

# Insights:

- AtliQ Grands a company owns multiple five-star hotels across India. AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue, for that they provided 3 months (may, June, July) data to gain valuable insights and can take data driven decisions.
- After analyzing the data, when I created dashboard in power bi, I have got following insights.
  - Mumbai is the most performing city with highest revenue(669 million Rs) and Delhi is the low performing among all 4 cities provided in dataset.
  - When it comes to cancellation, the property id(19560) in Bangalore and property id (18563) in Hyderabad are having highest cancellation rate with 26.4% & 26%.
  - Rating wise Delhi is in the top with highest rating of 3.76.
  - Revenue is more in may month (comparing to June & July)
  - Among all booking platforms, makeurtrip has most bookings of 27k. Highest booking numbers are from others sources(55k).
  - When it comes to occupancy % of hotel, every city has its occupancy below 60%.

# Recommendations

- Occupancy of all hotels in every 4 cities have occupancy below 60% , management has to work on this number and plan to increase occupancy. They can collaborate with booking platforms and can give a voucher coupon and discount to people.
- Rating wise also they are below 4. They need to work on ratings to at least increase above 4. They have to improve their facilities and their should be smooth check in and check out for customers. They can provide extra complementary if possible.
- Delhi has highest occupancy and low revenue among all 4 cities. They can create special packages and should promote with marketing strategy.
- They can start membership with Gold/silver/Platinum for those people who have regular kind of business meetings.