AtliQ Hospitality Analysis

UMAV Project 1

Introduction

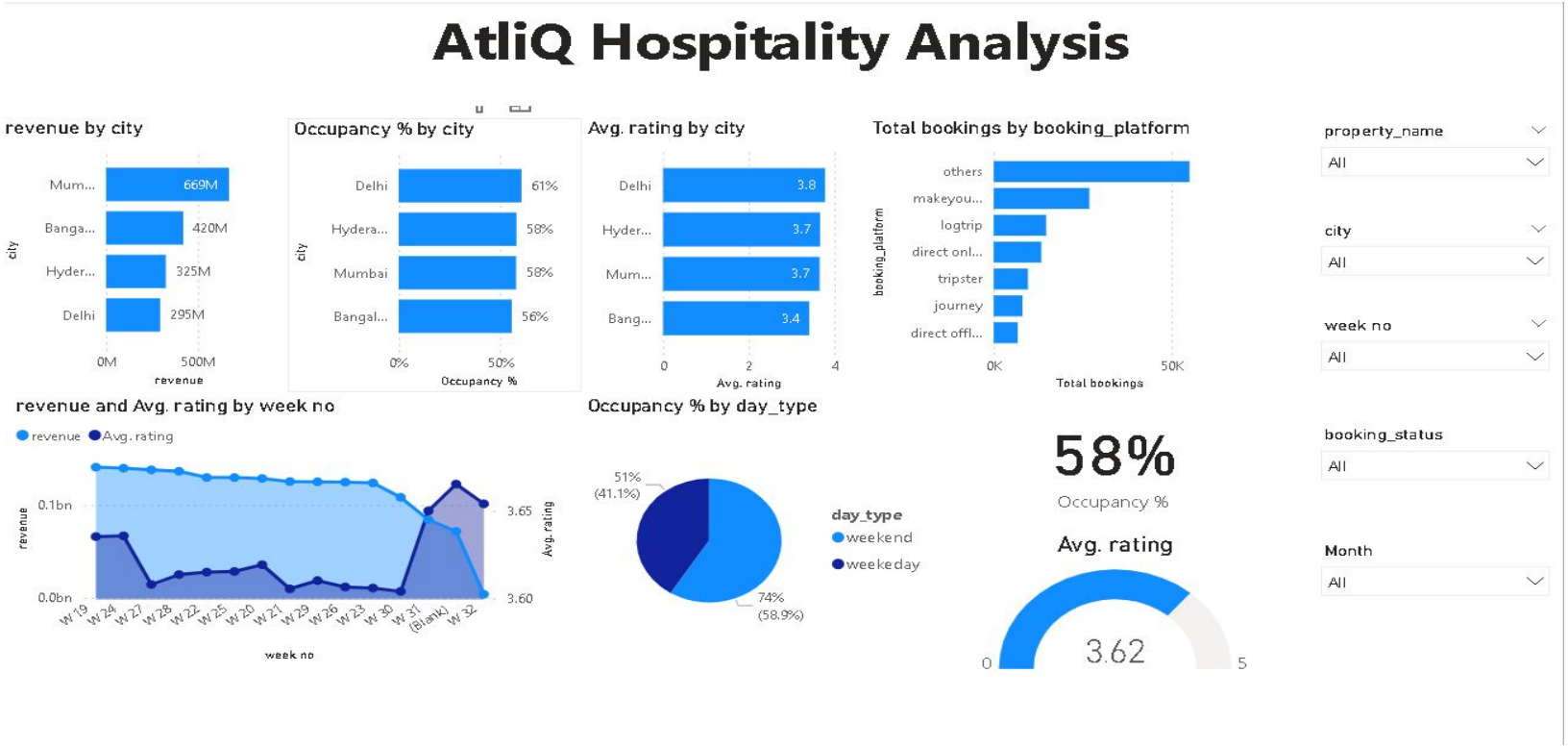
- AtliQ Hospitality is a luxury hotel chain that has been facing challenges such as losing market share and revenue due to competition and ineffective decision-making.
- AtliQ's performance is examined across multiple cities like Mumbai, Bangalore, Hyderabad, and Delhi. Mumbai leads in revenue generation, contributing significantly to the overall income.
- By analyzing historical booking data, resource allocation can be optimized based on occupancy trends. This includes strategies for maximizing revenue across different properties and platforms.
- These projects utilized various Power BI features like DAX measures, calculated columns, data modeling, and conditional formatting to create comprehensive and user-friendly dashboards

Details About The Dataset

property_id	property_name	category	city
16558	Atliq Grands	Luxury	Delhi
16559	Atliq Exotica	Luxury	Mumbai
16560	Atliq City	Business	Delhi
16561	Atliq Blu	Luxury	Delhi
16562	Atliq Bay	Luxury	Delhi
16563	Atliq Palace	Business	Delhi
17558	Atliq Grands	Luxury	Mumbai
17559	Atliq Exotica	Luxury	Mumbai
17560	Atliq City	Business	Mumbai
17561	Atliq Blu	Luxury	Mumbai
17562	Atliq Bay	Luxury	Mumbai
17563	Atliq Palace	Business	Mumbai

room_id	room_class
RT1	Standard
RT2	Elite
RT3	Premium
RT4	Presidential

Sales Data DashBoard



Thank You.