



Hospitality Data Analysis

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 is 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.

Column Headers

- **booking_id** – Booking ID
- **property_id** – Property ID
- **booking_date** – Date the booking was made
- **check_in_date** – Date of Check-In
- **checkout_date** – Date of Check-Out
- **no_guests** – Number of Guests
- **room_category** – Type of Room that was booked
- **booking_platform** – Platform used for the booking
- **ratings_given** – Rating for the stay given by the user
- **booking_status** – Status of Booking
- **revenue_generated** – Total Revenue generated by the Booking
- **revenue_realized** – Total Revenue generated at the end of the stay
- **stay_duration** – Duration of the Stay



Technologies used

Python – Used for Data Visualization and Analysis

PowerBI – Used for creating Dashboards

My Design





Thank you