AtliQ Grands

Revenue Insights for Hospitality Domain

Filter by City
All

Filter by Room
All

| May, 2022 | June, 2022 | July, 2022 |

| W 19 | W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 | W 30 | W 31 |

RevPAR	Revenue	DSRN	Occupany %	ADR	Realisation %
7,336.56	1.69bn	2,528.00	57.79%	12,695.75	70.14%

day_type	RevPAR	Occupany %	ADR	Realisation %
weekend	7,971.63	62.64%	12,725.49	70.59%
weekday	7,082.53	55.85%	12,682.41	69.94%
Total	**7,336.56**	**57.79%**	**12,695.75**	**70.14%**
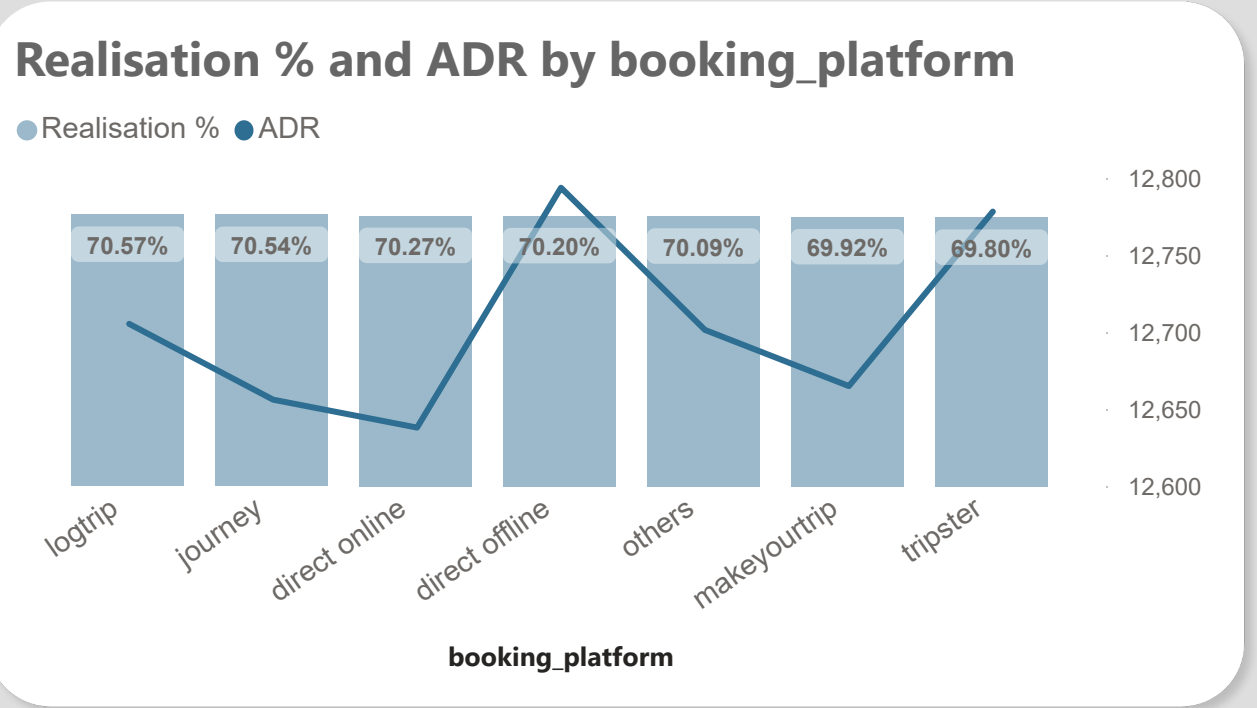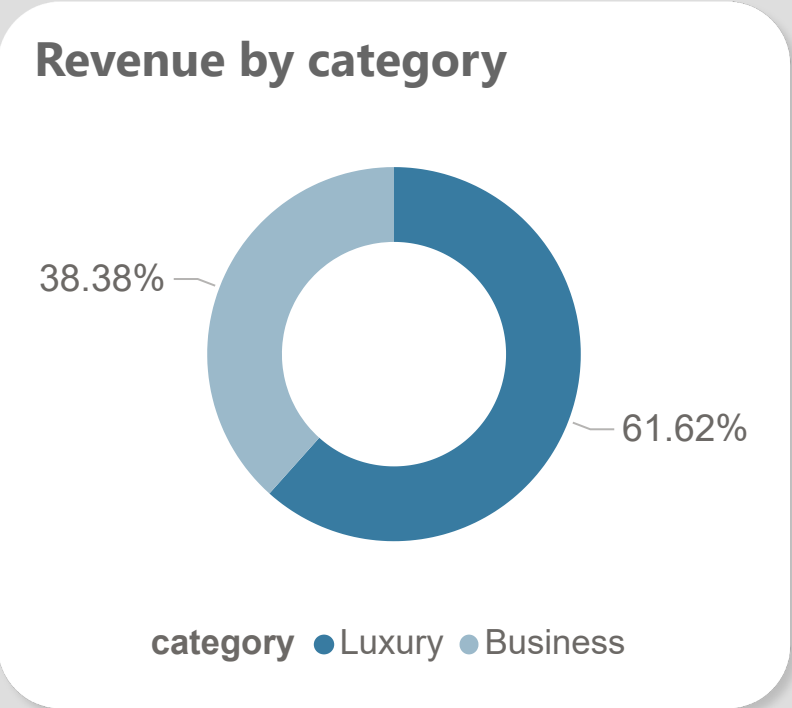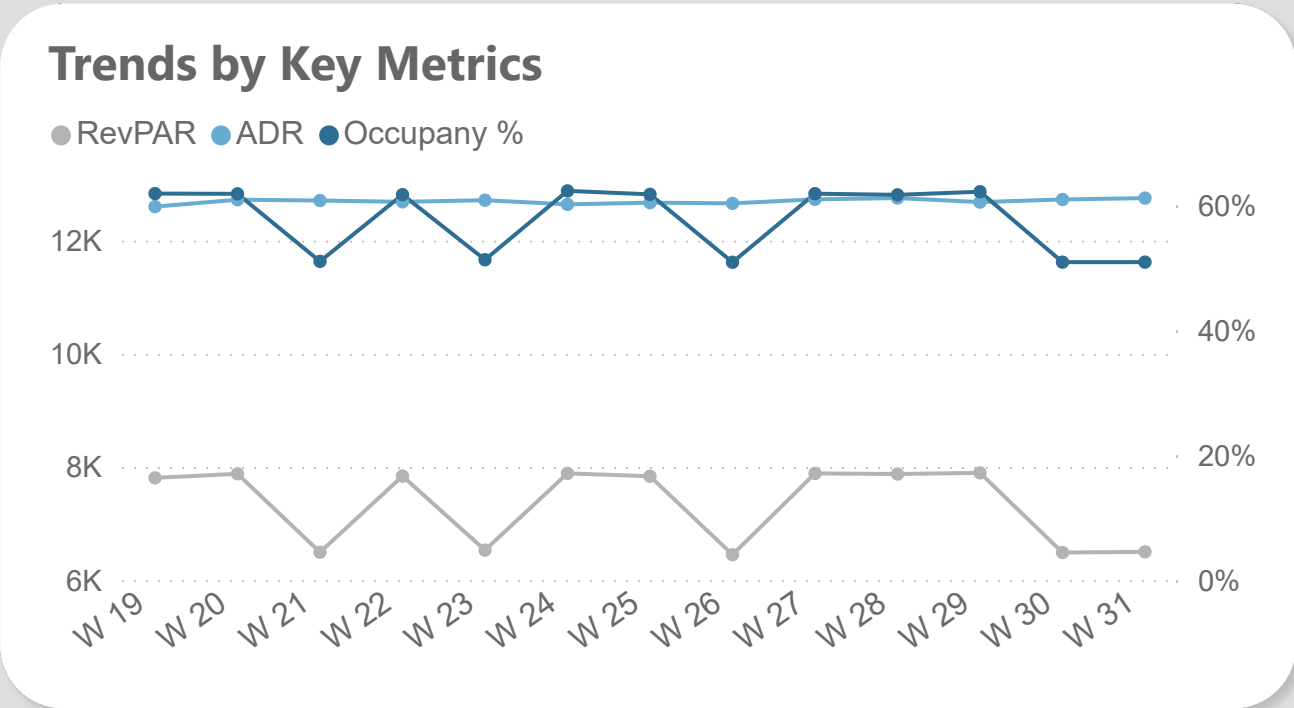
Trends by Key Metrics

RevPAR ● ADR ● Occupany %

Revenue by category

38.38% 61.62%

category ● Luxury ● Business

Realisation % and ADR by booking_platform

● Realisation % ● ADR

logtrip	journey	direct online	direct offline	others	makeyourtrip	tripster
70.57%	70.54%	70.27%	70.20%	70.09%	69.92%	69.80%

booking_platform

Property by key Metrics

property_id	property_name	city	Revenue	RevPAR	Occupany %	ADR	DSRN	DBRN	DURN	Realisation %	Total Cancellation %	Average Rating
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,436	52	34.22	23.96	70.01%	25.08%	
16559	Atliq Exotica	Mumbai		10,629	65.85%	16,141	121	79.68	56.09	70.39%	24.63%	
16560	Atliq City	Delhi	54M	6,281	53.61%	11,714	95	50.93	36.26	71.20%	24.03%	3.01
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,115	73	47.93	33.48	69.85%	25.56%	
16562	Atliq Bay	Delhi	56M	6,254	53.40%	11,712	98	52.33	36.29	69.34%	25.24%	3.07
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	77.52	54.27	70.02%	25.19%	
17558	Atliq Grands	Mumbai	74M	7,953	53.60%	14,839	102	54.67	38.22	69.91%	25.67%	3.05
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	66.75	47.26	70.81%	24.04%	
17560	Atliq City	Mumbai	87M	7,763	53.07%	14,629	123	65.27	45.37	69.51%	25.12%	3.04
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56.26	39.46	70.14%	24.41%	
17562	Atliq Bay	Mumbai	51M	6,803	44.86%	15,167	83	37.23	25.91	69.60%	25.44%	2.37
17563	Atliq Palace	Mumbai	110M	10,592	66.13%	16,016	104	68.78	48.60	70.67%	24.38%	
17564	Atliq Seasons	Mumbai	65M	7,397	44.57%	16,597	97	43.23	30.52	70.59%	24.81%	2.30
18558	Atliq Grands	Hyderabad	46M	5,514	53.38%	10,331	91	48.57	33.87	69.73%	25.07%	3.06
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

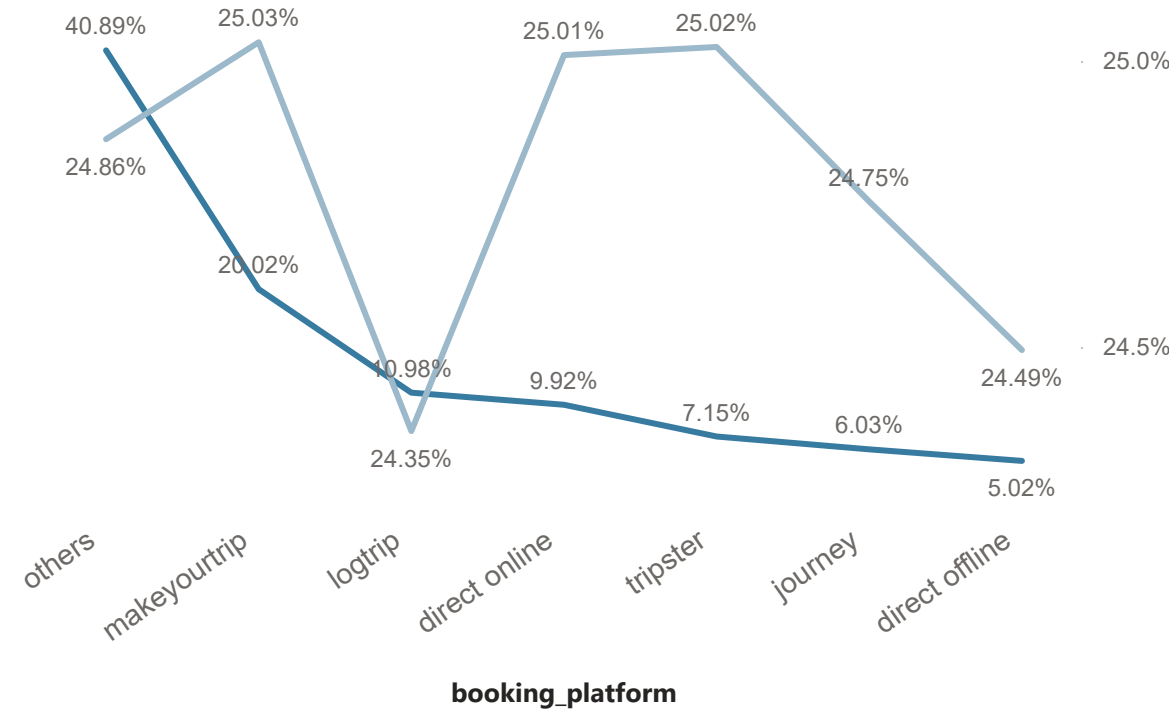May, 2022 | June, 2022 | July, 2022

%GT Total_booking and Total Cancellation % by booking_platform
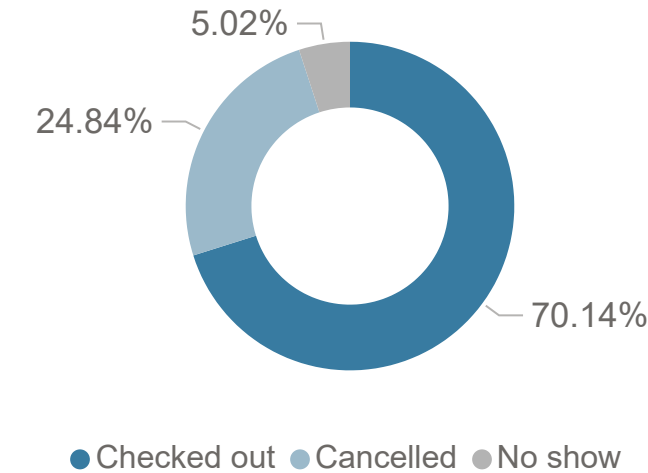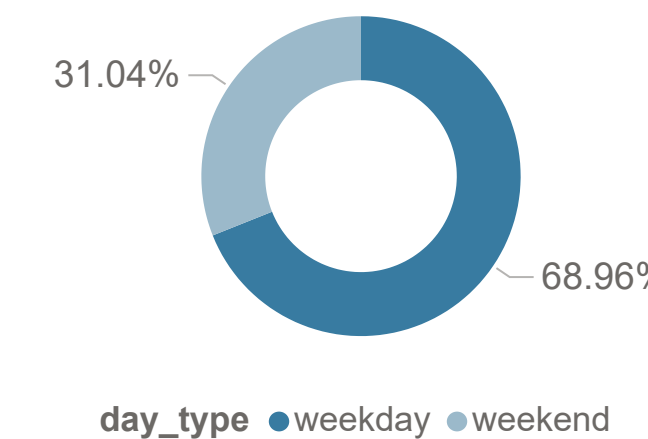
● %GT Total_booking ● Total Cancellation %

- others: 40.89% / 24.86%
- makeyourtrip: 25.03% / 20.02%
- logtrip: 24.35% / 10.98%
- direct online: 25.01% / 9.92%
- tripster: 25.02% / 7.15%
- journey: 24.75% / 6.03%
- direct offline: 24.49% / 5.02%

25.0%
24.5%

booking_platform

Revenue by City

● %GT Revenue ● No. of Properties
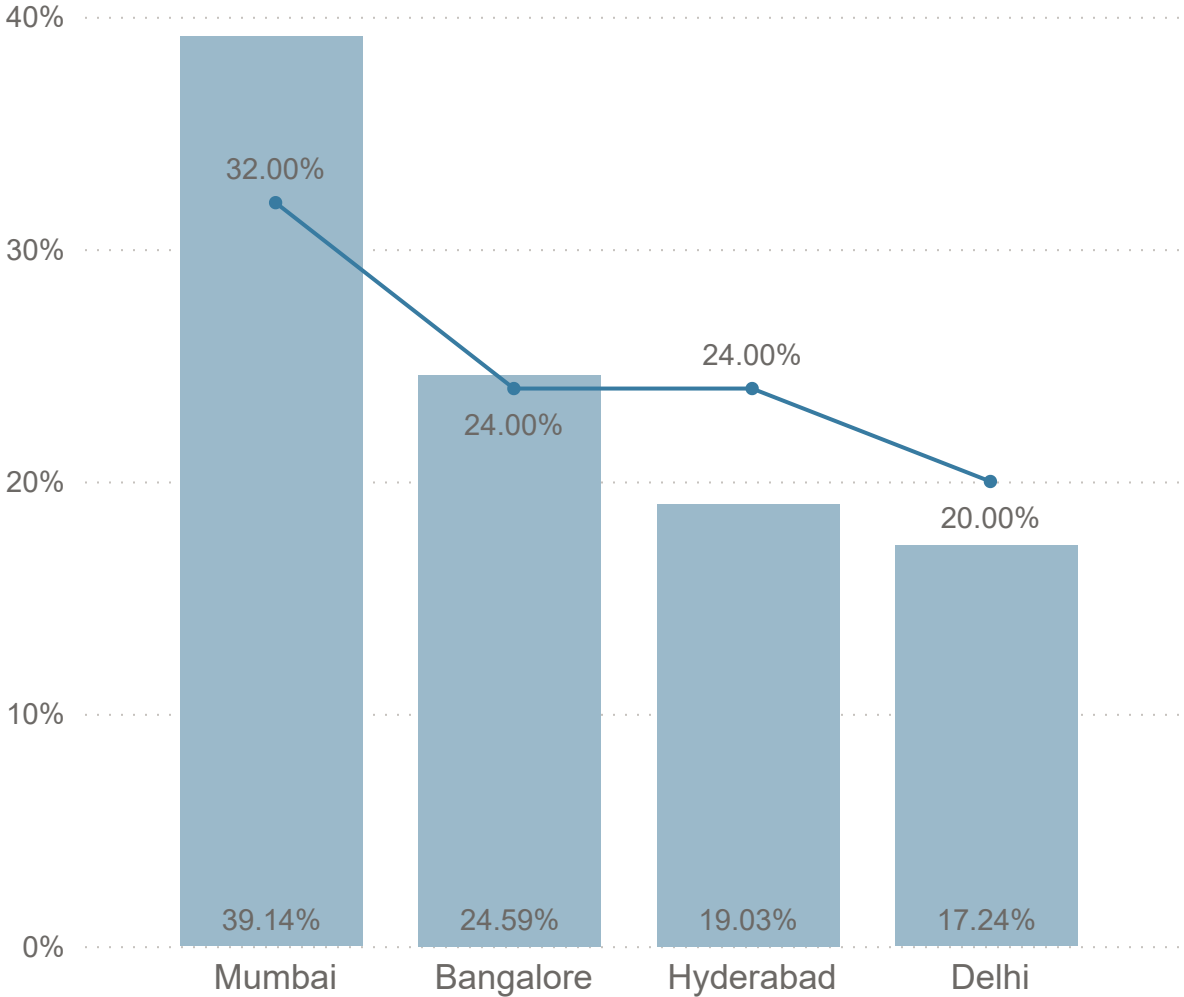
- Mumbai: 39.14% / 32.00%
- Bangalore: 24.59% / 24.00%
- Hyderabad: 19.03% / 24.00%
- Delhi: 17.24% / 20.00%

Total Booking Status

- 70.14%
- 24.84%
- 5.02%

● Checked out ● Cancelled ● No show

Revenue by day_type

- 68.96%
- 31.04%

day_type ● weekday ● weekend

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.?
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	66.75	47.26	70.81%	24.04%	4.?
18562	Atliq Bay	Hyderabad	68M	6,216	65.81%	9,446	121	79.63	55.90	70.20%	24.68%	4.?
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56.26	39.46	70.14%	24.41%	4.?
17563	Atliq Palace	Mumbai	110M	10,592	66.13%	16,016	104	68.78	48.60	70.67%	24.38%	4.?
19560	Atliq City	Bangalore	81M	8,965	65.53%	13,680	99	64.88	44.77	69.00%	26.46%	4.?
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	14,183	96	63.03	44.42	70.47%	24.29%	4.?
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,115	73	47.93	33.48	69.85%	25.56%	4.2
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	77.52	54.27	70.02%	25.19%	4.?
18560	Atliq City	Hyderabad	60M	6,068	66.07%	9,185	109	72.01	51.07	70.91%	24.13%	4.?
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,436	52	34.22	23.96	70.01%	25.08%	4.?
18561	Atliq Bay	Hyderabad	55M	5,679	65.46%	8,676	107	70.04	49.29	70.36%	24.27%	4.?
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
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.