



ATLIQ GRANDS ANALYSIS

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Agenda

01

Company Overview

02

Business Model

03

Problem Statement

04

Goals and Objective

05

Dashboards

06

Insights and
Recommendation



COMPANY OVERVIEW

AtliQ Grands is a prominent name in India's hospitality industry, renowned for its chain of 5 star hotels located in key cities such as Bangalore, Delhi, Mumbai and Hyderabad. catering to both business and luxury travelers, each property provides a diverse range of room options designed to meet the varieties need of the guest.

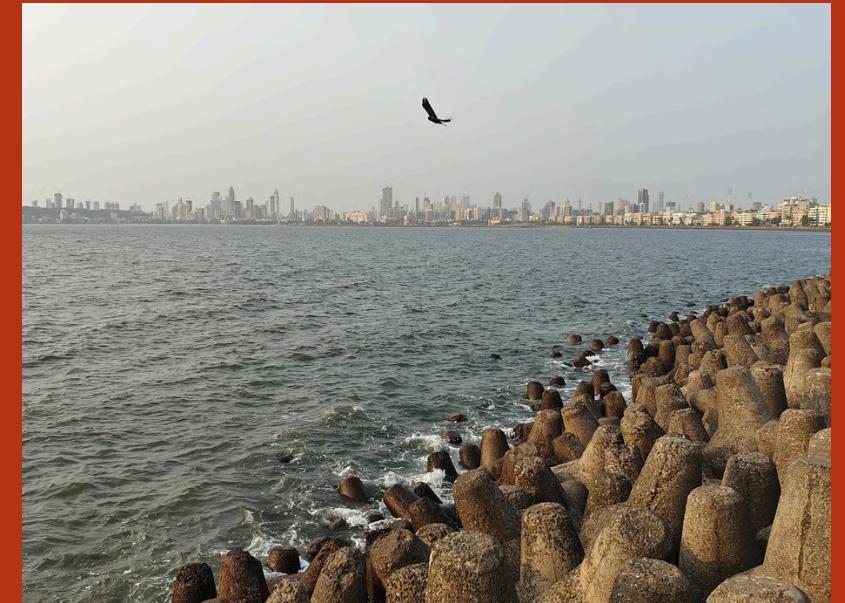
LOCATION



Bengaluru



Hyderabad



Mumbai



Delhi



HOTEL TYPE

**BUSINESS
HOTEL**



**LUXUARY
HOTEL**

ROOM CLASS



ELITE



PRESIDENTIAL



PREMIUM



STANDARD

PROBLEM STATEMENT

AtliQ Grands, a renowned player in India's luxury and business hotel industry for over two decades is currently facing a significant challenge.

Despite the long lasting presence, they are experiencing a decline in both market share and revenue, driven by increasing competition and internal management decisions.

To reverse this trend, they aim to leverage business and data intelligence without an in-house team atleast grants plans to hire a 3rd party service provider to gain insights from their historical data and drive informative strategies.



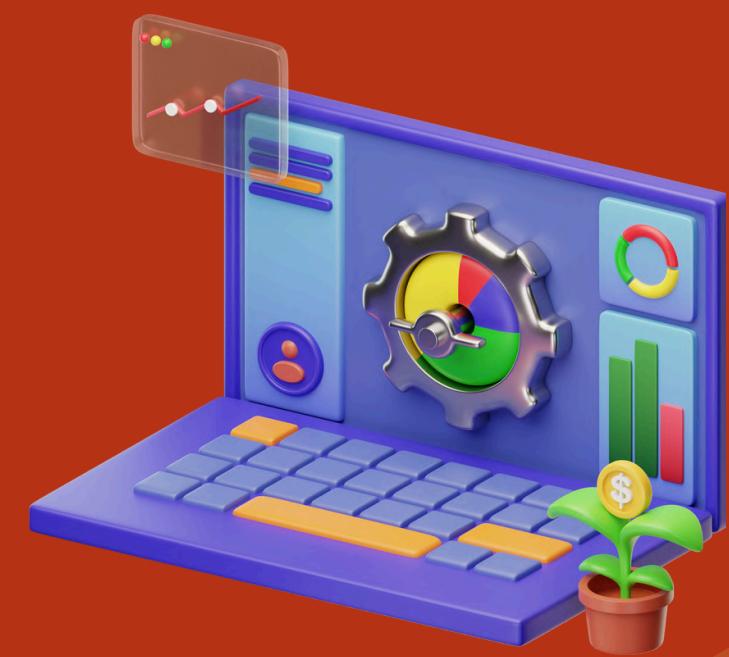
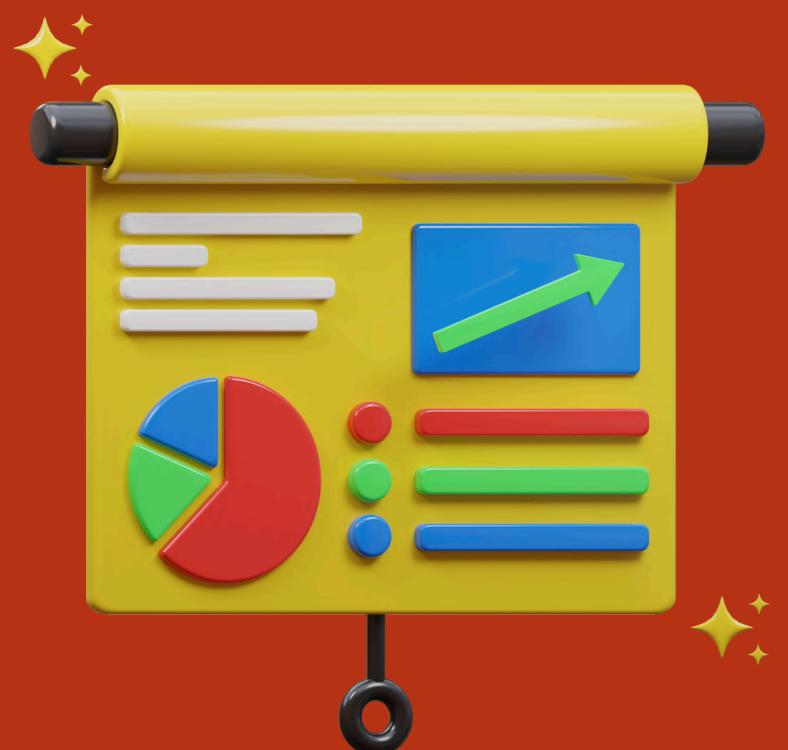
GOAL

The Company aims to look at the data from all channel, make important metrics and visuals, make an easy to use dashboard for AtliQ stakeholders.

The goal is to use data to make smarter choices find the loop holes increase the revenue so that they can open new hotels in upcoming quarters.



DASHBOARD



INSIGHTS

- Mumbai leads the highest revenue generator among all cities, with an impressive total of 669 million Ruppes.
- Despite achieving the highest average rating, Delhi registered the lowest revenue of total 290 million.
- A significant portion of the revenue is derived from luxury hotel.
- Make MY Trip recorded the second highest number of bookings among all booking platforms.
- AliQ Exotica and AtliQ Palace are the Top contributors to revenue , accounting for 18.75% and 17.80% RESPECTIVELY. Both have solid avg rating of 3.62 & 3.75 , indicating their quality performance.
- Weekdays command the highest revenue, total of 1.16 Billion Ruppes.
- Elite and Premium rooms are the primary revenue generator among all room class types.

RECOMMENDATION

- Bangalor's revenue is good, but its average rating is the lowest. To improve focus and enhancing customer's experience and service quality through staff training, facility upgrades and feedback mechanism.
- Despite Delhi's high ratings, its revenue lags behind. To address this, implement targeted marketing to attract more visitors and optimize pricing strategies to boost revenue.
- Despite sharing the same average ratings, business hotels are generating less revenue compared to luxury hotels. To address this disparity, consider enhancing the overall guest experience business hotels by upgrading amenities, improving service quality, and implemented targeted marketing strategies to attract higher paying guests.
- Despite high occupancy, the revenue is low so review pricing strategies for presidential rooms and focus on improving customer experience to optimise revenue.



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