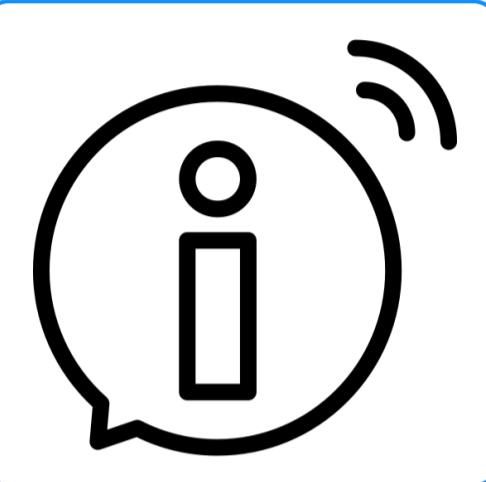




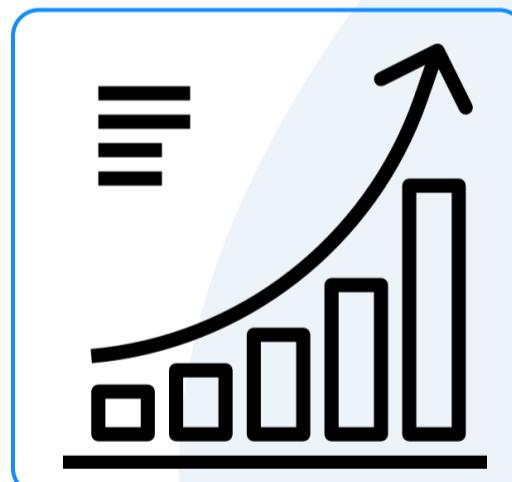
## AtliQ Grands Business Insights

### Info



Contains information about the problems faced by AtliQ Grands in their business and all the metrics used in this report

### Key Metrics Analysis



Industry-standard key metrics provide a concise and comprehensive overview of business or industry performance



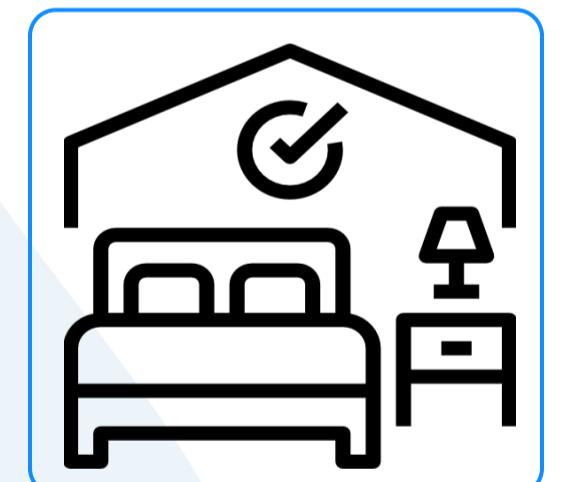
Contains insights generated using some of the charts

### Performance Analysis



Contains information and Charts related to the performance of the AtliQ Grands Business

### Analysis By Room Class



Analysis of various Key Metrics by Room Class





Filter By City

Filter By Property

Filter By Month

Filter By Platform

Filter By Status

Filter By Week

₹ 1.63bn

Revenue  
-22%

57.79%

Occupancy %  
0.01%

3.62

Avg rating  
1.28%

12.70K

ADR  
1.08%

7.10K

RevPar  
-22.23%

70.20%

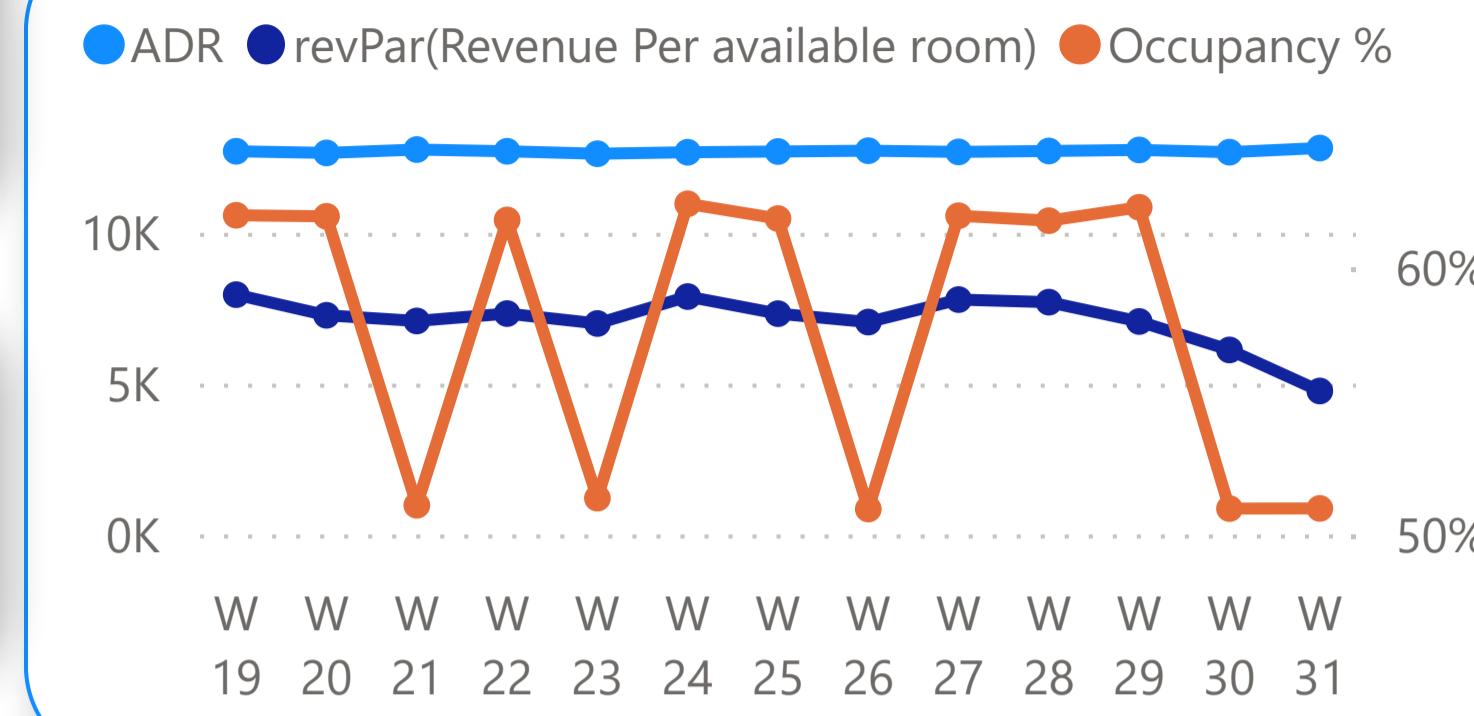
Realisation %  
2.38%

Values in bottom are WOW % change

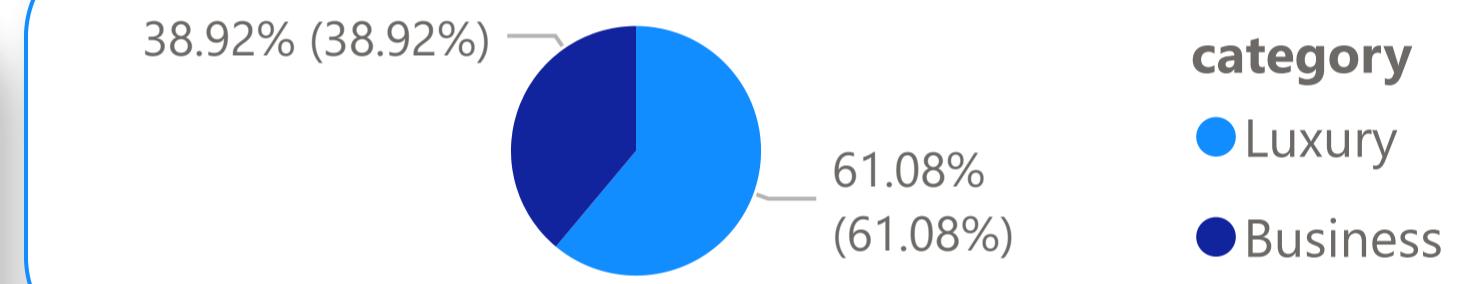
## Key Metrics By Property

Property_name	Property_id	city	revenue	Occupancy %	Avg R	ADR	Cancellation %	DSRN
Atliq Grands	16558	Delhi	₹ 34.1M	65.8%	4.2	11.4K	25.1%	52
Atliq Palace	18563	Hyderabad	₹ 43.4M	52.9%	3.1	9.5K	25.8%	97
Atliq Grands	18558	Hyderabad	₹ 43.6M	53.4%	3.1	10.3K	25.2%	91
Atliq Exotica	18559	Hyderabad	₹ 45.4M	44.6%	2.3	9.1K	24.3%	128
Atliq Bay	17562	Mumbai	₹ 49.4M	44.9%	2.4	15.2K	25.2%	83
Atliq Grands	19558	Bangalore	₹ 51.7M	44.3%	2.3	12.5K	24.8%	107
Atliq Blu	18561	Hyderabad	₹ 53.0M	65.5%	4.2	8.7K	24.0%	107
Atliq City	16560	Delhi	₹ 53.3M	53.6%	3.0	11.7K	24.1%	95
Atliq Bay	16562	Delhi	₹ 53.6M	53.4%	3.1	11.7K	24.8%	98
Atliq Blu	16561	Delhi	₹ 55.0M	65.7%	4.3	13.1K	25.3%	73
Atliq Exotica	19559	Bangalore	₹ 56.8M	53.7%	3.1	12.8K	24.3%	95
Atliq City	18560	Hyderabad	₹ 59.1M	66.1%	4.3	9.2K	24.0%	109
Atliq Seasons	17564	Mumbai	₹ 64.1M	44.6%	2.3	16.6K	24.9%	97
<b>Total</b>			<b>₹ 1,633.3M</b>	<b>57.8%</b>	<b>3.6</b>	<b>12.7K</b>	<b>24.8%</b>	<b>2,528</b>

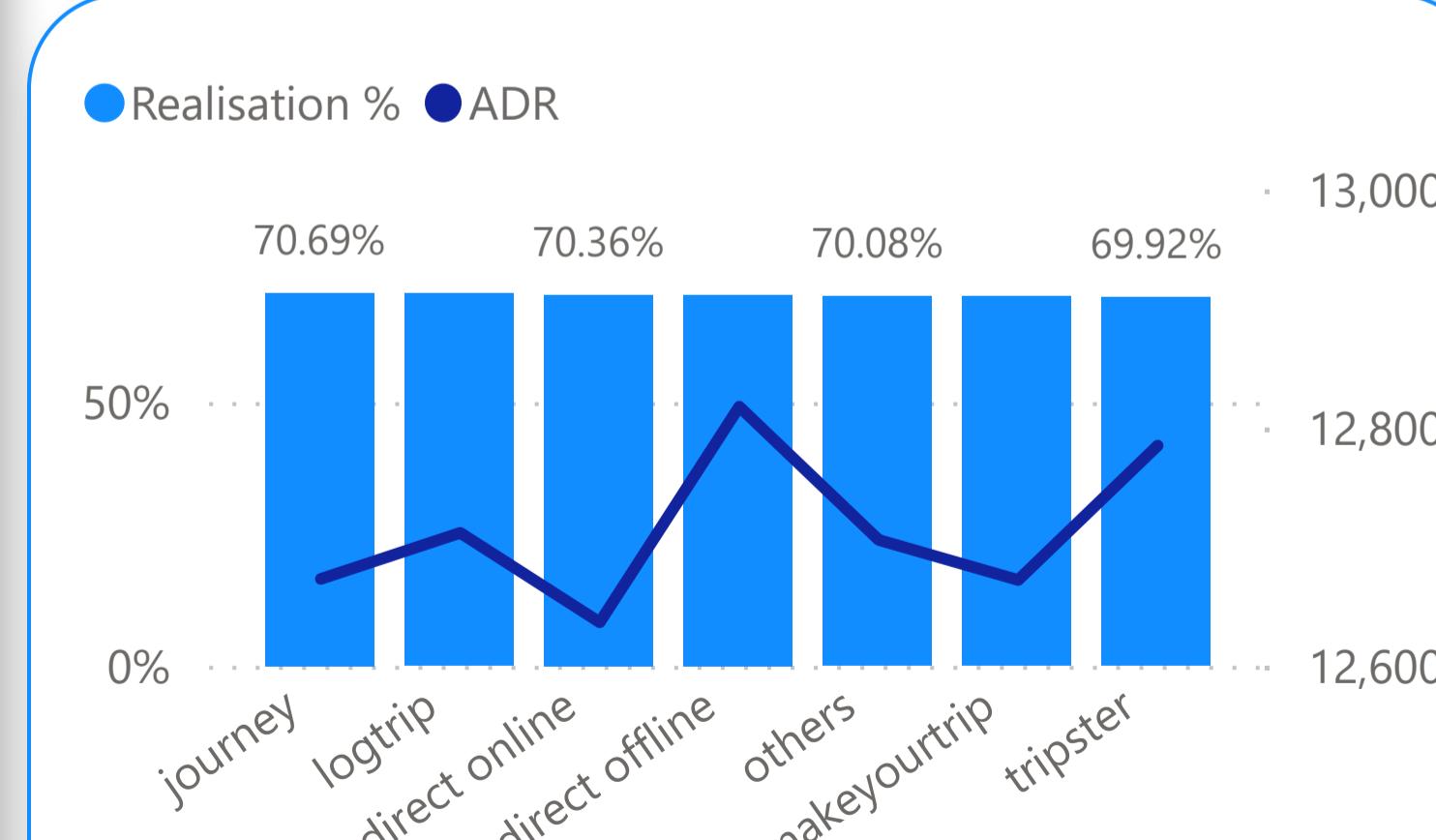
## Trend By Key Metrics



## % Revenue By Category



## ADR and Realisation % by booking\_platform



ADR=Average daily Revenue, RevPar=Revenue per Available room, DSRN=Daily Sellable Room Nights, DBRN=Daily Booked Room Nights, DURN=Daily Utilized Room Nights



Filter By City

Filter By Property

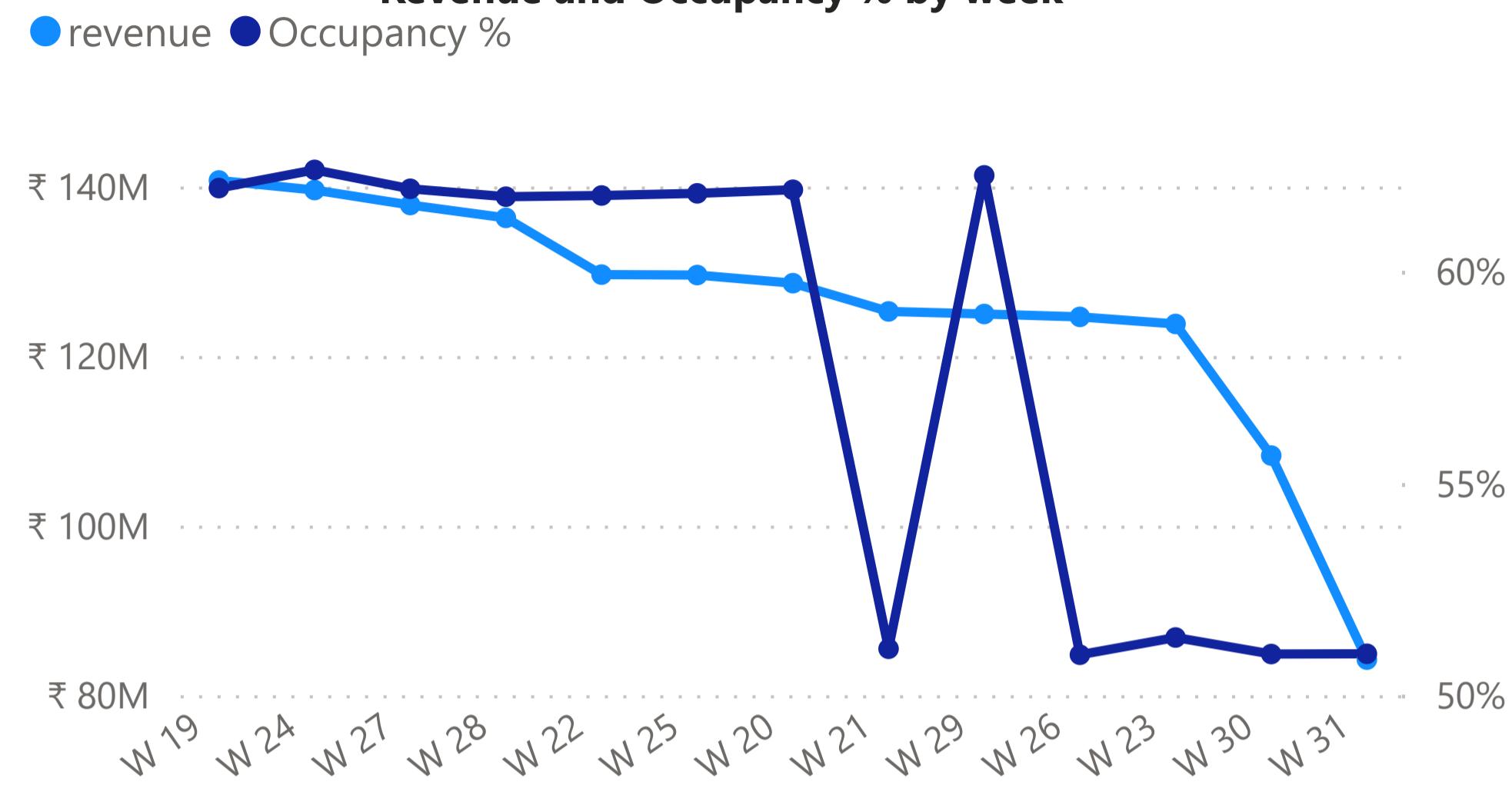
Filter By Month

Filter By Platform

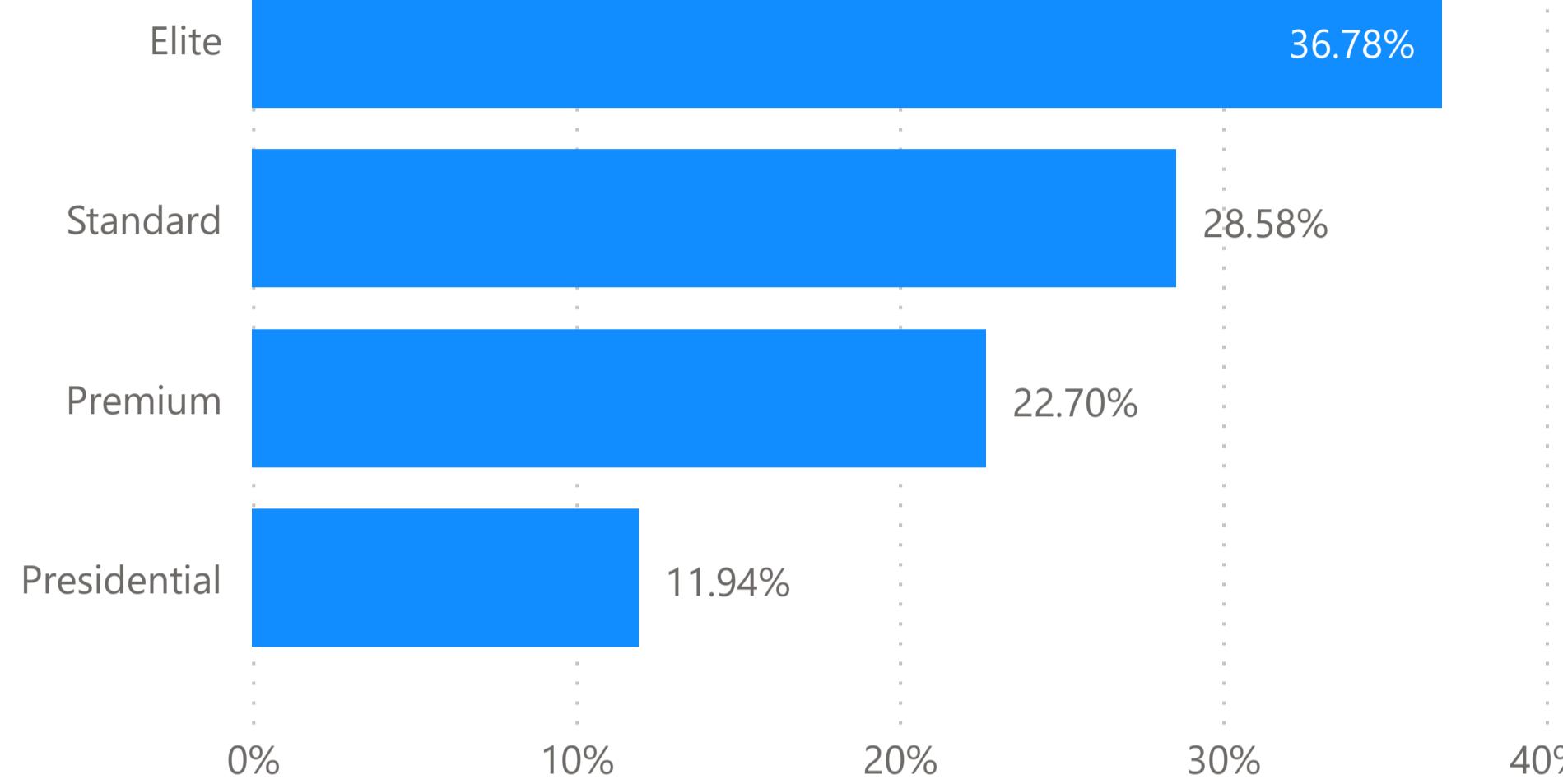
Filter By Status

Filter By Week

### Revenue and Occupancy % by week



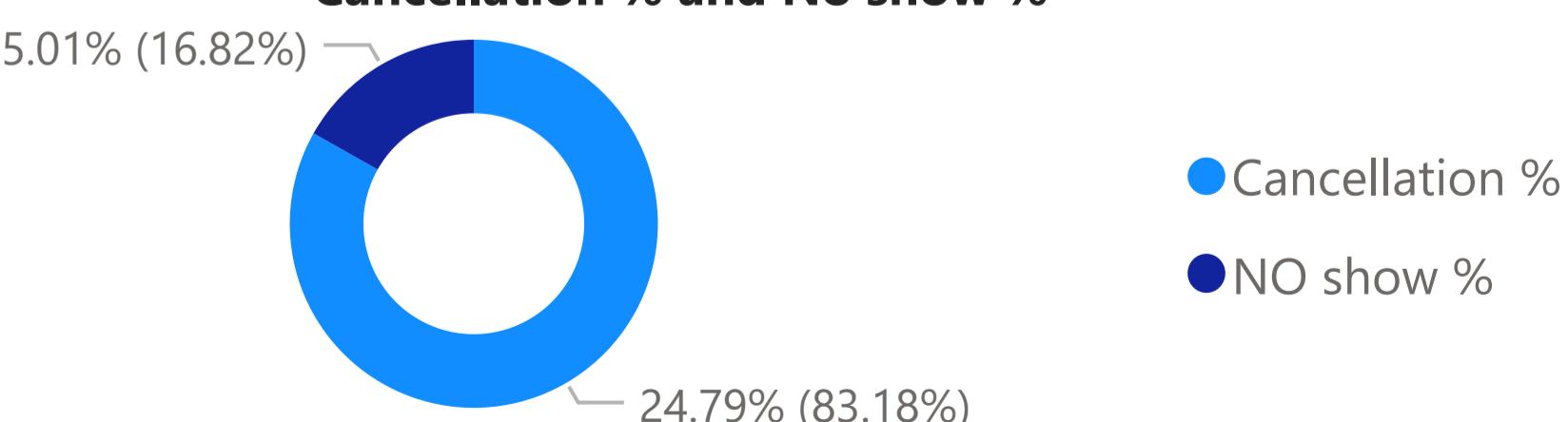
### Booking % room by Class



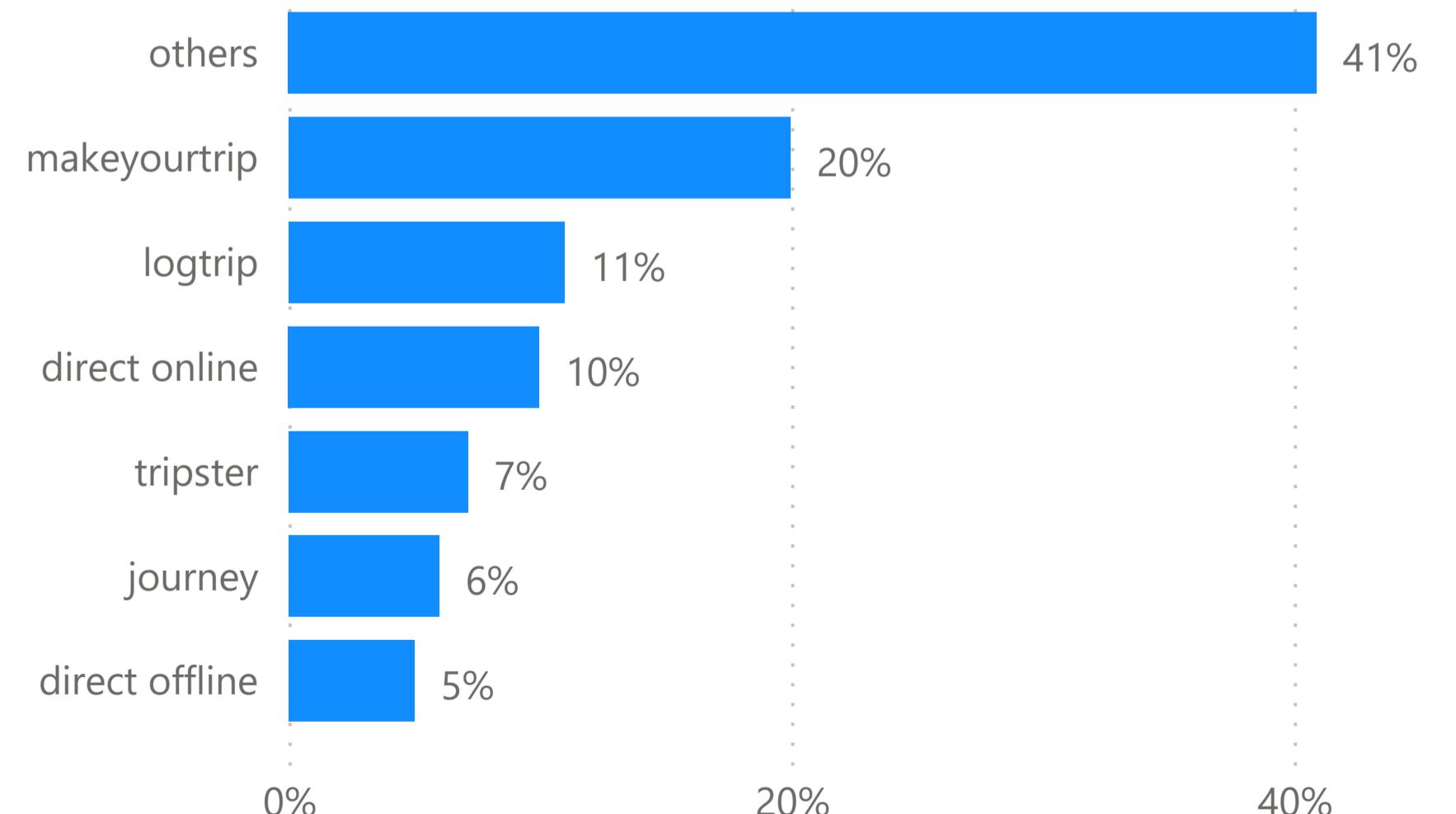
### Key Metrics By Day Type

day_type	ADR	Occupancy %	Realisation %	revenue
weekday	12,700.9	51.3%	70.31%	₹ 1,156.9M
weekend	12,705.3	73.9%	69.93%	₹ 476.4M
<b>Total</b>	<b>12,702.2</b>	<b>57.8%</b>	<b>70.20%</b>	<b>₹ 1,633.3M</b>

### Cancellation % and No show %



### Booking % by Platform





Filter By City

Filter By Property

Filter By Month

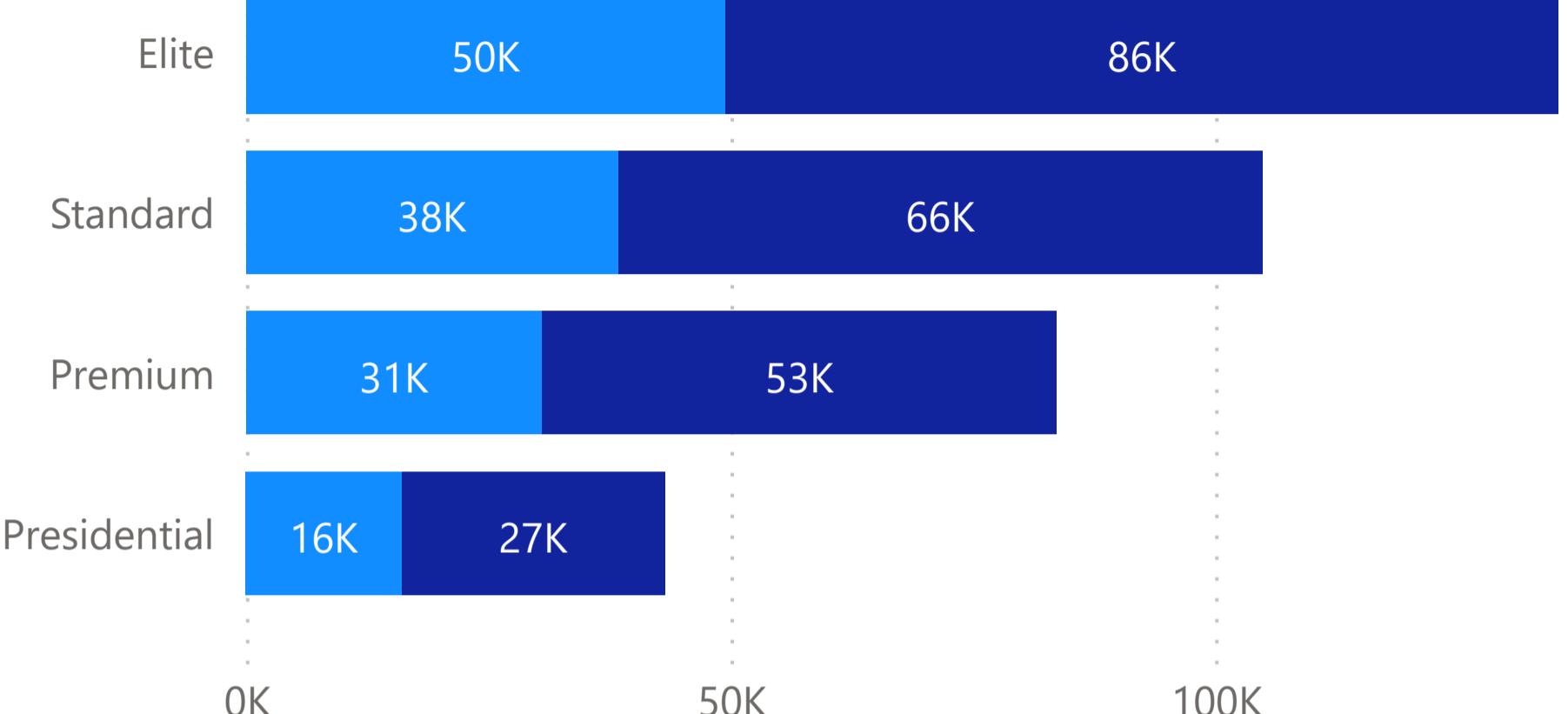
Filter By Platform

Filter By Status

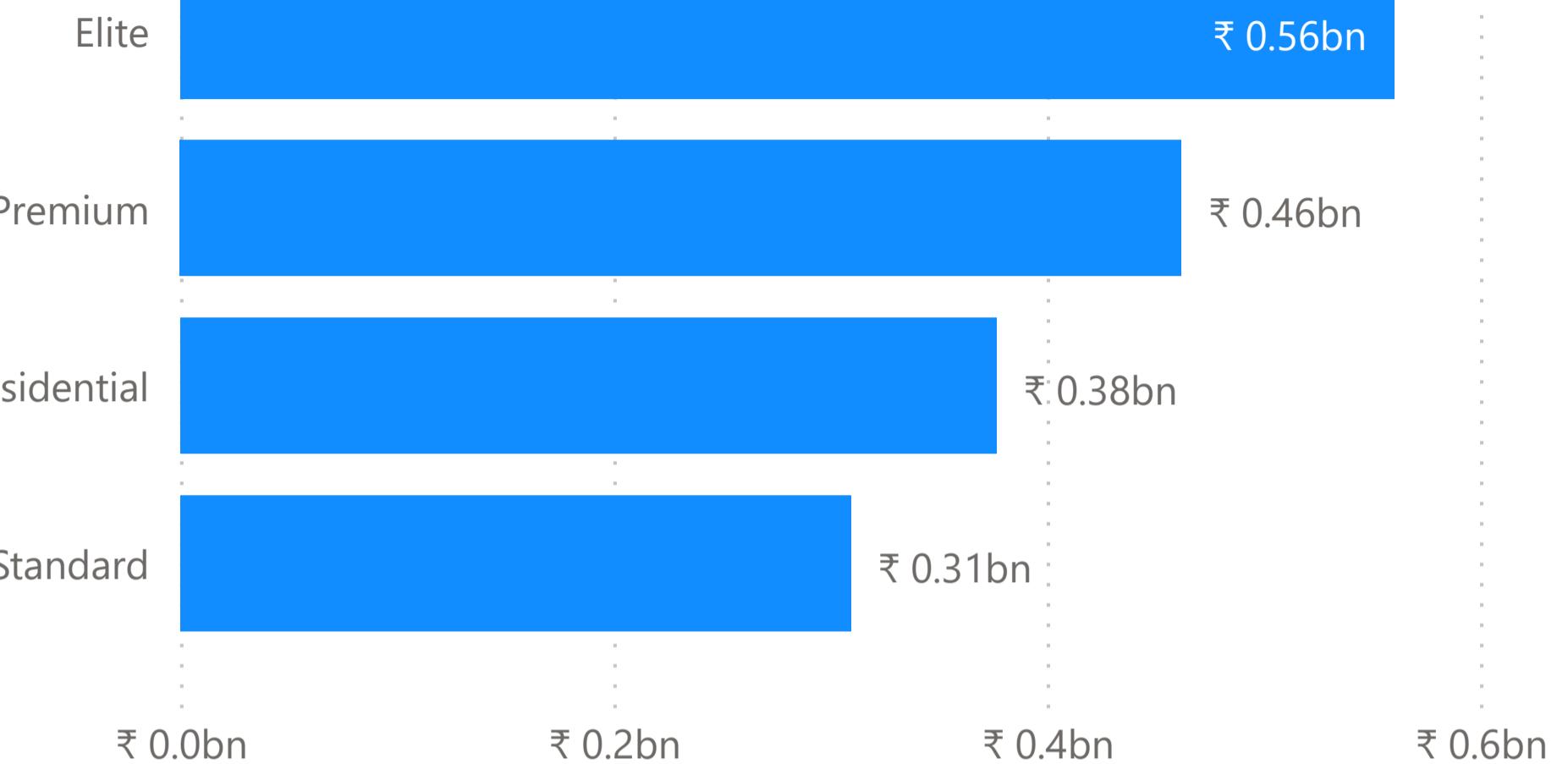
Filter By Week

### Total Successful Bookings, Total bookings , Total capacity by Class

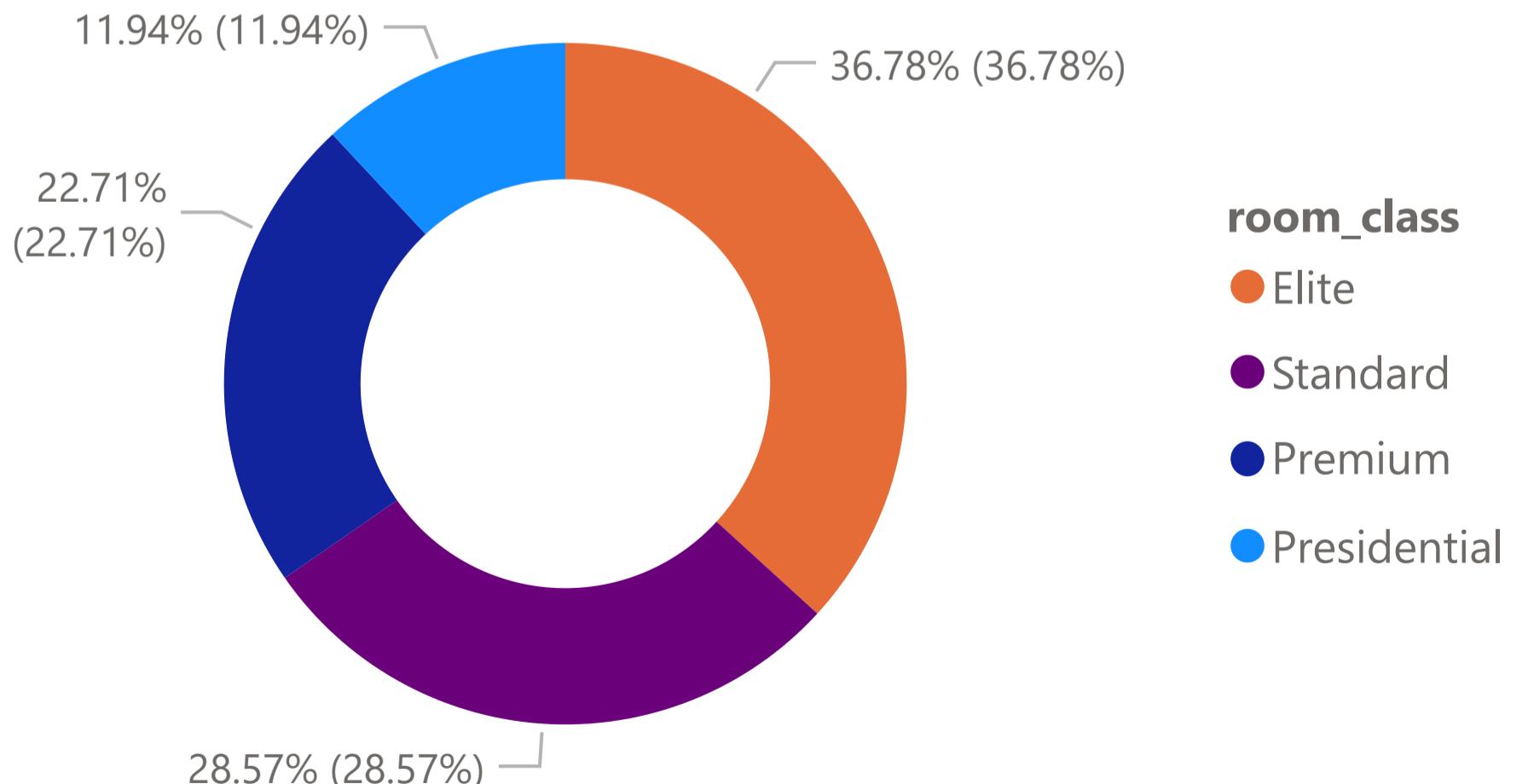
● Total Successful Bookings ● Total capacity



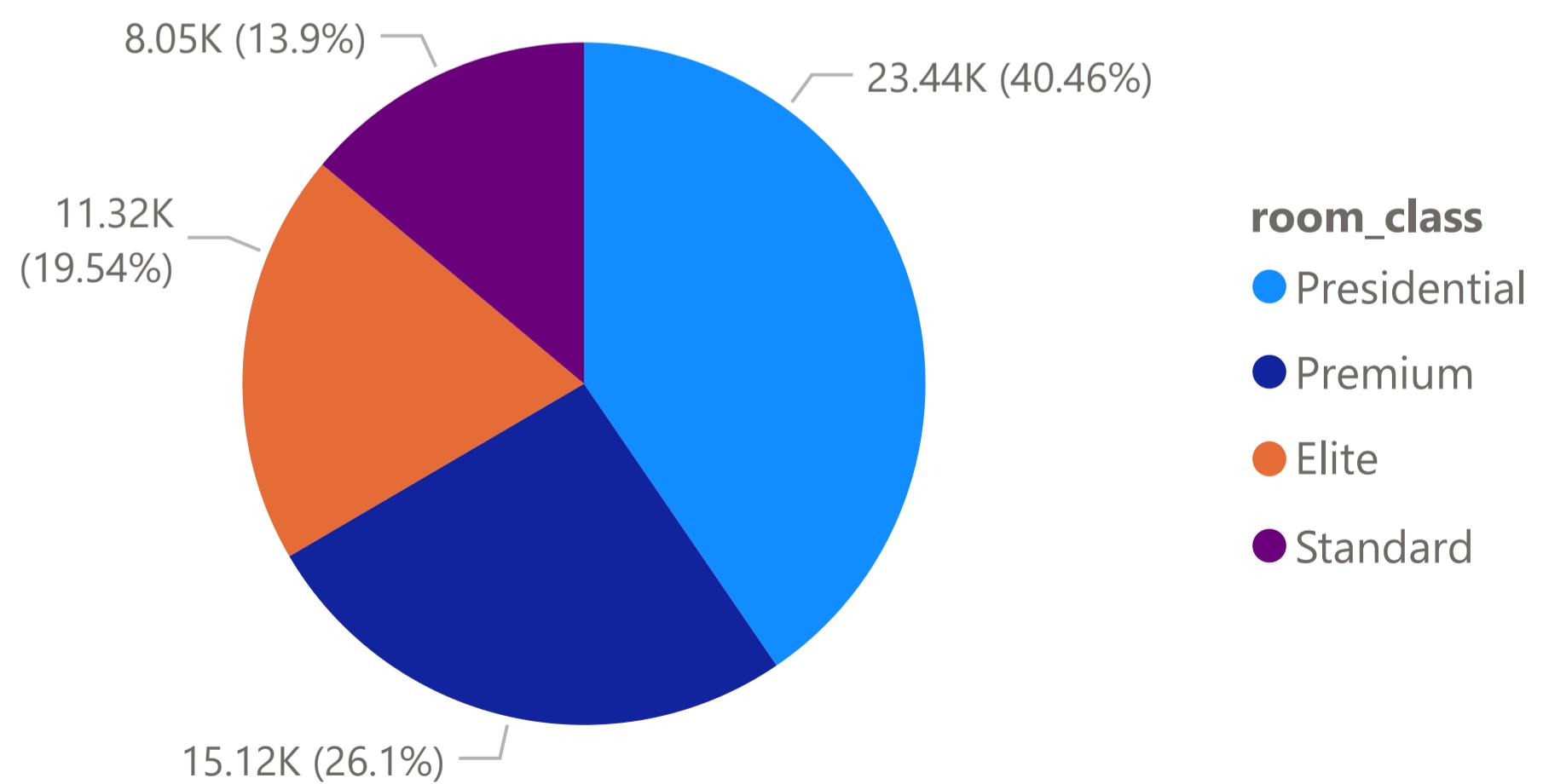
### Revenue by Room Class



### Booking % by Room Class



### ADR by Room Class





Filter By City

All

Filter By Property

All

Filter By Month

All

Filter By Platform

All

Filter By Status

All

Filter By Week

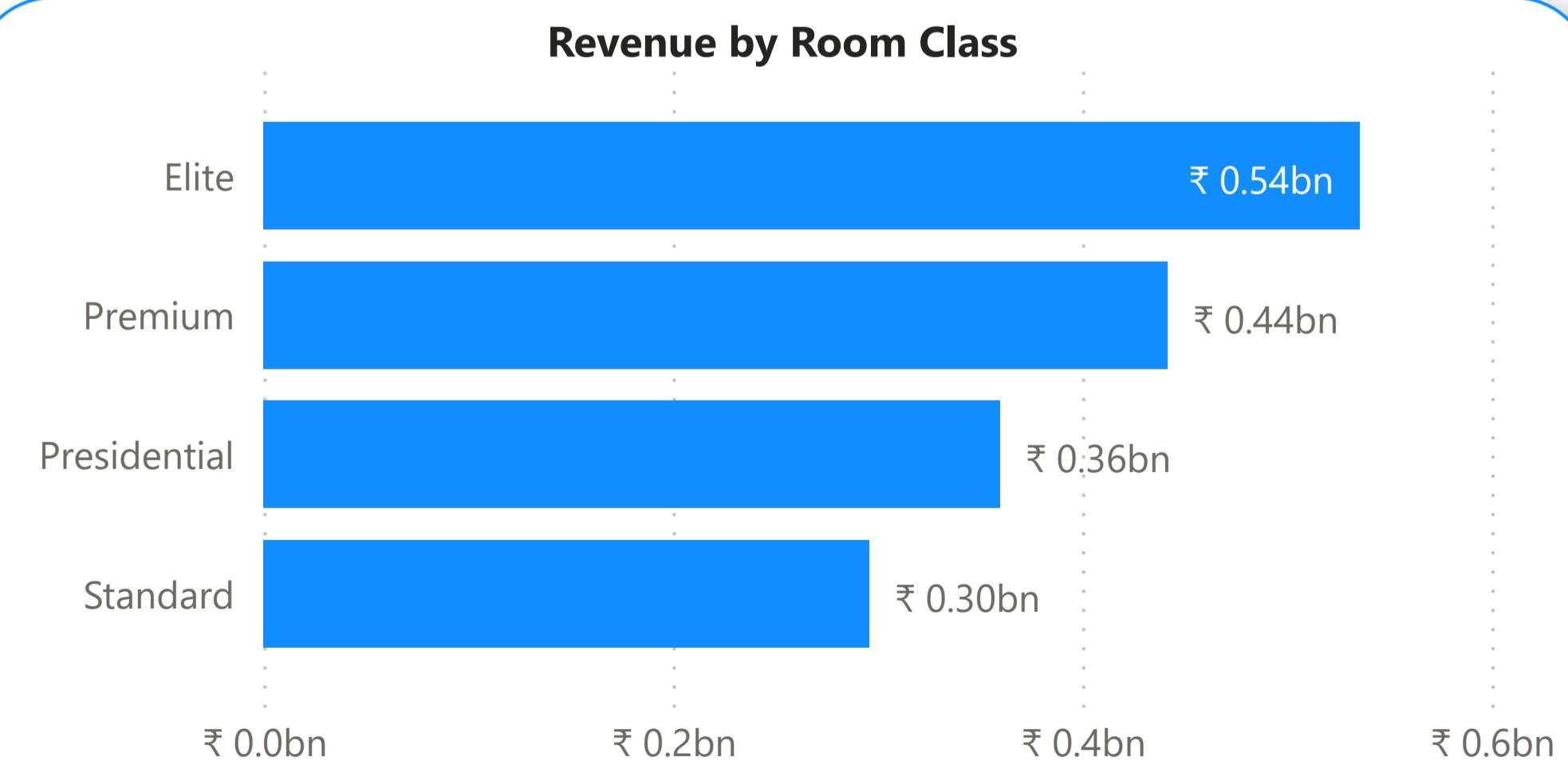
All

day_type	ADR	Occupancy %	Realisation %	revenue
weekday	12,700.9	51.3%	70.31%	₹ 1,156.9M
weekend	12,705.3	73.9%	69.93%	₹ 476.4M
<b>Total</b>	<b>12,702.2</b>	<b>57.8%</b>	<b>70.20%</b>	<b>₹ 1,633.3M</b>

This Chart shows that the ADR is almost similar in week day and weekend so this gives us insight that the company is not using dynamic pricing strategy, The company can increase their room price on weekend to improve their overall revenue.

Property_name	Property_id	city	revenue	Occupancy %	Avg R
Atliq Grands	19558	Bangalore	₹ 51.7M	44.3%	2.3
Atliq Seasons	17564	Mumbai	₹ 64.1M	44.6%	2.3
Atliq Exotica	18559	Hyderabad	₹ 45.4M	44.6%	2.3
Atliq Bay	17562	Mumbai	₹ 49.4M	44.9%	2.4
Atliq Palace	18563	Hyderabad	₹ 43.4M	52.9%	3.1
<b>Total</b>			<b>₹ 1,633.3M</b>	<b>57.8%</b>	<b>3.6</b>

This Chart shows that all the properties that are having lower occupancy or the occupancy below 50% are also having the Avg Rating below 3 .So this shows that the customers are not satisfied with rooms or the property due this the occupancy % is less .So the company should focus on finding out the reason behind the lower avg rating and also find out the needs and demands of the customer in order to improve the overall rating and there by to improve the overall occupancy .



This Chart shows that the standard room class is generating the lowest revenue so the company should find out the ways or methods to improve the revenue of this room class.

## Problem Statement

### The problem statement for AtliQ Grands is as follows:

AtliQ Grands, a well-established player in the hospitality industry for the past 20 years, is facing a decline in market share and revenue in the luxury/business hotels category due to competitive strategies and ineffective decision-making. In order to regain their market share and revenue, the managing director aims to incorporate "Business and Data Intelligence" into their operations. However, the company lacks an in-house data analytics team to provide the necessary insights.

### Objective of this project:

The objective of this project is to create a comprehensive Power BI dashboard that will enable stakeholders at AtliQ Grands to make informed, data-driven decisions. By providing valuable insights and analytics, the dashboard will help the company regain its competitive edge in the luxury/business hotels category. Through the integration of "Business and Data Intelligence," the project aims to empower stakeholders with actionable information, enabling them to strategize effectively and improve market share and revenue for AtliQ Grands.

### Metrics used in this project with description

Metric Name	Description
ADR	<p>the ADR(Average Daily rate)</p> <p>It is the ratio of revenue to the total rooms booked/sold.</p> <p>It is the measure of the average paid for rooms sold in a given time period</p>
Average Rating	Get the average ratings given by the customers
Booking % by Platform	<p>To show the percentage contribution of each booking platform for bookings in hotels.</p> <p>We have booking platforms like makeyourtrip, logtrip, tripster etc)</p>
Booking % by Room class	<p>To show the percentage contribution of each room class over total rooms booked.</p> <p>We have room classes like Standard, Elite, Premium, Presidential.</p>
Cancellation %	cancellaton percentage.
DBRN	DBRN(Daily Booked Room Nights)