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.
- Make changes to the Dashboard according to the Stakeholder* discussion.
- Create relevant insights through the dashboard.

(This project is part of Codebasics' Resume Project Challenge #1 https://codebasics.io/challenge/codebasics-resume-project-challenge)
(Stakeholder* - Industry expert Abhishek Anand (revenue manager in OYO)

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

Filter by City: All

Filter by Room: All

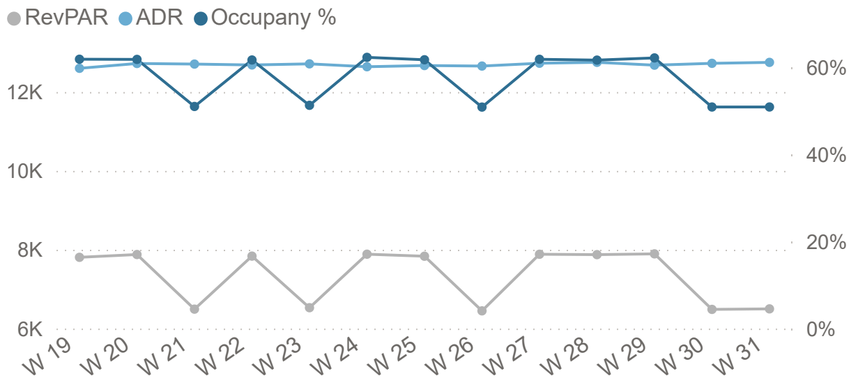
May, 2022 | June, 2022 | July, 2022

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

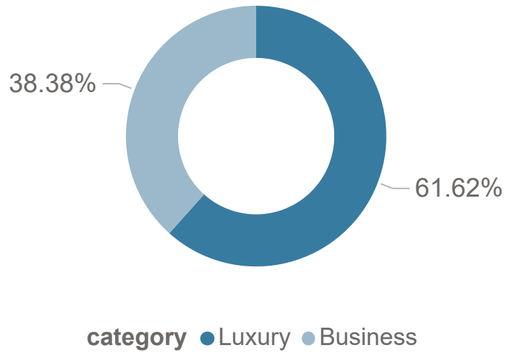
RevPAR	Revenue	DSRN	Occupany %	ADR	Realisation %
7,336.56	1.69bn	2,528.00	57.79%	12,695.75	70.14%

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%**

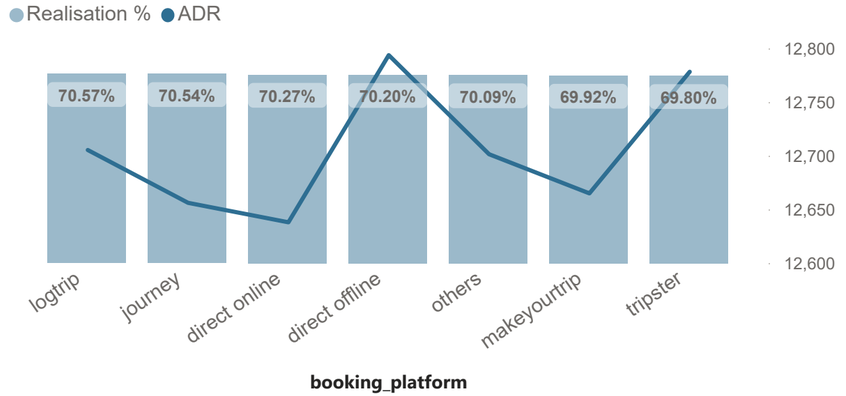
Trends by Key Metrics



Revenue by category



Realisation % and ADR by booking_platform



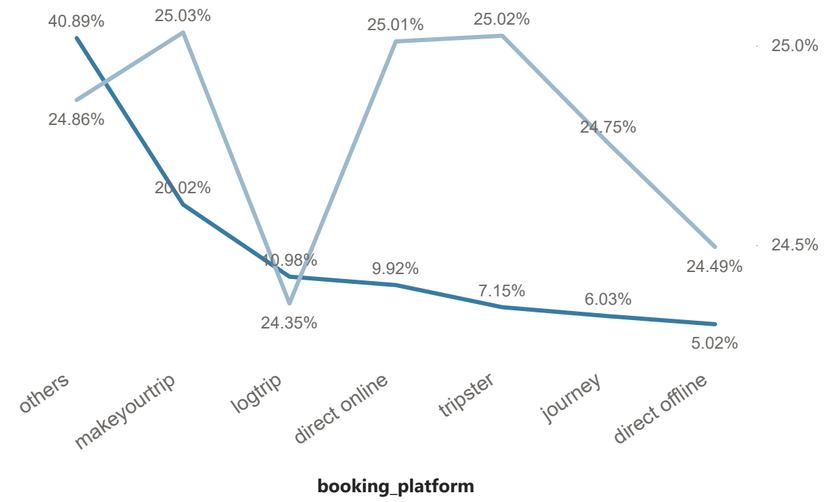
Property by key Metrics

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
Total			**1688M**	**7,337**	**57.79%**	**12,696**	**2,528**	**1,460.87**	**1,024.64**	**70.14%**	**24.84%**	**3.62**

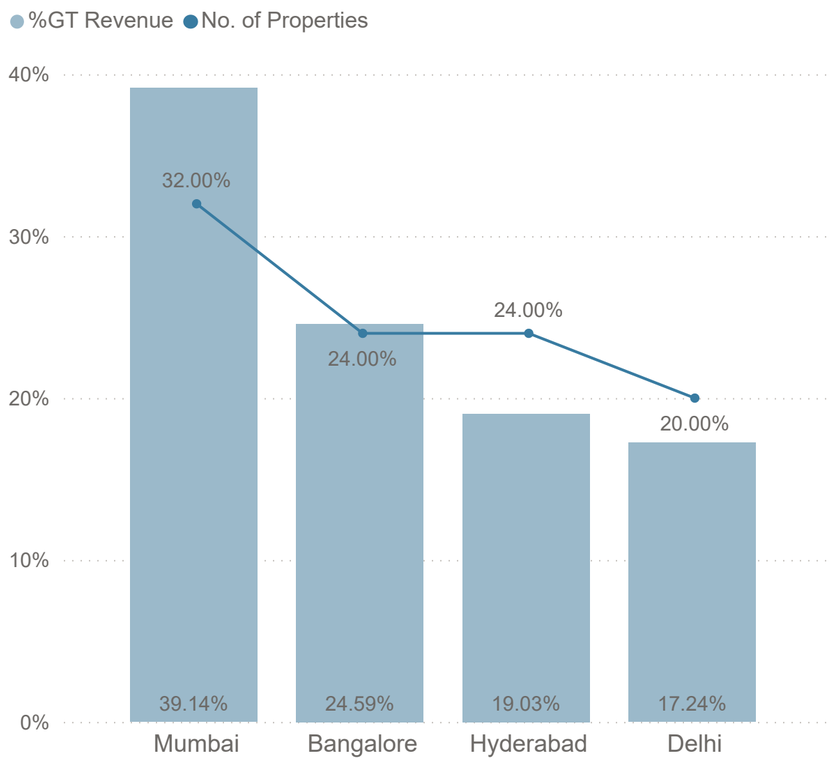
RevPAR - Revenue Per Available Room | **DSRN** - Daily Sellable Room Nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilizes Room Nights

May, 2022 | June, 2022 | July, 2022

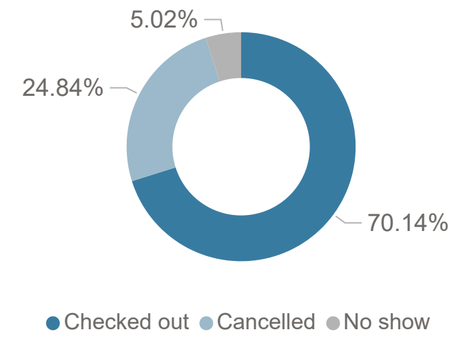
%GT Total_booking and Total Cancellation % by booking_platform



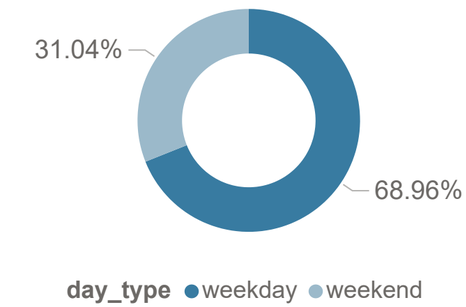
Revenue by City



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
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)**

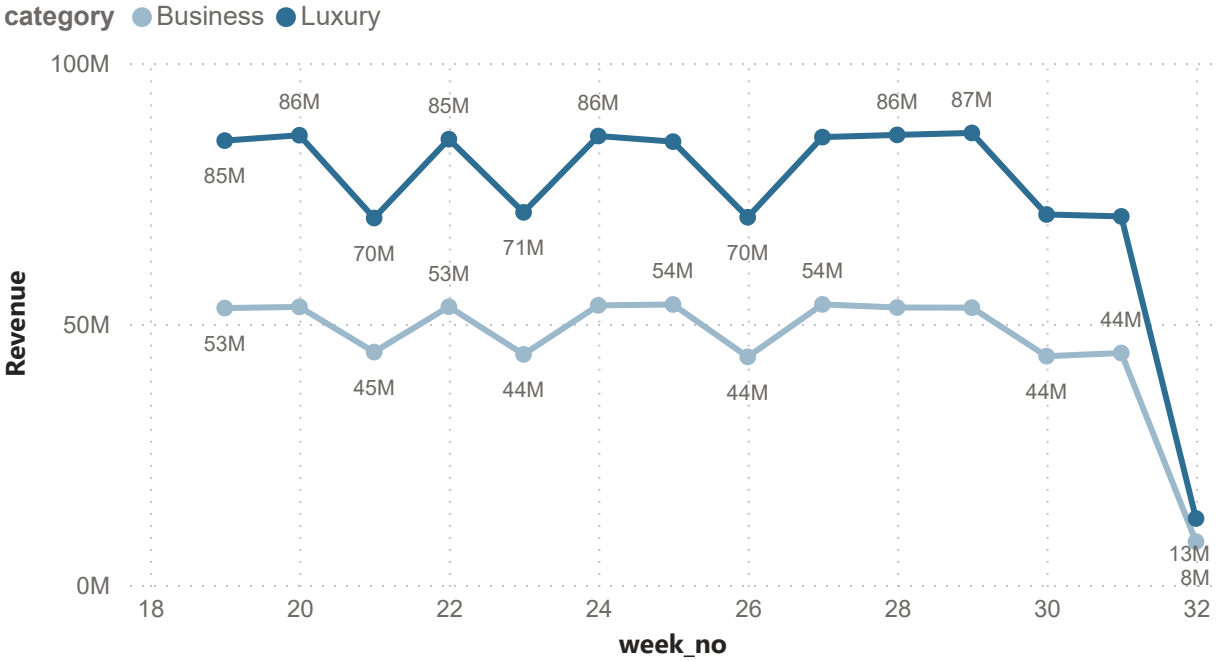
- Highest Bookings/ Platform - **Makeyourtrip (20.02%)**
- Lowest Bookings/ Platform - **Direct offline (5.02%)**

- 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. It will also help optimise **weekday- weekend occupancy**.
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.

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

Revenue by week_no and category