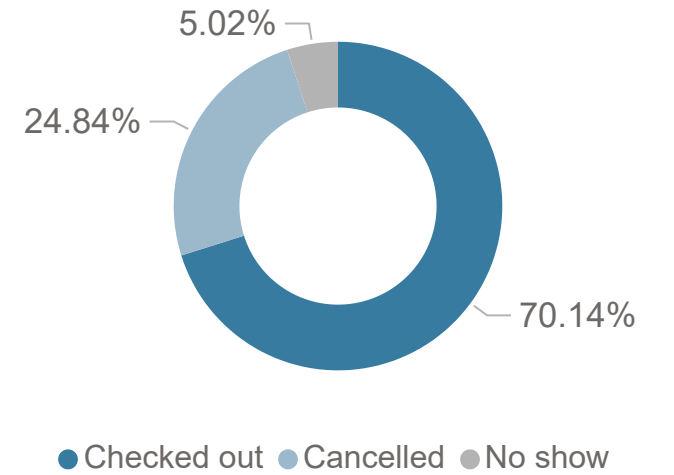
%GT Total_booking and Total Cancellation % by booking_platform



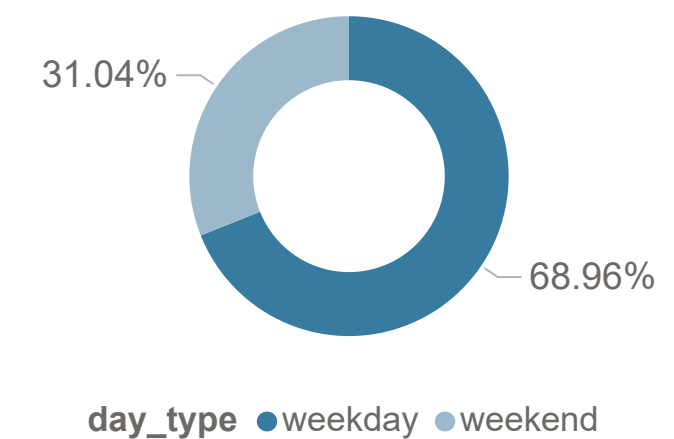
Revenue by City



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% | 11,716 | 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.