HOSPITALITY DOMAIN

Creating Memorable Stays

ATLIQ GRANDS

PERFORMANCE ANALYSIS

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INTRODUCTION

AtliQ Grands is a premium hotel chain that owns and operates multiple properties across major cities in India, including Bangalore, Delhi, Mumbai, and Hyderabad.

Their portfolio consists of a total of 7 properties, catering to both luxury travelers and business professionals.

The hotel collection includes:

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace
- Atliq Seasons

PROBLEM STATEMENT & OBJECTIVE

- **Challenge:** AtliQ Grands is facing a decline in market share and revenue due to competitor strategies and ineffective decision-making by AtilQ’s management.
- **Goal:** The management aims to regain market share and boost revenue through data-driven decisions.
- **Task:** Analyze booking data to identify revenue loss areas and provide actionable insights and recommendations to drive recovery.

DATA CLEANING & TRANSFORMATION

- Imported Data & performed EDA(Exploratory Data Analysis)
- Removed Invalid Data
- Removed Outliers
- Handling Null values
- Created new columns

INSIGHTS

Q1- WHAT IS THE AVERAGE OCCUPANCY RATE FOR EACH ROOM CATEGORY?

- Presidential Room class has highest occupancy rate.

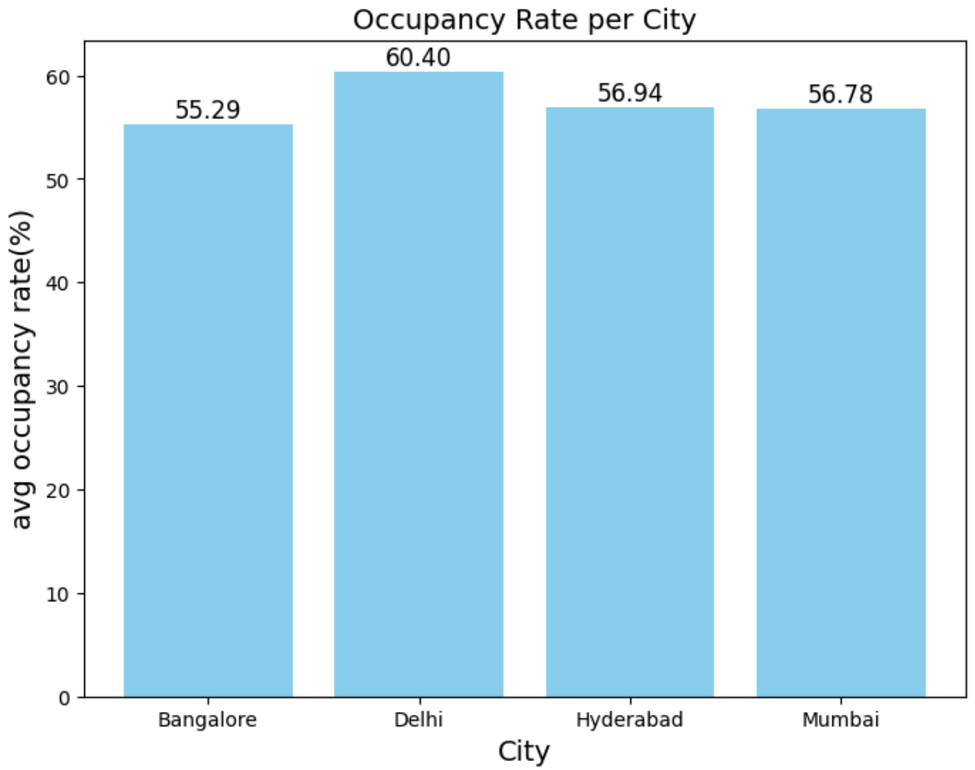
```
df_agg_bookings.groupby('room_category')['occ%'].mean().round(2)
```

Room Class	Occupancy Rate
Elite	58.04%
Presidential	59.30%
Premium	58.03%
Standard	58.24%

Q2- FIND THE AVERAGE OCCUPANCY RATE PER CITY.

- Delhi has highest Occupancy rate followed by Hyderabad

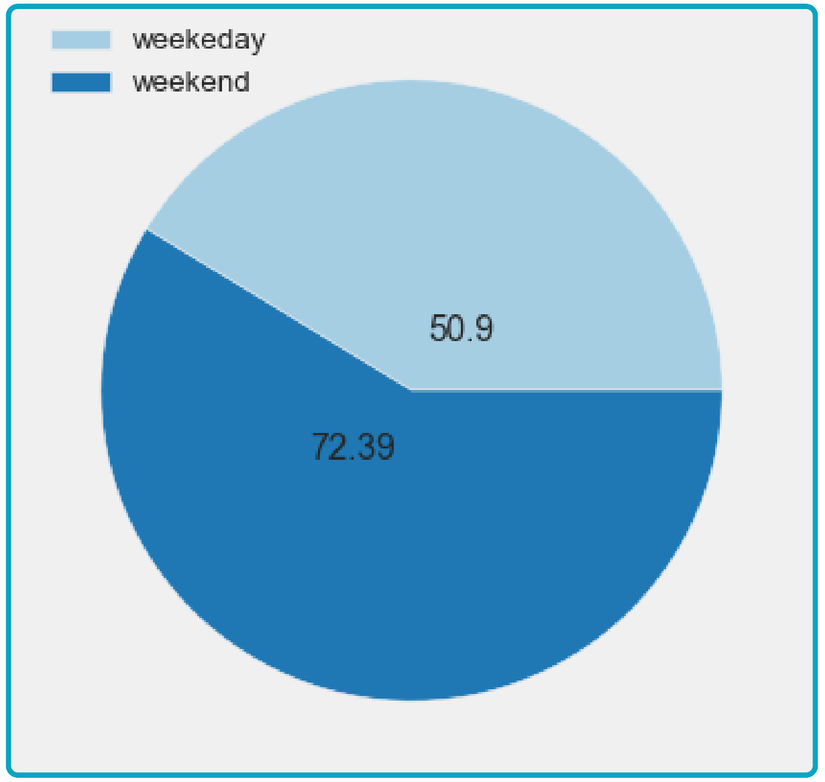
```python
# group by city for get mean of occupancy rate
occ_pct_per_city = df.groupby("city")["occ_pct"].mean().round(2)

# adjust the size of chart & plot bar graph
plt.figure(figsize=(6, 4))          # width 6 inches, length 4 inches
plt.bar(occ_pct_per_city.index,occ_pct_per_city.values, color='skyblue')

# to get data labels for each bar
for index, value in enumerate(occ_pct_per_city):
    plt.text(index, value+0.6, f'{value:.2f}', fontsize=14, ha='center')

plt.xlabel('City', fontsize=14)
plt.ylabel('avg occupancy rate(%)', fontsize=14)
plt.title('Occupancy Rate per City', fontsize= 14)
plt.grid(False)

plt.show()
```



Q3 - WHEN WAS THE OCCUPANCY BETTER? WEEKDAY OR WEEKEND?

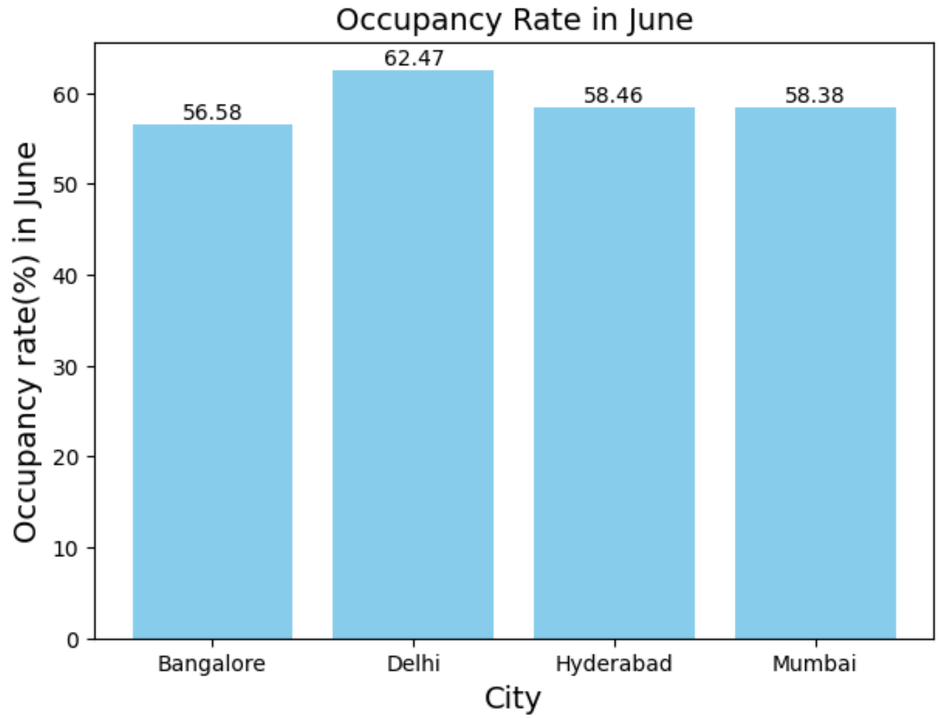
- Weekends have higher occupancy rate than weekdays, indicating a need of dynamic pricing stratergy & targeted marketing.

```python
# group by day type and get mean of occupancy rate
pie_ch = df.groupby("day_type")["occ_pct"].mean().round(2)

plt.figure(figsize=(5, 5))

#plot pie chart
plt.pie(pie_ch, labels=pie_ch.values, labeldistance=0.2, colors=plt.cm.Paired.colors)

plt.legend(labels=pie_ch.index,loc="best", fontsize=12)
plt.show()
```



Q4 - IN THE MONTH OF JUNE, WHAT IS THE OCCUPANCY FOR DIFFERENT CITIES?

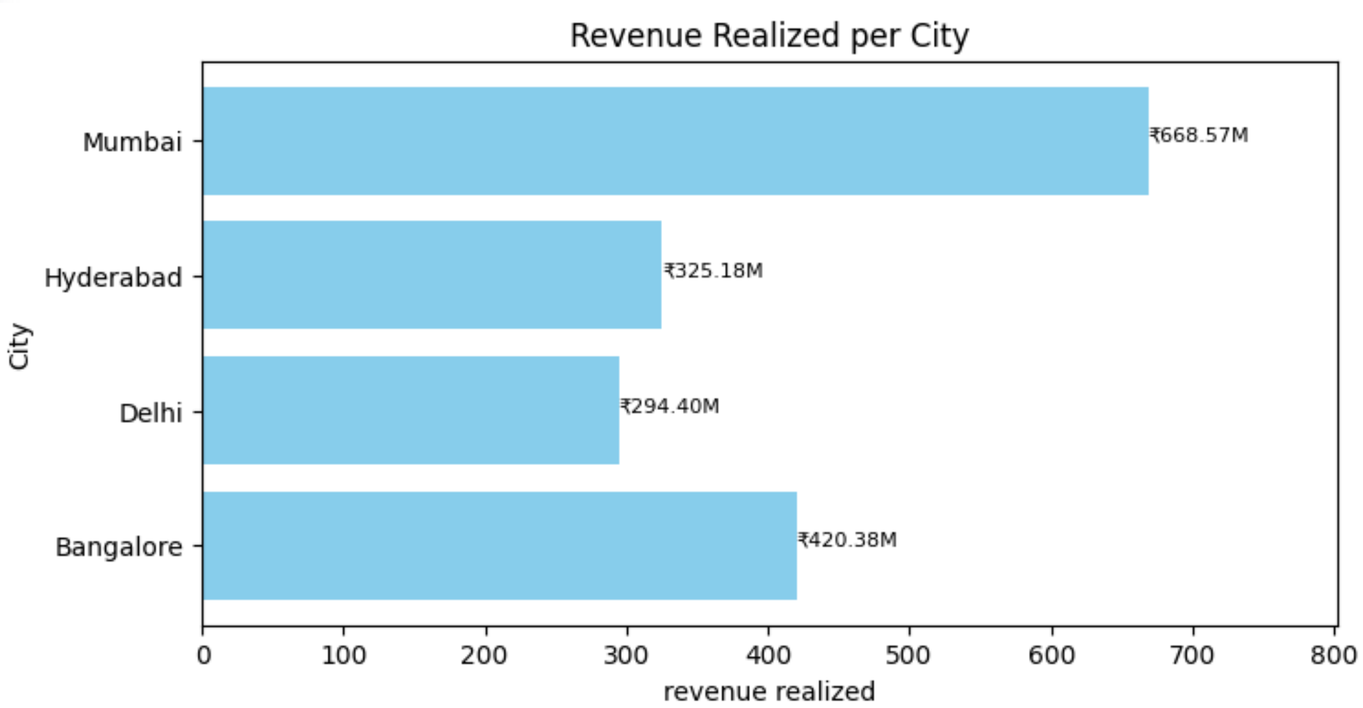
```python
occ_pct_per_city_june = df_june22.groupby('city')['occ%'].mean().round(2)

# adjust the size of chart & plot bar graph
plt.figure(figsize=(7, 5))          # width 7 inches, length 5 inches
plt.bar(occ_pct_per_city_june.index,occ_pct_per_city_june.values, color='skyblue')

# to get data labels for each bar
for index, value in enumerate(occ_pct_per_city_june):
    plt.text(index, value+0.6, f'{value:.2f}', fontsize=10, ha='center')


plt.xlabel('City', fontsize=14)
plt.ylabel('Occupancy rate(%) in June', fontsize=14)
plt.title('Occupancy Rate in June', fontsize= 14)

plt.show()
```



Q5 - WHAT IS REVENUE REALIZED PER CITY?

```python
# group and sum revenue for city and then change it to million
city_revenue = df_bookings_all.groupby("city")["revenue_realized"].sum()
city_rev_mln = city_revenue/1000000

# adjust the size of chart & plot horizontal graph
plt.figure(figsize=(8, 4))          # width 8 inches, length 4 inches
plt.barh(city_rev_mln.index,city_rev_mln.values, color='skyblue')

# to get data labels for each bar
for index, value in enumerate(city_rev_mln):
    plt.text(value, index, f'₹{value:.2f}M', fontsize=12)

#to change limits of x axis, min=0
plt.xlim(0, city_rev_mln.max()*1.2)

plt.xlabel('Revenue')
plt.ylabel('City')
plt.title('Revenue Realized per City')
plt.grid(False)

plt.savefig('Revenue for each city')
plt.show()
```

- Mumbai generated highest revenue of 668.57M



Q6 - WHAT IS MONTH BY MONTH REVENUE?

- Highest revenue was generated in May but in June it decreased.

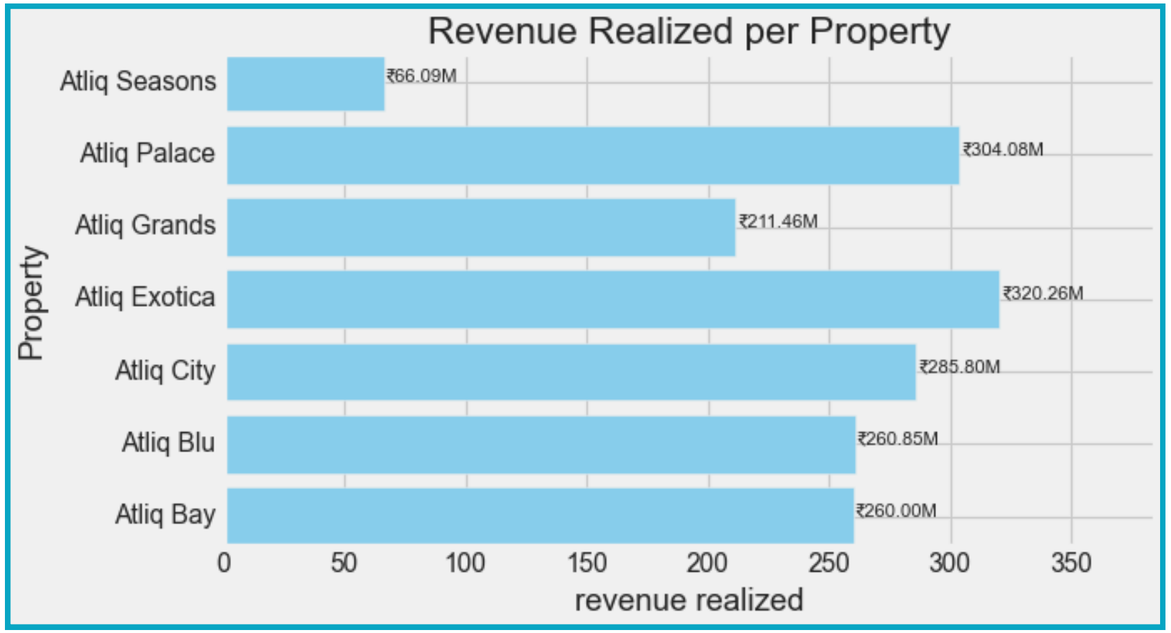
```
df_bookings_all.groupby("mmm yy")["revenue_realized"].sum()
```

Month	Revenue Generated
May 2022	408.37M
June 2022	377.19M
July 2022	389.94M

Q7 - WHAT IS REVENUE REALIZED PER HOTEL TYPE?

- Atliq Exotica generated highest revenue and Atliq Seasons generated least.
- This indicates the need to focus on quality of service in Atliq Seasons.

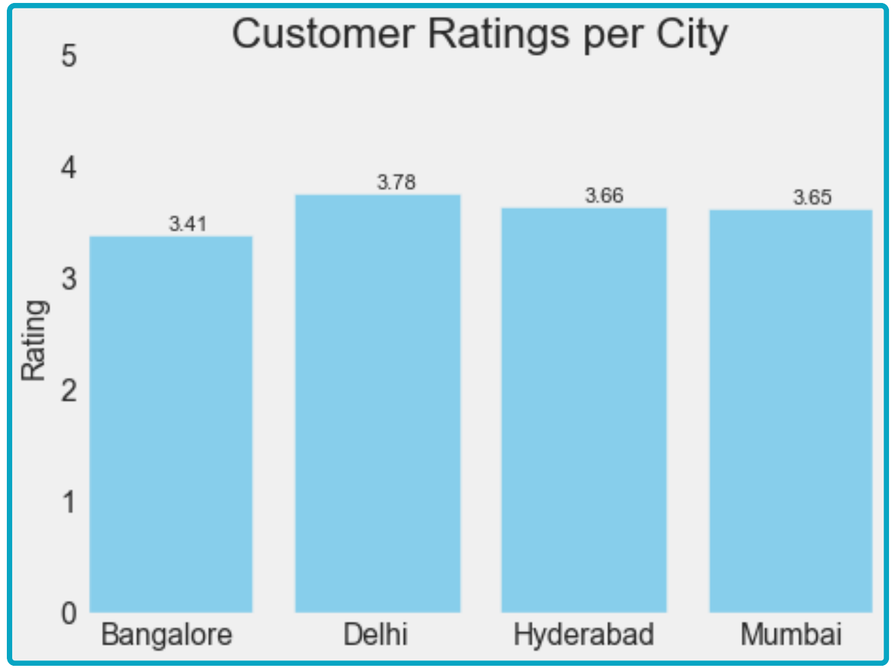
```
property_revenue = df_bookings_all.groupby('property_name')['revenue_realized'].sum()
property_rev_mln = property_revenue/1000000      # to get value in million

# creating a horizontal bar chart of skyblue colour
plt.figure(figsize=(8, 4))

# x-axis, y-axis
plt.barh(property_rev_mln.index, property_rev_mln.values, color='skyblue')

#to change limits of x axis, min=0
plt.xlim(0, property_rev_mln.max() * 1.2)

# for data labels
for i, value in enumerate(property_rev_mln):
    plt.text(value+0.8, i, f'₹{value:.2f}M', fontsize=10)

plt.xlabel('revenue realized')
plt.ylabel('Property')
plt.title('Revenue Realized per Property')
plt.show()
```



Q8 - WHAT IS AVERAGE RATING PER CITY?

- Overall ratings are low, with Bangalore having the lowest, indicating a gap in service quality and poor customer satisfaction.

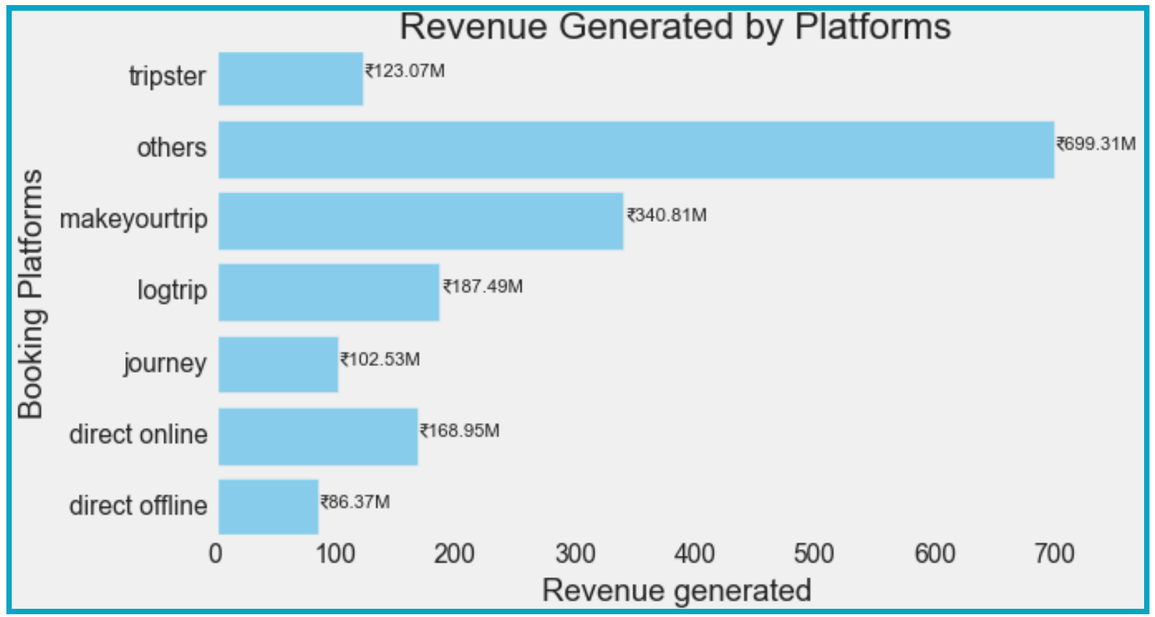
```python
rating = df_bookings_all.groupby('city')['ratings_given'].mean().round(2)

# creating a horizontal bar chart of skyblue colour
plt.figure(figsize=(6, 4))

# x-axis, y-axis
plt.bar(rating.index, rating.values, color='skyblue')

#for limits of y axis
plt.ylim(0, 5)

# for data labels
for i, value in enumerate(rating):
    plt.text(i,value+0.04, f'{value:.2f}', fontsize=10)

plt.ylabel('Rating', fontsize=14)
plt.title('Customer Ratings per City', )
plt.grid(False)

plt.show()
```



Q9 – WHAT IS REVENUE REALIZED PER BOOKING PLATFORM?

- Atliq is generating more revenue from third party websites than their website and direct bookings.

```
rev_booking_platform = df_bookings_all.groupby('booking_platform')['revenue_realized'].sum()
rev_booking_platform_mln = rev_booking_platform/1000000      # to get value in million

# adjusting size of chart
plt.figure(figsize=(8, 4))

# creating a horizontal bar chart of skyblue colour
plt.barh(rev_booking_platform_mln.index, rev_booking_platform_mln.values, color='skyblue')

#to change limits of x axis, min=0
plt.xlim(0, rev_booking_platform_mln.max() * 1.1)

# for data labels
for i, value in enumerate(rev_booking_platform_mln):
    plt.text(value+0.8, i, f'₹{value:.2f}M', fontsize=10)

plt.xlabel('Revenue generated')
plt.ylabel('Booking Platforms')
plt.title('Revenue Generated by Platforms')
plt.grid(False)

plt.show()
```



RECOMMENDATIONS

- **Implement Dynamic Pricing:** Adjust rates based on demand for weekdays, weekends, and peak seasons.
- **Improve Online Ratings:** Actively monitor reviews, address customer concerns, and resolve issues promptly.
- **Promote Direct Bookings:** Offer exclusive discounts on the AtliQ's website to reduce third-party commission costs.
- **Train Staff for Better Service:** Conduct regular customer service training to improve guest experiences and reviews.

CONCLUSION

- AtliQ’s declining market share and revenue are due to ineffective pricing strategies and poor customer experience management.

- Implementing dynamic pricing and addressing customer feedback can help drive growth and improve competitiveness.

THANK YOU