ATLIQ HOSPITALITY PERFORMANCE ANALYSIS

CODEBASICS RESUME CHALLENGE 1

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PROBLEM STATMENT

AtliQ Grands, a five-star hotel chain operating for 20 years across India, is facing a decline in market share and revenue.

Key issues stem from:
- Strategic moves by competitors
- Ineffective decision-making at the management level

The company lacks an in-house data analytics team to generate actionable insights.

To address this, the revenue management team hired a 3rd-party analytics service to analyze historical data and uncover performance gaps.

The objective: Leverage data-driven insights to optimize hotel performance, enhance customer satisfaction, and regain competitive advantage.

Data Sources

Datasets Used (5 CSV files):

dim_date: Date & time-related info (week, weekday, month)
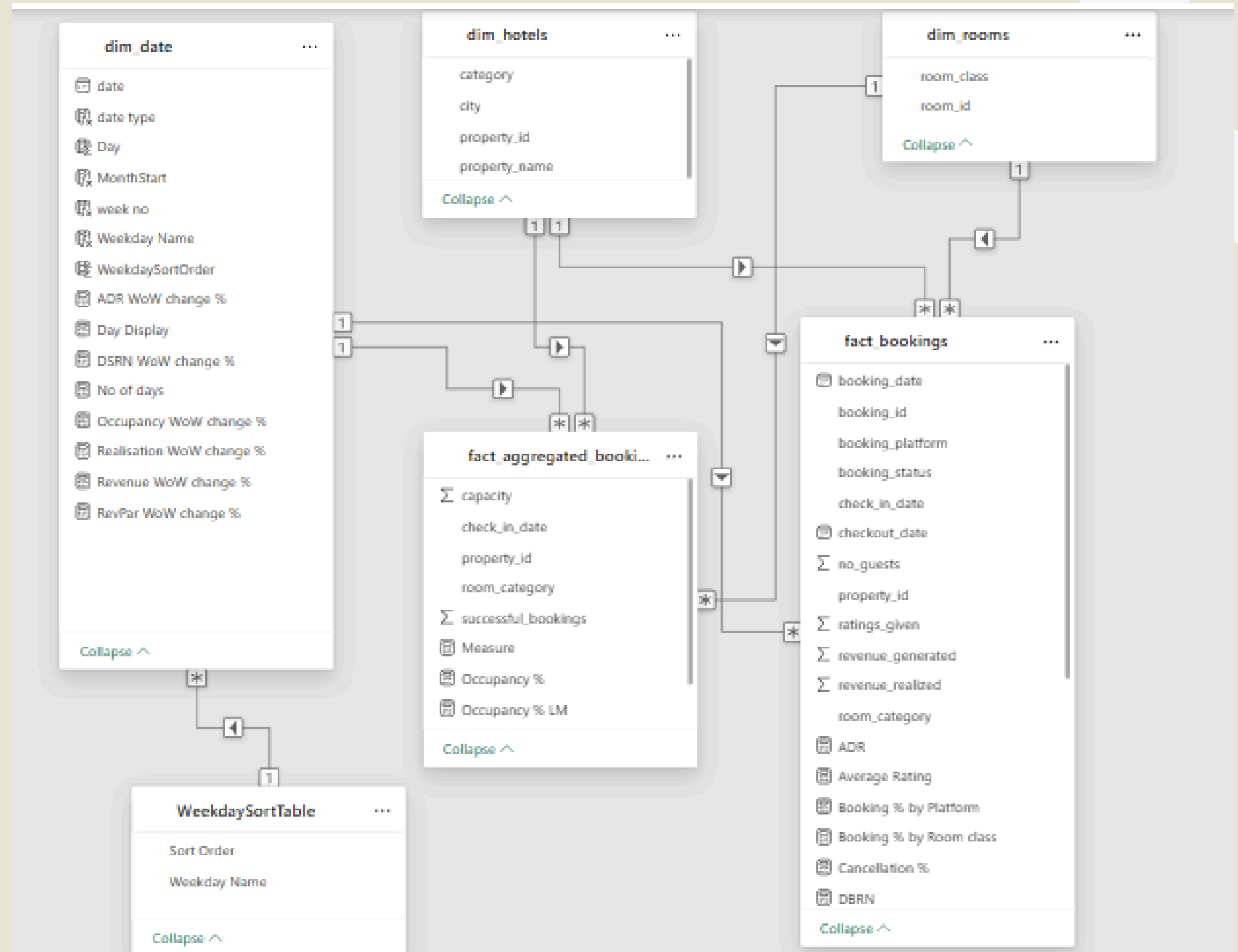
dim_hotels: Hotel property details

dim_rooms: Room types and categories

fact_aggregated_bookings: Daily room capacity & successful bookings

fact_bookings: Actual booking transactions, revenue, ratings

Data Model

AtliQ Hospitality Analysis

Filters
- **Month**: All
- **City**: All
- **Booking Platform**: All
- **Property Name**: All
- **Booking Status**: All
- **Week Number**: All

Key Metrics
Revenue	Average Rating	Occupancy %	ADR	Total Bookings	Total Cancelled Bookings	Total Capacity
$1.71bn	3.62	57.9%	12.70K	135K	33K	233K

Revenue by City
City	Revenue
Mum...	$669M
Bang...	$420M
Hyder...	$325M
Delhi	$295M

Occupancy % by City
City	Occupancy %
Delhi	60.5%
Hyde...	58.1%
Mum...	57.9%
Bang...	55.8%

Avg Rating by City
City	Avg Rating
Delhi	3.8
Hyderabad	3.7
Mumbai	3.7
Bangalore	3.4

Weekly Trend (Occupancy and Rating)
Legend: Occupancy %, Average Rating
W19 W20 W21 W22 W23 W24 W25 W26 W27 W28 W29 W30 W31 W32
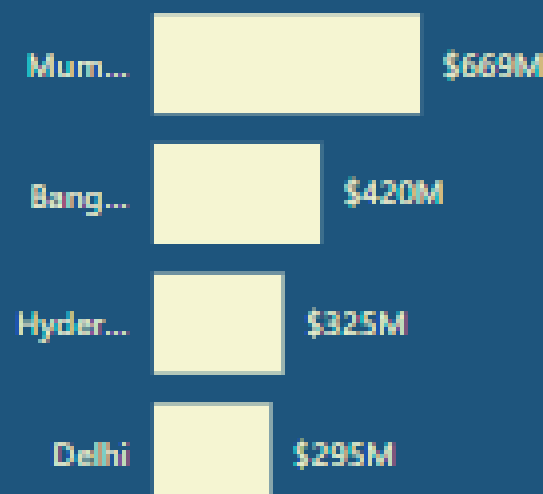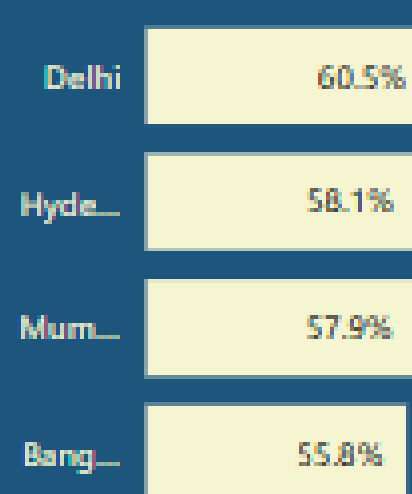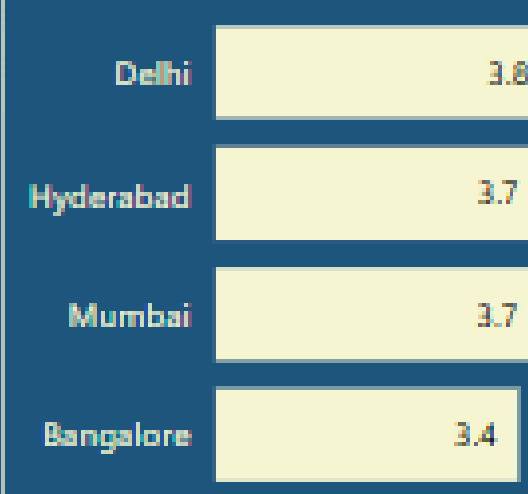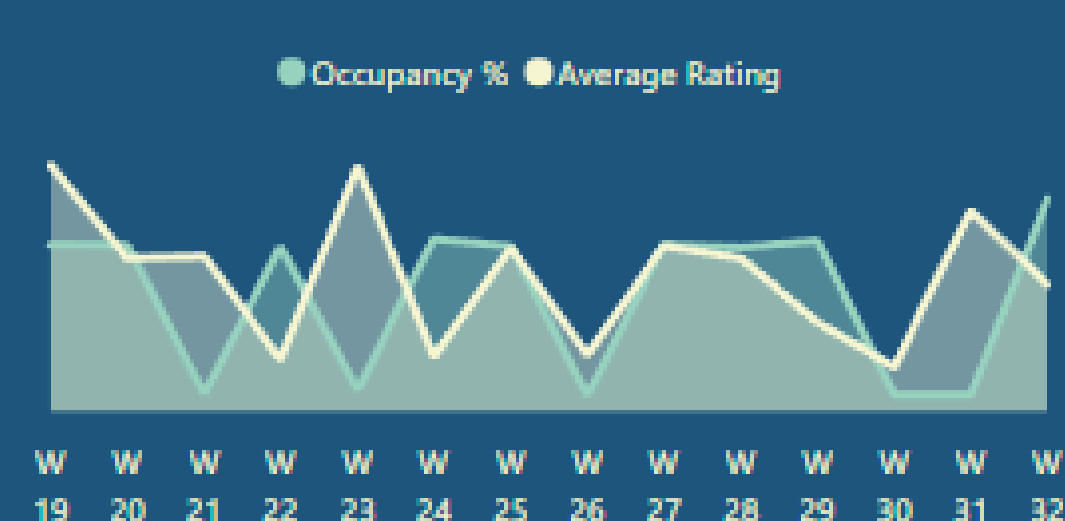
Property Table
Property Name	Revenue	Occupancy %	Average Rating	Total Bookings
Atliq Bay	$260M	58.4%	3.71	21K
Atliq Blu	$261M	62.0%	3.96	22K
Atliq City	$286M	59.5%	3.69	23K
Atliq Exotica	$320M	57.3%	3.62	23K
Atliq Grands	$212M	52.6%	3.10	17K
Atliq Palace	$304M	60.0%	3.75	24K
Atliq Seasons	$66M	44.6%	2.29	4K
Total	**$1,709M**	**57.9%**	**3.62**	**135K**

Occupancy by Day
Legend: Weekend, Weekday
- 47.2%
- 52.8%
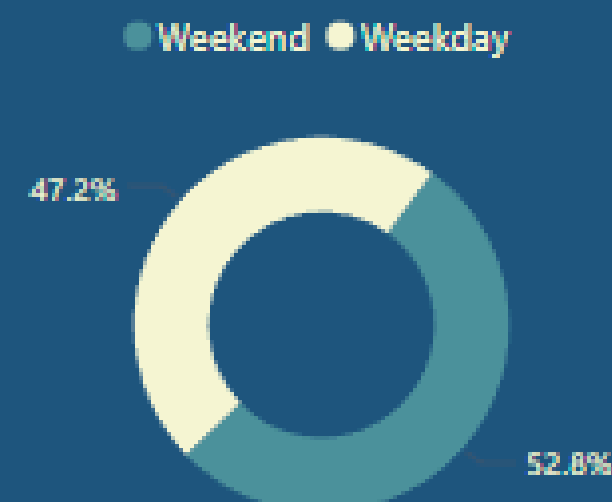
Successful Booking by Category
Legend: Luxury, Business
- 51K (37.84%)
- 84K (62.16%)
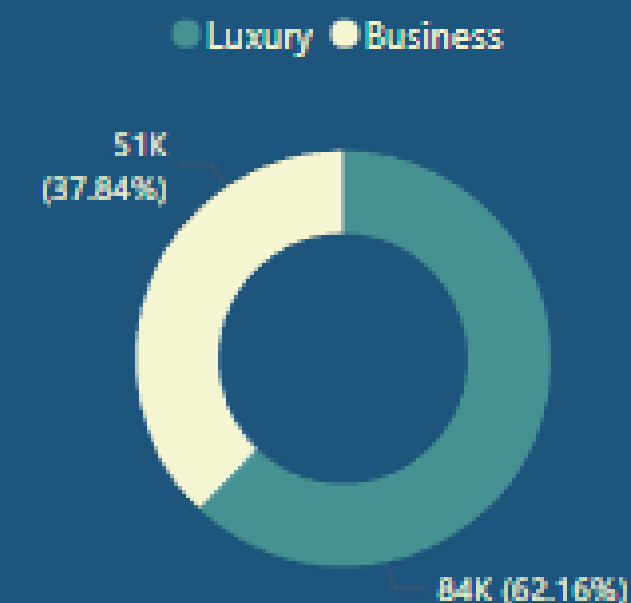
AtliQ Hospitality Analysis

Revenue	Average Rating	Occupancy %	ADR	Total Bookings	Total Cancelled Bookings	Total Capacity
$1.71bn	3.62	57.9%	12.70K	135K	33K	233K

Month
All

City
All

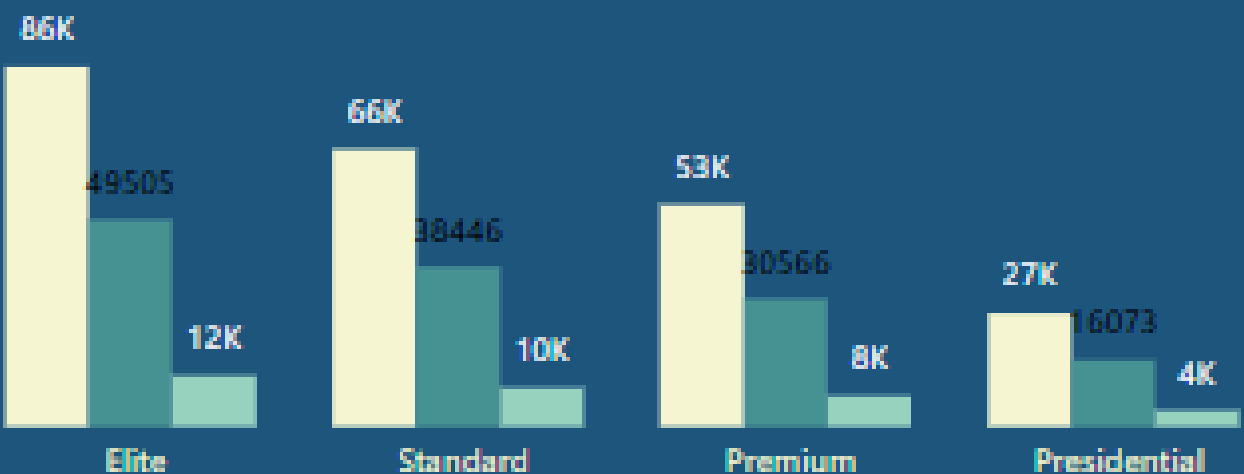**Booking Platform**
All

Property Name
All

Booking Status
All

Week Number
All

Capacity vs Bookings vs Booking Cancelled

● Total Capacity ● Total Bookings ● Total cancelled bookings

- Elite: 86K / 49505 / 12K
- Standard: 66K / 38446 / 10K
- Premium: 53K / 30566 / 8K
- Presidential: 27K / 16073 / 4K

Weekly Trend (Occupancy and Rating)

▲	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
W 19	1	2	3	4	5	6	7
W 20	8	9	10	11	12	13	14
W 21	15	16	17	18	19	20	21
W 22	22	23	24	25	26	27	28
W 23	29	30	31	1	2	3	4
W 24	5	6	7	8	9	10	11
W 25	12	13	14	15	16	17	18
W 26	19	20	21	22	23	24	25
W 27	26	27	28	29	30	1	2

Revenue by Property Name

- Atliq Exotica: $320.31M
- Atliq Palace: $304.08M
- Atliq City: $285.81M
- Atliq Blu: $260.86M
- Atliq Bay: $260.05M
- Atliq Grands: $211.53M
- Atliq Seasons: $66.13M

Bookings by Platform

- others: 55K
- makeyourtrip: 27K
- logtrip: 15K
- direct online: 13K
- tripster: 10K
- journey: 8K
- direct offline: 7K
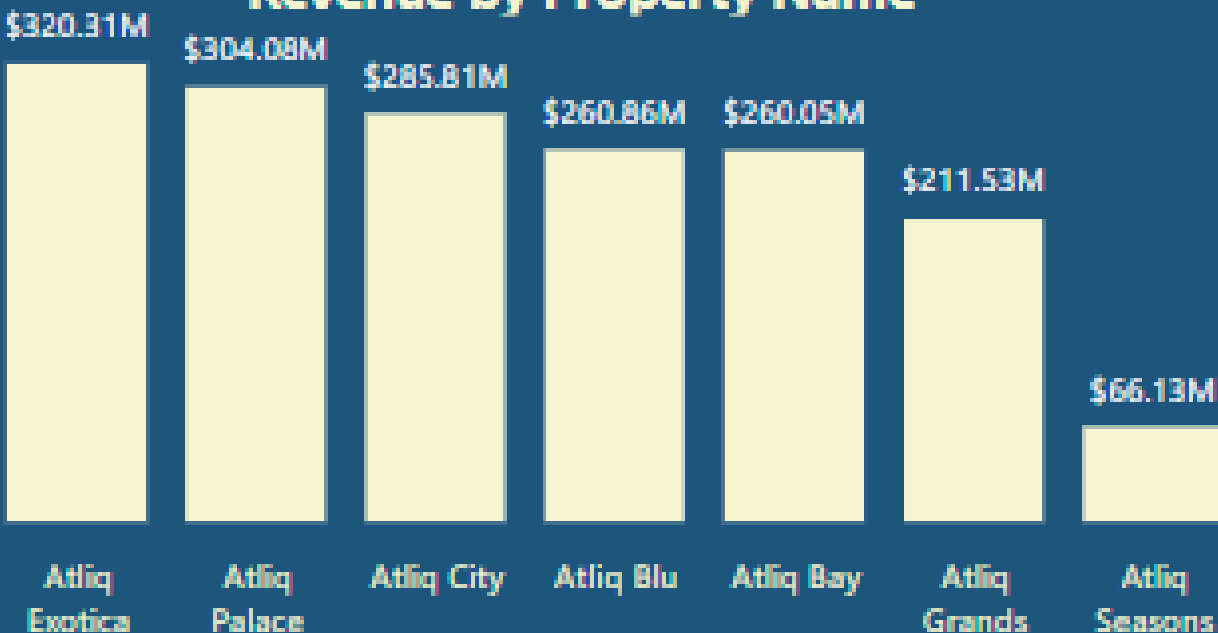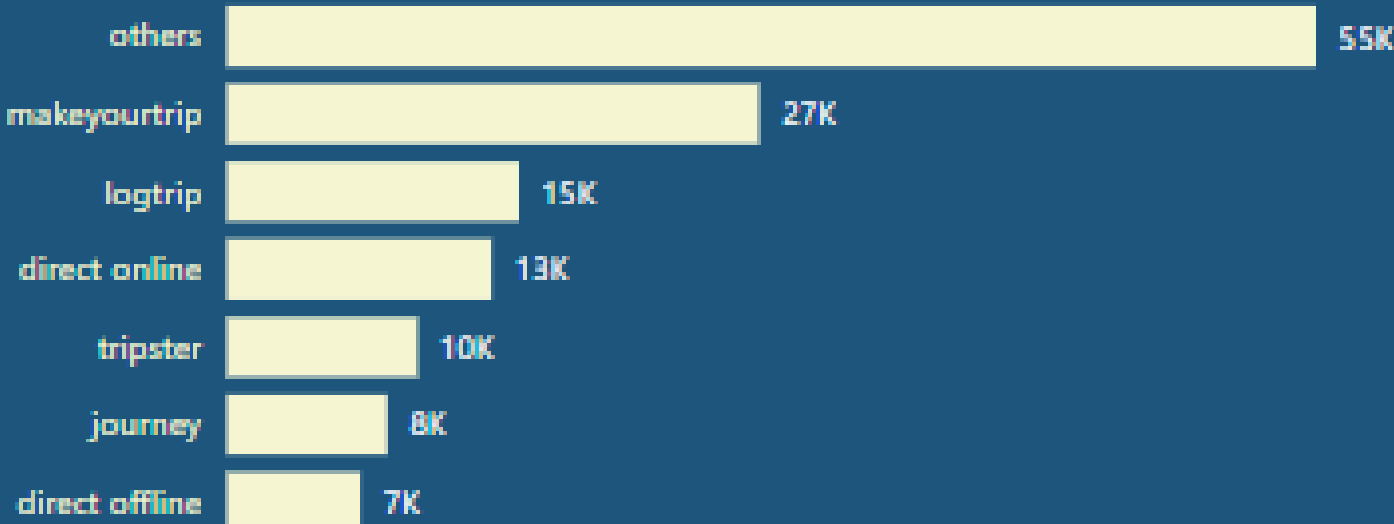
Major Insights

- Mumbai generates the highest revenue among all cities.
- AtliQ Seasons and AtliQ Grands are the lowest-performing properties in terms of revenue and ratings.
- The overall occupancy rate is 57.9%, with weekdays performing better than weekends.
- Delhi properties have the highest average rating (3.8), indicating better customer satisfaction.
- AtliQ Seasons has the lowest customer rating (2.29) and occupancy, signaling poor service or experience.
- Elite rooms have the highest capacity and bookings but also show higher cancellation numbers.
- Presidential rooms are underutilized despite their availability.
- Majority of bookings come from "Others" as a platform, while MakeMyTrip, LogTrip, etc., show lower usage.

Recommendations

- Improve service quality in low-performing hotels like AtliQ Seasons and AtliQ Grands.
- Optimize pricing and promotion strategies for weekend stays to boost occupancy.
- Strengthen partnerships with popular booking platforms to increase visibility and traffic.
- Run targeted offers and packages to attract more customers during low-performing days (especially weekends).
- Implement customer feedback loops to improve ratings in poorly rated properties.
- Analyze and address high cancellation rates for certain room categories like Elite.
- Use calendar heatmaps and weekly trends to inform management decisions and monitor progress.

THANK YOU