![AtliQ technologies logo]

AtliQ Hospitality Analysis

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Intro of AtliQ Grand

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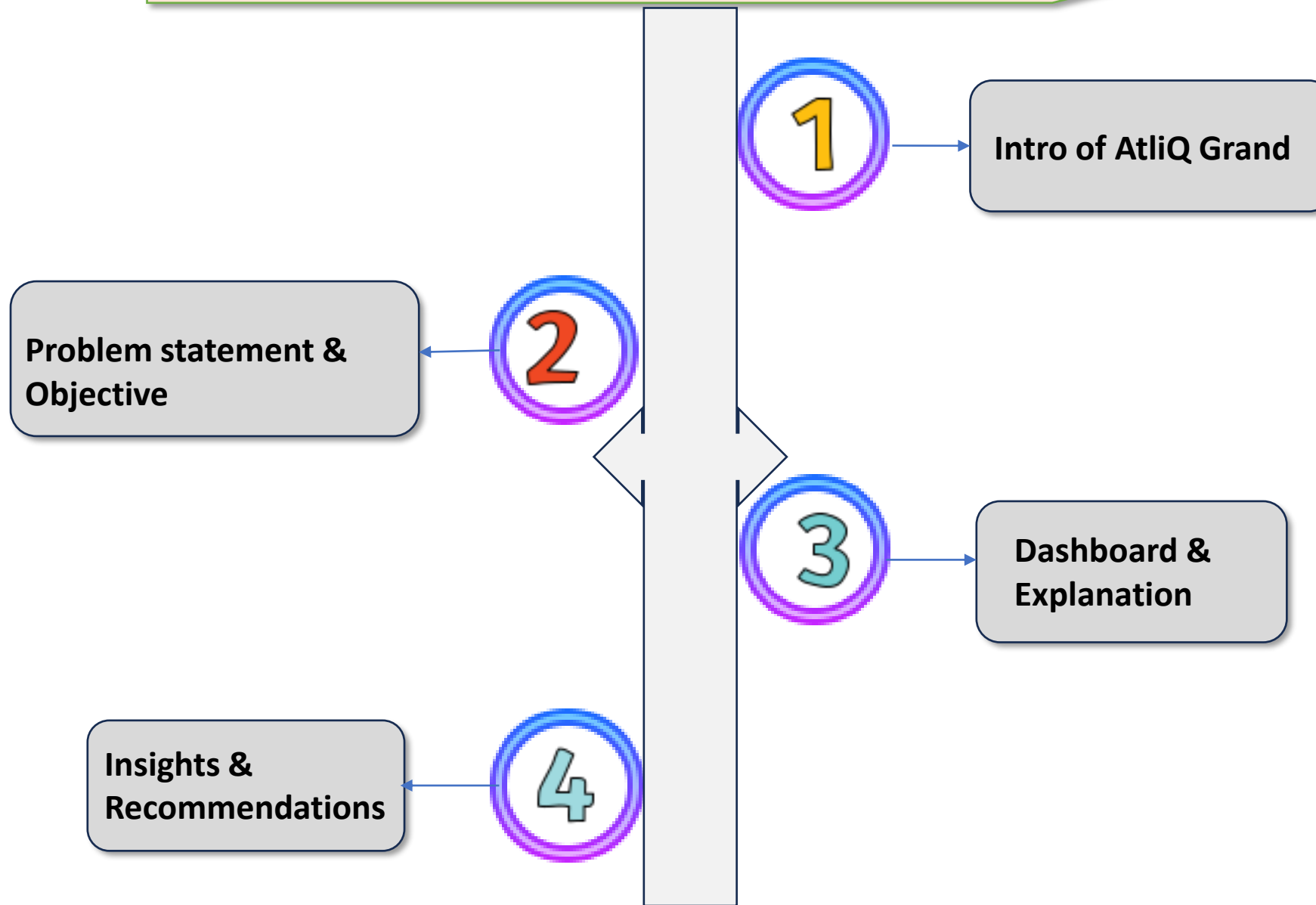
AtliQ Grands operates a network of five-star hotels across India.
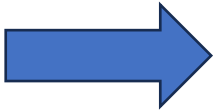
AtliQ Grands has been an established presence in the hospitality industry for over 20 years.

AtliQ Grands operates a distinguished collection of five-star hotels in key cities such as Delhi, Mumbai, Hyderabad, and Bangalore.

Hotels with their Categories are – Luxury and Business

Types of Room Category – Standard, Elite, Premium, Presidential

2

Problem statement & Objective

Problem Statement :-

AtliQ Grands is confronted with a significant business challenge: declining market share and revenue in the luxury/business hotels segment due to ineffective decision-making. Compounding the issue is the absence of an in-house data analytics team, leaving them without crucial insights. To address this, the managing director aims to integrate business and data intelligence into their strategies. However, reliance on third-party services for historical data insights highlights the pressing need for a comprehensive solution to enhance revenue management and regain competitive advantage.

Objective :-

As a data analyst, my primary business objective is to evaluate the overall performance of AtliQ Grands' hotels, integrating key metrics such as revenue growth trends, room optimization, and booking analysis. By harnessing data intelligence, I aim to provide a holistic understanding of the hotels' performance, including their overall rating. This analysis will enable me to offer insightful recommendations aimed at enhancing efficiency, maximizing revenue, and improving customer satisfaction for sustained business growth.

KEY METRICS

- ADR(Average Daily Rating) – is a key metrics in the hospitality industry, representing the average amount of revenue earned per room in a hotel.

- DBRN(Daily Booking Room Nights) – Refers to number of rooms booked by guests in a hotel for a single day.

- DSRN(Daily Sellable Room Nights) – Refer to the total number of hotel rooms that are available for guests to book any given day.

- RevPAR(Revenue Per Available Room) – It's a key performance metric in hotel industry, calculated by dividing total room revenue by the number of available rooms

- Realisation% - Refer to make the expected money from bookings and other services actually happen, like when guests pay for their rooms and additional services they use during stay.

- Occupation % - Indicate the percentage of hotel rooms that are occupied during a specific time frame, reflecting a hotel's ability to fill available rooms and generate revenue.

Atliq Hospitality Dashboard

Overall Analysis | **Revenue Analysis** | **Booking Analysis** | **Rating Analysis**

Filter by city: All
Filter by Months: All
Filter by Platform: All
Filter by Property: All
Filter by Weeks: All
Filter by Status: 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

Key Metrics

Revenue 1.7bn	**RevPar** 7,337	**Realisation%** 70.1%
Occupancy% 57.8%	**ADR** 12.7K	**DSRN** 2,528

	RevPar	Occupancy %	ADR	Realisation%
weekday	6,509.88	51.34%	12,679.47	69.96%
weekend	9,403.25	73.90%	12,724.03	70.45%
Total	**7,336.56**	**57.79%**	**12,695.75**	**70.14%**

Trend by Key Metrics

RevPar | ADR | Occupancy %
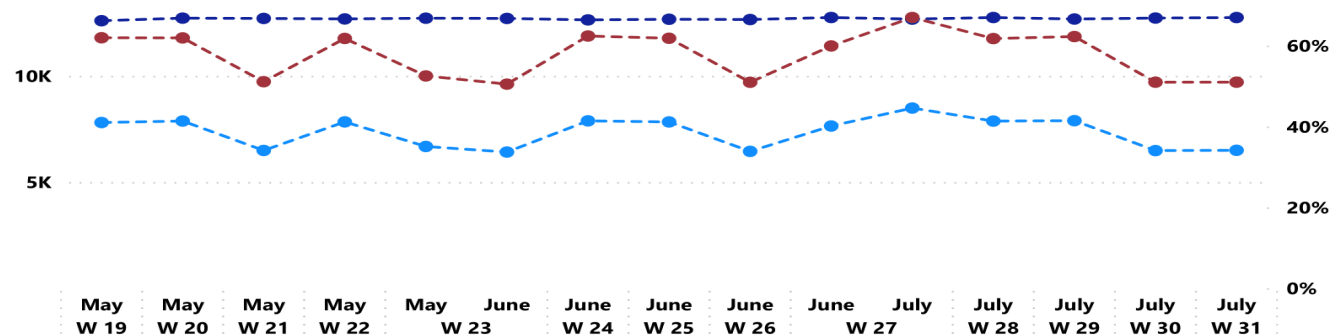
Realisation% and ADR by booking_platform

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%
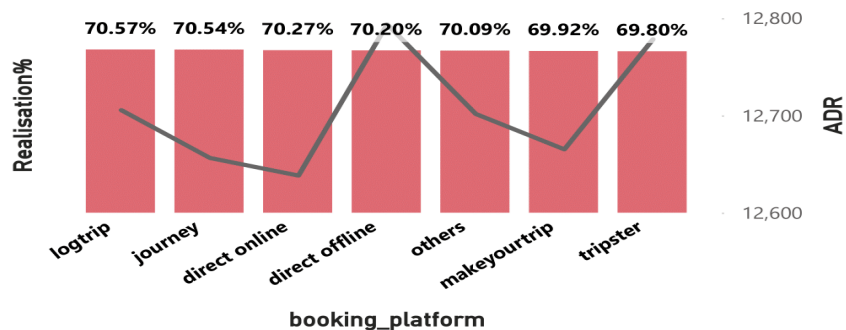
property_id	property_name	city	Revenue	RevPar	Occupancy %	ADR	Realisation%	Cancellation%	Avera
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,435.63	70.01%	25.08%	
16559	Atliq Exotica	Mumbai	117M	10,629	65.85%	16,141.36	70.39%	24.63%	
16560	Atliq City	Delhi	54M	6,281	53.61%	11,714.41	71.20%	24.03%	
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,114.84	69.85%	25.56%	
16562	Atliq Bay	Delhi	56M	6,254	53.40%	11,711.77	69.34%	25.24%	
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480.45	70.02%	25.19%	
17558	Atliq Grands	Mumbai	74M	7,953	53.60%	14,838.75	69.91%	25.67%	
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293.13	70.81%	24.04%	
17560	Atliq City	Mumbai	87M	7,763	53.07%	14,628.63	69.51%	25.12%	
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271.29	70.14%	24.41%	
Total			**1688M**	**7,337**	**57.79%**	**12,695.75**	**70.14%**	**24.84%**	

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

Revenue Analysis

Revenue	Total Booking	Occupancy %	Average Rating	Cancellation %
2bn	135K	57.9%	3.62	24.83%

Revenue by Platform

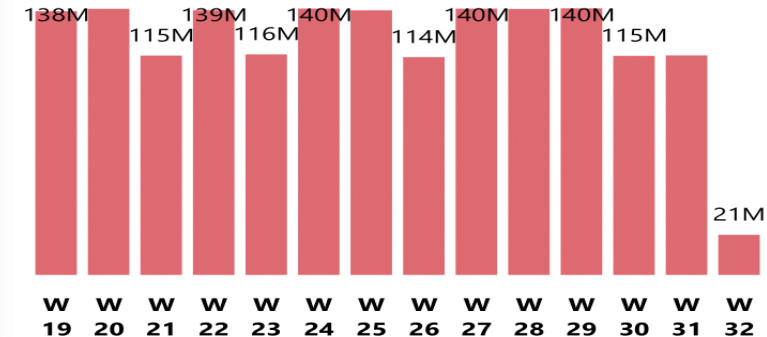| Platform	Revenue
others	699M
makeyou…	341M
logtrip	188M
direct on…	169M
tripster	123M
journey	103M
direct off…	86M
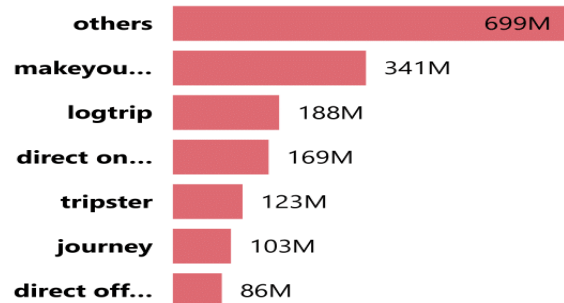
Revenue by City & Months

mmm yy ● May, 2022 ● June, 2022 ● July, 2022

City	May, 2022	June, 2022	July, 2022
Bangalore	144M	136M	140M
Delhi	100M	96M	99M
Hyderabad	111M	105M	109M
Mumbai	227M	217M	225M

Revenue by Weeks

Week	Revenue
W 19	138M
W 20	138M
W 21	115M
W 22	139M
W 23	116M
W 24	140M
W 25	140M
W 26	114M
W 27	140M
W 28	140M
W 29	140M
W 30	115M
W 31	115M
W 32	21M

Revenue by Room Class

Room Class	Revenue
Elite	560M
Premium	462M
Presidential	377M
Standard	310M

Revenue by Category

category	Revenue
Luxury	1053M (61.61%)
Business	656M (38.39%)

Revenue by Property

Property	Revenue
Atliq Exotica	320M
Atliq Palace	304M
Atliq City	286M
Atliq Blu	261M
Atliq Bay	260M
Atliq Grands	212M
Atliq Seasons	66M

Booking Analysis

All | All | All | All | All | All

Total Capacity	Total Booking	Occupancy %	Average Rating	Cancellation %
233K	135K	57.9%	3.62	24.83%

Booking & Cancelled by Platform

● Total Bookings ● total cancelled bookings

- others: 55K / 14K
- makeyou…: 27K / 7K
- logtrip: 15K / 4K
- direct on…: 13K / 3K
- tripster: 10K / 2K
- journey: 8K / 2K
- direct off…: 7K / 2K
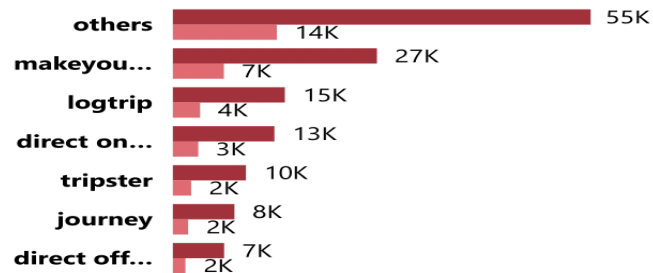
Booking by City & Months

● Total Bookings ● total cancelled bookings

- May 2022: 46K / 11K
- Jun 2022: 44K / 11K
- Jul 2022: 45K / 11K
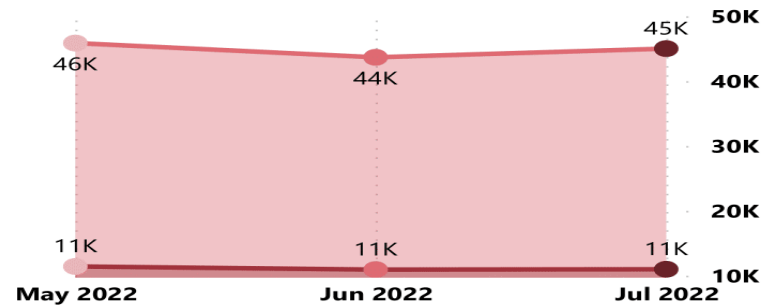
Booking & Cancelled by Weeks

● Total Bookings ● total cancelled bookings

- weekday: 84K / 21K
- weekend: 50K / 12K
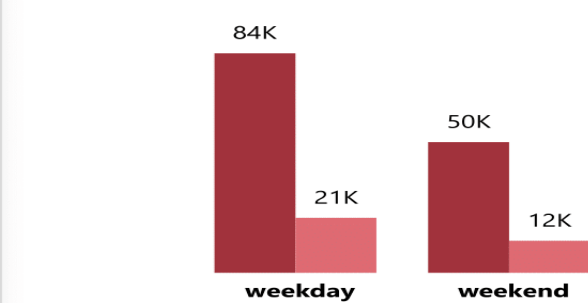
Booking & Cancelled by Room Class

● Total Bookings ● total cancelled bookings

- Elite: 50K / 12K
- Standard: 38K / 10K
- Premium: 31K / 8K
- Presidential: 16K / 4K

Booking by Category

- 51K (37.84%) Business
- 84K (62.16%) Luxury
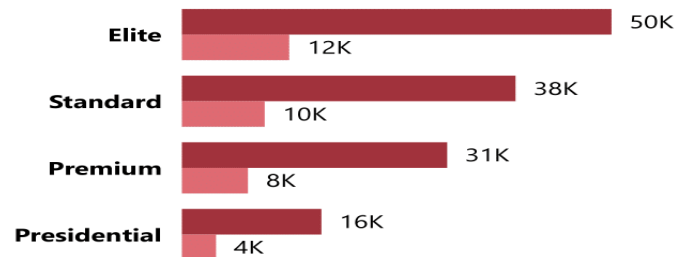
category
● Luxury
● Business
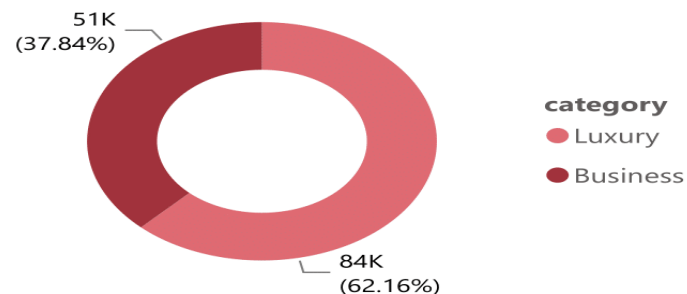
Booking & Cancelled by Property

● Total Bookings ● total cancelled bookings
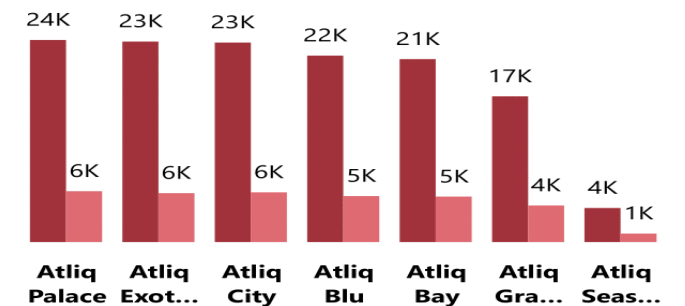
- Atliq Palace: 24K / 6K
- Atliq Exot…: 23K / 6K
- Atliq City: 23K / 6K
- Atliq Blu: 22K / 5K
- Atliq Bay: 21K / 5K
- Atliq Gra…: 17K / 4K
- Atliq Seas…: 4K / 1K

Rating Analysis

Filter by city: All
Filter by Months: All
Filter by Platform: All
Filter by Property: All
Filter by Weeks: All
Filter by Status: All

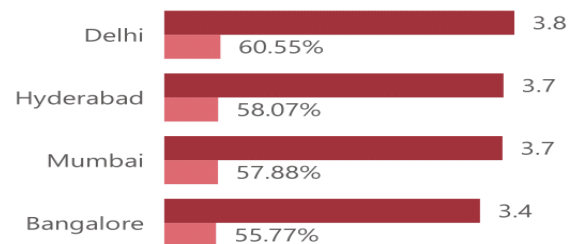| Total Capacity	Total Booking	Occupancy %	Average Rating	Cancellation %
233K	135K	57.9%	3.62	24.83%

Average Ratings & Occupancy % by City

- Average Ratings
- Occupancy %

City	Average Ratings	Occupancy %
Delhi	3.8	60.55%
Hyderabad	3.7	58.07%
Mumbai	3.7	57.88%
Bangalore	3.4	55.77%

Avg Rating & Occupancy% by Property

Atliq Blu
3.96 — Average Ratings
62.02% — Occupancy %

Atliq Palace
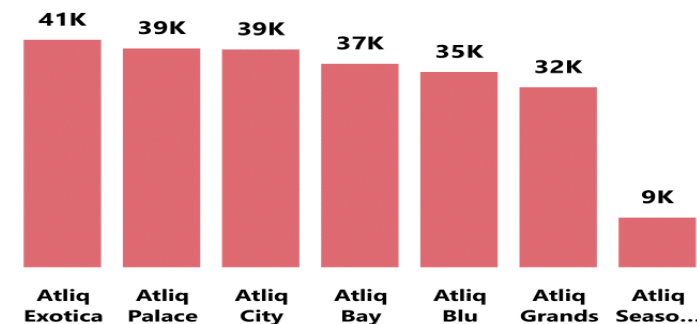3.75 — Average Ratings
60.00% — Occupancy %

Atliq Bay
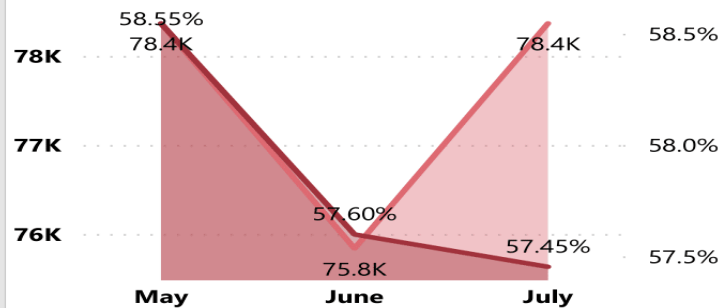3.71 — Average Ratings
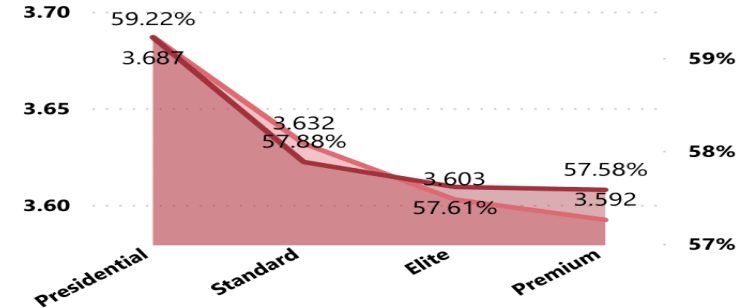58.41% — Occupancy %

Capacity by Property_name

Property	Capacity
Atliq Exotica	41K
Atliq Palace	39K
Atliq City	39K
Atliq Bay	37K
Atliq Blu	35K
Atliq Grands	32K
Atliq Seaso...	9K

Capacity & Occupancy % by Months

- Sum of capacity
- Occupancy %

Month	Occupancy %	Capacity
May	58.55%	78.4K
June	57.60%	75.8K
July	57.45%	78.4K

Avg Ratings & Occupancy % by Category

- Average Ratings
- Occupancy %

Category	Average Ratings	Occupancy %
Presidential	3.687	59.22%
Standard	3.632	57.88%
Elite	3.603	57.61%
Premium	3.592	57.58%

Occupancy % by Day Type

day_type
- weekend
- weekday

51.34% (41.1%)
73.58% (58.9%)
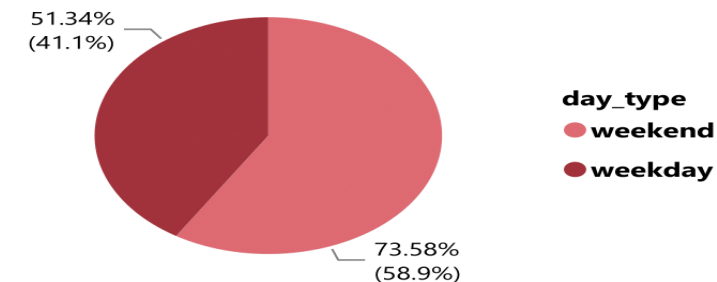
INSIGHTS

- AtliQ Grand Hospitality generated 1.7 billion in revenue with a RevPAR of 7,000 and an ADR of 12,700.
- The Realization percentage was 70.1%, with an occupancy rate of 57.8% and 2528(DSNR) daily sellable room nights.
- Logtrip had the highest realization at 70.57%, and direct offline bookings had the highest ADR at 12,793.
- Tripster had the lowest realization at 69.80%, while Journey and Makeyourtrip had the lowest ADRs around 12,655.
- Overall, ADRs were consistent across platforms, with slight variances in realization percentages.
- During the Analyzed period, ADR remained stable between 1264 and 1275. Occupancy rates varied significantly, from 50.49% in week 23 of June to 66.97% in week 27 of July.
- Consequently, RevPAR peaked in weeks with higher occupancy, especially week 27 of July.
- The Others platform leads with 699m, while Direct Offline generates 86m. Mumbai consistently outperforms Delhi in revenue, especially in May.
- Luxury category leads with 1053m, with Business following at 656m.
- AtliQ Exotica significantly outperforms AtliQ Seasons, with 320m compared to 66m in revenue.
- Others platform dominates with 55k bookings, but faces 14k cancellations, signalling possible reservation issues.
- Mumbai maintains high monthly bookings of 15k, indicating sustained demand. Weekends show a surge with 84k bookings, but 21k cancellations hint at instability.
- Elite rooms are popular with 50k bookings, while Luxury category bookings hit 84k, emphasizing upscale demand.
- AtliQ Palace leads with 24k bookings, while AtliQSeasons records the lowest at 3k, suggesting lower demand or challenges.
- The overall average rating is 3.62, indicating moderate satisfaction. Cities like Delhi and Bangalore boast higher ratings and decent occupancy rates, while properties like AtliQ Blue excel with a 3.96 rating and 62.02% occupancy.
- AtliQ Season lags behind with a low rating of 2.29 and occupancy at 44.62%. Varied total capacities among properties and consistent occupancy levels in May and June imply stable demand. Weekend occupancy averages lower at 51.34% compared to weekdays at 73.58%.

RECOMMENDATIONS

1. Enhance Low-Performing Properties   - Upgrade amenities, improve customer service, and address issues at properties like AtliQ Season. Use guest surveys to identify and fix specific problems.

2. Reduce Cancellations and Optimize Bookings - Investigate and resolve high cancellation causes on the Others platform and weekends. Improve booking processes, clarify policies, and promote high-realization platforms like Logtrip.

3. Leverage High-Performing Segments - Boost marketing for top-performing properties like AtliQ Exotica and popular room categories such as Luxury and Elite. Offer special packages and consider expanding successful categories.

4. Adjust Pricing and Promotions for Stability- Implement targeted marketing and dynamic pricing to manage occupancy fluctuations. Offer weekday promotions and appealing weekend packages to maximize RevPAR and reduce cancellations.