

AtliQ Hotels Revenue Analysis

Scenario:

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.

Task:

You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. You can download all relevant documents from the download section.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

Introduction:

The purpose of this report is to present comprehensive business and revenue insights regarding AtliQ hotels, drawing upon historical data for the months of May – July 2023 provided by the revenue management team.

To ensure a comprehensive presentation of this report, the following subsections will be carefully considered and elaborated upon accordingly:

- Power BI Visuals Overview
- Data Analysis and Findings
- Recommendations
- Conclusion

Power BI Visuals Overview:

In this section, the writer intends to provide a compressive description of the visuals provided on the power BI dashboard, its purpose and key insights. See Figure below:

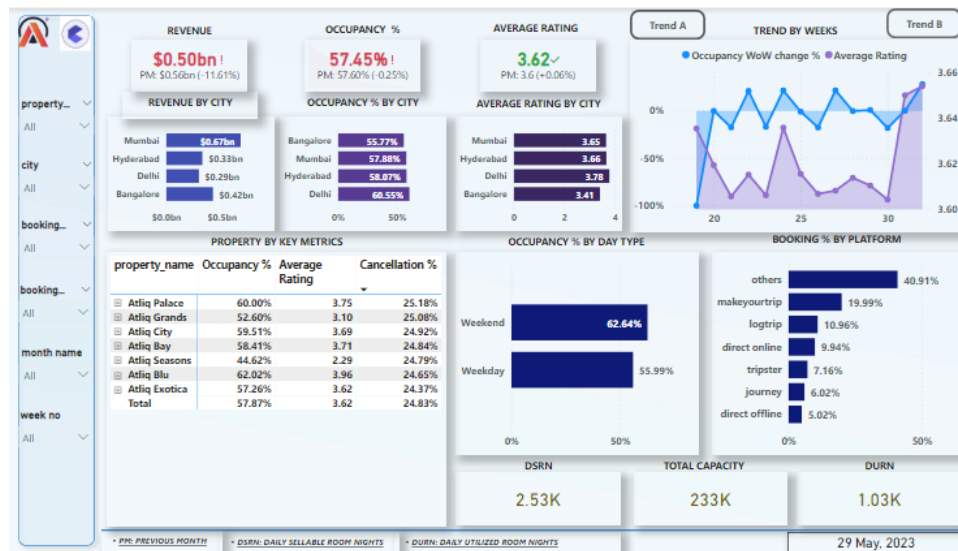


Figure 1: Trend A

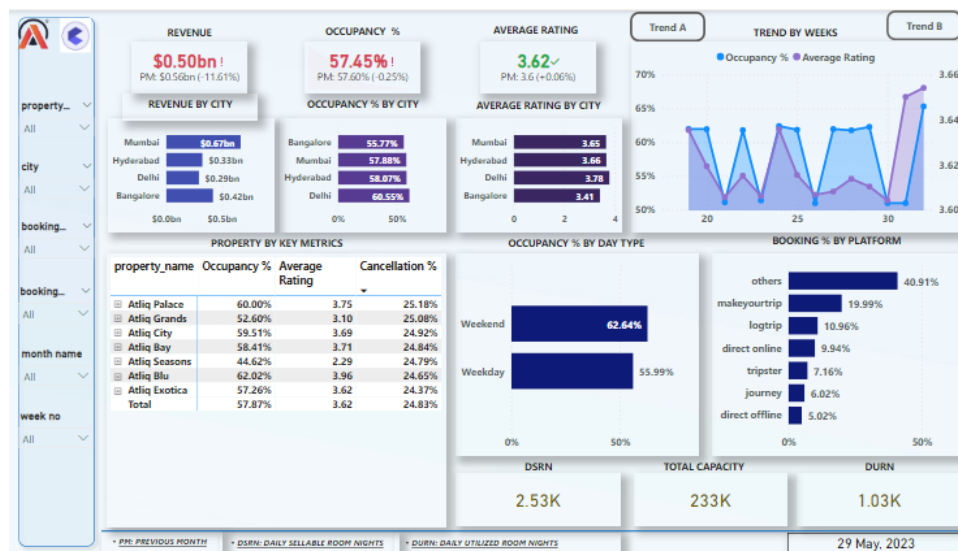


Figure 2: Trend B

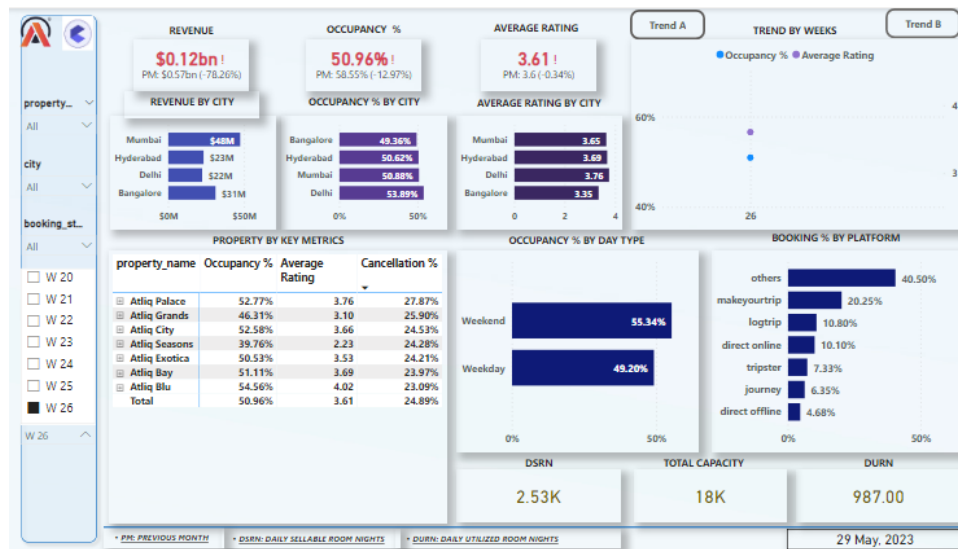


Figure 3: Using Sliders

Visual 1 - Revenue Comparison: This Key Performance Indicator (KPI) visual illustrates the monthly revenue of AtliQ hotels, highlighting a comparison with the previous month's revenue. Its purpose is to provide valuable insights into the company's monthly income, enabling an evaluation of sales performance relative to the previous month.

Visual 2 - Occupancy Percentage: Another essential KPI visual, this display showcases the monthly occupancy percentage of AtliQ hotels in comparison to the previous month's occupancy percentage. It offers valuable information about the percentage of occupied hotel rooms on a month-to-month basis, aiding in analyzing occupancy trends and performance.

Visual 3 - Average Rating: In this KPI visual, the monthly average ratings given by AtliQ's hotel occupants are presented. It offers valuable insights into the monthly average ratings, which can be influenced by the quality of services provided by the hotel. This visual provides information on customer satisfaction and helps assess the overall performance and perception of the hotel's services on a monthly basis.

Visual 4 - Weekly Trends: In this line chart diagram, two distinct trends, namely Trend A and Trend B, are presented. Trend A showcases the correlation between the occupancy percentage and average ratings, both plotted against the week numbers (e.g., Week 19, Week 20, etc.). It provides insights into how these metrics fluctuate on a weekly basis and enables an examination of their relationship.

On the other hand, Trend B focuses on the correlation between the week-on-week percentage change in occupancy and average ratings. Similar to Trend A, this trend also plots these metrics against the week numbers. It provides insights into the weekly variations in occupancy percentage and average ratings, allowing for an assessment of their correlation and understanding of any patterns or trends.

By analyzing both Trend A and Trend B, valuable insights can be gained regarding the relationship between occupancy, average ratings, their weekly values, and how they may influence each other over time.

Visual 5 - Revenue by City: This bar chart visual represents the revenue generated by each city. It provides a clear graphical depiction of the revenue figures associated with each city.

By analyzing this visual, one can easily compare and assess the revenue contributions of different cities. It offers insights into the financial performance of each city, helping to identify which cities are generating higher revenue and contribute more significantly to the overall revenue stream.

Visual 6 - Occupancy Percentage by City: In this bar chart visual, the occupancy percentage is depicted in relation to each city. The visual provides a clear representation of the occupancy rates across different cities.

By examining this visual, one can easily compare and evaluate the occupancy percentages of various cities. It offers valuable insights into the occupancy levels in each city, enabling an understanding of which cities have higher or lower occupancy rates. This information can be useful for analyzing market demand, identifying trends, and making informed decisions related to resource allocation and business strategies.

Visual 7 - Average Rating by City: In this bar chart visual, the average rating is depicted in relation to each city. The visual presents a clear representation of the average ratings across different cities.

By examining this visual, one can easily compare and evaluate the average ratings of various cities. It offers valuable insights into the satisfaction levels of customers in each city, allowing for an understanding of which cities receive higher or lower average ratings. This information can be helpful in assessing the quality of services provided in different locations, identifying areas for improvement, and making data-driven decisions to enhance customer experiences.

Visual 8 - Property Key Metrics: In this matrix visual, key metrics related to each property per city are presented. The visual includes information on the occupancy percentage, average rating, and cancellation percentage for each property.

By examining this matrix, valuable insights can be obtained regarding the performance and characteristics of each property within their respective cities. It allows for a comprehensive comparison of key metrics across different properties, providing a deeper understanding of their occupancy rates, customer satisfaction levels, and cancellation trends.

Visual 9 - Occupancy Percentage by Day Type: In this bar chart visual, the occupancy percentage is plotted in relation to the day type, distinguishing between weekends and weekdays. The visual offers a clear depiction of how occupancy rates vary between these two types of days.

By examining this visual, one can easily compare and assess the occupancy percentages on weekends and weekdays. It provides insights into the occupancy patterns and trends associated with different day types, allowing for an understanding of whether occupancy rates are higher on weekends or weekdays. This information can be valuable for strategic planning, staffing considerations, and optimizing operations based on the demand patterns associated with each day type.

Visual 10 - Daily Sellable Room Nights: This card visual provides information on the number of available sellable rooms per day based on the number of days provided in the data. It offers a quick overview of the daily inventory of rooms that can be sold to guests.

Visual 11 - Total Capacity: This card visual displays the total capacity of AtliQ hotels. It provides an estimate of the maximum number of rooms available across all properties, representing the overall capacity of the hotel chain.

Visual 12 - Daily Utilized Room Nights: This card visual displays the number of rooms utilized on a daily basis based on the number of days provided in the data. It offers insights into the actual number of rooms occupied by guests each day, reflecting the daily utilization of the hotel's room inventory.

Visual 13 - Slicers: The slicer visuals allow for specific filtering based on property name, city, booking status, booking platform, month name, and week number. These slicers enhance the visualization experience by enabling users to focus on specific properties, months, cities, platforms, or weeks as needed.

Visual 14 - Booking Percentage by Platform: This bar chart visual provides a view of the booking percentage per platform. It allows users to analyze and compare the booking percentages across different booking platforms, offering insights into the distribution of bookings and the performance of each platform in terms of generating bookings.

Data Analysis and Findings:

In this section, a comprehensive analysis and key findings will be presented based on the visualizations and data.

Visual 1 - Revenue Comparison: The visual indicates that the present month's revenue is \$0.5 billion, reflecting an 11.61% reduction from the previous month.

Visual 2 - Occupancy Percentage: The visual shows an occupancy percentage of 57.45%, with a minor decrease of 0.25% compared to the previous month.

Visual 3 - Average Rating: This visual provides the average rating for the present month, showcasing a 0.06% increase from the previous month.

Visual 4 - Weekly Trends: In trend A, the visual displays the occupancy percentage and average rating per week, with week 32 showing the highest occupancy percentage and average rating. The correlation between occupancy percentage and average rating can be explored. In trend B, the visual depicts week-on-week occupancy changes, showcasing fluctuations between reductions and increases.

Visual 5 - Revenue by City: The highest revenue is generated in Mumbai, while Delhi records the least revenue among the cities analyzed.

Visual 6 - Occupancy Percentage by City: Delhi has the highest occupancy percentage, while Bangalore has the lowest among the analyzed cities.

Visual 7 - Average Rating by City: The average ratings are lowest in Bangalore and highest in Delhi across the analyzed cities.

Visual 8 - Property Key Metrics: Atliq Blu exhibits the highest occupancy percentage and average rating, while Atliq Palace has the highest cancellation percentage.

Visual 9 - Occupancy Percentage by Day Type: Occupancy percentages are higher during weekends compared to weekdays.

Visual 10 - Daily Sellable Room Nights: The daily sellable room figure is approximately 2530 rooms.

Visual 11 - Total Capacity: The total capacity of AtliQ hotels is 233,000.

Visual 12 - Daily Utilized Room Nights: The daily utilized room count is around 1030.

Visual 13 - Slicers: The visual demonstrates varying figures and insights based on user selections through slicers.

Visual 14 - Booking Percentage by Platform: Among the platforms, others constitute the highest booking percentage, while direct bookings have the lowest percentage.

These findings provide a comprehensive understanding of the revenue, occupancy, ratings, trends, and key metrics associated with the hospitality hotel bookings at AtliQ hotels.

Recommendations:

Based on the visual descriptions provided, the following recommendations can be made:

1. **Revenue Improvement:** Focus on strategies to increase revenue, as there has been a reduction compared to the previous month. Analyze the factors contributing to the decline and consider implementing revenue-boosting initiatives such as targeted marketing campaigns or promotional offers.
2. **Occupancy Optimization:** While the occupancy percentage is still relatively high, the slight decrease from the previous month suggests a need for attention. Explore ways to improve occupancy rates, such as refining pricing strategies, enhancing customer experiences, or partnering with online travel agencies for increased visibility.
3. **Enhancing Average Ratings:** Despite a minor increase in average ratings, continue efforts to improve guest satisfaction and ratings. Identify areas where improvements can be made in service delivery, facilities, or staff training to enhance the overall guest experience and drive higher average ratings.
4. **Analyzing Weekly Trends:** Study the correlation between occupancy percentage, average ratings, and weekly values to identify any patterns or relationships. This analysis can provide insights into how these metrics influence each other and help in strategic decision-making.
5. **City-wise Revenue Focus:** Given the variations in revenue across cities, consider allocating additional resources and marketing efforts towards cities with higher revenue potential, such as Mumbai. Explore opportunities to increase revenue in cities with lower performance, such as Delhi, through targeted marketing campaigns or special offers.
6. **Capitalizing on Strong Occupancy Cities:** Leverage the high occupancy percentage in cities like Delhi to maximize revenue potential. Identify ways to optimize pricing, increase room rates during peak periods, and offer personalized services to further enhance the occupancy experience.
7. **Improving Average Ratings in Bangalore:** As Bangalore shows lower average ratings, investigate the reasons behind this and take necessary actions to address any underlying issues. Focus on service enhancements, staff training, or facility improvements to elevate guest satisfaction and boost average ratings.
8. **Key Property Metrics:** Leverage the strengths of AtliQ Blu with its high occupancy percentage and average rating. Identify opportunities to capitalize on this property's success, while addressing the cancellation issues at Atliq Palace through targeted measures to reduce cancellations and enhance guest satisfaction.
9. **Weekend Occupancy Advantage:** Given the higher occupancy percentage on weekends, tailor marketing strategies and promotions to attract more weekend

bookings. Consider offering special packages or incentives to encourage weekend stays and maximize occupancy during these periods.

10. Monitoring Sellable Rooms and Utilization: Keep a close eye on daily sellable room figures and utilization to ensure optimal room management and resource allocation. Maintain a balance between room availability and demand, while proactively addressing any operational inefficiencies.

These recommendations aim to enhance revenue, occupancy, guest satisfaction, and overall performance based on the insights provided by the visualizations.

Conclusion:

In conclusion, the analysis of Power BI visuals for AtliQ hotels' hospitality bookings provides valuable insights into key performance indicators, revenue trends, occupancy percentages, and average ratings. Strategies to boost revenue generation should be implemented due to a slight decrease in revenue compared to the previous month.

Occupancy rates can be optimized through refined pricing strategies, enhanced guest experiences, and collaborations with online travel agencies. Continuous efforts to enhance guest satisfaction and ratings are recommended, including improvements in service delivery, facilities, and staff training. The analysis also reveals correlations between occupancy percentages, average ratings, and weekly fluctuations, guiding targeted measures for improvement.

City-specific strategies can maximize revenue generation by focusing on cities with higher potential. Key property metrics identify strengths and weaknesses, optimizing overall performance by capitalizing on successful properties and addressing issues like cancellations. Weekend occupancy presents an opportunity for tailored marketing efforts. Monitoring daily sellable rooms, total capacity, and utilization is crucial for efficient resource allocation and seamless guest experiences.

Overall, these insights guide strategic decision-making, improving revenue, occupancy, average ratings, and guest satisfaction for sustained growth in the hospitality industry.

