# Project Report
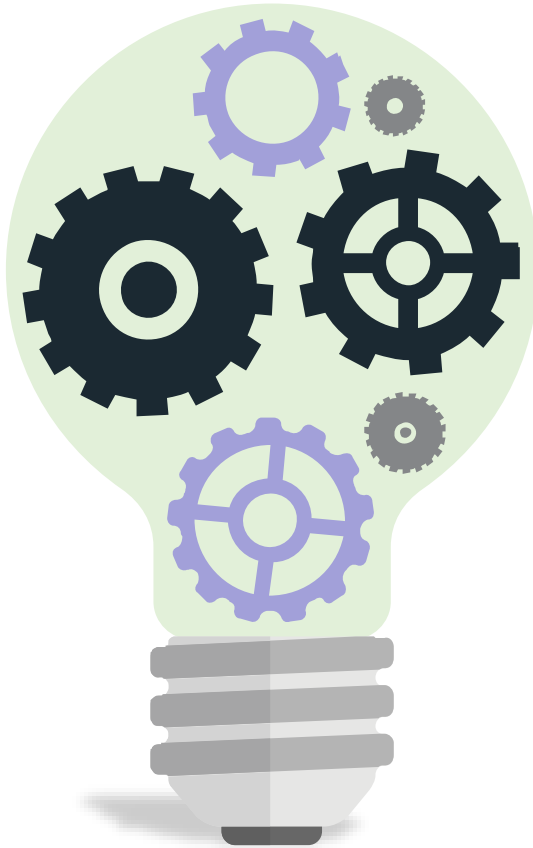
## Hospitality Data Analysis AtliQ Grands

Project by KAMESH

# Hospitality Data Analysis AtliQ Grands

- **PROJECT OVERVIEW**

- **KEY TERMS**

- **DASHBOARD OVERVIEW**

- **INSIGHTS**

- **RECOMMENDATIONS**

# PROJECT OVERVIEW

Atliq Grands is a renowned name in the hospitality domain, operating five-star hotels across India. However, the company has been facing a decline in market share and revenue in the luxury/ business hotel segment due to increasing competition and suboptimal management decisions .

To address these challenges, Atliq Grands has decided to leverage "Business and Data Intelligence" under the guidance of Abhishek Anand, OYO's Revenue Manager .

As a Data Analyst, I analyzed three months of hospitality data from Atliq Grands and developed a comprehensive Power BI dashboard. The dashboard provides actionable insights and recommendations aligned with Abhishek Anand's expertise. It uncovers trends, patterns, and performance metrics across the hotel chain, enabling better decision-making and identifying key revenue-generating opportunities

# KEY TERMS

○ **Revenue** = Total revenue Realized from booking .

○ **Total Bookings** = count of total number of bookings across all hotels.

○ **Total Capacity** = Total number of rooms available across all hotels.

○ **Total Successful Bookings** =Total number of Successful Bookings.

○ **Occupancy %** = Total successful bookings happened  from Total Capacity.

○ **Average Rating** = Average cx ratings for hotels.

○ **No of days** = Total number of days for which data is available .

○ **Total cancelled bookings** = Total number of cancelled Bookings.

○ **Cancellation %** = Total cancelled bookings happened  from Total bookings.

○ **Total Checked Out** = Total number of successful Checked out.

○ **Total no show bookings** = Total number of no show bookings .
("No show" means those customers who neither cancelled nor attend to their booked rooms)

# KEY TERMS

- **No Show rate %** = Percentage of No show bookings compared to the total bookings.

- **Booking % by Platform** = Percentage contribution of each booking platform for bookings in hotels.

- **Booking % by Room class** = Distribution of bookings across different room class [Standard, Elite, Premium, Presidential ] .

- **ADR (**Average Daily rate**)** = Average revenue generated per room  sold.

- **Realisation %** = percentage of successful checked out from total bookings.

- **RevPAR** (Revenue Per Available Room) = Average Revenue generated per available room, regardless of occupancy.

- **DBRN** (Daily Booked Room Nights) = Average number of rooms are booked per day over the given period.

- **DSRN**(Daily Sellable Room Nights) = Average number of rooms ready for sale per day .

- **DURN**(Daily Utilized Room Nights) = Average number of rooms are actually utilized by customers for a day.

# KEY TERMS

○ **Revenue WoW change %** = Week over week percentage change in revenue.

○ **Occupancy WoW change %** = Week over week percentage change in Occupancy rate.

○ **ADR WoW change %** = Week over week percentage change in Average daily rate.

○ **RevPAR WoW change %** = Week over week percentage change in Revenue Per Available Room.

○ **Realisation WoW change %** = Week over week percentage change in Realisation revenue.

○ **DSRN WoW change %** = Week over week percentage change in Sellable Room Nights .

○ **Revenue Realized** = the revenue that actually collect by the business . Means the money received for services and products .revenue realized would be the amount of money the hotel has received after the guest checked out and paid.

○ **Revenue Generated** = Total potential revenue from all bookings or sales made , revenue generated include the bookings that are made but may not has been paid for yet.

# ATLIQ GRAND

## Performance Overview
## Revenue Overview
## Booking Overview

**Revenue**
**1.71bn**
🔴 -81.7%

**RevPAR**
**7.35K**
🟢 27.8%

**Occupancy %**
**57.9%**
🟢 28.1%

**ADR**
**12.70K**
🔴 -0.2%

**DSRN**
**2.53K**
🟠 0.00

**Realisation %**
**70.1%**
🟢 0.6%

ℹ **Note : % value with Icon at Bottom are Week over Week (WoW) change**

### Revenue by category



1708.77M

38.39%
61.61%

● Luxury ● Business
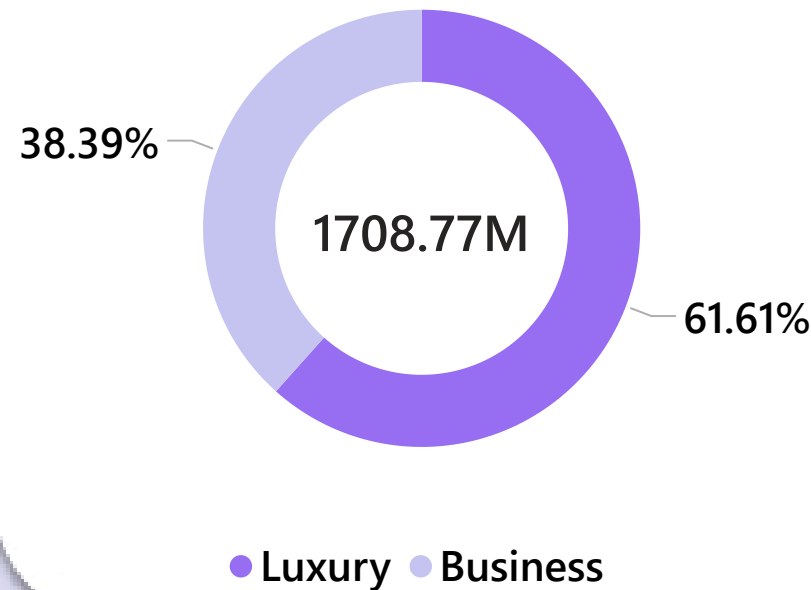
### Realisation% & ADR by Platform

● Realisation % ● ADR

| Platform | Realisation % | ADR |
|---|---|---|
| logtrip | 70.6% | 12.7K |
| journey | 70.5% | 12.6K |
| direct online | 70.3% | 12.6K |
| direct offline | 70.2% | — |
| others | 70.1% | 12.7K |
| makeyourtrip | 70.0% | 12.7K |
| tripster | 69.8% | 12.8K |

### Filters

**Day Type** — All
**City** — All
**Room class** — All
**MMM YY** — All
**Week No** — All
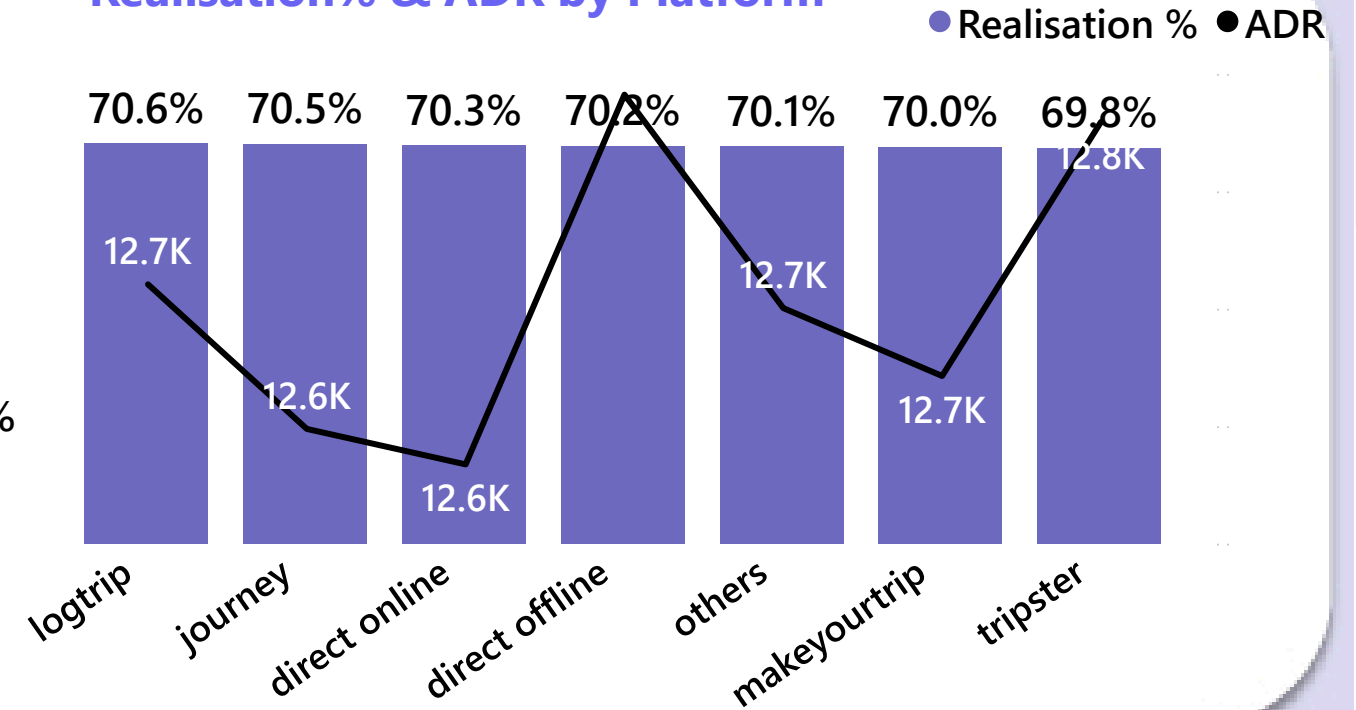
| Property id | Property_name | City | Revenue | Bookings | RevPAR | Occupancy% | DSRN | DBRN | DURN | Realisation% | Cancellation% | Avg rating |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 16559 | Atliq Exotica | Mumbai | 118.4M | 7338 | 10.6K | 65.9% | 121 | 80 | 56 | 70.4% | 24.6% | 4.3 |
| 17563 | Atliq Palace | Mumbai | 101.5M | 6337 | 10.6K | 66.2% | 104 | 69 | 49 | 70.7% | 24.4% | 4.3 |
| 17559 | Atliq Exotica | Mumbai | 94.0M | 6142 | 10.1K | 66.1% | 101 | 67 | 47 | 70.8% | 24.0% | 4.3 |
| 16563 | Atliq Palace | Delhi | 89.1M | 7147 | 8.3K | 66.4% | 117 | 78 | 54 | 70.0% | 25.3% | 4.3 |
| 17560 | Atliq City | Mumbai | 88.0M | 6013 | 7.8K | 53.1% | 123 | 65 | 45 | 69.5% | 25.1% | 3.0 |
| 19562 | Atliq Bay | Bangalore | 82.4M | 5812 | 9.3K | 65.8% | 96 | 63 | 45 | 70.5% | 24.3% | 4.3 |
| 19560 | Atliq City | Bangalore | 81.9M | 5979 | 9.0K | 65.6% | 99 | 65 | 45 | 69.1% | 26.4% | 4.3 |

### Key Metrics WoW Trend [ Occupancy % , RevPAR , ADR ]
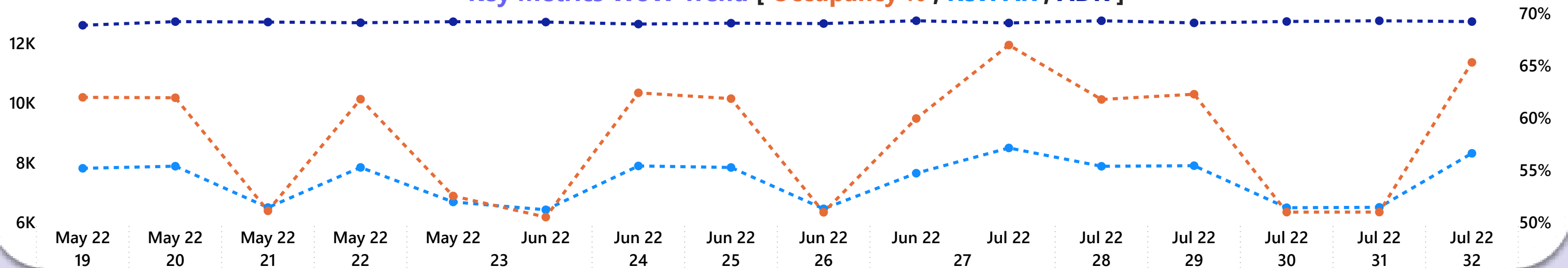


| | May 22 19 | May 22 20 | May 22 21 | May 22 22 | May 22 23 | Jun 22 24 | Jun 22 25 | Jun 22 26 | Jun 22 27 | Jul 22 28 | Jul 22 29 | Jul 22 30 | Jul 22 31 | Jul 22 32 |

# ATLIQ GRAND

- Performance Overview
- **Revenue Overview**
- Booking Overview

**Day Type**
All

**City**
All

**Room class**
All

**MMM YY**
All

**Week No**
All

| city × | category × | property_n... × | room_class × |
|--------|-----------|-----------------|--------------|
| Mumbai | Luxury | Atliq Exotica | |

**Revenue**
1708.8M

| Mumbai 668.6M | Luxury 413.0M | Atliq Exotica 212.4M | Elite 65.4M |
| Bangalore 420.4M | Business 255.6M | Atliq Grands 74.7M | Presidential 56.8M |
| Hyderabad 325.2M | | Atliq Blu 73.9M | Premium 53.7M |

## Revenue by city

**Mumbai**
668.64M

**Bangalore**
420.40M

**Hyderabad**
325.23M

**Delhi**
294.50M
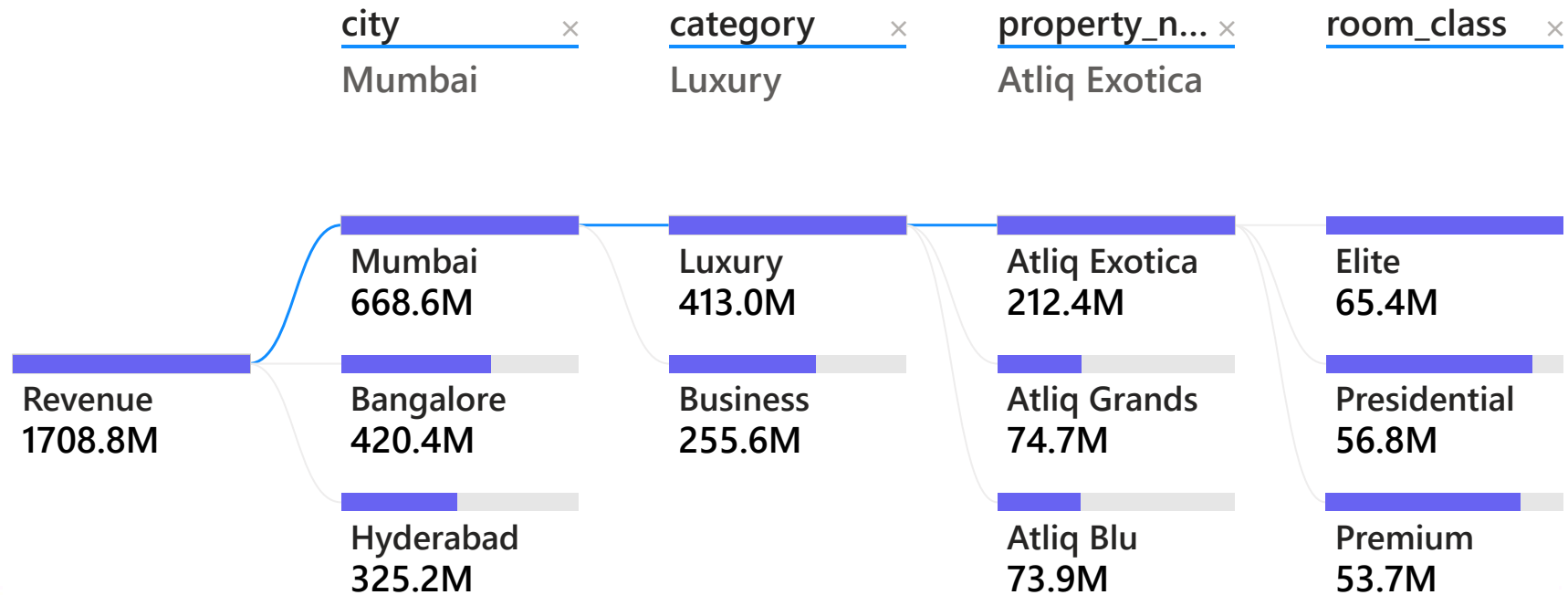
## Revenue Generated VS Revenue Realized By Booking Platform
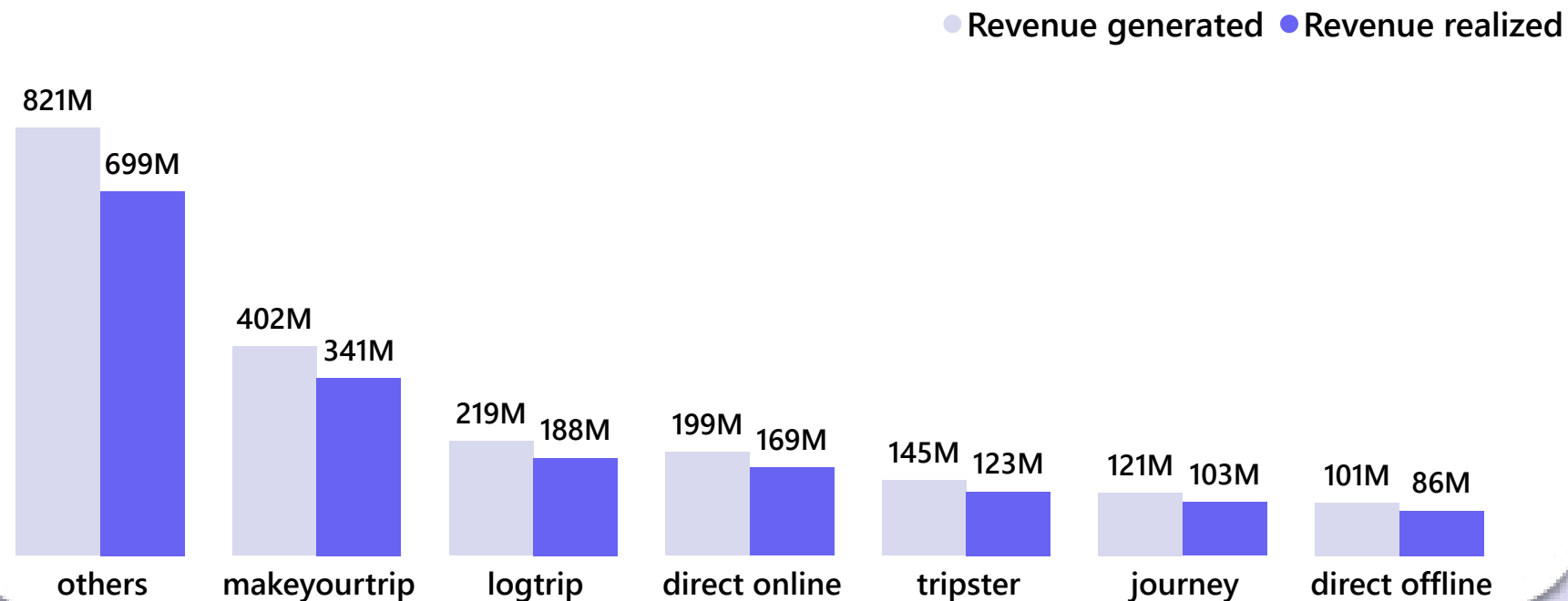
● Revenue generated  ● Revenue realized
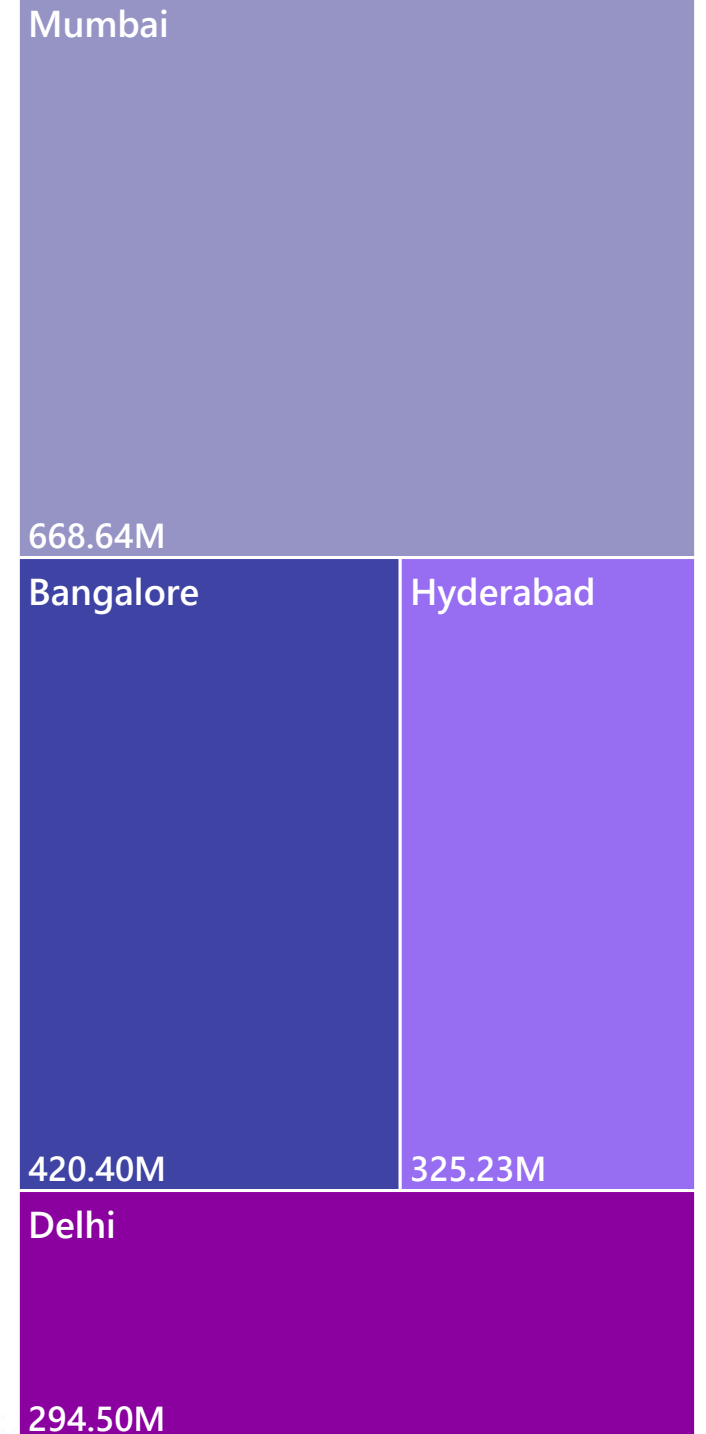
| Platform | Generated | Realized |
|----------|-----------|----------|
| others | 821M | 699M |
| makeyourtrip | 402M | 341M |
| logtrip | 219M | 188M |
| direct online | 199M | 169M |
| tripster | 145M | 123M |
| journey | 121M | 103M |
| direct offline | 101M | 86M |

**RevPAR -** Revenue per available room | **DSRN -** Daily sellable room nights | **ADR -** Average Daily Rate | **DBRN -** Daily Booked Room Nights | **DURN -** Daily Utilized Room Nights

# ATLIQ GRAND

- Performance Overview
- Revenue Overview
- **Booking Overview**

**Day Type**
All

**City**
All

**Room class**
All

**MMM YY**
All

**Week No**
All

Average rating

**3.6**

0.0 — 5.0
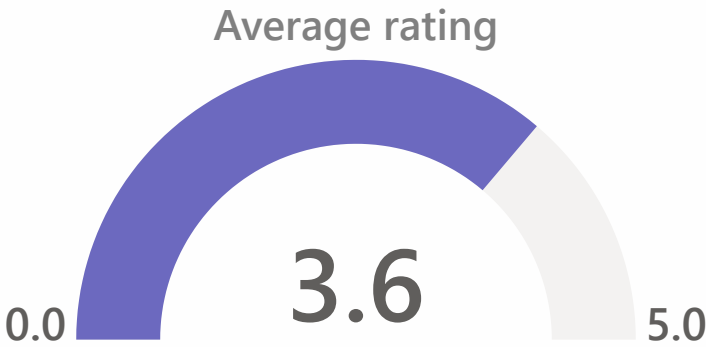
**1708.77M**
Revenue

**135K**
Total bookings

57.9%
24.8%

● Occupancy %
● Cancellation %

**Checked Out**

94K
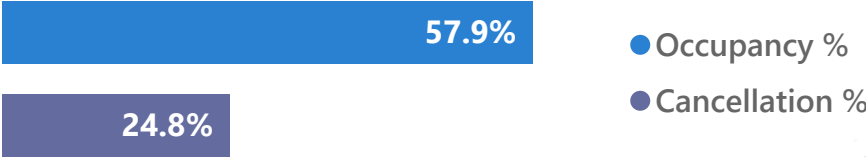
**Cancelled**

33K

No Show

## Bookings by different Platform



| Platform | Bookings |
|---|---|
| others | 55K |
| makeyourtrip | 27K |
| logtrip | 15K |
| direct online | 13K |
| tripster | 10K |
| journey | 8K |
| direct offline | 7K |

## Bookings by category

51K (37.84%)

84K (62.16%)

● Luxury
● Business
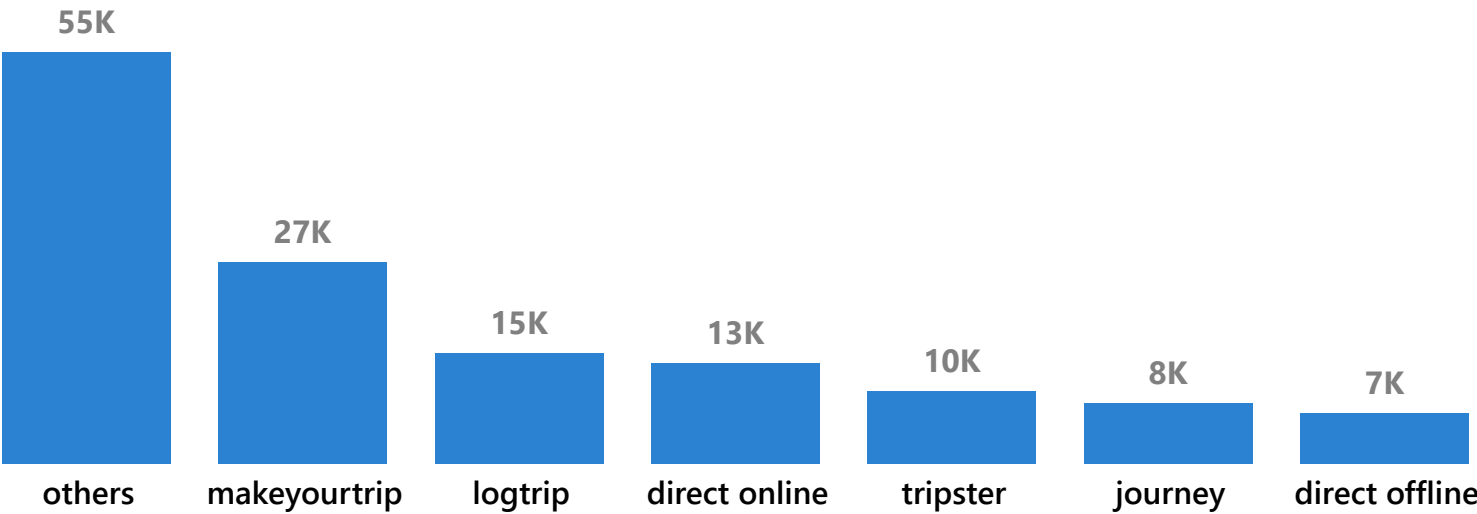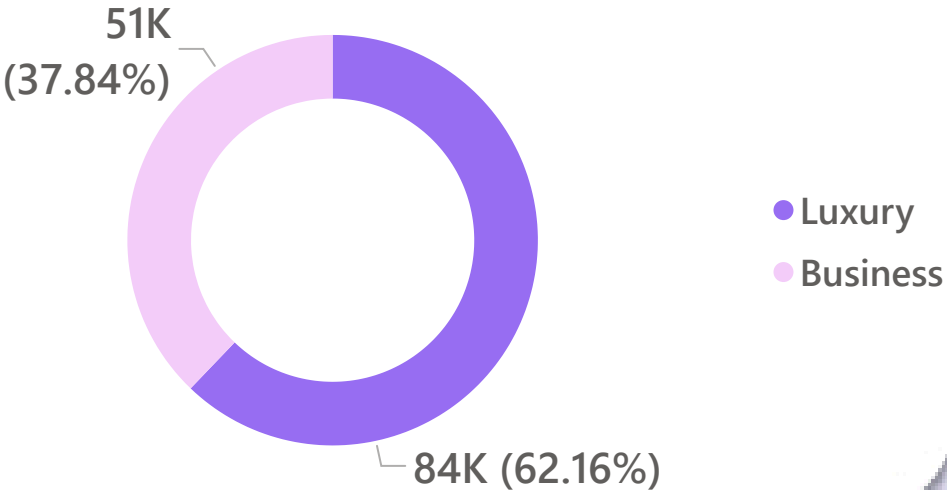
| City | Capacity | Bookings | Checked out | Cancelled | No show bookings | Revenue | Avg rating |
|---|---|---|---|---|---|---|---|
| ⊞ Bangalore | 57408 | 32016 | 22385 | 8002 | 1629 | 420.4M | 3.4 |
| ⊞ Delhi | 40020 | 24231 | 16975 | 6072 | 1184 | 294.5M | 3.8 |
| ⊞ Hyderabad | 60076 | 34888 | 24535 | 8592 | 1761 | 325.2M | 3.7 |
| ⊞ Mumbai | 75072 | 43455 | 30516 | 10754 | 2185 | 668.6M | 3.7 |

ⓘ **RevPAR** - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilized Room Nights

# INSIGHTS

- **City-Wise Revenue Insights** :
  Mumbai generates the highest revenue among all cities.
  Despite achieving the highest ratings, Delhi registered the lowest revenue.

- **Revenue Composition** :
  A significant portion of revenue, approximately 62%, is generated from luxury hotels.
  The majority of hotel revenue comes from weekday bookings.

- **Platform Performance** :
  Among booking platforms, MakeYourTrip and LogTrip contribute the second and third highest revenues, respectively.

- **Room Class Insights** :
  The Elite room class generates the highest revenue compared to other room class.
  the Standard room class shows the second-highest checkouts, but it records the lowest revenue.

# RECOMMENDATONS

- **Optimize Pricing Strategy** :
  Implement dynamic pricing for luxury hotels to capitalize on peak demand periods.
  Offer competitive discounts for standard & Presidential room classes during weekdays to boost revenue.

- **Enhance Marketing and Promotions** :
  Leverage targeted marketing campaigns to attract more bookings in cities like Delhi,
  Collaborate with top booking platforms like MakeYourTrip and LogTrip to launch exclusive deals and promotions.

- **Improve Customer Experience** :
  Use data insights to personalize offers , enhance guest satisfaction and improve service quality.
  Encourage reviews and testimonials from satisfied customers to improve online ratings and attract more bookings.

- **Expand in High-Potential Markets** :
  Increase investment in top-performing cities like Mumbai by onboarding more high-revenue luxury hotels . Boost visibility and offers in untapped markets with rising travel demand.