ATLIQ GRAND

Hospitality Analysis

Revenue Insights in Hospitality Domain

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AGENDA

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2. Problem Statement
3. Objective
4. Key Metrics
5. Dashboard
6. Insights and Recommendations

Introduction to AtliQ Grand

- AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for 20 years.
- AtliQ Grand owns a collection of five star hotels in major cities such as **Delhi**, **Mumbai**, **Hyderabad**, **Bangalore**.

AtliQ Grands

Bangalore

AtliQ Bay
AtliQ Blu
AtliQ City
AtliQ Exotica
AtliQ Grands
AtliQ Palace

Mumbai

AtliQ Bay
AtliQ Blu
AtliQ City
AtliQ Exotica
AtliQ Grands
AtliQ Palace
AtliQ Seasons

Hyderabad

AtliQ Bay
AtliQ Blu
AtliQ City
AtliQ Exotica
AtliQ Grands
AtliQ Palace

Delhi

AtliQ Bay
AtliQ Blu
AtliQ City
AtliQ Grands
AtliQ Palace

Problem Statement

- 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 the strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue.

Objective

The main objective is to understand the business problems and leveraging data intelligence. Develop an interactive dashboard enabling AtliQ Grands to monitor key metrics across their hotels in different metro cities and also provide a view of revenue growth trends, room optimization and booking analysis with meaningful insights and recommendations for sustainable growth.

Key Metrics

- **ADR**(Average Daily Rating): The average payment for rooms sold in a given time period.
- **DBRN**(Daily Booking Room Nights): Average number of rooms are booked for a day considering a time period.
- **DSRN**(Daily Sellable Room Nights): Average number of rooms are ready to sell for a day considering a time period.
- **DURN**(Daily Utilized Room Nights): Average number of rooms are successfully utilized by customers for a day considering a time period.
- **RevPAR**(Revenue Per Available Room): RevPAR represents the revenue generated per available room, even whether they are occupied or not.
- **Realisation %**: It is nothing but the succesful "checked out" percentage over all bookings happened.
- **Occupancy %**: Occupancy means total successful bookings happened to the total rooms available (capacity).

AtliQ Grand Hospitality Analysis

Filter by City: All | Filter by Room Cla...: All | Booking Platform: All

May 22 | Jun 22 | Jul 22

W 19 | W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 | W 30 | W 31

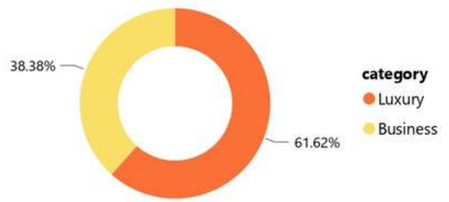
Revenue	RevPar	DSRN
1.69bn	7,337	2528
↑ 0.20%	↑ 0.20%	↑ 0.20%

Occupancy %	ADR	Realisation
57.8%	12.70K	70.1%
↑ 0.01%	↑ 0.19%	↓ -0.03%

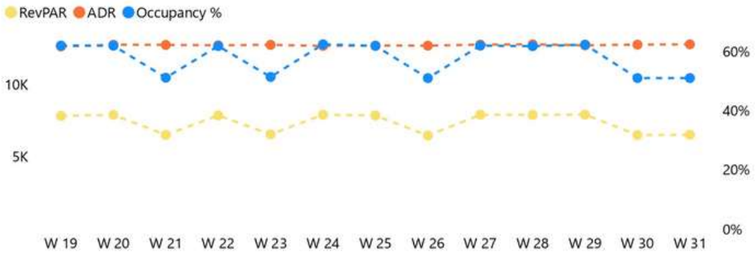
% values at the bottom are week on week change

Day Type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	7,972	62.6%	12,725	70.6%
Weekday	7,083	55.8%	12,682	69.9%
Total	**7,337**	**57.8%**	**12,696**	**70.1%**

% Revenue by category



Trend by Key Metrics



Realisation % and ADR by Booking Platforms

Property by Key Metrics

Property_id	Name	City	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
19558	Atliq Grands	Bangalore	54M	5,527	44.3%	12,468	107	47	33	70.1%	24.5%	2.37
17564	Atliq Seasons	Mumbai	65M	7,397	44.6%	16,597	97	43	31	70.6%	24.8%	2.30
18559	Atliq Exotica	Hyderabad	47M	4,061	44.6%	9,111	128	57	40	70.6%	24.3%	2.33
17562	Atliq Bay	Mumbai	51M	6,803	44.9%	15,167	83	37	26	69.6%	25.4%	2.37
18563	Atliq Palace	Hyderabad	44M	5,014	52.9%	9,480	97	51	36	69.6%	26.0%	3.07
17560	Atliq City	Mumbai	87M	7,763	53.1%	14,629	123	65	45	69.5%	25.1%	3.04
19561	Atliq Blu	Bangalore	72M	6,774	53.2%	12,722	117	62	43	69.8%	24.6%	3.08
18558	Atliq Grands	Hyderabad	46M	5,514	53.4%	10,331	91	49	34	69.7%	25.1%	3.06
16562	Atliq Bay	Delhi	56M	6,254	53.4%	11,712	98	52	36	69.3%	25.2%	3.07
19563	Atliq Palace	Bangalore	68M	6,768	53.4%	12,670	110	59	41	69.5%	25.4%	3.02
17558	Atliq Grands	Mumbai	74M	7,953	53.6%	14,839	102	55	38	69.9%	25.7%	3.05
16560	Atliq City	Delhi	54M	6,281	53.6%	11,714	95	51	36	71.2%	24.0%	3.01
Total			**1688M**	**7,337**	**57.8%**	**12,696**	**2528**	**1461**	**1025**	**70.1%**	**24.8%**	**3.62**

RevPAR - Revenue per Available Room | DSRN - Daily Sellable Room Nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights

Live Dashboard: https://app.powerbi.com/links/6itl8wNCcK?ctid=37b2807a-e312-43dc-8e47-654778ec591d&pbi_source=linkShare

Insights and Recommendations

- **Revenue:** Mumbai generated highest revenue (661M) and Delhi generated lowest revenue (291M). Highest revenue seen in the month of May compared to June and July, which is 552M. Overall revenue is 1.69B, Occupancy % is 57.8%, Cancellation % is 24.8%, Average Rating is 3.62.

- **Room class performance:** Elite room class generated highest revenue of 554M, whereas standard room class generated lowest revenue of 306M. Need to find out the reason for underperformance of certain room types and changes need to be implemented soon.

- **Pricing Strategy:** Implement demand-based pricing for peak and off-peak seasons, maintain pricing range on online platforms, offer discounts or complementary services to increase revenue and consider occupancy-based pricing adjustments.

Insights and Recommendations

- **Customer loyalty incentives:** Provide discounts for frequent business travelers and introduce Length of Stay (LOS) discounts to encourage extended stays and increase customer retention.

- **Occupancy and ratings correlation:** Hotels with higher average ratings also exhibit higher occupancy rates and revenue, indicating a potential correlation between service quality and financial performance.

- **Booking platform performance:** “Make Your Trip” emerges as the top revenue generating online platform, highlighting the importance of optimizing performance across different booking channels.

THANK YOU

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Dashboard Link: https://app.powerbi.com/links/6itl8wNCcK?ctid=37b2807a-e312-43dc-8e47-654778ec591d&pbi_source=linkShare