

AtliQ Hospitality Analysis

Domain: Hospitality Function: Revenue

Github: https://github.com/Partha-Sarathi-Das/Atliq_Hotel_Analysis

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” in order 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 insights from their historical data.

Task List

You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task.

- Create the metrics according to the metric list.
- Create a dashboard according to the mock-up provided by stakeholders.
- Create relevant insights.

Dashboard

The dashboard provides a comprehensive view of the hotel's performance and key insights. It is designed to assist stakeholders in making data-driven decisions. The dashboard includes the following sections:

- Overview: A summary of total revenue, top-performing properties, and key performance indicators.
- Revenue Analysis: A visual representation of revenue trends across different properties and cities.
- Occupancy and Ratings: A comparison of occupancy rates and ratings among various locations.
- Cancellation Insights: An analysis of cancellation rates and the financial impact on Atliq Grands.
- Room Type Analytics: Booking and cancellation trends for different room types.
- Cancellation Policies: A breakdown of different cancellation policies followed by various hotels.

Important Insights

The dashboard provided several critical insights, some of which are as follows:

1. Mumbai generates the highest revenue among all cities, with Bangalore, Hyderabad, and Delhi following closely.
2. AtliQ Exotica stands out with the highest revenue, a favourable rating, and occupancy percentage, but it also faces a relatively high cancellation rate.
3. AtliQ Bay leads with the highest occupancy rate compared to other properties.
4. Week 24 recorded the highest revenue, indicating potential trends or events during that period.
5. Delhi outperforms other cities in terms of both occupancy and ratings.
6. Cancellations resulted in a significant revenue loss of approximately 298 Million.
7. Elite type rooms are the most popular but also experience higher cancellation rates.
8. Most hotels charge zero fees for cancellations made before three months of the booking date. After that, charges range from 60 to 90% of the booking cost.

Conclusion

By leveraging Business and Data Intelligence, AtliQ Grands can make informed decisions to reclaim its market share and revenue. The insights from the dashboard provide valuable information to enhance revenue management, customer satisfaction, and operational efficiency. Strategic actions based on these insights can position AtliQ Grands as a leader in the luxury/business hotels segment once again.