

AtliQ Grands Hospitality Management Reports



AtliQ Grands

Problem Statement

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. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.



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Business Questions Addressed

Challenge 1

Create the metrics according to the metric list.

Challenge 2

Create a dashboard according to the mock-up provided by stakeholders

Challenge 3

Create relevant insights that are not provided in the metric list/mock-up dashboard.

Revenue

1.69bn

↑ 0.00

RevPar

7.34K

↑ 0.00

DSRN

2.53K

↑ 0.00

Occupancy %

57.79%

↑ 0.00

ADR

12.70K

↑ 0.00

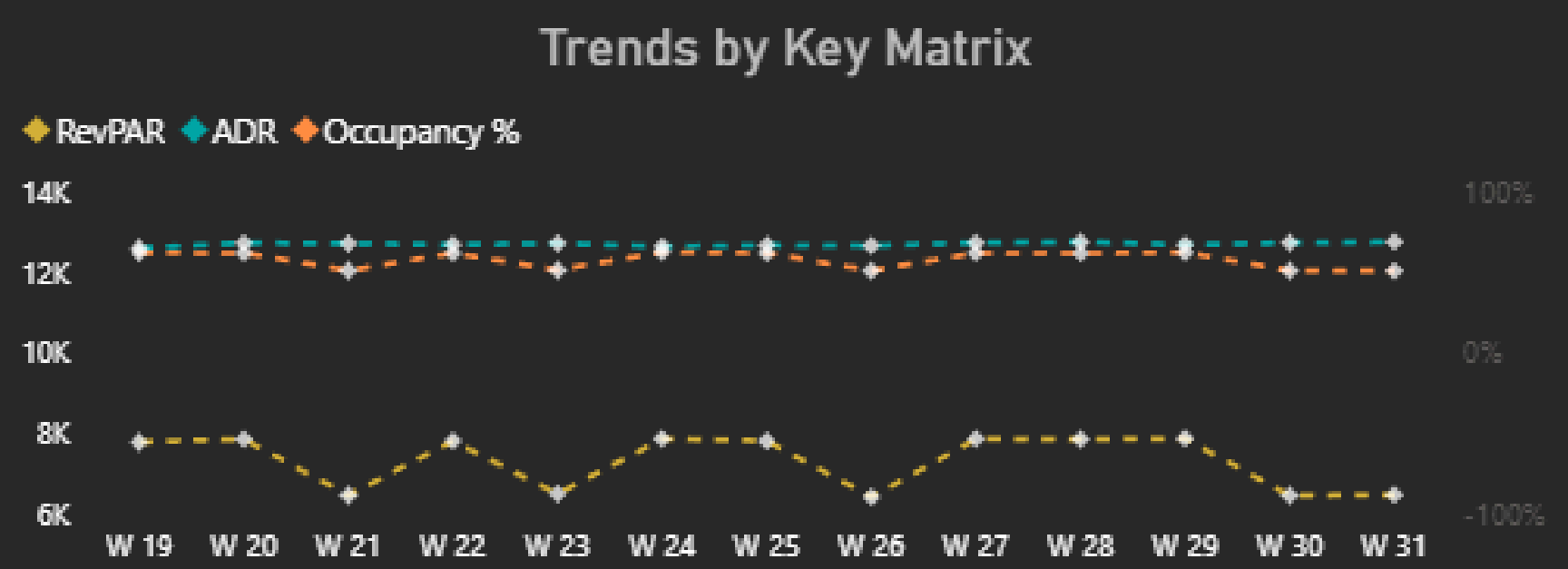
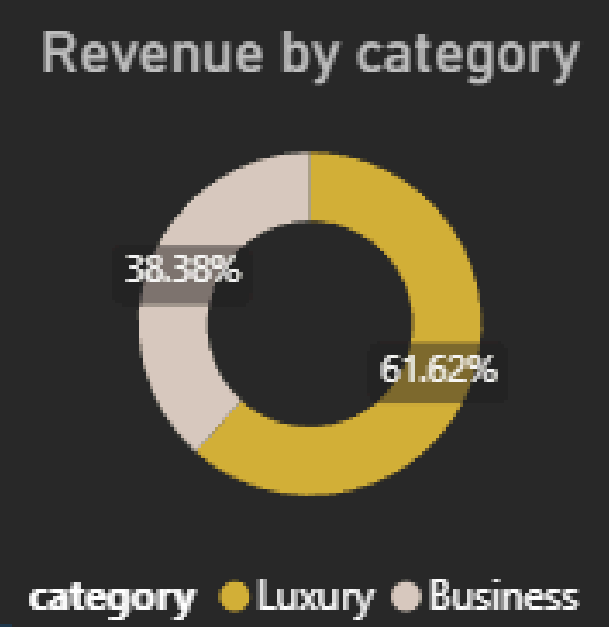
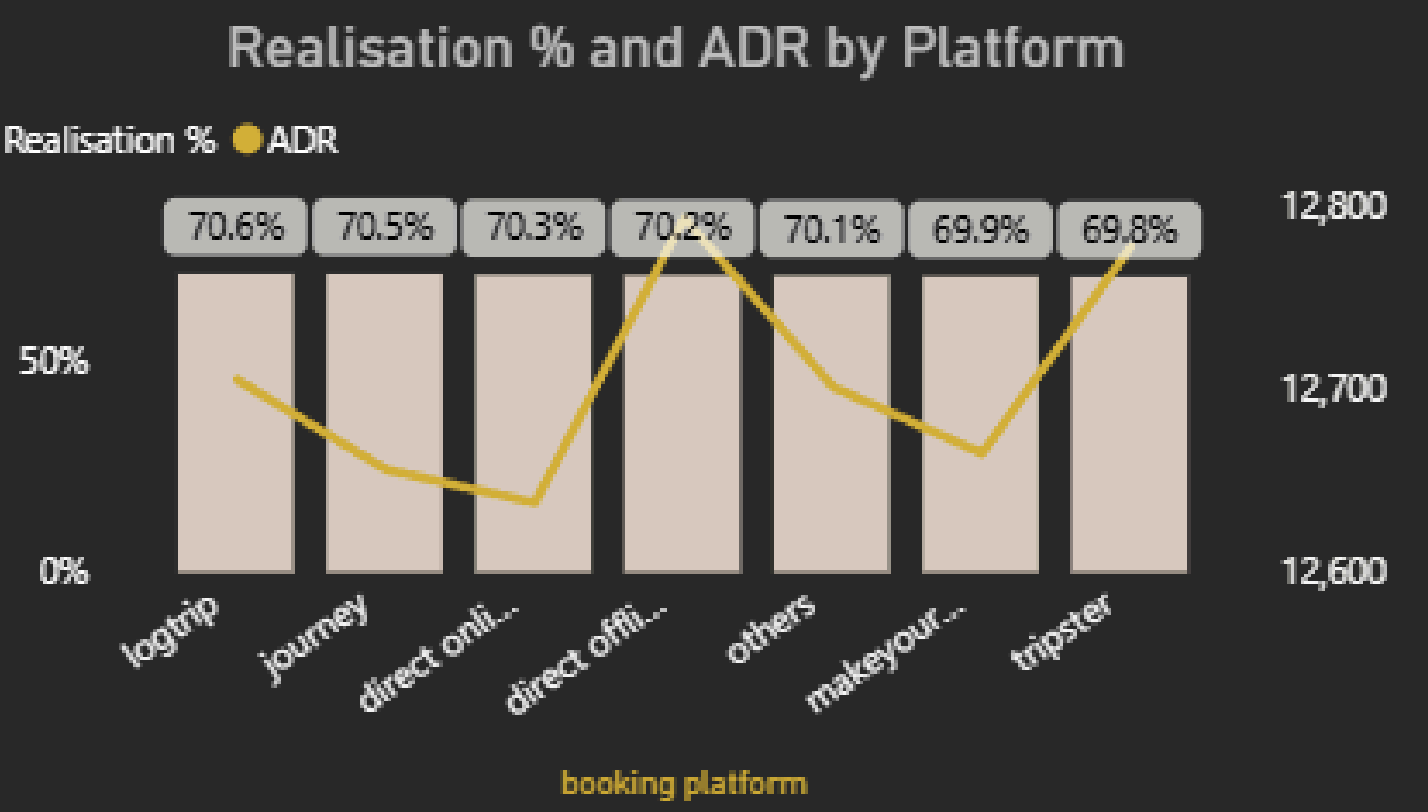
Realisation

70.14%

↑ 0.00

% Values in bottom are Week on Week Change

Day type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,083	55.85%	12,682	69.94%
Weekend	7,972	62.64%	12,725	70.59%
Total	7,337	57.79%	12,696	70.14%



Property by Key Metrics

property id	property name	city	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Avg Rating
16559	Atliq Exotica	Mumbai	117M	10,629	65.85%	16,141	121	80	56	70.39%	24.63%	4.32
18562	Atliq Bay	Hyderabad	68M	6,216	65.81%	9,446	121	80	56	70.20%	24.68%	4.31
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	78	54	70.02%	25.19%	4.27
18560	Atliq City	Hyderabad	60M	6,068	66.07%	9,185	109	72	51	70.91%	24.13%	4.26
18561	Atliq Blu	Hyderabad	55M	5,679	65.46%	8,676	107	70	49	70.36%	24.27%	4.25
17563	Atliq Palace	Mumbai	100M	10,592	66.13%	16,016	104	69	49	70.67%	24.38%	4.29
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	67	47	70.81%	24.04%	4.32
17560	Atliq City	Mumbai	87M	7,763	53.07%	14,629	123	65	45	69.51%	25.12%	3.04
19560	Atliq City	Bangalore	81M	8,965	65.53%	13,680	99	65	45	69.00%	26.46%	4.28
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	14,183	96	63	44	70.47%	24.29%	4.28
19561	Atliq Blu	Bangalore	72M	6,774	53.25%	12,722	117	62	43	69.80%	24.64%	3.08
19563	Atliq Palace	Bangalore	68M	6,768	53.42%	12,670	110	59	41	69.50%	25.36%	3.02
18559	Atliq Exotica	Hyderabad	47M	4,061	44.57%	9,111	128	57	40	70.57%	24.33%	2.33
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56	39	70.14%	24.41%	4.30
Total			1688M	7,337	57.79%	12,696	2,528	1,461	1,025	70.14%	24.84%	3.62



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Key Insights & Recommendations

REVENUE INSIGHTS

City Wise Revenue Performance

Delhi where it's Occupancy% is high among all four cities but revenue is low. 'AtliQ Grands' in Delhi has good ratings & Occupancy%, but need pricing strategies as per demand and supply

City Wise Occupancy Performance

Occupancy wise Bangalore is performing low & has a low customer rating along with high cancellations. The 'AtliQ Grands' in Bangalore has average rating of 2.7, so the company need to work on the customer service, improve online rating & stay updated in social platforms.

City Wise RevPar Performance

Hyderabad has the lowest RevPar, where the occupancy is around 58% but ADR & RevPar is low. The 'AtliQ Exotica' has low rating & ADR.

Revenue by week no and category

