

## PRESENTATION



Future Finance CORPORATE



# Financial Performance REPORT

[Explore Now](#)

Presented By

**KUMAR VAISHNAV**  
DATA ANALYST



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- 3 About Project
- 4 Project Approach
- 10 Analysis Report



# ABOUT PROJECT

## FINANCIAL PERFORMANCE DASHBOARD

Domain: FINANCE | | Function: Executive Management

### OBJECTIVE



Analyze key financial metrics across countries, product categories, and time periods using Tableau/Power BI to provide actionable insights for strategic decision-making.

### DELIVERABLES

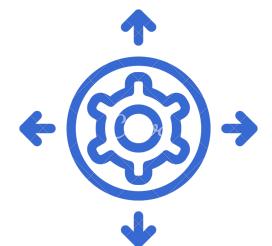


Interactive Power BI dashboard, in-depth financial analysis, strategic recommendations, and comprehensive documentation of methodology and assumptions.

### IMPACT



Enhance decision-making, optimize operations, guide strategic planning, streamline resources, and provide a competitive edge.



# PROJECT APPROACH

[PROJECT LINK](#)

1

Data Import and  
Preparation

2

Key Visualizations

3

Filters and Interactivity

4

Dashboard Creation

**Tool Used:** Microsoft Power BI 

## Connect to Data

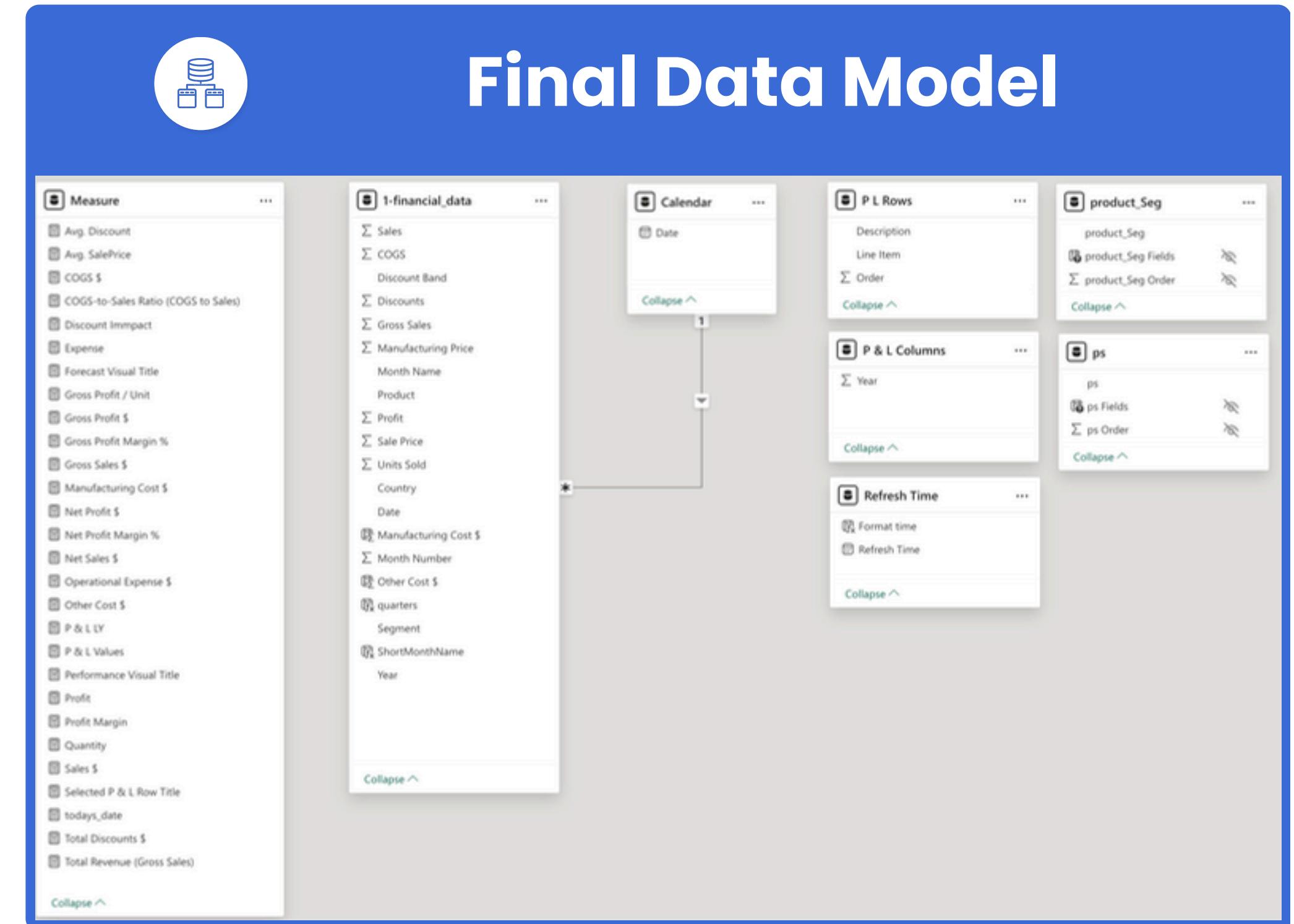


- Import dataset (CSV/Excel) using Power BI.
- Ensure Date, Month, and Year fields are correctly formatted.

## Create Calculated Fields

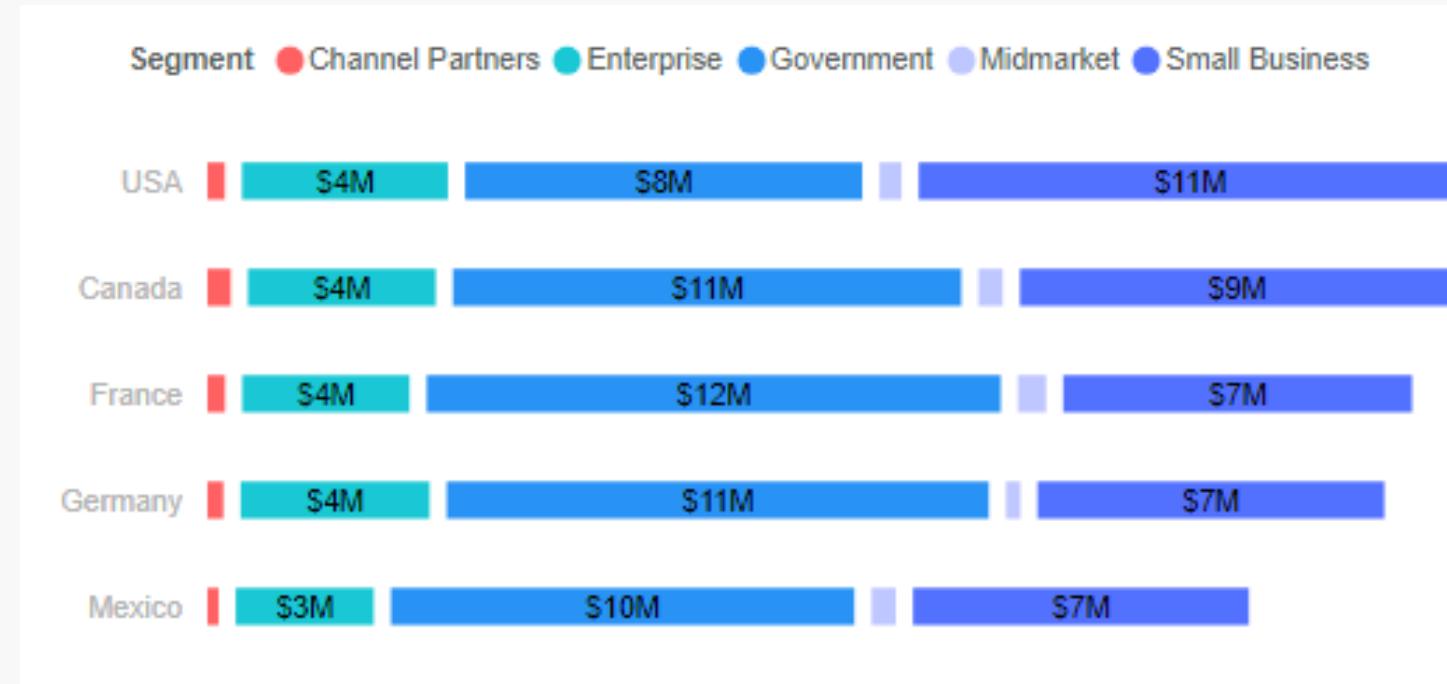


- Profit Margin:  $\text{SUM}([\text{Profit}]) / \text{SUM}([\text{Sales}])$
- Total Discounts:  $\text{SUM}([\text{Discounts}])$
- Total Revenue:  $\text{SUM}([\text{Gross Sales}])$
- COGS to Sales Ratio:  $\text{SUM}([\text{COGS}]) / \text{SUM}([\text{Sales}])$
- Discount Impact =  $[\text{Total Discounts \$}] / [\text{Total Revenue}]$



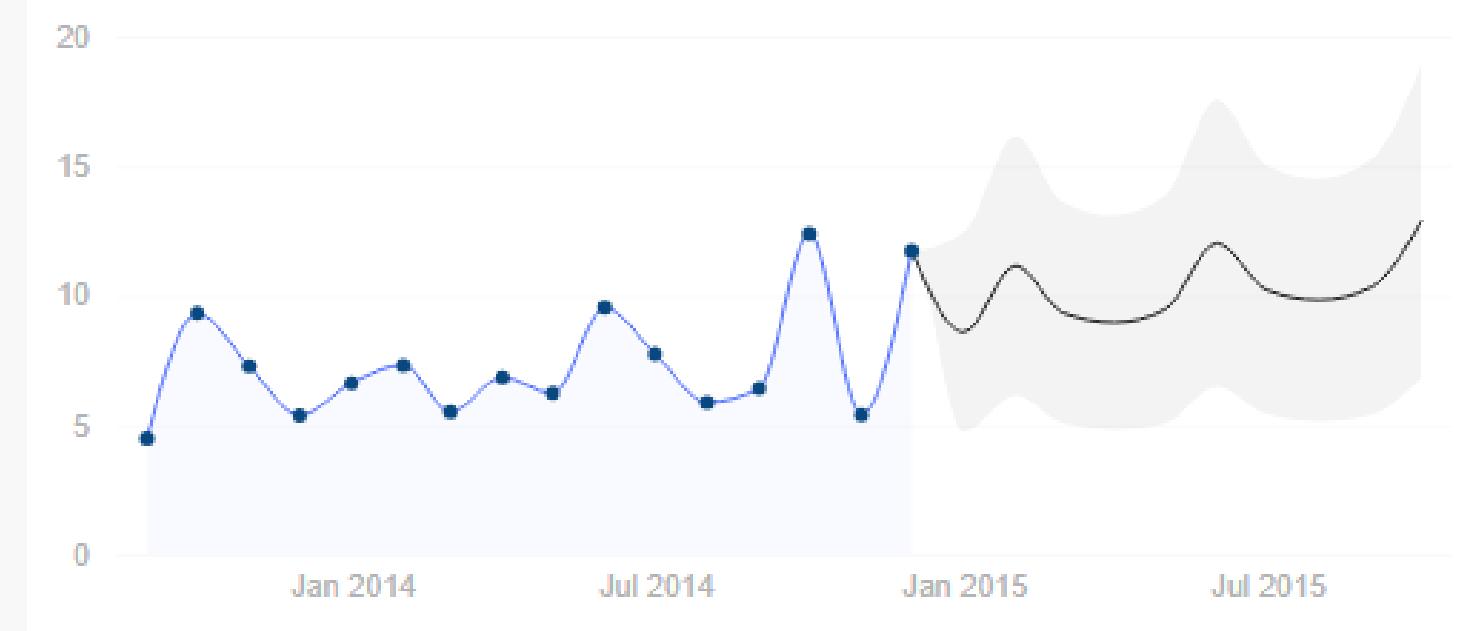
1

## Sales by Country (Bar Chart)

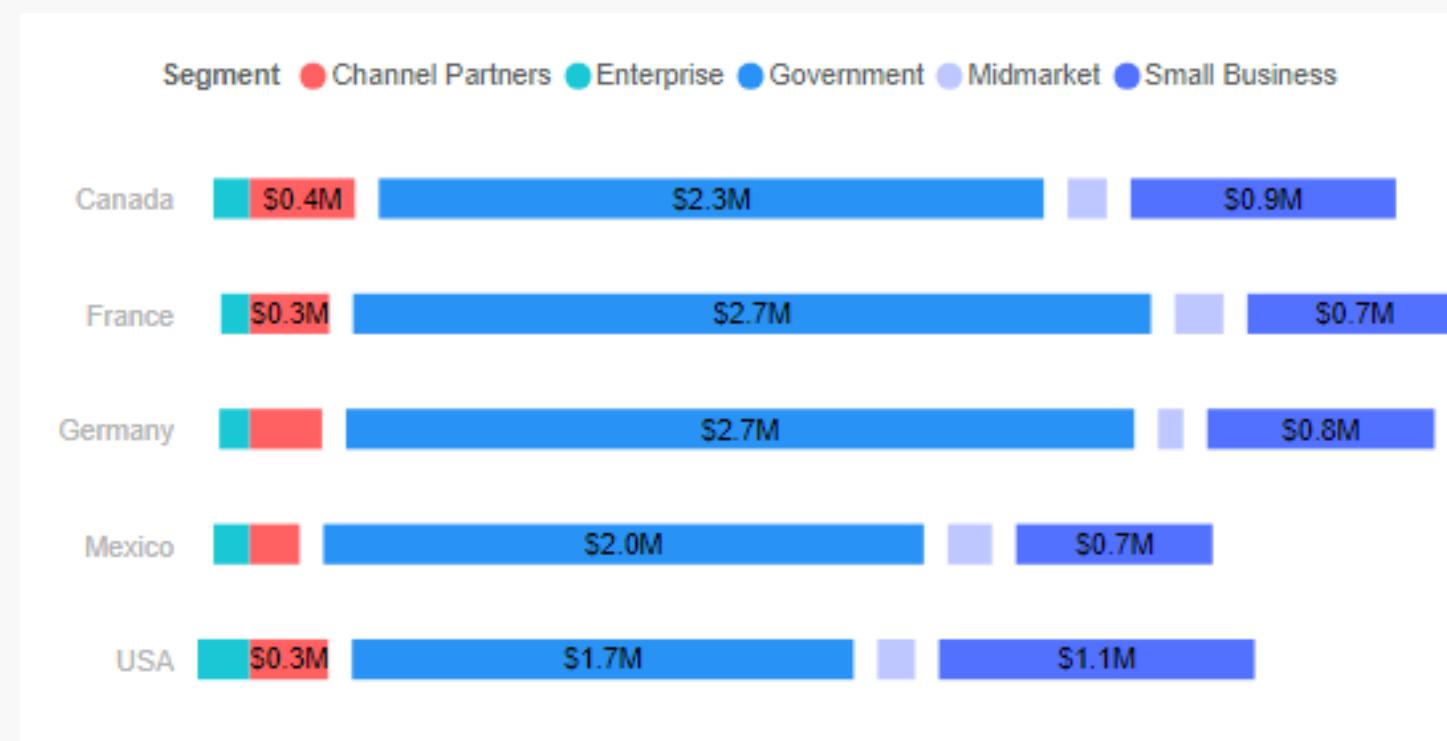


2

## Sales Trend Over Time (Line Graph)



## Profit by Country (Bar Chart)

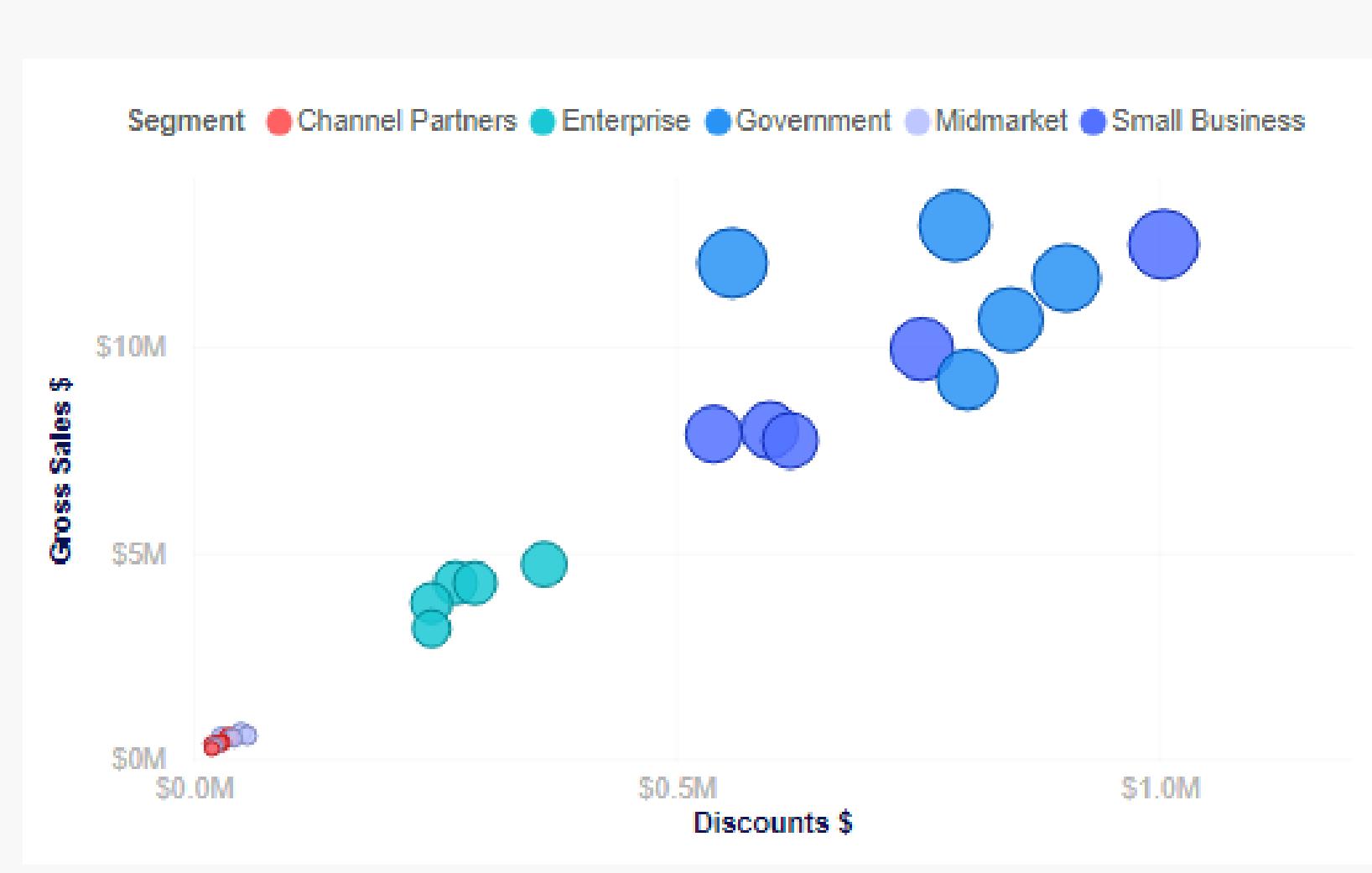


## Profit Trend Over Time (Line Graph)



3

### Gross Sales vs Discounts (Scatter Plot)



4

### Sales by Segment and Discount Band (Heat Map)

Segment	High	Low	Medium	None
Channel Partners	\$0.6M	\$0.4M	\$0.6M	\$0.2M
Enterprise	\$6.5M	\$5.6M	\$5.1M	\$1.5M
Government	\$16.3M	\$16.6M	\$15.5M	\$4.1M
Midmarket	\$0.9M	\$0.4M	\$0.7M	\$0.3M
Small Business	\$13.0M	\$10.7M	\$16.9M	\$1.8M

### Sales by Product and Discount Band (Heat Map)

Product	High	Low	Medium	None
Amarilla	\$4.9M	\$4.2M	\$6.9M	\$1.6M
Carretera	\$5.6M	\$4.6M	\$3.0M	\$0.7M
Montana	\$3.9M	\$4.0M	\$6.5M	\$0.8M
Paseo	\$10.5M	\$10.1M	\$9.9M	\$1.9M
Velo	\$6.6M	\$3.9M	\$6.8M	\$1.0M
VTT	\$6.1M	\$7.0M	\$5.6M	\$1.9M

### Filters Card



- **Date Filter:** Add range slider to explore data by periods.
- **Segment & Product Filter:** Toggle between business segments and Products.
- **Country Filter:** Focus on specific countries.
- **Profitability vs Discounts:** Filter data by discount bands to analyze impact on profitability.

### Filters

SELECT DATE

Segment Product All ▾

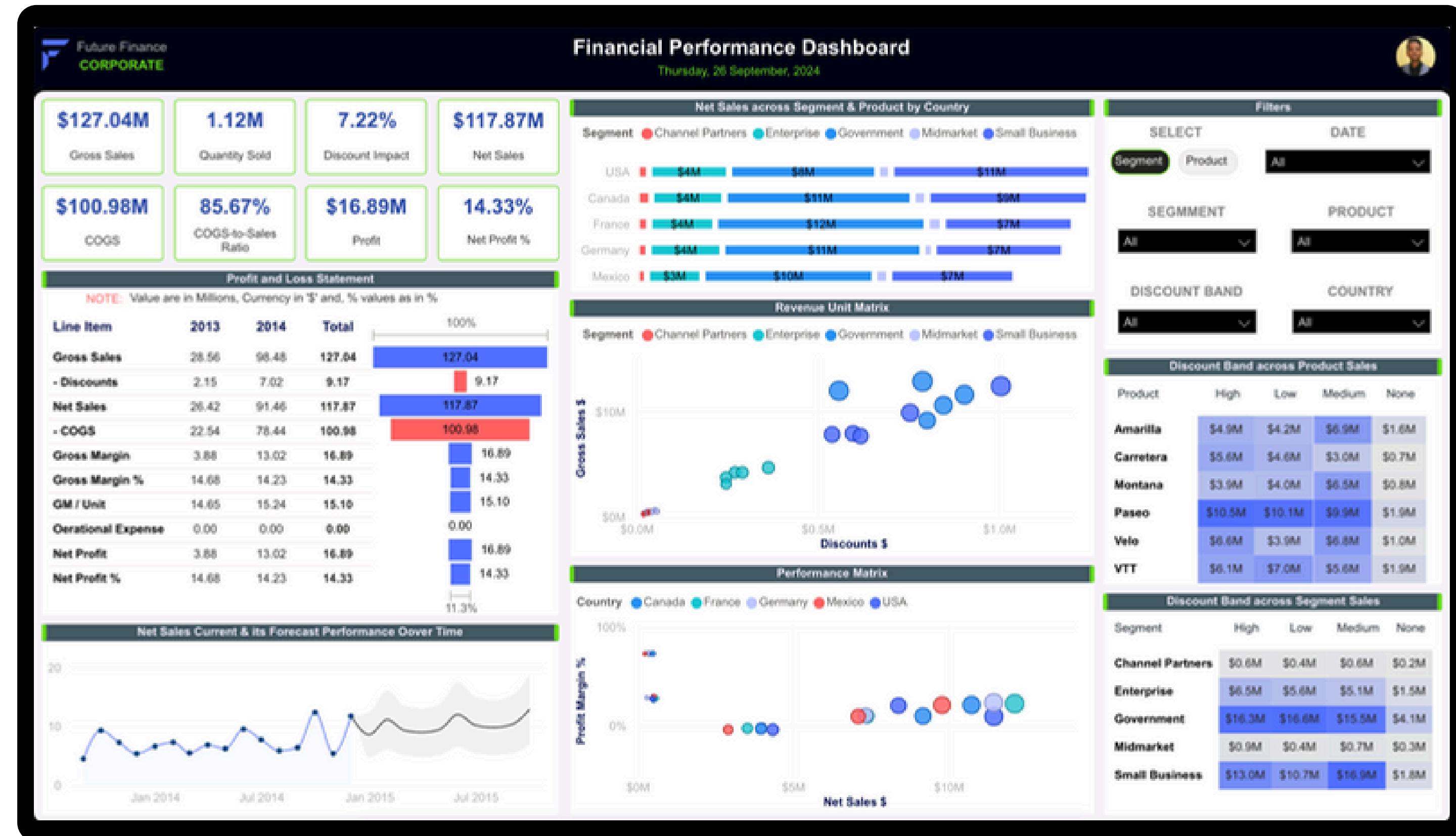
SEGMENT PRODUCT

All ▾ All ▾

DISCOUNT BAND COUNTRY

All ▾ All ▾

After rearranging visualizations, Interactive filters, the final **Financial Performance Dashboard** as





# Analysis Report

1

**Sales & Profitability  
Performance**

2

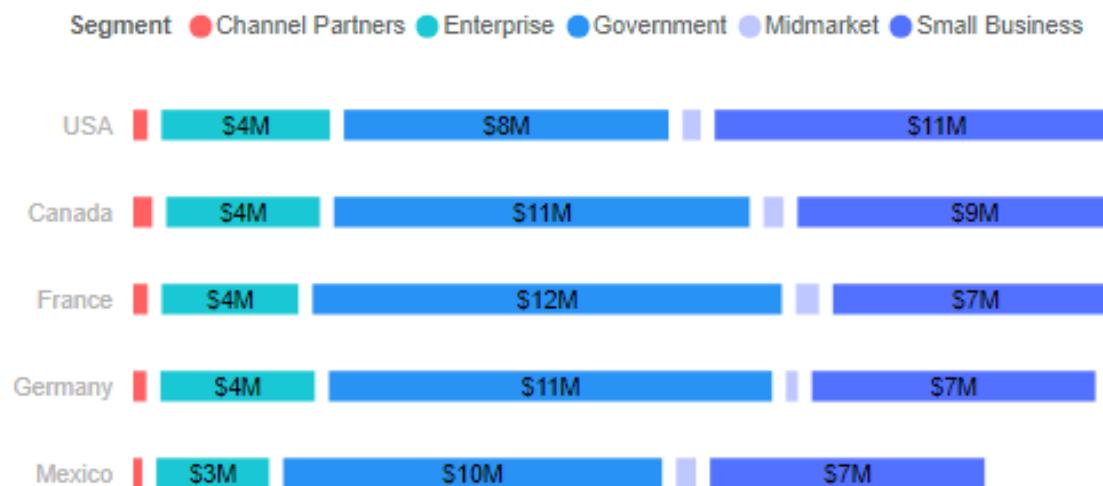
**Sales Trend  
Analysis & Forecast**

3

**Discount Strategy  
Impact on Sales**

# 1. Sales & Profitability Performance

## + Net Sales Across Segment & Product by Country (Bar Chart)



**Total Sales:** \$127.04M

**Profit:** \$16.89M

**Net Profit Margin:** 14.33%

**Top Segment:** Government with \$12M Sales in France

**Highest Performing Country:** Germany with \$11M in total sales

- The Government segment contributes significantly to sales in most countries, dominating in Germany and France.
- Channel Partners is the weakest segment, particularly in the USA with minimal sales (\$0.3M).
- The Midmarket and Small Business segments show consistent performance across countries, with a notable spike in Germany.

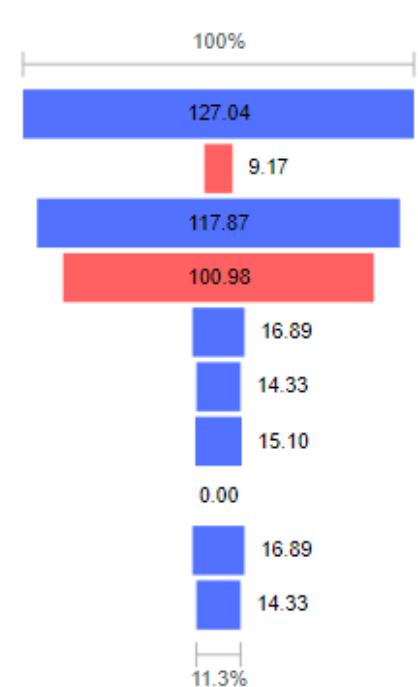
### Recommendation:

- Focus on strengthening the Channel Partners segment by offering customized solutions to improve sales performance in underperforming regions like the USA.
- Continue leveraging the Government segment's strength, especially in Germany and France, through targeted campaigns and sustained partnerships.

## + Profit and Loss Statement

**NOTE** Here values are in Millions(M), Currency in '\$, and % as in %

Line Item	2013	2014	Total
Gross Sales	28.56	98.48	127.04
- Discounts	2.15	7.02	9.17
Net Sales	26.42	91.46	117.87
- COGS	22.54	78.44	100.98
Gross Margin	3.88	13.02	16.89
Gross Margin %	14.68	14.23	14.33
GM / Unit	14.65	15.24	15.10
Operational Expense	0.00	0.00	0.00
Net Profit	3.88	13.02	16.89
Net Profit %	14.68	14.23	14.33



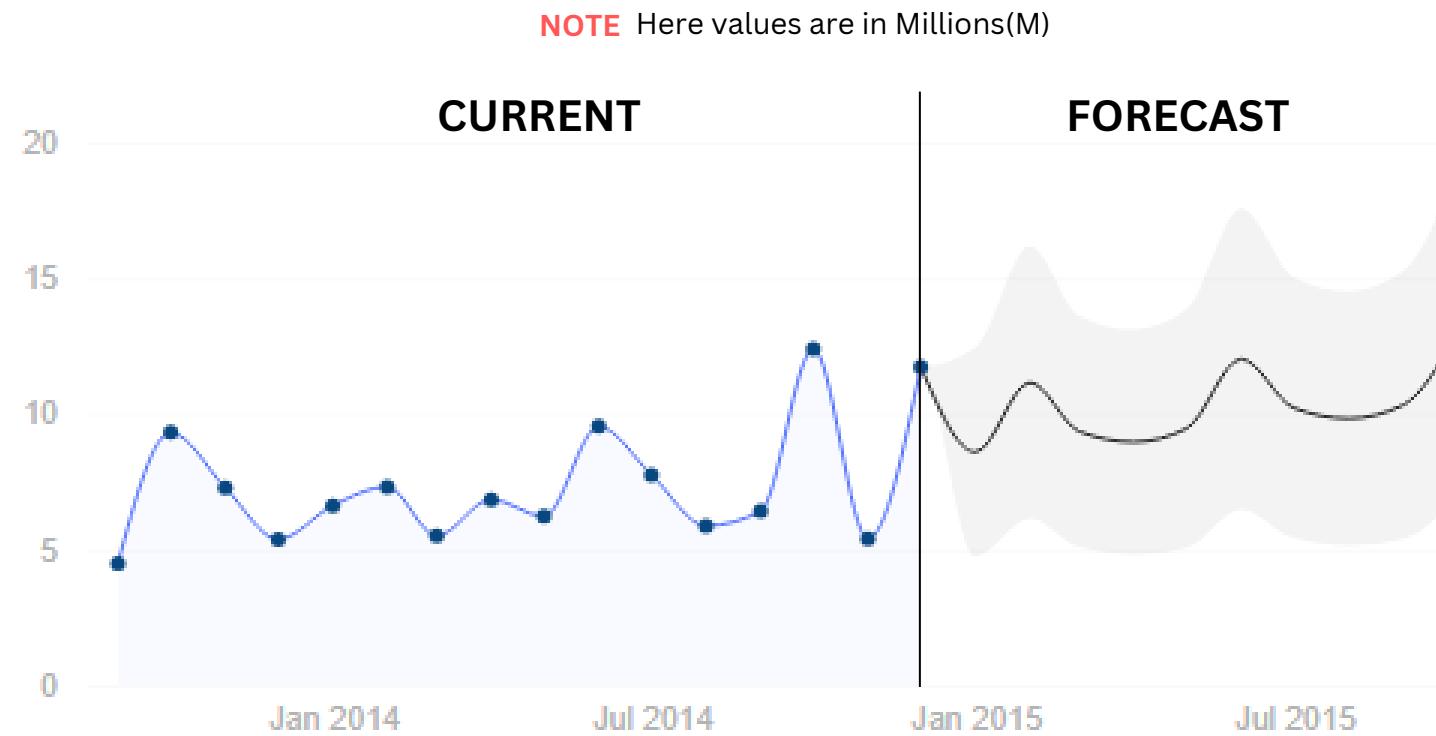
- Gross Sales grew substantially from 2013 to 2014, from \$28.56M to \$98.48M, and culminated at \$127.04M.
- Net Sales reflect a steady increase despite increasing discounts.
- COGS consistently rises in line with Gross Sales, indicating that operational efficiencies haven't been fully optimized.
- Gross Margin % and Net Profit % remain stable, suggesting a healthy but stagnant margin.

### Recommendation:

- The business should focus on controlling costs more effectively, especially operational expenses, to boost profitability further.
- Evaluate product-specific COGS to identify opportunities for efficiency improvements.

## 2. Sales Trend Analysis & Forecast

### + Net Sales Current & Forecast Performance Over Time (Line Chart with Forecast)



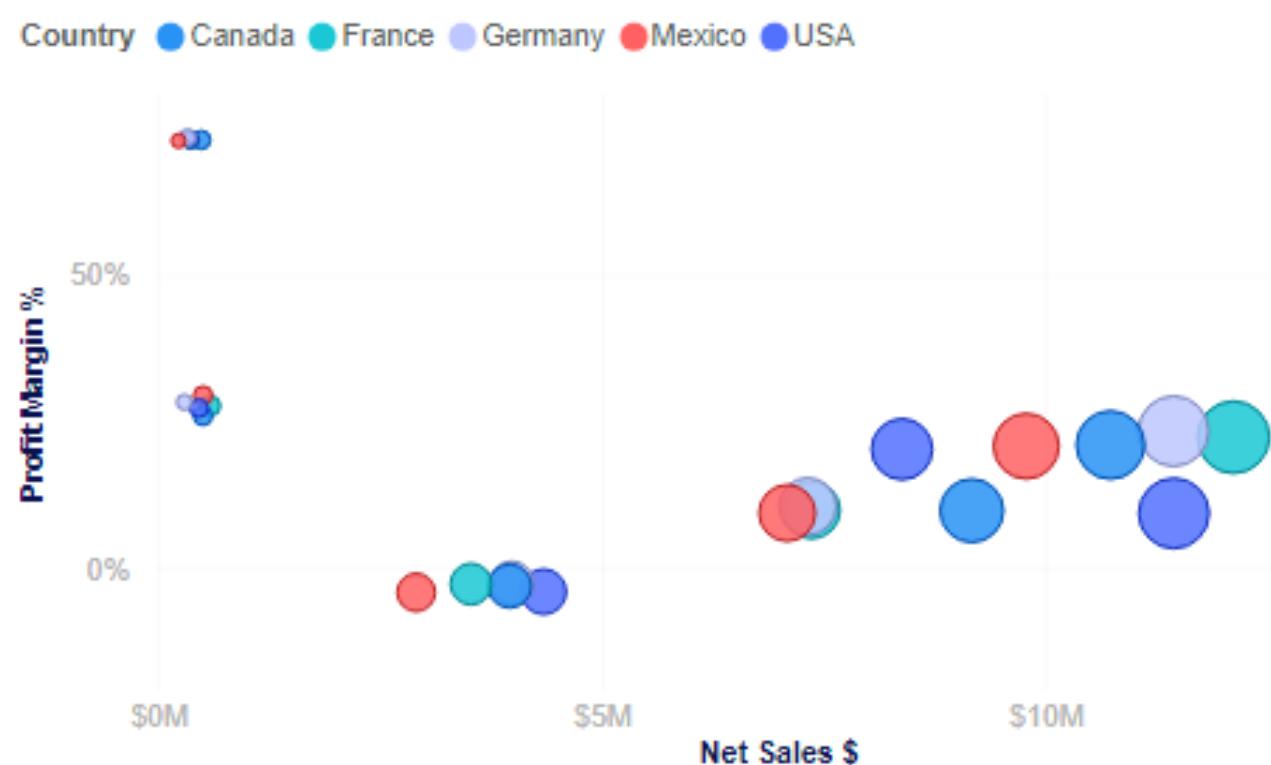
- The sales trend indicates seasonal fluctuations throughout 2014, with peaks in mid-year and year-end.
- Forecasting for 2015 suggests steady growth, with an expected spike in Q2. This indicates strong potential for future revenue growth.

- 2014 Sales Growth: **8%**
- Sales in 2014:** Peaked at \$2M
- Projected Sales (2015):** Expected to rise by 5%, reaching \$2.5M by mid-2015.

#### Recommendation:

- Align marketing and sales efforts with the projected sales peak in 2015 to capitalize on potential growth.
- Implement inventory management strategies to meet increased demand during forecasted high-sales periods.

### + Performance Matrix (Scatter Plot)



- Countries like Germany and USA have high Net Sales combined with strong Profit Margins.
- France and Mexico are underperforming in profit margins despite moderate sales, indicating potential inefficiencies or over-discounting.

#### Recommendation:

- Focus on improving profit margins in France and Mexico through better pricing strategies, cost reduction, or improved operational efficiency.
- For high-performing countries, continue to optimize for profitability while maintaining sales momentum.

### 3. Discount Strategy Impact on Sales

#### + Discount Strategy Impact on Sales

##### Sales by Segment and Discount Band (Heat Map)

Segment	High	Low	Medium	None
Channel Partners	\$0.6M	\$0.4M	\$0.6M	\$0.2M
Enterprise	\$6.5M	\$5.6M	\$5.1M	\$1.5M
Government	\$16.3M	\$16.6M	\$15.5M	\$4.1M
Midmarket	\$0.9M	\$0.4M	\$0.7M	\$0.3M
Small Business	\$13.0M	\$10.7M	\$16.9M	\$1.8M

- Highest Discount Impact: 7.22%
- Segment with Highest Sales: Small Business with \$16.9M at Medium discount
- Lowest Performing Segment (Low Discount): Channel Partners, & Midmarket with \$0.4M in sales
- The Government segment sees significant sales across all discount bands, particularly in the High and Low categories.
- Small Business and Midmarket segments perform well under High and Medium discount categories.

##### Recommendation:

- For Government and Enterprise segments, explore whether value-added services or loyalty programs can replace the need for high discounts.
- For Small Business and Midmarket, develop targeted promotional campaigns that leverage discounting to drive sales while maintaining profitability.

##### Sales by Product and Discount Band (Heat Map)

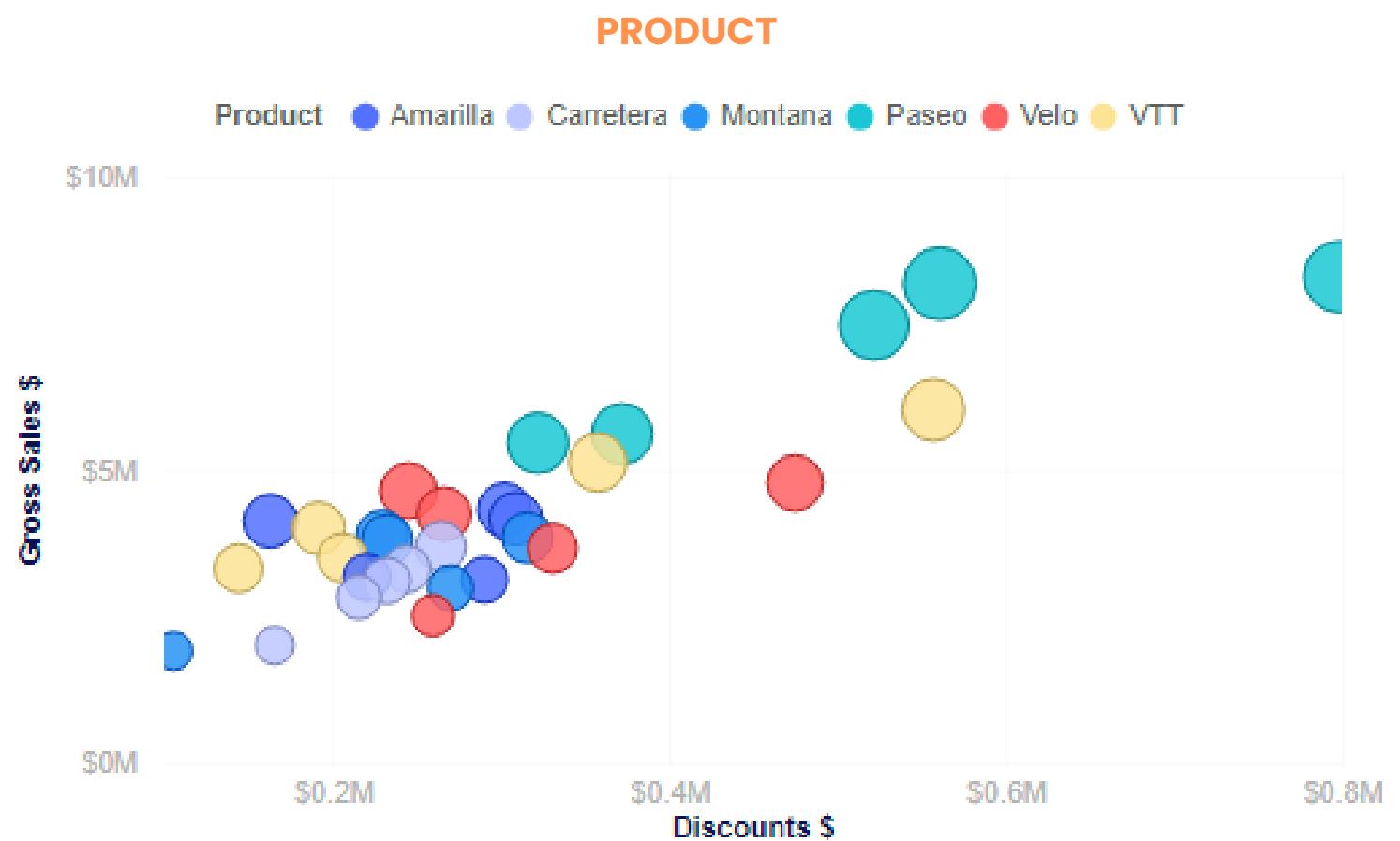
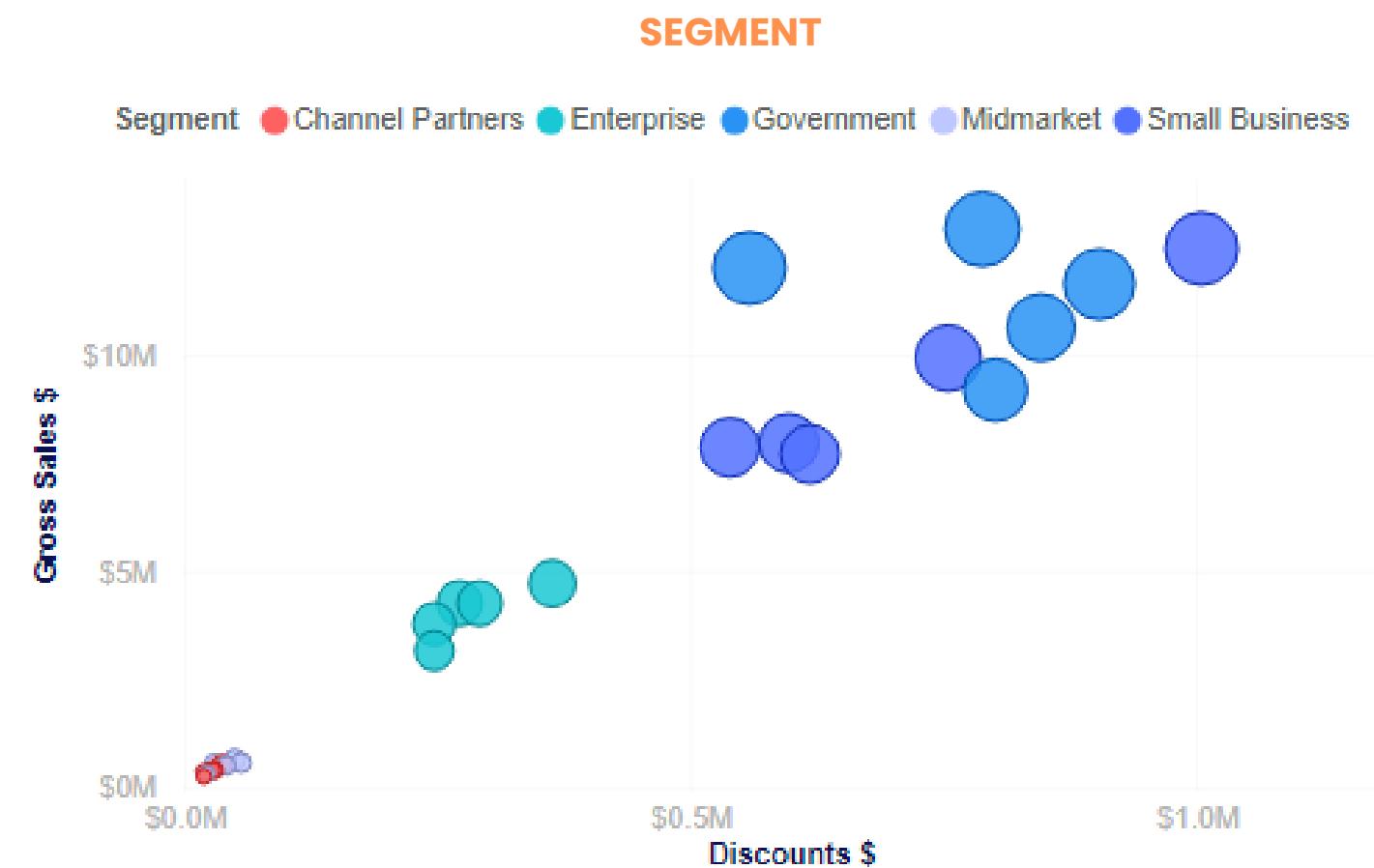
Product	High	Low	Medium	None
Amarilla	\$4.9M	\$4.2M	\$6.9M	\$1.6M
Carretera	\$5.6M	\$4.6M	\$3.0M	\$0.7M
Montana	\$3.9M	\$4.0M	\$6.5M	\$0.8M
Paseo	\$10.5M	\$10.1M	\$9.9M	\$1.9M
Velo	\$6.6M	\$3.9M	\$6.8M	\$1.0M
VTT	\$6.1M	\$7.0M	\$5.6M	\$1.9M

- Highest Discount Impact: 7.22%
- Product with Highest Sales: Paseo with \$10.5M at high discount
- Lowest Performing Product (Low Discount): Velo with \$3.9M in sales
- Paseo performs well under both high and medium discount bands, driving significant sales.
- Velo shows lower sales across all discount bands, indicating it may require further analysis on product positioning or customer preferences.
- The Paseo, & VTT product lines sees the highest sales in the low-discount band, indicating that customers are more willing to purchase without heavy discounts for certain products.

##### Recommendation:

- Maximize sales for Paseo by maintaining the current discount strategy, as it is driving high volume.
- Reevaluate the pricing strategy for Velo and consider offering promotional bundles to enhance its attractiveness without over-discounting.
- Optimize the balance between discount rates and sales to avoid unnecessary margin cuts while maximizing revenue.

## Revenue Unit Matrix (Scatter Plot)



- A clear positive correlation exists between Gross Sales and Discounts.
- Larger bubbles for segments like Enterprise and Government indicate higher sales with moderate discount levels.
- Larger bubbles for products like Paseo and VTT indicate higher sales with moderate to higher discount levels.
- Midmarket and Small Business segments tend to show lower gross sales but significant discounts.
- Montana and Carretera products tend to show lower gross sales but significant discounts.

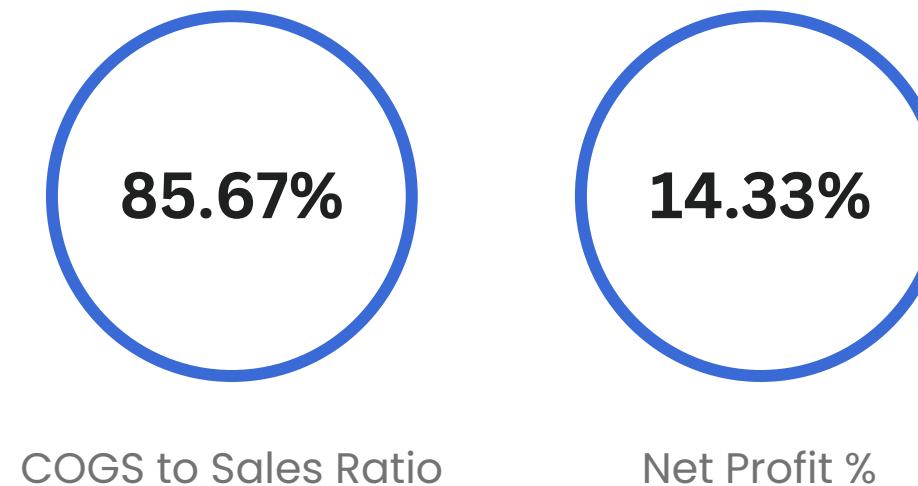
**Recommendation:**

- Consider optimizing discount strategies for the Small Business and Midmarket segments by exploring promotional strategies that reduce the discount needed to drive higher sales.
- For Enterprise and Government segments, investigate whether further growth is possible without relying heavily on discounts.



## Summary of Key Insights:

- Government Segment drives the highest revenue across key countries.
- Seasonal trends are evident, with opportunities during peak periods and potential risks during downturns.
- High-discount products like Paseo perform well but need monitoring for profitability.
- Strong performance from Government segment across key regions.
- Positive sales growth trend with expected improvement in 2015.
- Discount strategies effectively boost sales for certain product lines but may need revision for others



## Conclusion & Strategic Recommendations

- Focus on growing underperforming segments and countries.
- Align marketing strategies with seasonal sales trends for higher ROI.
- Continue optimizing discount strategies to balance revenue and profit margins.
- Expand investments in the Government segment in high-performing countries.
- Prepare for high-demand periods, and counteract declines with strategic promotions.
- Focus on maintaining profitability by adjusting discount strategies across product lines.

**Next Steps:** Implement the proposed strategies and continuously monitor key financial metrics to adjust plans dynamically.

# Thank You

For Your Attention

[www.kumarvaishnav.in](http://www.kumarvaishnav.in)



Atliq Grands

PROJECT 2

01

P R E S E N T A T I O N

# AtliQ Hospitality ANALYSIS

Presented By

**KUMAR VAISHNAV**  
DATA ANALYST



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- 04** Project Approach
- 10** Analysis Report
- 14** Insightful Recommendation



# ABOUT THE PROJECT

**PROVIDE ATLIQ HOSPITALITY ANALYSIS INSIGHTS TO MANAGEMENT**

**Domain:** Travel and Tourism | | **Function:** Business Intelligence



## OBJECTIVES

Analyze revenue, occupancy, and customer ratings across properties using Power BI to provide actionable insights for regaining market share and improving decision-making.



## DELIVERABLES

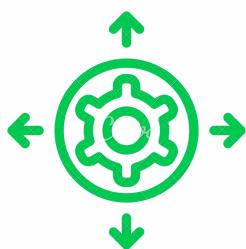
Power BI dashboard, detailed project report, and insights into revenue trends, occupancy, and booking platforms.



## IMPACT

Enhance strategic decision-making, improve revenue management, optimize property performance, and regain market competitiveness.

# PROJECT APPROACH



1

Data Import,  
Cleaning and Data  
Model Preparation

2

Key KPI and  
Visualizations

3

Filters and  
Interactivity

4

Dashboard Creation

[PROJECT LINK](#)



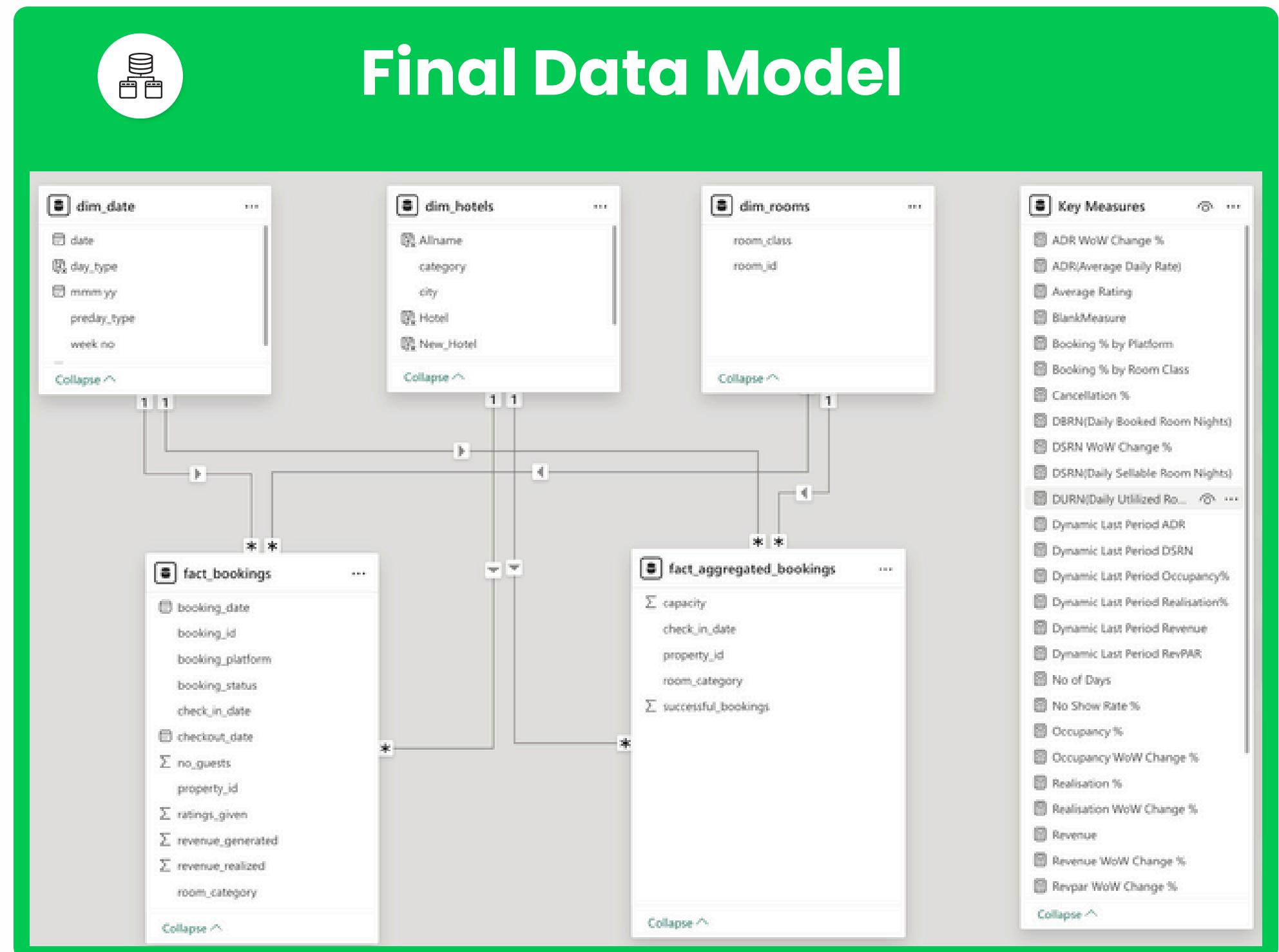
## Connect to Data

- Import dataset (CSV/Excel) using Power BI.
- The dataset contains dim\_date, dim\_hotels, dim\_rooms, fact\_bookings, fact\_aggregated\_bookings tables.
- Ensure Date, Month, and Year fields are correctly formatted.



## Create Calculated Columns

- dim\_date
  - day\_type = IF(WEEKDAY(dim\_date[date]) > 5, "Weekend", "Weekday") in dim\_date table
  - wn = WEEKNUM(dim\_date[date])
- dim\_hotels
  - Hotel = dim\_hotels[property\_id] & " - " & dim\_hotels[property\_name] & "(" & dim\_hotels[city] & ")"
  - Allname = dim\_hotels[property\_id] & " - " & dim\_hotels[property\_name] & "(" & LEFT(dim\_hotels[city], 1) & ")"



1



## Key KPIs

- **RevPAR (Revenue Per Available Room)**  
Calculation: Total Revenue / Total Capacity
- **DSRN (Daily Sellable Room Nights)**  
Calculation: Total Capacity / No. of Days
- **Occupancy %**  
Calculation: Total Successful Bookings / Total Capacity
- **ADR (Average Daily rate)**  
Calculation: Total Revenue / Total Bookings
- **Realisation %**  
Calculation: 1 - ([Cancellation %]+[No Show rate %])
- **Cancellation %**  
Calculation: Total Cancelled Bookings / Total Bookings
- **No Show Rate %**  
Calculation: Total "No Show" Bookings / Total Bookings
- **DBRN (Daily Booked Room Nights)**  
Calculation: Total Bookings / No. of Days
- **DURN (Daily Utilized Room Nights)**  
Calculation: Total Checked Out / No. of Days

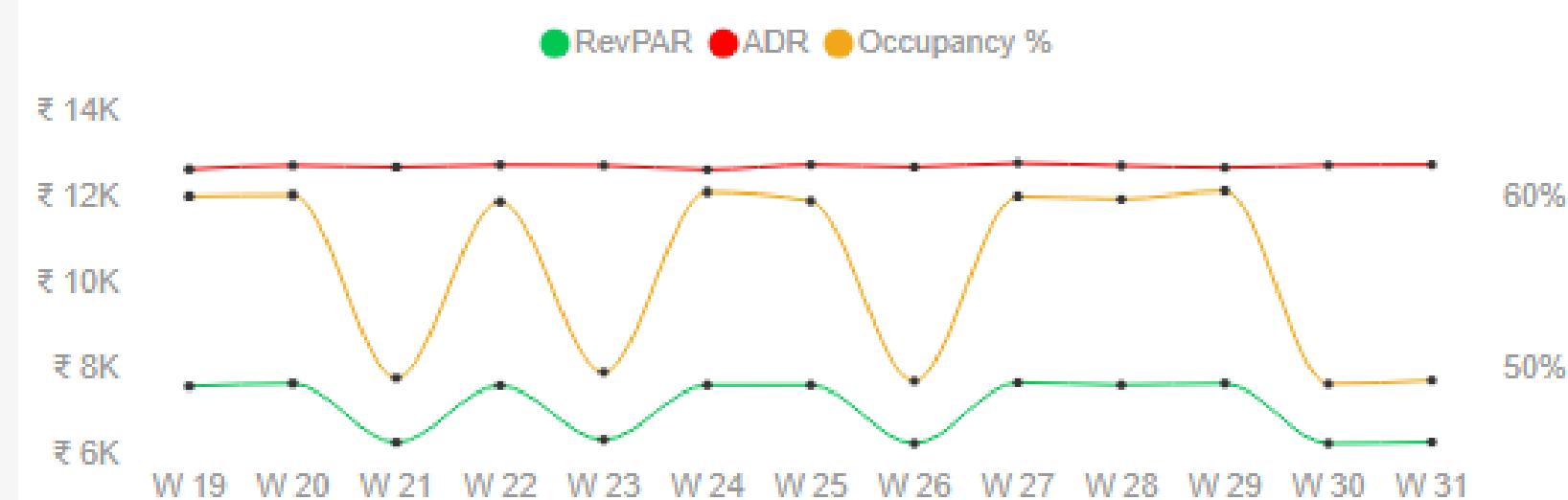
## Split by City by key metrics

City	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating
Mumbai	₹ 456M	29668	₹ 8,595	55.9%	₹ 15,365	70.0%	596	333	233	24.9%	3.66
Bangalore	₹ 286M	21777	₹ 7,057	53.7%	₹ 13,144	70.0%	456	245	171	24.9%	3.41
Hyderabad	₹ 221M	23793	₹ 5,210	56.1%	₹ 9,295	69.8%	477	267	187	25.0%	3.65
Delhi	₹ 201M	16527	₹ 7,093	58.5%	₹ 12,135	69.9%	318	186	130	25.2%	3.77
Total	₹ 1,164M	91765	₹ 7,083	55.8%	₹ 12,682	69.9%	1,846	1,031	721	25.0%	3.62

## Split by Property by key metrics

Property Name	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating
Atliq Exotica	₹ 219M	16022	₹ 7,557	55.4%	₹ 13,643	70.5%	325	180	127	24.4%	3.61
Atliq Palace	₹ 207M	16128	₹ 7,427	58.0%	₹ 12,812	69.4%	313	181	126	25.6%	3.76
Atliq City	₹ 194M	15895	₹ 7,019	57.4%	₹ 12,228	69.9%	311	179	125	25.3%	3.70
Atliq Bay	₹ 178M	14588	₹ 6,869	56.4%	₹ 12,181	69.9%	291	164	115	24.8%	3.71
Atliq Blu	₹ 177M	14813	₹ 7,142	59.7%	₹ 11,972	69.9%	279	166	116	24.8%	3.95
Atliq Grands	₹ 144M	11615	₹ 6,305	50.8%	₹ 12,419	69.9%	257	131	91	25.0%	3.10
Atliq Seasons	₹ 45M	2704	₹ 7,125	42.9%	₹ 16,614	70.6%	71	30	21	24.8%	2.30
Total	₹ 1,164M	91765	₹ 7,083	55.8%	₹ 12,682	69.9%	1,846	1,031	721	25.0%	3.62

1

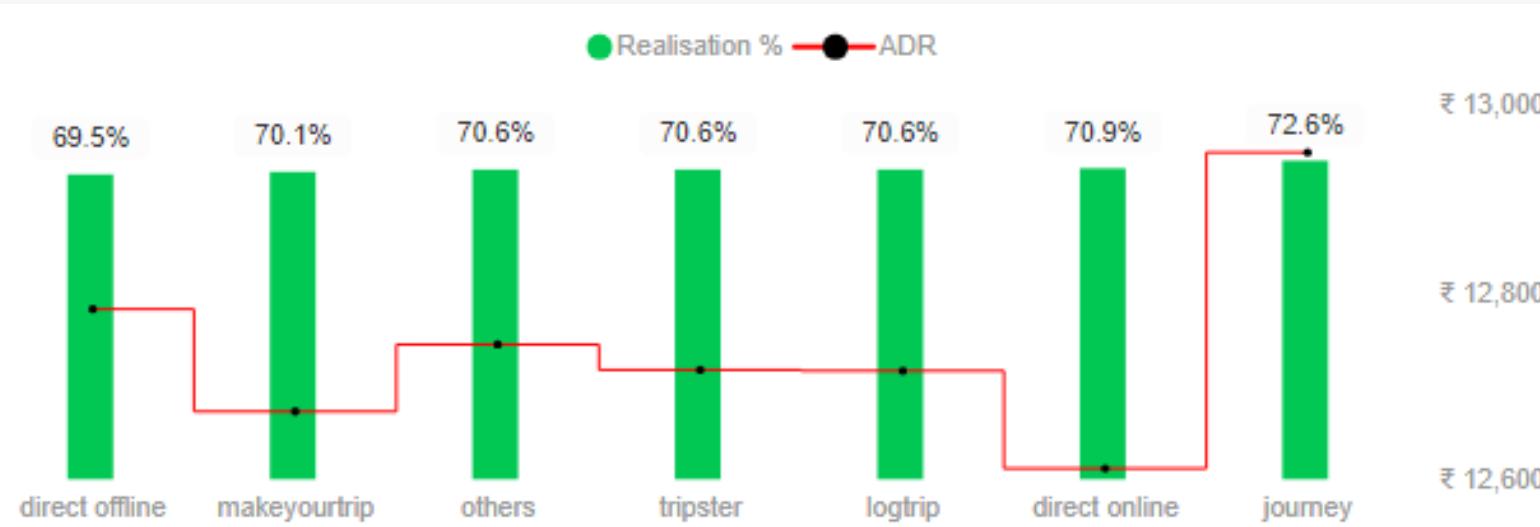
**Trends by Week**

2

**Occupancy % by Day Type**

Day Type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	₹ 7,971.6	62.6%	₹ 12.73K	70.6%
Weekday	₹ 7,082.5	55.8%	₹ 12.68K	69.9%

3

**Booking % by Platform**

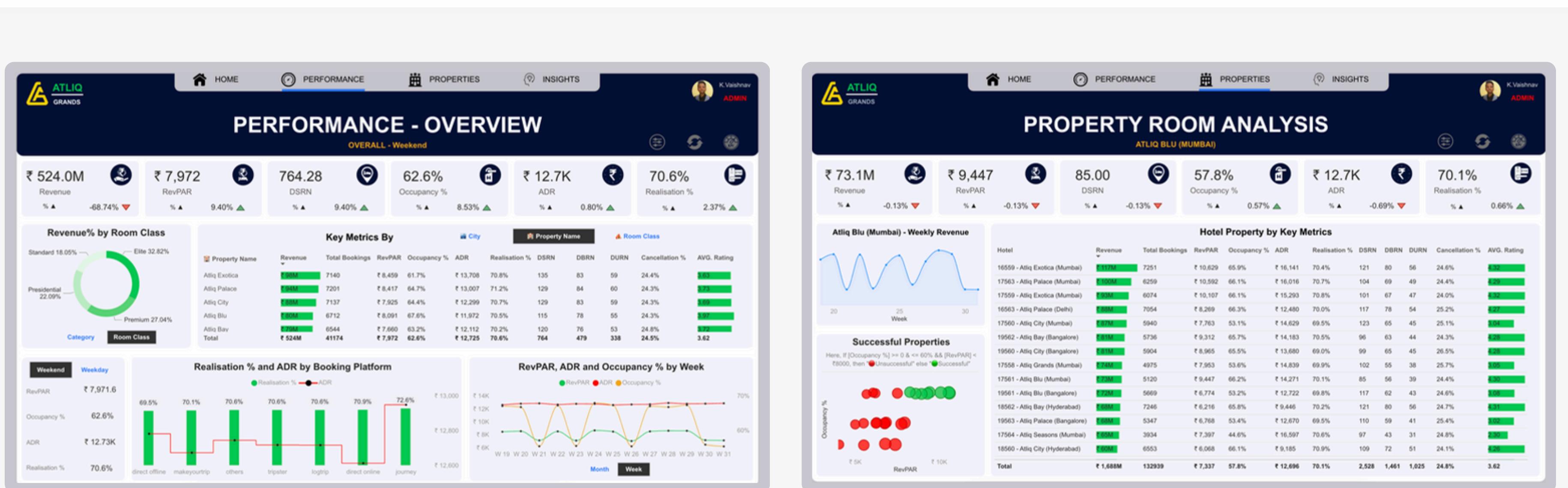


## Filters Card

- **Month Filter:** Add range slider to explore data by periods.
- **Weeks Filter:** Add range slider to explore data by periods.
- **Properties Filter:** Choose between different hotels property
- **Room Filter:** Focus on specific room type.
- **City Filter:** Focus on specific City.
- **Hotel Filter:** Select any hotel.

MONTH	May 22	Jun 22	Jul 22	WEEKS	19	20	21	22	23			
ROOM		CITY		PROPERTY		HOTEL		24	25	26	27	28
All	▼	All	▼	All	▼	All	▼	29	30	31		

After rearranging visualizations, Interactive filters, the final **AtliQ Hospitality Analysis Dashboard** as



# ANALYSIS REPORT



1

**Occupancy &  
Profitability  
Performance**

2

**Property Room  
Analysis**

# 1. Occupancy & Profitability Performance

Atliq Grands

11

## + Revenue % by Room Class & Category

BY ROOM CLASS

Room Class	Revenue %
Standard	18.11%
Elite	32.81%
Premium	27.04%
Luxury	61.62%

BY CATEGORY

Category	Revenue %
Business	38.38%
Luxury	61.62%

- Revenue% by Category:** The luxury segment contributes 61.62% of the total revenue, outperforming the business segment, which accounts for 38.38%.
- Revenue% by Room Class:** Elite class rooms drive 32.81% of the total revenue, followed by Premium at 27.04%, with Standard rooms contributing the least at 18.11%.

## + Key Metrics by City, property Name, & Room Class

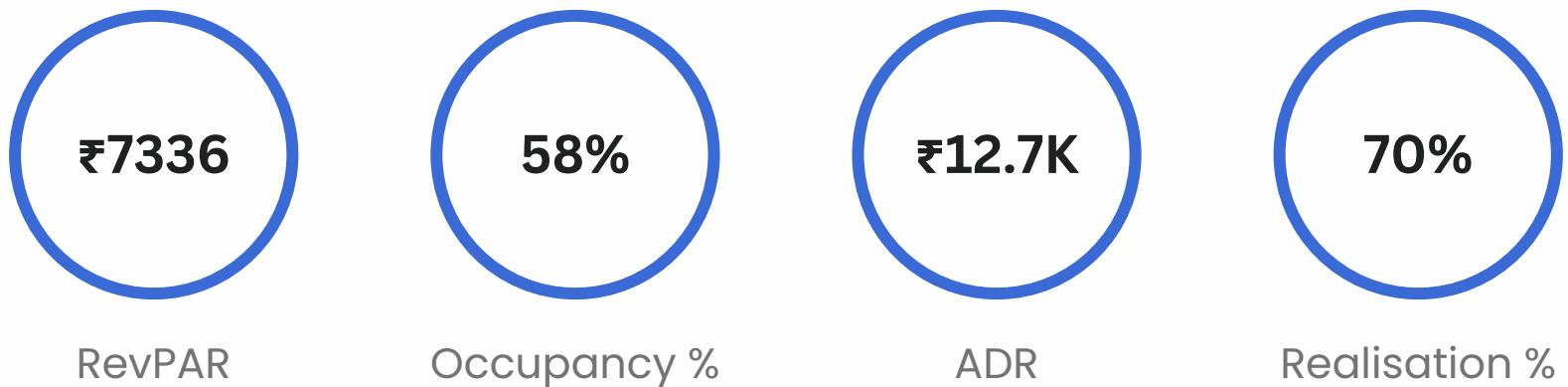
City	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating
Mumbai	₹ 861M	42941	₹ 8,897	57.8%	₹ 15,385	70.2%	816	472	331	24.8%	3.85
Bangalore	₹ 415M	31617	₹ 7,309	55.7%	₹ 13,127	69.9%	624	347	243	25.0%	3.41
Hyderabad	₹ 321M	34454	₹ 5,405	58.0%	₹ 9,322	70.3%	653	379	266	24.7%	3.66
Delhi	₹ 291M	23927	₹ 7,349	60.4%	₹ 12,159	70.1%	435	263	184	25.0%	3.78
Total	₹ 1,688M	132939	₹ 7,337	57.8%	₹ 12,696	70.1%	2,528	1,461	1,025	24.8%	3.62

Property Name	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating
Atliq Exotica	₹ 316M	23162	₹ 7,815	57.2%	₹ 13,663	70.6%	445	255	180	24.4%	3.62
Atliq Palace	₹ 300M	23329	₹ 7,710	59.9%	₹ 12,872	70.0%	428	256	179	25.2%	3.75
Atliq City	₹ 282M	23032	₹ 7,278	59.4%	₹ 12,250	70.1%	426	253	177	25.0%	3.69
Atliq Blu	₹ 258M	21525	₹ 7,413	61.9%	₹ 11,972	70.1%	382	237	166	24.7%	3.96
Atliq Bay	₹ 257M	21132	₹ 7,095	58.3%	₹ 12,160	70.0%	398	232	163	24.8%	3.71
Atliq Grands	₹ 209M	16825	₹ 6,522	52.5%	₹ 12,416	69.9%	352	185	129	25.1%	3.10
Atliq Seasons	₹ 15M	3934	₹ 7,397	44.6%	₹ 16,597	70.6%	97	43	31	24.8%	2.30
Total	₹ 1,688M	132939	₹ 7,337	57.8%	₹ 12,696	70.1%	2,528	1,461	1,025	24.8%	3.62

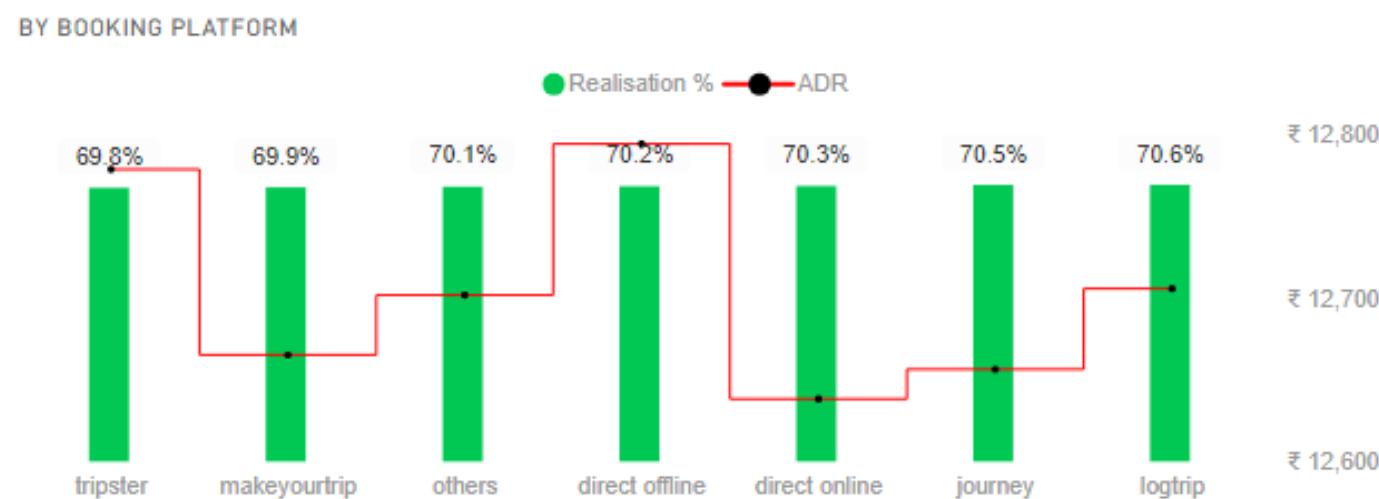
Room Class	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating
Elite	₹ 554M	48916	₹ 6,515	57.6%	₹ 11,320	70.0%	934	538	376	25.0%	3.60
Premium	₹ 456M	30186	₹ 8,691	57.5%	₹ 15,118	70.2%	577	332	233	24.9%	3.59
Presidential	₹ 372M	15876	₹ 13,858	59.1%	₹ 23,433	70.5%	295	174	123	24.5%	3.80
Standard	₹ 306M	37961	₹ 4,652	57.8%	₹ 8,052	70.1%	722	417	292	24.8%	3.63
Total	₹ 1,688M	132939	₹ 7,337	57.8%	₹ 12,696	70.1%	2,528	1,461	1,025	24.8%	3.62

- Mumbai leads with highest revenue, while Delhi has the highest occupancy and customer rating.
- Mumbai leads with highest revenue, while Delhi has the highest occupancy and customer rating.
- Mumbai leads with highest revenue, while Delhi has the highest occupancy and customer rating.

### + Overall Key Metrics

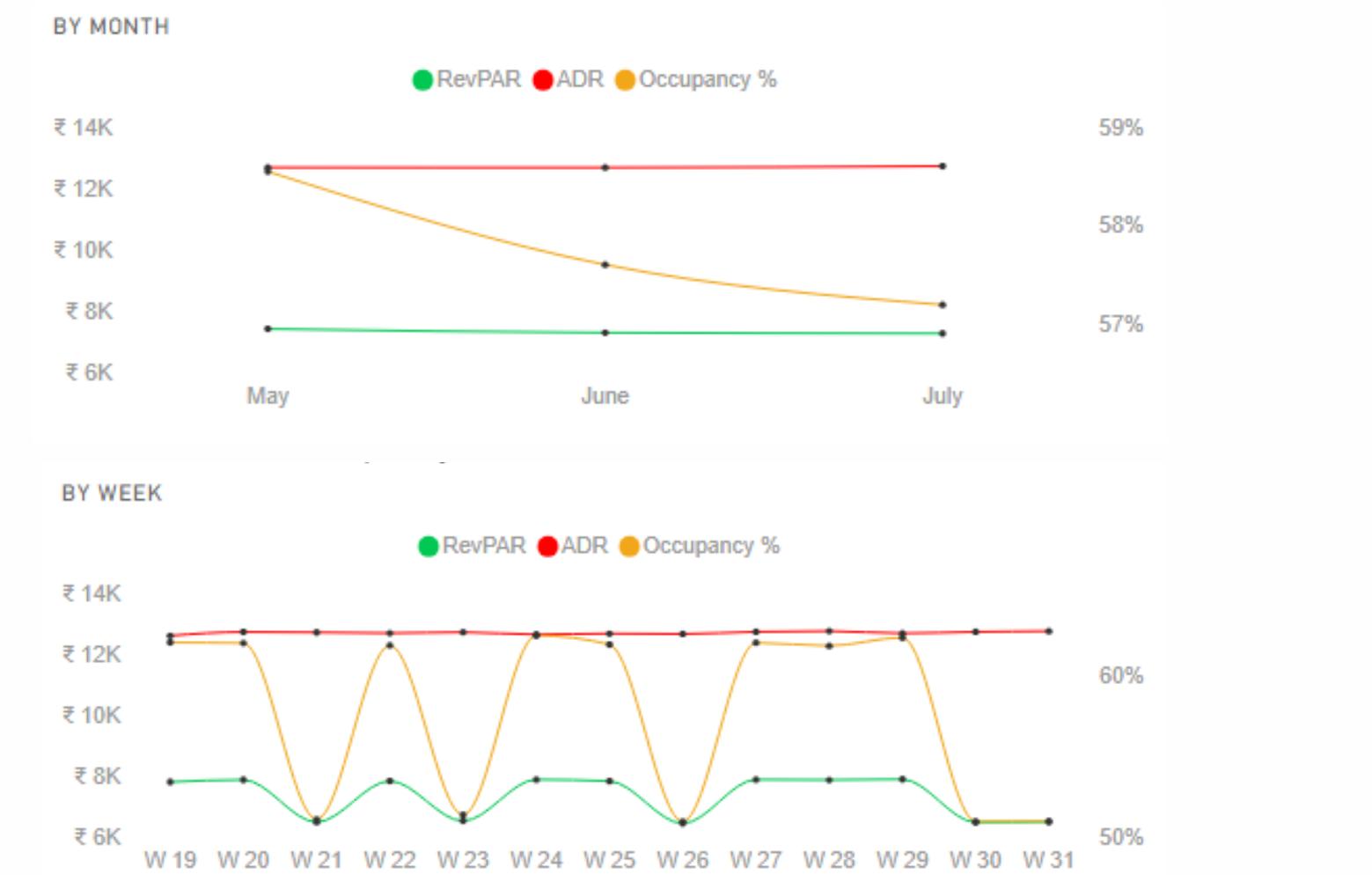


### + Realisation % & ADR by Booking Platform



This chart shows that while the Realisation Percentage across various booking platforms remains consistent around 70%, there is a slight fluctuation in ADR (Average Daily Rate), suggesting marginal differences in pricing strategies across platforms.

### + Monthly & Weekly trends for RevPAR, ADR, & Occupancy %



- The **monthly trend** shows a steady decline in both RevPAR and Occupancy %, while ADR remains stable, suggesting lower room demand over time; meanwhile,
- the **weekly analysis** reveals fluctuating Occupancy % and RevPAR with consistent ADR, indicating possible volatility in booking patterns across weeks.

## 2. Property Room Analysis

### + Hotel Property Metrics Analysis

- Despite an impressive total revenue of ₹1,688M, only 27% of properties are successful, indicating challenges in guest satisfaction and high cancellation rates despite decent occupancy and RevPAR metrics.

#### NOTE

If the Occupancy Percentage is between 0% and 60% and RevPAR is less than ₹8000, label the performance as "🔴 Unsuccessful; otherwise, label it as "🟢 Successful"

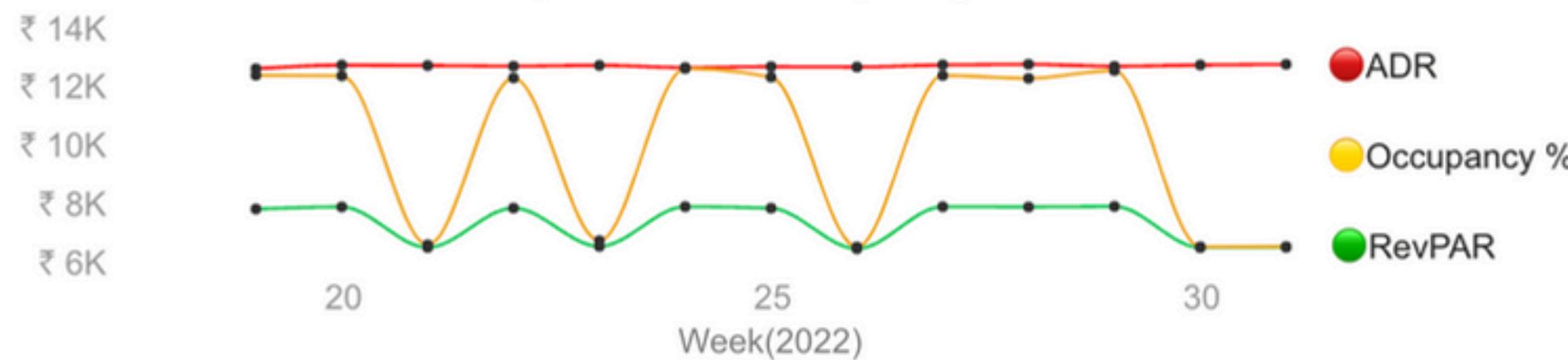
Hotel	Revenue ₹	Total Bookings	RevPAR	Occupancy %	ADR	Realisation %	DSRN	DBRN	DURN	Cancellation %	Avg. Rating	Successful Properties
16559 - Atliq Exotica (Mumbai)	₹ 117M	7251	₹ 10,629	65.9%	₹ 16,141	70.4%	121	80	56	24.6%	4.32	Successful
17560 - Atliq Palace (Mumbai)	₹ 100M	6259	₹ 10,592	66.1%	₹ 16,016	70.7%	104	69	49	24.4%	4.29	Successful
17559 - Atliq Exotica (Mumbai)	₹ 93M	6074	₹ 10,107	66.1%	₹ 15,293	70.8%	101	67	47	24.0%	4.32	Successful
16563 - Atliq Palace (Delhi)	₹ 88M	7054	₹ 8,269	68.3%	₹ 12,480	70.0%	117	78	54	25.2%	4.27	Successful
17560 - Atliq City (Mumbai)	₹ 87M	5940	₹ 7,763	53.1%	₹ 14,629	69.5%	123	65	45	25.1%	3.04	Unsuccessful
19562 - Atliq Bay (Bangalore)	₹ 81M	5736	₹ 9,312	65.7%	₹ 14,183	70.5%	96	63	44	24.3%	4.28	Successful
19560 - Atliq City (Bangalore)	₹ 81M	5904	₹ 8,965	65.5%	₹ 13,680	69.0%	99	65	45	26.5%	4.28	Successful
17550 - Atliq Grands (Mumbai)	₹ 74M	4975	₹ 7,953	53.6%	₹ 14,839	69.9%	102	55	38	25.7%	3.05	Unsuccessful
17561 - Atliq Blu (Mumbai)	₹ 73M	5120	₹ 9,447	68.2%	₹ 14,271	70.1%	85	56	39	24.4%	4.30	Successful
19561 - Atliq Blu (Bangalore)	₹ 72M	5669	₹ 6,774	53.2%	₹ 12,722	69.8%	117	62	43	24.6%	3.08	Unsuccessful
18562 - Atliq Bay (Hyderabad)	₹ 60M	7246	₹ 6,216	65.8%	₹ 9,446	70.2%	121	80	56	24.7%	4.31	Unsuccessful
19563 - Atliq Palace (Bangalore)	₹ 68M	5347	₹ 6,768	53.4%	₹ 12,670	69.5%	110	59	41	25.4%	3.02	Unsuccessful
17564 - Atliq Seasons (Mumbai)	₹ 65M	3934	₹ 7,397	44.6%	₹ 16,597	70.6%	97	43	31	24.8%	2.30	Unsuccessful
18560 - Atliq City (Hyderabad)	₹ 60M	6553	₹ 6,068	65.1%	₹ 9,185	70.9%	109	72	51	24.1%	4.26	Unsuccessful
19559 - Atliq Exotica (Bangalore)	₹ 50M	4645	₹ 6,851	53.7%	₹ 12,751	70.8%	95	51	36	24.5%	3.04	Unsuccessful
16561 - Atliq Blu (Delhi)	₹ 57M	4362	₹ 8,612	65.7%	₹ 13,115	69.9%	73	48	33	25.6%	4.28	Successful
16562 - Atliq Bay (Delhi)	₹ 58M	4762	₹ 6,254	53.4%	₹ 11,712	69.3%	98	52	36	25.2%	3.07	Unsuccessful
18561 - Atliq Blu (Hyderabad)	₹ 55M	6374	₹ 5,679	65.5%	₹ 8,676	70.4%	107	70	49	24.3%	4.25	Unsuccessful
16560 - Atliq City (Delhi)	₹ 54M	4635	₹ 6,281	53.6%	₹ 11,714	71.2%	95	51	36	24.0%	3.01	Unsuccessful
19558 - Atliq Grands (Bangalore)	₹ 54M	4316	₹ 5,527	44.3%	₹ 12,465	70.1%	107	47	33	24.5%	2.37	Unsuccessful
17562 - Atliq Bay (Mumbai)	₹ 51M	3388	₹ 6,803	44.9%	₹ 15,167	69.6%	83	37	26	25.4%	2.37	Unsuccessful
18559 - Atliq Exotica (Hyderabad)	₹ 47M	5192	₹ 4,061	44.6%	₹ 9,111	70.6%	128	57	40	24.3%	2.33	Unsuccessful
16558 - Atliq Grands (Hyderabad)	₹ 46M	4420	₹ 5,514	53.4%	₹ 10,331	69.7%	91	49	34	25.1%	3.06	Unsuccessful
18563 - Atliq Palace (Hyderabad)	₹ 44M	4669	₹ 5,014	52.9%	₹ 9,480	69.6%	97	51	36	26.0%	3.07	Unsuccessful
16556 - Atliq Grands (Delhi)	₹ 38M	3114	₹ 7,525	65.6%	₹ 11,436	70.0%	52	34	24	25.1%	4.25	Unsuccessful
Total	₹ 1,688M	132939	₹ 7,337	57.8%	₹ 12,696	70.1%	2,628	1,461	1,025	24.8%	3.62	Unsuccessful



# INSIGHTFUL RECOMMENDATION

Opportunity : **Dynamic Pricing & Feedback-Driven Customer Excellence**

## + Weekly RevPAR, ADR and Occupancy %

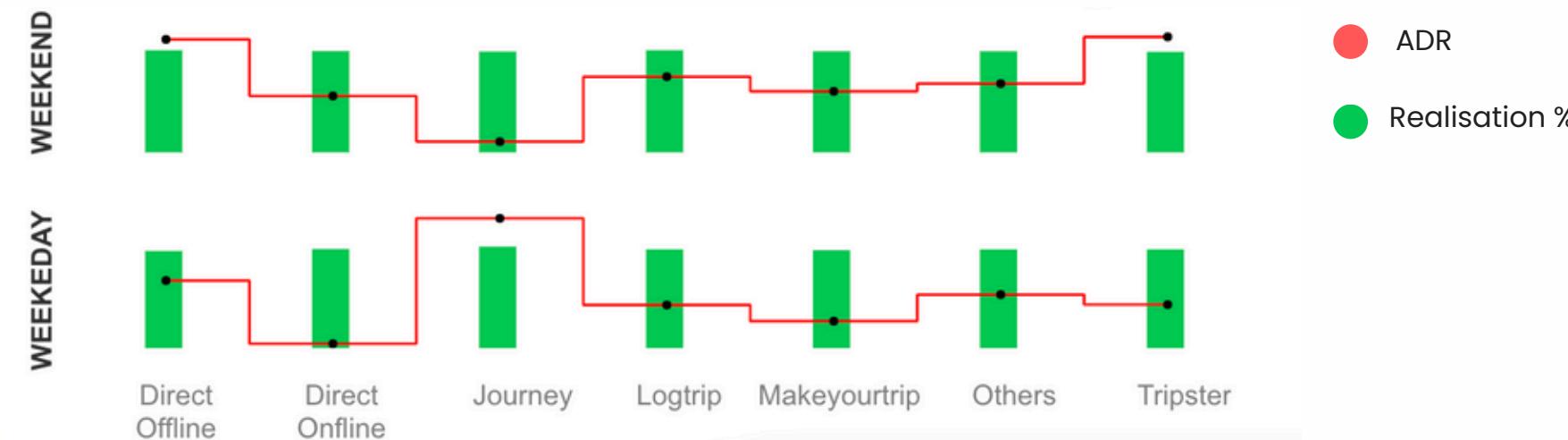


As **RevPAR** depends on ADR & Realisation %, and its performance varies across the week, with peaks on Weeks **19, 24, 29** suggesting potential pricing optimization opportunities.

## RECOMMENDATION:

Optimize profitability with **targeted promotions** and dynamic pricing on lower-revenue days.

## + Weekly Realisation % & ADR by Booking Platform



- **Weekdays:** Optimal Realisation (72.6%) and ADR on Journey platform.
- **Weekends:** Stable 70.5% Realisation, elevated ADR in Direct Offline bookings.

## RECOMMENDATION:

Strategic **Promotions**, Complimentary **Gifts**, Elevating Experience, Unchanging Public **prices**

## + Top & Bottom 5 Hotel Properties by REVENUE

### TOP 5

Hotel	Revenue	RevPAR	ADR	Occupancy %	Cancellation %	AVG. Rating	Success
16559 - Atliq Exotica (Mumbai)	₹ 117M	₹ 10,629	₹ 16,141	65.9%	24.6%	4.32	Successful
17563 - Atliq Palace (Mumbai)	₹ 100M	₹ 10,592	₹ 16,016	66.1%	24.4%	4.29	Successful
17559 - Atliq Exotica (Mumbai)	₹ 93M	₹ 10,107	₹ 15,293	66.1%	24.0%	4.32	Successful
16563 - Atliq Palace (Delhi)	₹ 88M	₹ 8,269	₹ 12,480	66.3%	25.2%	4.27	Successful
17560 - Atliq City (Mumbai)	₹ 87M	₹ 7,763	₹ 14,629	53.1%	25.1%	3.04	Unsuccessful

### BOTTOM 5

17562 - Atliq Bay (Mumbai)	₹ 51M	₹ 6,803	₹ 15,167	44.9%	25.4%	2.37	Unsuccessful
18559 - Atliq Exotica (Hyderabad)	₹ 47M	₹ 4,061	₹ 9,111	44.6%	24.3%	2.33	Unsuccessful
18558 - Atliq Grands (Hyderabad)	₹ 46M	₹ 5,514	₹ 10,331	53.4%	25.1%	3.06	Unsuccessful
18563 - Atliq Palace (Hyderabad)	₹ 44M	₹ 5,014	₹ 9,480	52.9%	26.0%	3.07	Unsuccessful
16558 - Atliq Grands (Delhi)	₹ 36M	₹ 7,525	₹ 11,436	65.8%	25.1%	4.25	Unsuccessful

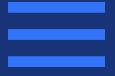
### LET'S DISCUSS:

What we can learn from **16559 - Atliq Exotica (Mumbai)** Success and **18559 - Atliq Exotica (Hyderabad)** failure with respect to Revenue, Customer Feedback Rating & other metrics.

- **Top 5 hotels in Mumbai** consistently achieve success with higher revenue, RevPAR, ADR, and AVG. Rating demonstrating operational efficiency and customer satisfaction,
- while the **Bottom 5 hotels** face challenges, marked by lower performance metrics and unsuccessful outcomes.

# THANK YOU.

For Your Attention



P R E S E N T A T I O N

# OCD Patient Dataset

...

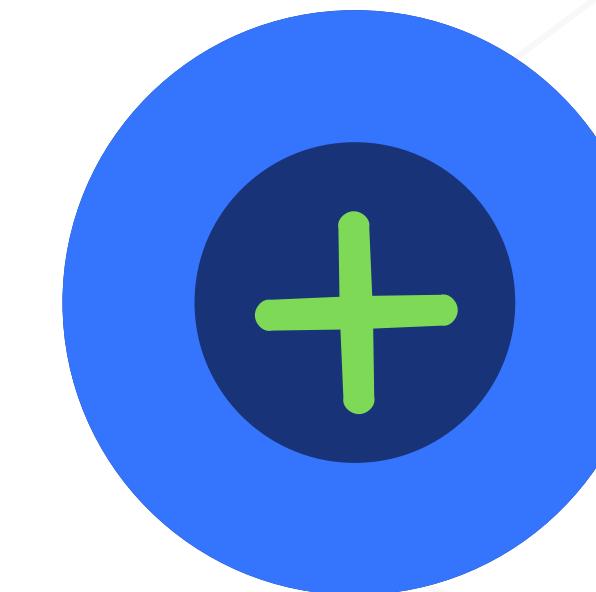
Demographics & Clinical Data Analysis

Presented By

**KUMAR VAISHNAV**  
DATA ANALYST



# TABLE OF CONTENTS



**3** About Project

**4** Project Approach

**10** Analysis Report

 **2**



# ABOUT PROJECT ...

## OCD PATIENT DATASET: DEMOGRAPHICS & CLINICAL DATA ANALYSIS

**Domain:** Healthcare & Mental Health | | **Function:** Regulatory Affairs & Data Analysis



### OBJECTIVES

Perform EDA using Power BI and Python to explore relationships between demographic factors and OCD clinical outcomes.



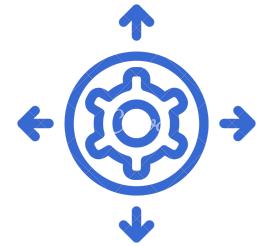
### DELIVERABLES

Power BI dashboard, Python scripts, and insights on demographic-clinical correlations.



### IMPACT

Provide actionable insights for improving patient outcomes and informing clinical strategies.



# PROJECT APPROACH

...

[\*\*PROJECT LINK\*\*](#)

1

**Data Import  
and  
Preparation**

2

**Key  
Visualizations**

3

**Filters and  
Interactivity**

4

**Dashboard  
Creation**



4



Tool Used: Microsoft Power BI 



## Connect to Data

- Import dataset (CSV/Excel) using Power BI.
- Ensure Date, Month, and Year fields are correctly formatted.

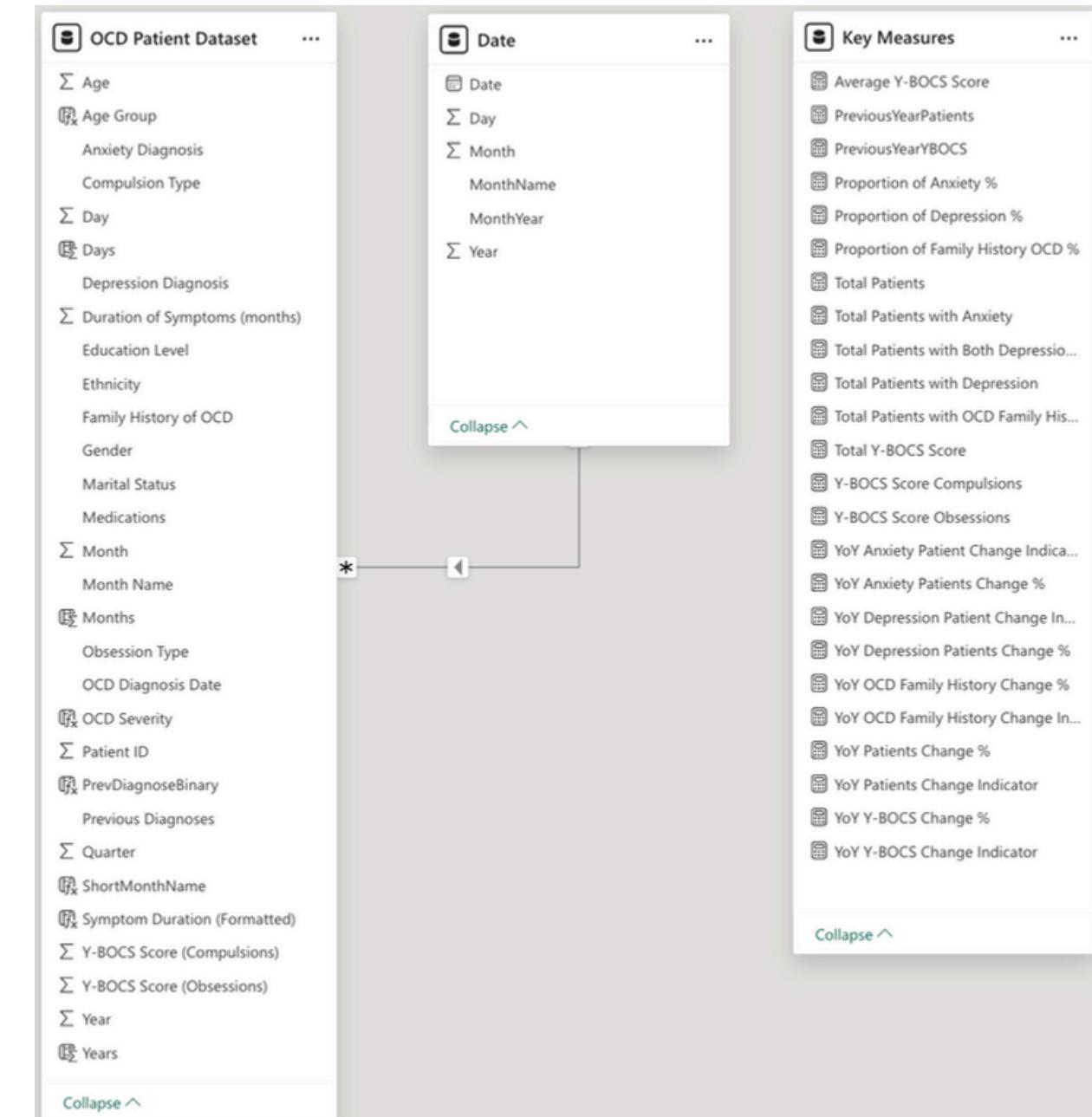


## Create Calculated Columns

- Age Group ,
- Days = ROUND('OCD Patient Dataset'[Duration of Symptoms (months)] - ([Years] \* 12) - [Months]) \* 30.44, 0)
- Months = MOD('OCD Patient Dataset'[Duration of Symptoms (months)], 12)
- OCD Severity ,
- Previous\_Diagnose\_Binary
- Short\_Month\_Name
- Symptom Duration
- Years = INT('OCD Patient Dataset'[Duration of Symptoms (months)] / 12)



## Final Data Model



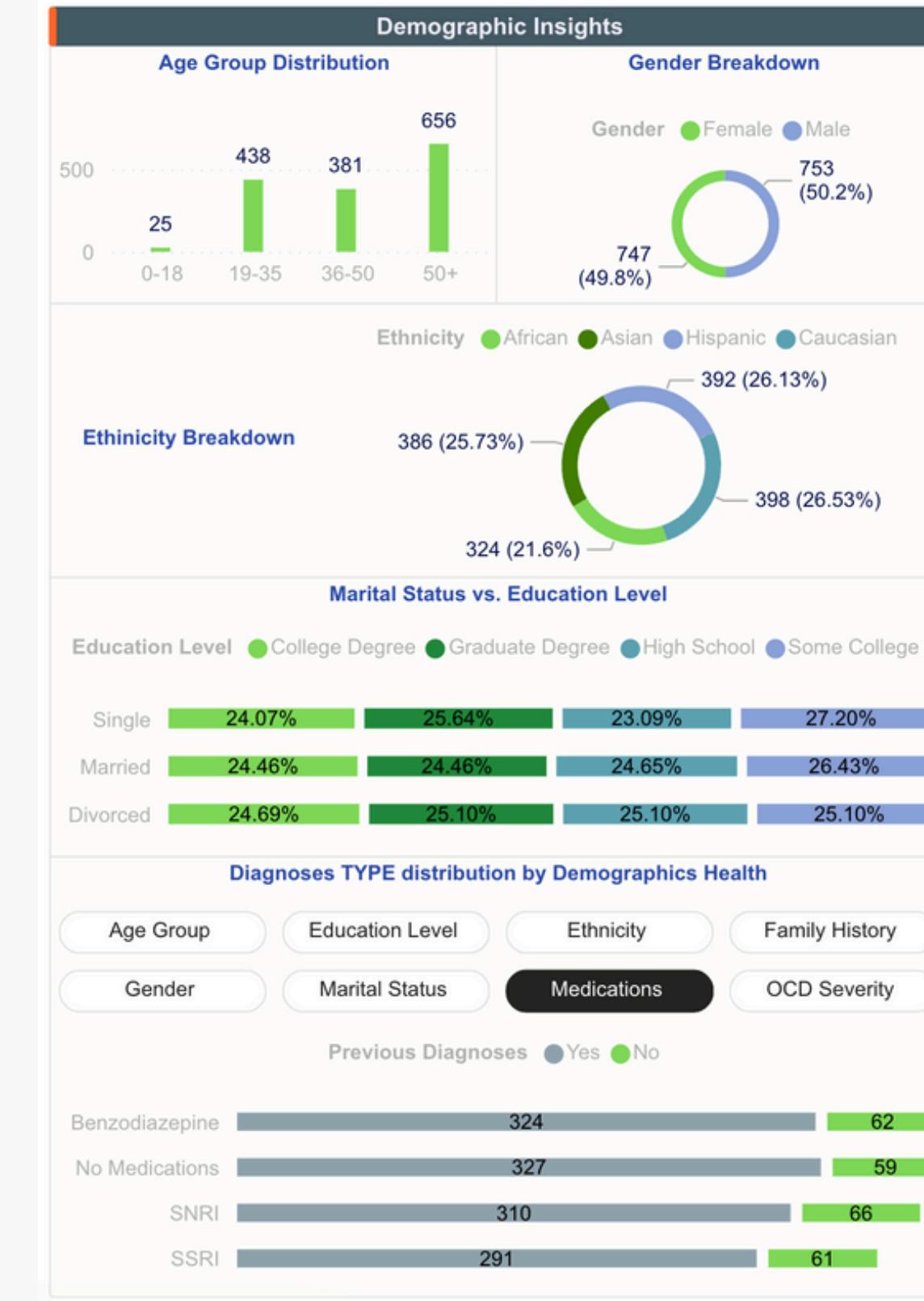

**1**

## Key KPIs

**Key Measures**

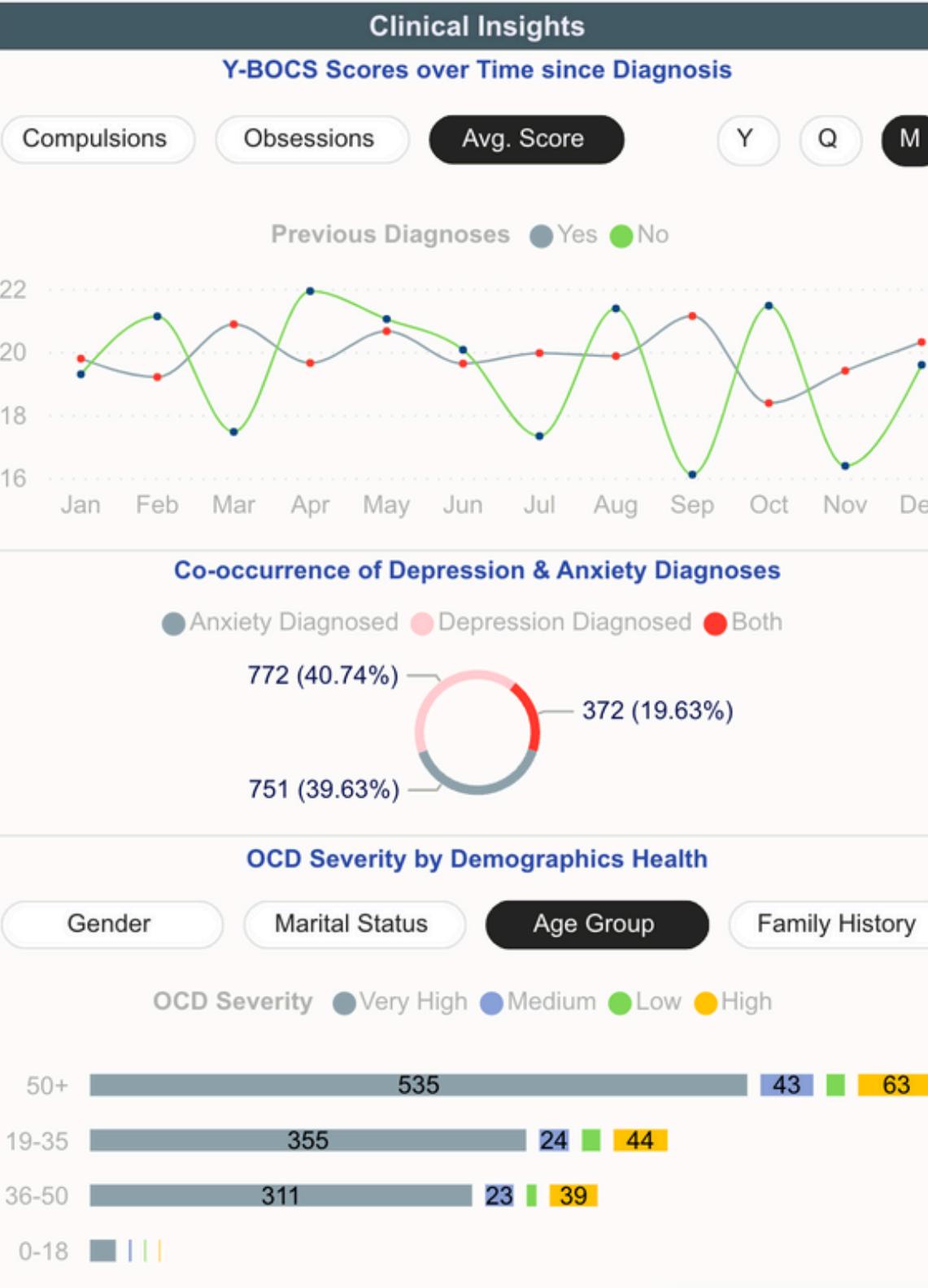
- Average Y-BOCS Score
- PreviousYearPatients
- PreviousYearYBOCS
- Proportion of Anxiety %
- Proportion of Depression %
- Proportion of Family History OCD %
- Total Patients
- Total Patients with Anxiety
- Total Patients with Both Depression and Anxiety
- Total Patients with Depression
- Total Patients with OCD Family History
- Total Y-BOCS Score
- Y-BOCS Score Compulsions
- Y-BOCS Score Obsessions
- YoY Anxiety Patient Change Indicator
- YoY Anxiety Patients Change %
- YoY Depression Patient Change Indicator
- YoY Depression Patients Change %
- YoY OCD Family History Change %
- YoY OCD Family History Change Indicator
- YoY Patients Change %
- YoY Patients Change Indicator
- YoY Y-BOCS Change %
- YoY Y-BOCS Change Indicator

## Demographic Insights

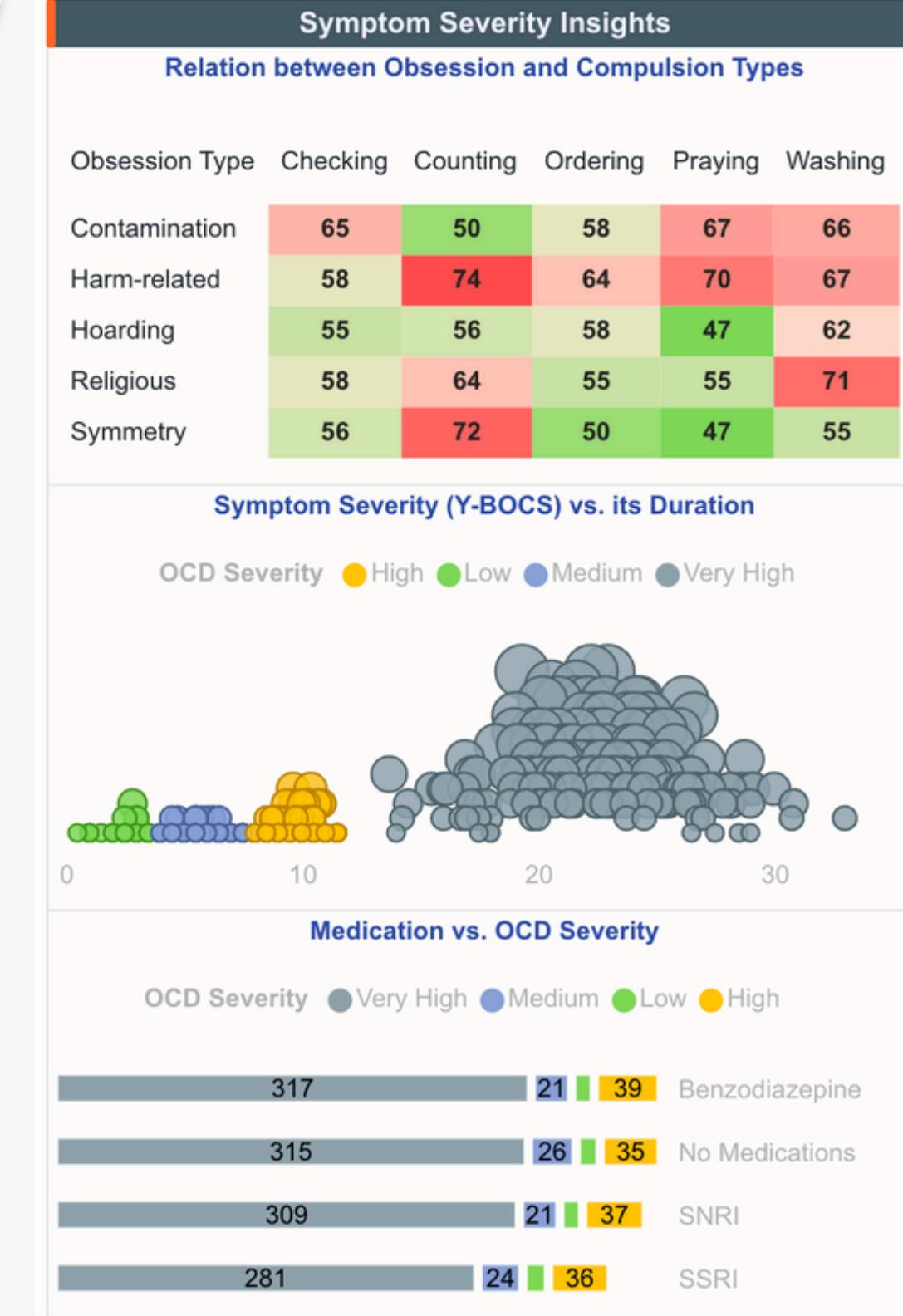

**6**


**2**

## Clinical Insights


**3**

## Symptom Severity Insights





## Filters Card

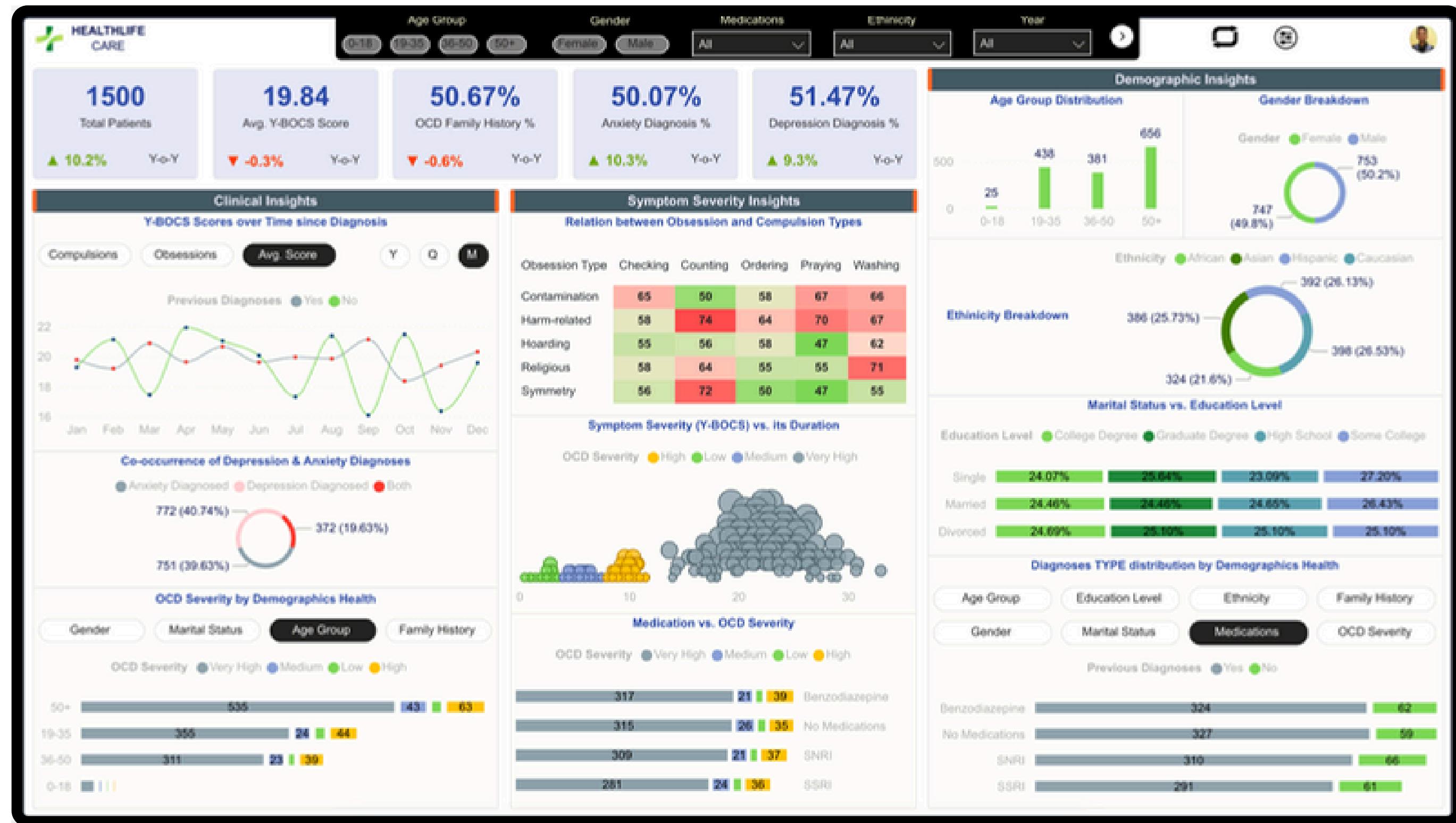
- **Age Group Filter:** Add range slider to explore data by periods.
- **Gender Filter:** Add range slider to explore data by periods.
- **Medications Filter:** Choose between different hotels property
- **Ethnicity Filter:** Focus on specific room type.
- **Year Filter:** Focus on specific City.

Age Group	Gender	Medications	Ethnicity	Year
<input type="button" value="0-18"/> <input type="button" value="19-35"/> <input type="button" value="36-50"/> <input type="button" value="50+"/>	<input type="button" value="Female"/> <input type="button" value="Male"/>	<input type="button" value="All"/>	<input type="button" value="All"/>	<input type="button" value="All"/>





After rearranging visualizations, Interactive filters, the final **OCD Patient Analysis Dashboard** as





# ANALYSIS REPORT

...

1

**Demographic Insights**

2

**Clinical Insights**

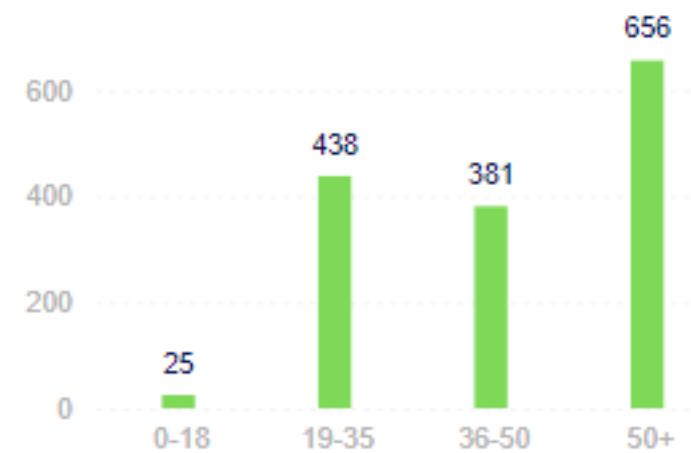
3

**Symptom Severity  
Insights**



# 1. Demographic Insights

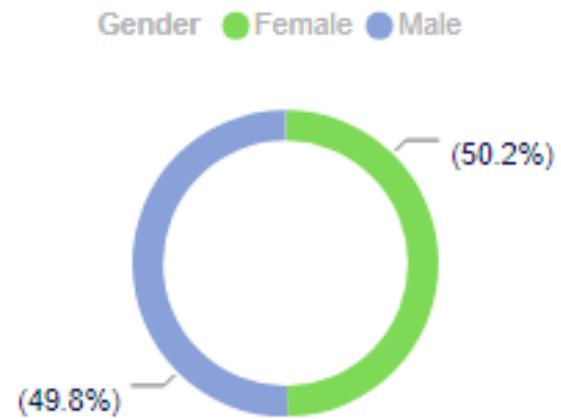
## ➤ Age Group Distribution



The population skews older, with the 50+ age group being the largest.

**Recommendation:** Tailor services or outreach efforts to meet the needs of an aging population, such as health or retirement planning programs.

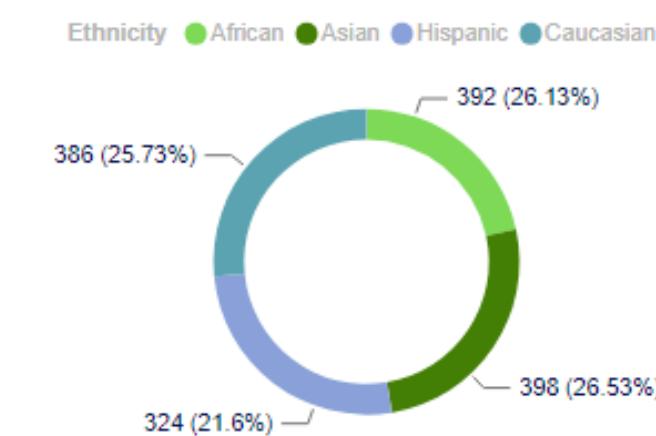
## ➤ Gender Breakdown



The gender distribution is nearly equal between females and males.

**Recommendation:** Ensure gender-balanced policies and services to appeal equally to both male and female demographics.

## ➤ Ethnicity Breakdown



There is a fairly even distribution of ethnic groups, with Caucasians leading slightly at 26.53%.

**Recommendation:** Develop culturally inclusive programs and communication strategies that resonate with diverse ethnic groups.

## ➤ Marital Status vs. Education Level

Education Level ● College Degree ● Graduate Degree ● High School ● Some College



Individuals with some college education are more prevalent across all marital statuses, while high school graduates are the least represented.



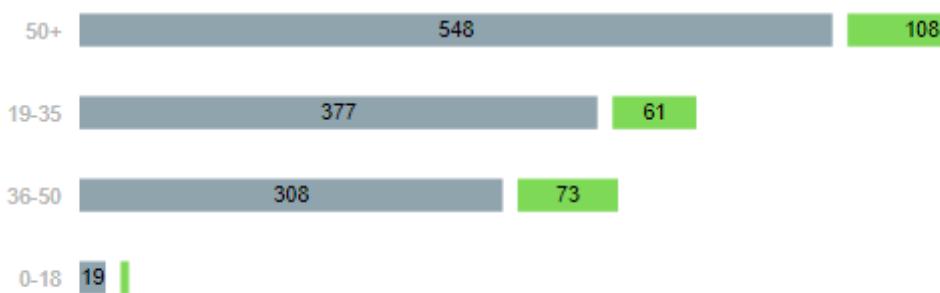
**Recommendation:** Focus on upskilling and continuing education opportunities for individuals with less formal education to boost their socio-economic standing.



## ➤ Diagnoses Type distribution by Demographics Health

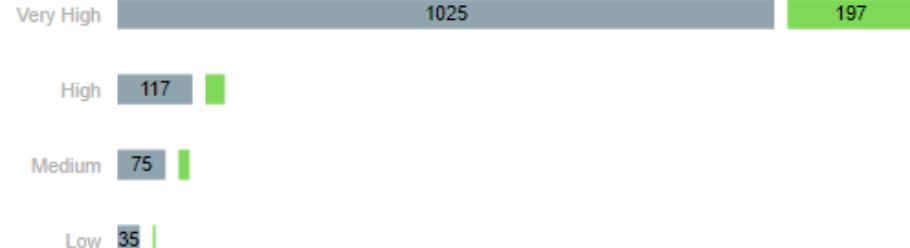
### + Age Group

Previous Diagnoses ● Yes ● No



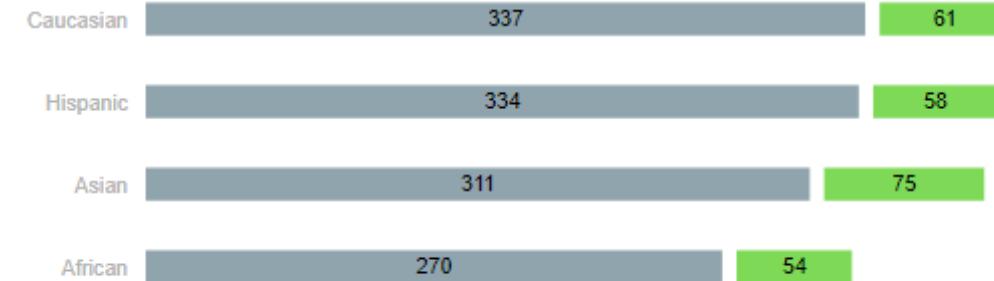
### + OCD Severity

Previous Diagnoses ● Yes ● No



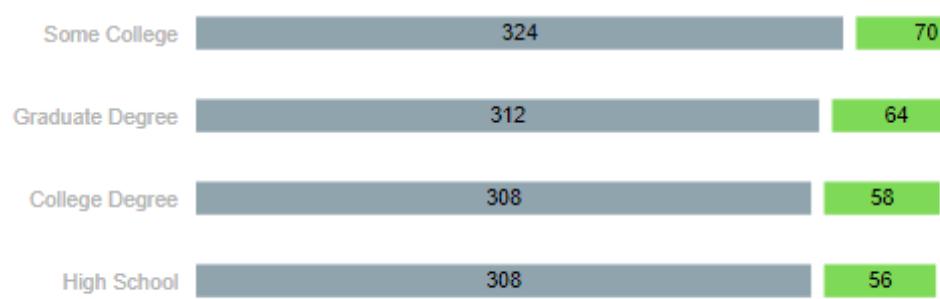
### + Ethnicity

Previous Diagnoses ● Yes ● No



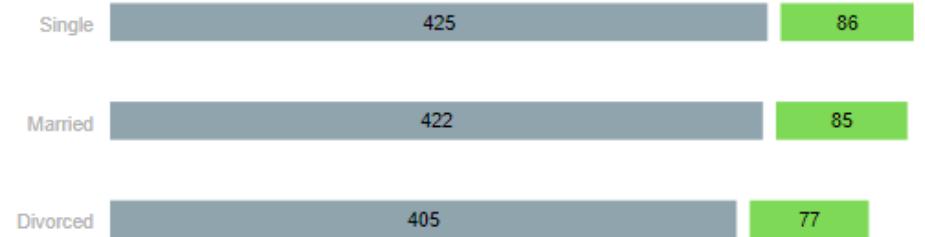
### + Education level

Previous Diagnoses ● Yes ● No



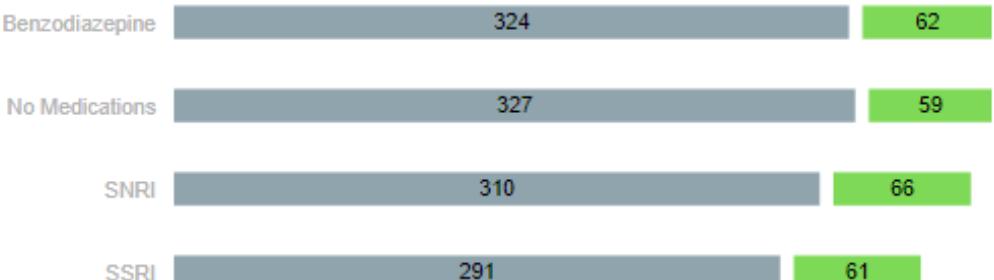
### + Marital Status

Previous Diagnoses ● Yes ● No



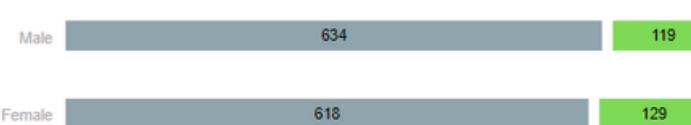
### + Medication

Previous Diagnoses ● Yes ● No



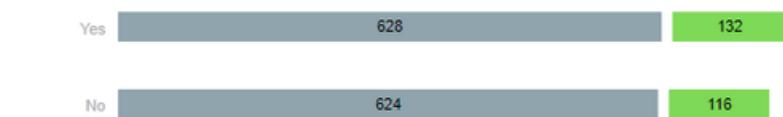
### + Gender

Previous Diagnoses ● Yes ● No



### + Family History of OCD

Previous Diagnoses ● Yes ● No



Benzodiazepine and SNRI are common medications, but a sizable portion of the population remains medication-free.



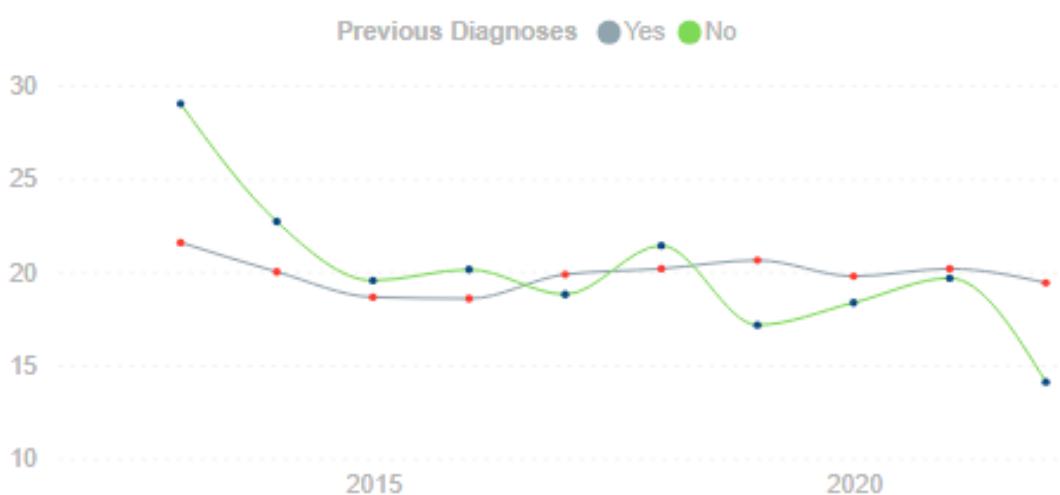
12

**Recommendation:** Prioritize mental health support and medication management programs, while also exploring non-pharmaceutical interventions for those who are medication-free.

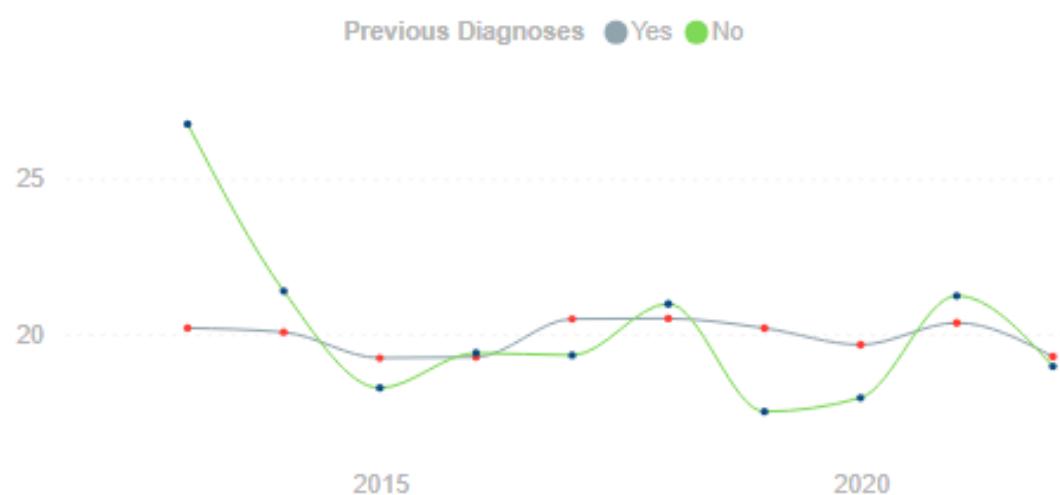
## 2. Clinical Insights

### ➤ Y-BOCS Scores over Time since Diagnosis

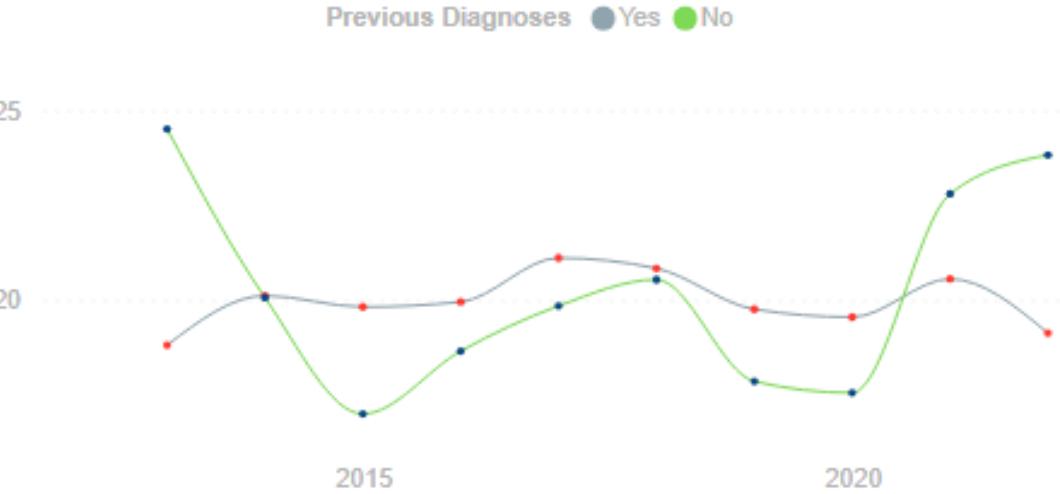
#### + Compulsions Score



#### + Combined Average Score



#### + Obsessions Score

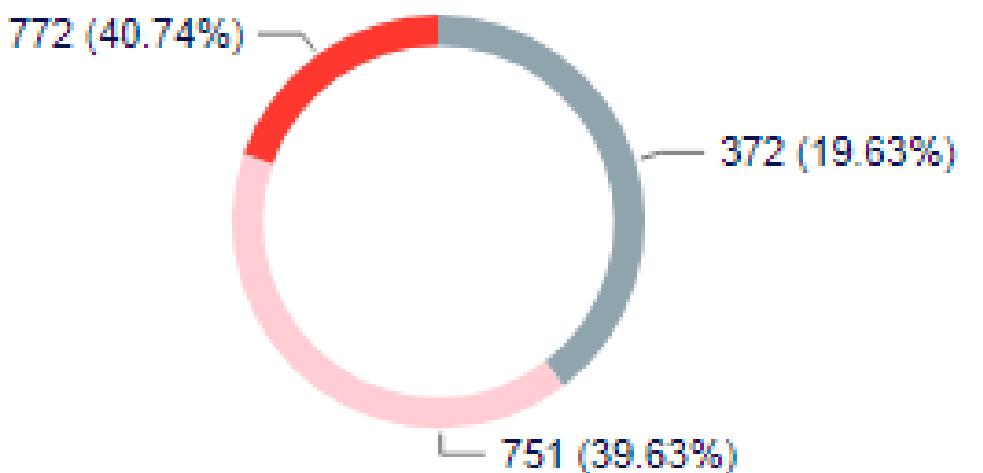


Average scores for compulsions and obsessions fluctuate throughout the year, with a notable dip during summer months.

**Recommendation:** Focus on interventions and support during months when symptoms seem to peak, potentially through stress management programs.

### ➤ Co-occurrence of Depression & Anxiety Diagnoses

● Anxiety Diagnosed ● Depression Diagnosed ● Both



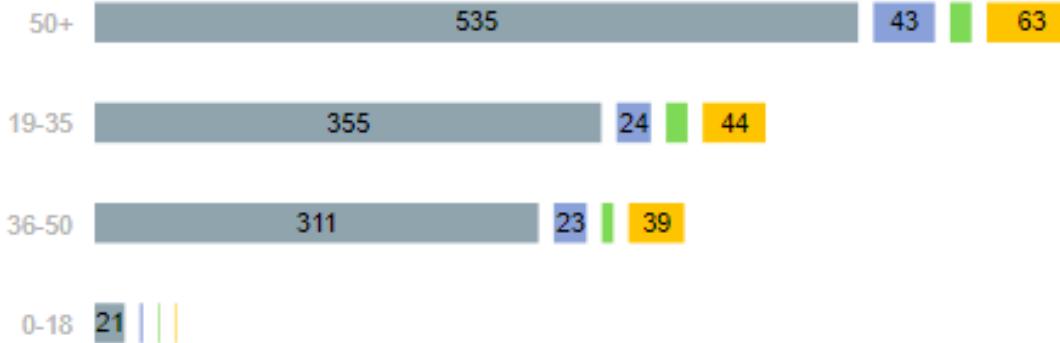
A large portion of the population (40.74%) has been diagnosed with both depression and anxiety, highlighting a significant overlap.

**Recommendation:** Implement integrated treatment approaches that address both depression and anxiety concurrently, enhancing mental health outcomes.

## ➤ OCD Severity by Demographics Health

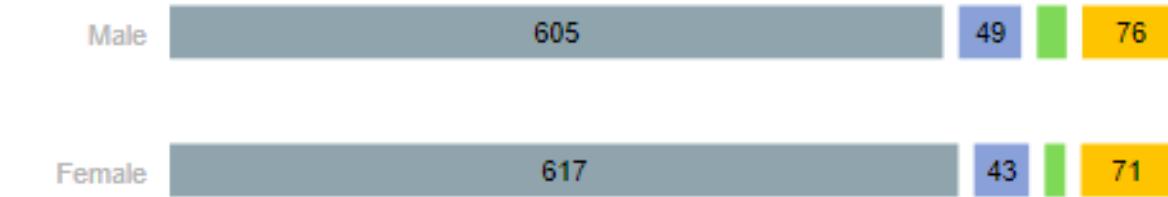
### + Age Group

OCD Severity ● Very High ● Medium ● Low ● High



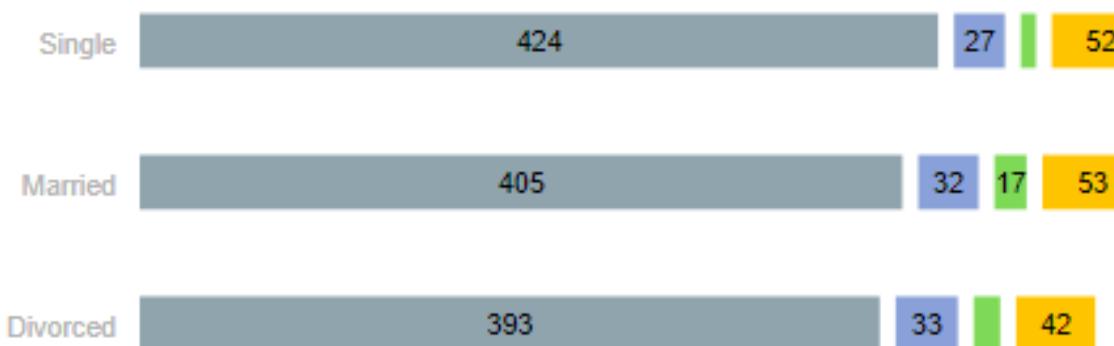
### + Gender

OCD Severity ● Very High ● Medium ● Low ● High



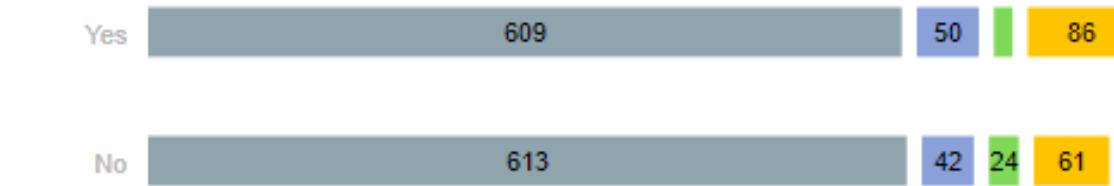
### + Marital Status

OCD Severity ● Very High ● Medium ● Low ● High



### + Family History of OCD

OCD Severity ● Very High ● Medium ● Low ● High



The 50+ age group shows the highest rates of very high OCD severity, while younger groups exhibit more medium and high severity cases.

**Recommendation:** Develop age-specific treatment plans, with increased resources for managing severe OCD in older adults, and preventive measures for younger groups with medium severity.

### 3. Symptom Severity Insights

#### ➤ Relation between Obsession and Compulsion Types

##### Total Patients

###### BY COMPULSION TYPE, OBSESSION TYPE

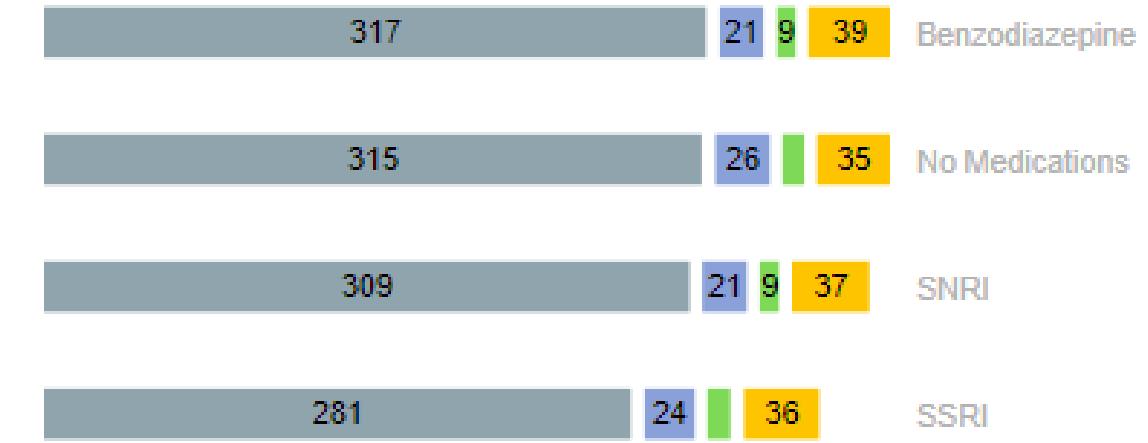
Obsession Type	Checking	Counting	Ordering	Praying	Washing
Contamination	65	50	58	67	66
Harm-related	58	74	64	70	67
Hoarding	55	56	58	47	62
Religious	58	64	55	55	71
Symmetry	56	72	50	47	55

Harm-related and symmetry obsessions have higher severity when combined with counting and ordering compulsions, while contamination is severe in praying and washing.

**Recommendation:** Focus targeted therapies on reducing severe compulsions in high-risk combinations like harm-related counting and contamination washing for more effective OCD management.

#### ➤ Medication vs. OCD Severity

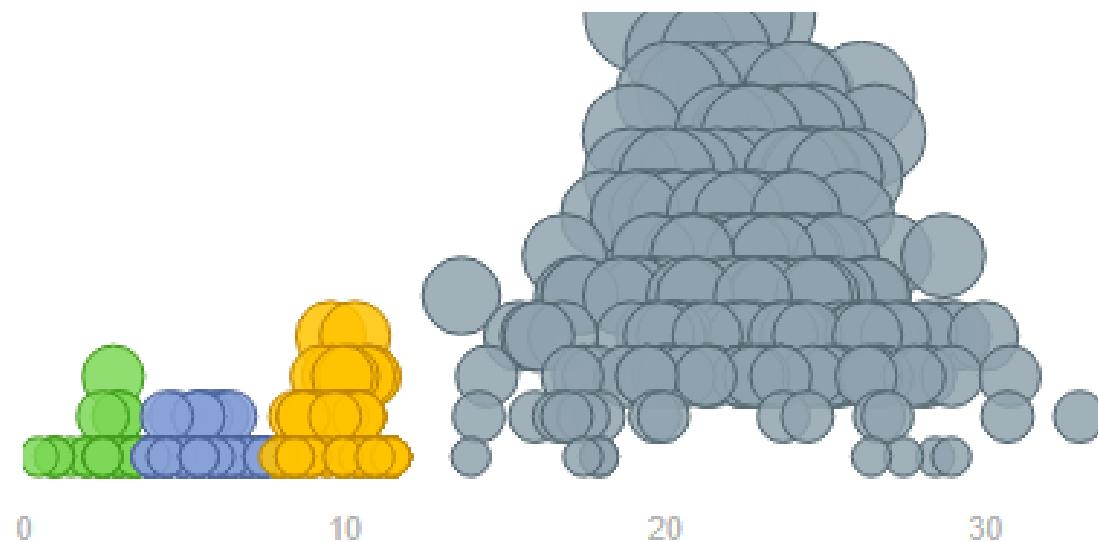
OCD Severity ● Very High ● Medium ● Low ● High



Patients on Benzodiazepines and SNRIs show slightly higher rates of "Very High" OCD severity compared to those without medication.

#### ➤ Symptom Severity (Y-BOCS) vs. its Duration

OCD Severity ● High ● Low ● Medium ● Very High



Longer durations of OCD symptoms are associated with higher severity, with a large concentration of severe cases persisting for over 20 years.

**Recommendation:** Prioritize early intervention strategies to reduce symptom severity before long-term patterns become entrenched, preventing chronic cases.



# Thank You.

For Your Attention

[www.kumarvaishnav.in](http://www.kumarvaishnav.in)

