



ATLIQ GRANDS



Month Year

All

Week Number

All

Date

All

3.62

Average Rating

1.71bn

Revenue

-81.74% ↓

7.35K

RevPAR

27.84% ↑

2528

DSRN

0.00% →

57.87%

Occupancy %

28.11% ↑

12.70K

ADR

-0.21% ↓

70.15%

Realization %

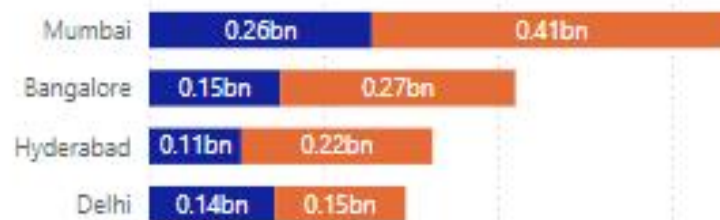
0.64% ↑

Weekday Weekend

Revenue



Business Luxury



Revenue by City and Category

Elite 0.56bn

Premium 0.46bn

Presidential 0.38bn

Standard 0.31bn

Revenue by Room Class



RevPAR by Property Name

Arrow indicates week over week change. RevPAR is revenue per available room, DSRN is Daily Sellable Room Nights, ADR is Average Daily Rating, DBRN is Daily Booked Room Nights and DURN is Daily Utilized Room Nights.

Revenue Management Dashboard for AtliQ Grands

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Introduction

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category.

In response to these challenges, we developed a comprehensive revenue management dashboard. This dashboard serves as a strategic tool, providing actionable insights derived from Business and Data Intelligence. By leveraging these insights, our aim is to empower AtliQ Grands to regain market share and drive revenue growth effectively.

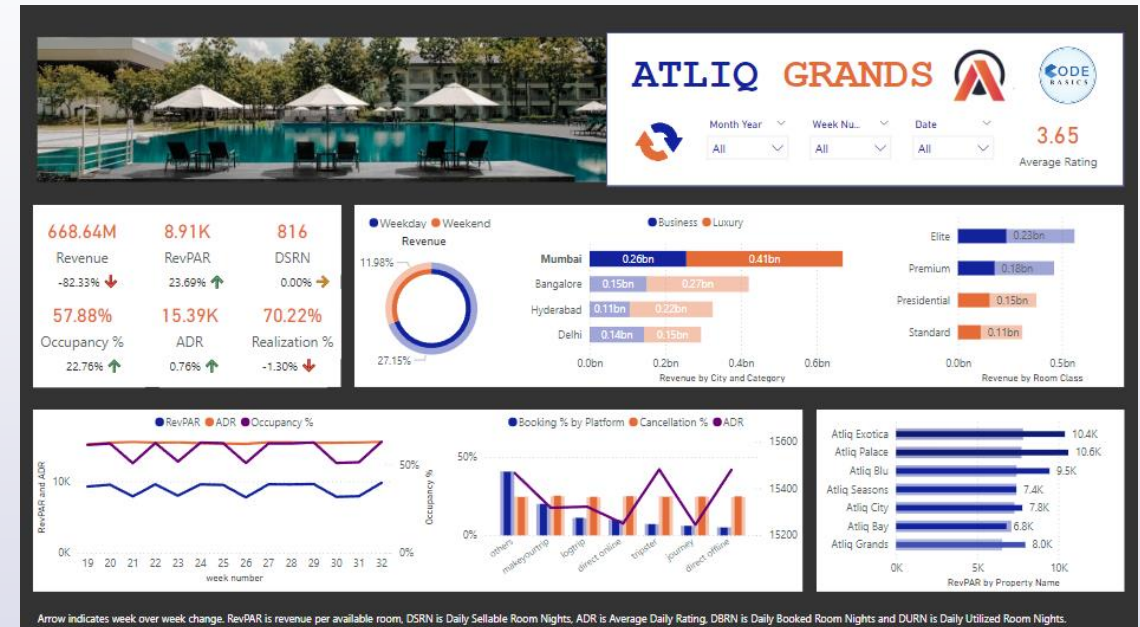
Methodology

- Extracted data from CSV files, utilized Power Query Editor to clean, transform, and structure the data for analysis.
- Developed a star schema data model, establishing relationships between dimension tables and two fact tables to facilitate efficient analysis and comprehensive data insights.
- Created calculated columns and measures, including key performance indicators such as RevPAR (Revenue Per Available Room), ADR (Average Daily Rate), and realization percentage.
- Developed a user-friendly dashboard interface using Power BI. The main page of the dashboard features key metrics and charts related to revenue management, with interactive filters for enhanced data exploration. Implemented a tabular view page to provide detailed insights

Dashboard



Dashboards with applied filters



Dashboard — Tabular View

ID	Name	City	Revenue	Bookings	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Average Rating	R	Y	📊	⋮
16559	Atliq Exotica	Mumbai	118,448,418.00	7338.00	10,640.35	65.92%	16141.78	121	79.76	56.13	4.32	70.37%			
17563	Atliq Palace	Mumbai	101,511,080.00	6337.00	10,609.44	66.23%	16018.79	104	68.88	48.67	4.29	70.66%			
17559	Atliq Exotica	Mumbai	93,996,570.00	6142.00	10,115.86	66.10%	15303.90	101	66.76	47.27	4.32	70.81%			
16563	Atliq Palace	Delhi	89,135,998.00	7147.00	8,280.94	66.40%	12471.81	117	77.68	54.37	4.27	69.99%			
17560	Atliq City	Mumbai	87,996,216.00	6013.00	7,776.27	53.14%	14634.33	123	65.36	45.46	3.04	69.55%			
19562	Atliq Bay	Bangalore	82,443,540.00	5812.00	9,334.64	65.81%	14185.06	96	63.17	44.51	4.28	70.46%			
19560	Atliq City	Bangalore	81,876,345.00	5979.00	8,989.50	65.65%	13693.99	99	64.99	44.92	4.28	69.13%			
17558	Atliq Grands	Mumbai	74,730,742.00	5036.00	7,963.63	53.67%	14839.31	102	54.74	38.27	3.05	69.92%			
17561	Atliq Blu	Mumbai	73,918,312.00	5183.00	9,452.47	66.28%	14261.68	85	56.34	39.42	4.30	69.98%			
19561	Atliq Blu	Bangalore	72,963,360.00	5736.00	6,778.46	53.29%	12720.25	117	62.35	43.51	3.08	69.79%			
18562	Atliq Bay	Hyderabad	69,255,910.00	7333.00	6,221.34	65.87%	9444.42	121	79.71	55.93	4.30	70.18%			
19563	Atliq Palace	Bangalore	68,596,005.00	5413.00	6,778.26	53.49%	12672.46	110	58.84	40.87	3.02	69.46%			
17564	Atliq Seasons	Mumbai	66,125,495.00	3982.00	7,409.85	44.62%	16606.10	97	43.28	30.55	2.29	70.59%			
18560	Atliq City	Hyderabad	61,007,200.00	6638.00	6,083.69	66.19%	9190.60	109	72.15	51.22	4.26	70.99%			
19559	Atliq Exotica	Bangalore	60,023,460.00	4705.00	6,867.67	53.83%	12757.38	95	51.14	36.23	3.05	70.84%			
16561	Atliq Blu	Delhi	57,983,400.00	4418.00	8,626.18	65.78%	13113.04	73	48.02	33.55	4.28	69.87%			
16562	Atliq Bay	Delhi	56,437,570.00	4820.00	6,259.71	53.46%	11709.04	98	52.39	36.30	3.07	69.29%			
18561	Atliq Blu	Hyderabad	56,040,450.00	6458.00	5,692.85	65.60%	8677.68	107	70.20	49.46	4.25	70.46%			
16560	Atliq City	Delhi	54,982,178.00	4693.00	6,285.15	53.70%	11705.13	95	51.01	36.28	3.01	71.13%			
19558	Atliq Grands	Bangalore	54,494,340.00	4371.00	5,535.79	44.40%	12467.25	107	47.51	33.27	2.36	70.03%			
17562	Atliq Bay	Mumbai	51,914,158.00	3424.00	6,798.61	44.84%	15161.85	83	37.22	25.91	2.36	69.63%			
18559	Atliq Exotica	Hyderabad	47,844,020.00	5256.00	4,062.84	44.63%	9102.74	128	57.13	40.34	2.33	70.61%			
18558	Atliq Grands	Hyderabad	46,246,510.00	4475.00	5,523.95	53.45%	10334.42	91	48.64	33.96	3.07	69.81%			
18563	Atliq Palace	Hyderabad	44,838,780.00	4728.00	5,024.52	52.98%	9483.67	97	51.39	35.78	3.07	69.63%			
16558	Atliq Grands	Delhi	38,061,172.00	3153.00	7,537.87	65.91%	11437.10	52	34.27	24.00	4.25	70.03%			
Total			1,708,771,229.00	134590.00	7,347.15	57.87%	12696.12	2528	1,462.93	1,026.21	3.62	70.15%			

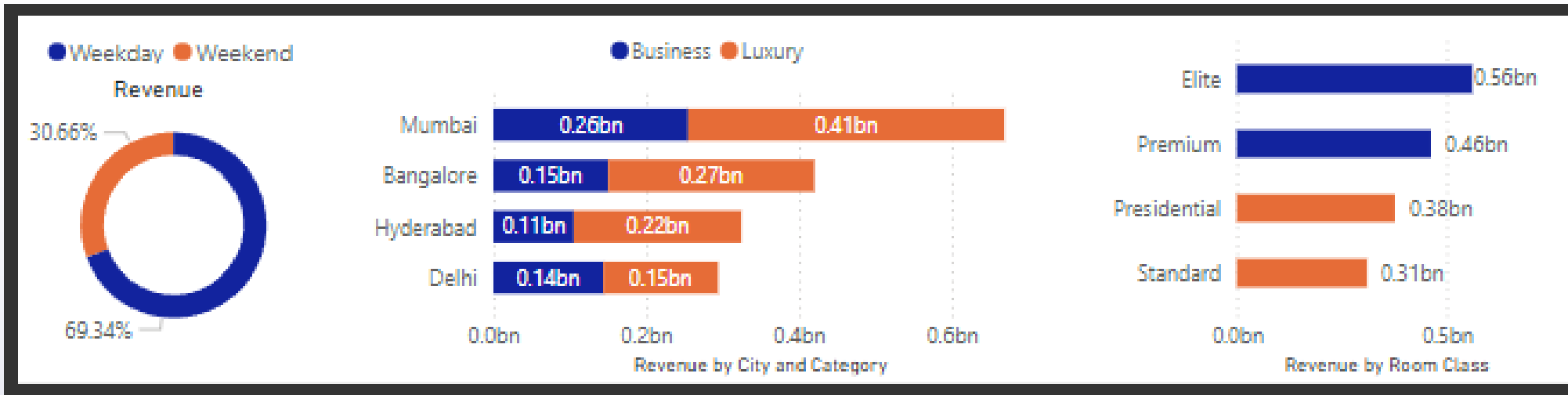
Dashboard

Tabular View

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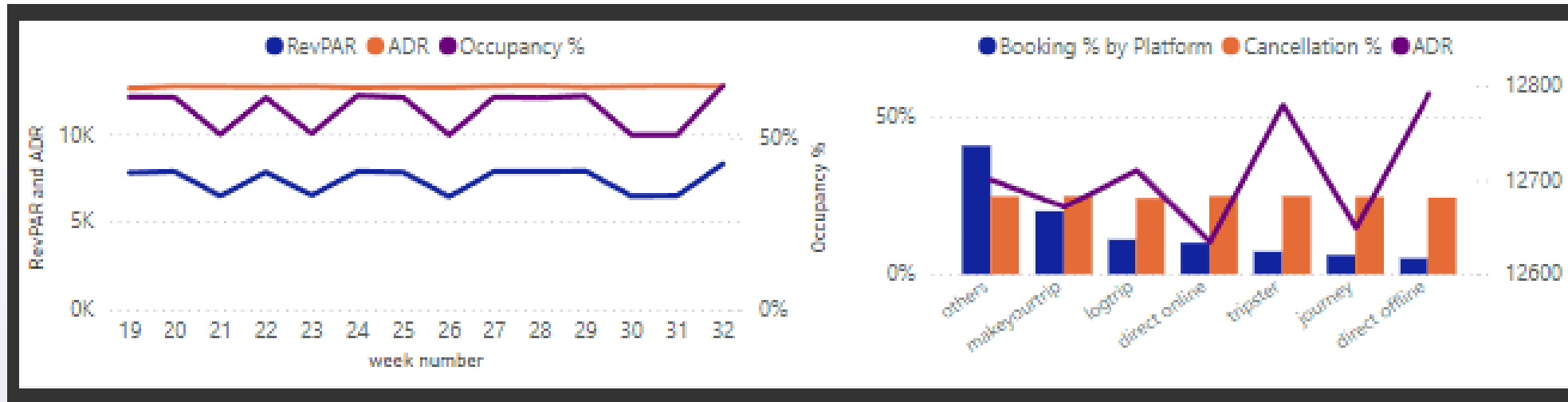
- The homepage of the dashboard features key metrics, revenue charts across various factors, RevPAR trends, and additional metrics.
- All desired filters, including city, category, and date, are applicable on this page to facilitate dynamic data exploration.
- The Tabular View page offers a detailed breakdown for in-depth insights.

Insights



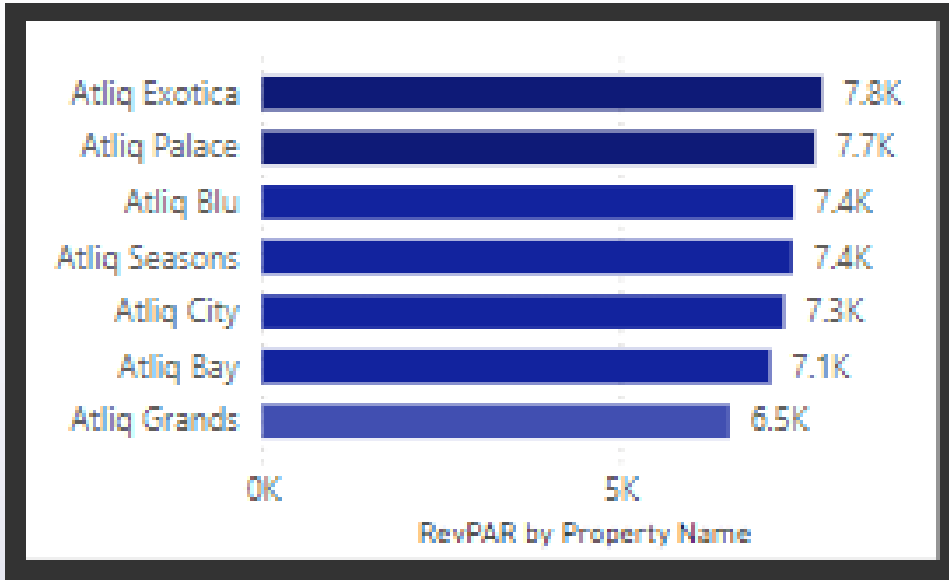
- Weekends contribute to 30.66% of total revenue.
- Mumbai leads in revenue generation, while Delhi ranks lowest.
- Luxury category hotels outperform Business category in revenue generation.
- Standard room type records the lowest revenue among all categories.

Insights



- ADR remains consistent, while RevPAR and occupancy exhibit slight fluctuations.
- makeyourtrip boasts the highest booking percentage among known platforms. Direct online ranks fourth. ADR shows minimal variation across platforms. Utilizing indirect offers on direct online and direct offline booking channels may bolster revenue.
- The cancellation percentage remains consistent across all booking platforms, exceeding 20%, even for direct offline bookings. (note: this is mock data)

Insights



- Atliq Exotica achieved the highest average RevPAR at 7.8k, while Atliq Grands attained the lowest at 6.5k.
- Hotels such as Atliq Seasons in Mumbai, Atliq Grands in Bangalore, Atliq Bay in Mumbai, and Atliq Exotica in Hyderabad have average ratings below 2.5.

17564	Atliq Seasons	Mumbai	66,125,495.00	3982.00	7,409.85	44.62%	16606.10	97	43.28	30.55	2.29
18560	Atliq City	Hyderabad	61,007,200.00	6638.00	6,083.69	66.19%	9190.60	109	72.15	51.22	4.26
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18559	Atliq Exotica	Hyderabad	47,844,020.00	5256.00	4,062.84	44.63%	9102.74	128	57.13	40.34	2.33

Thank you for taking the time to review my project. Your attention is appreciated.