

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.



Hospitality Analysis

1.7bn

Sum of Revenue

Avg. Ratings



57.87%

%Occupancy

33K

CB

24.83%

CR

property_name

All

city

All

booking_status

All

booking_platform

All

Month

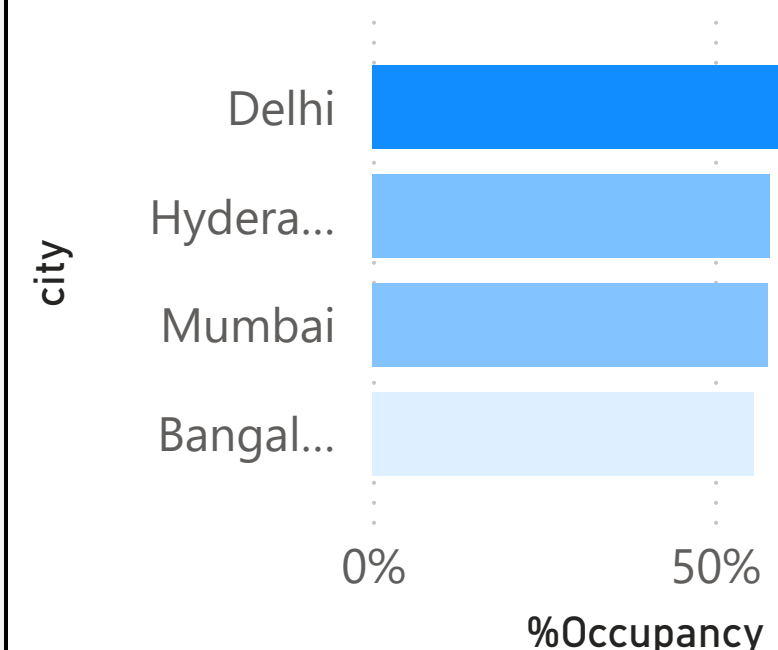
All

week no

All

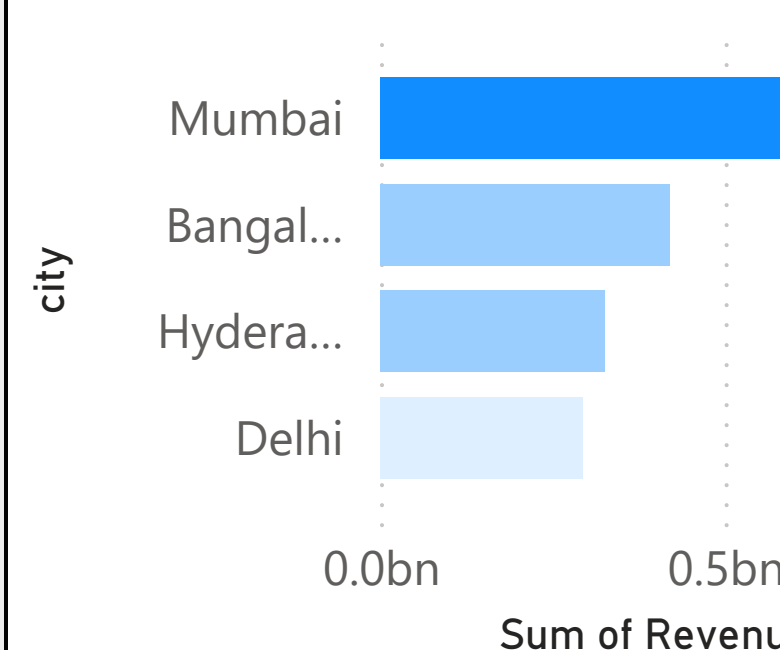
%Occupancy by city

%Occu... 55.77% 60.55%



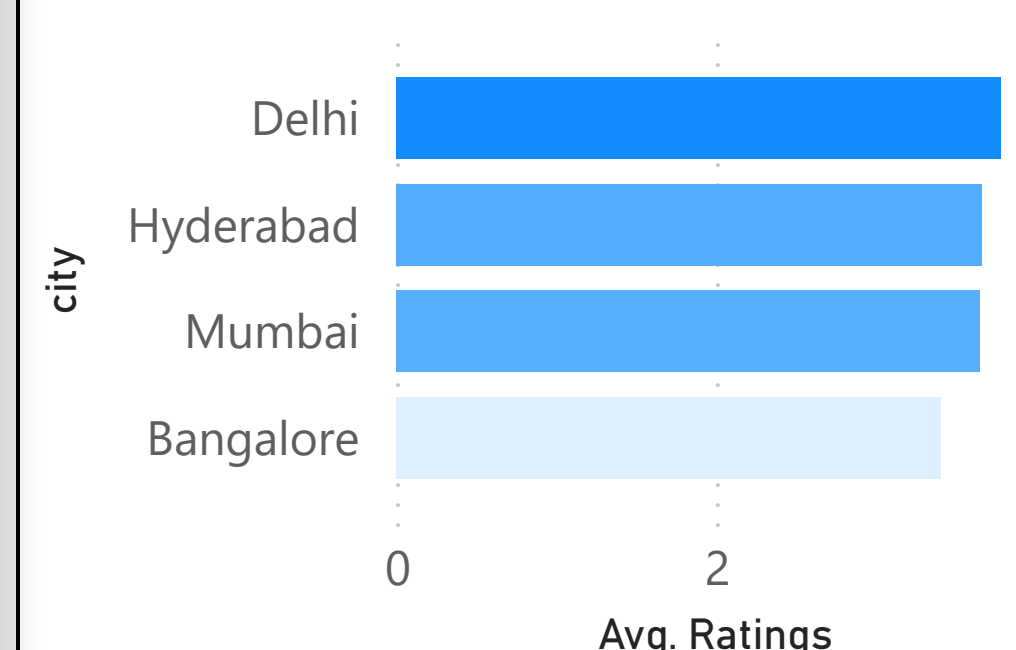
Sum of Revenue by city

Count of city 5 8



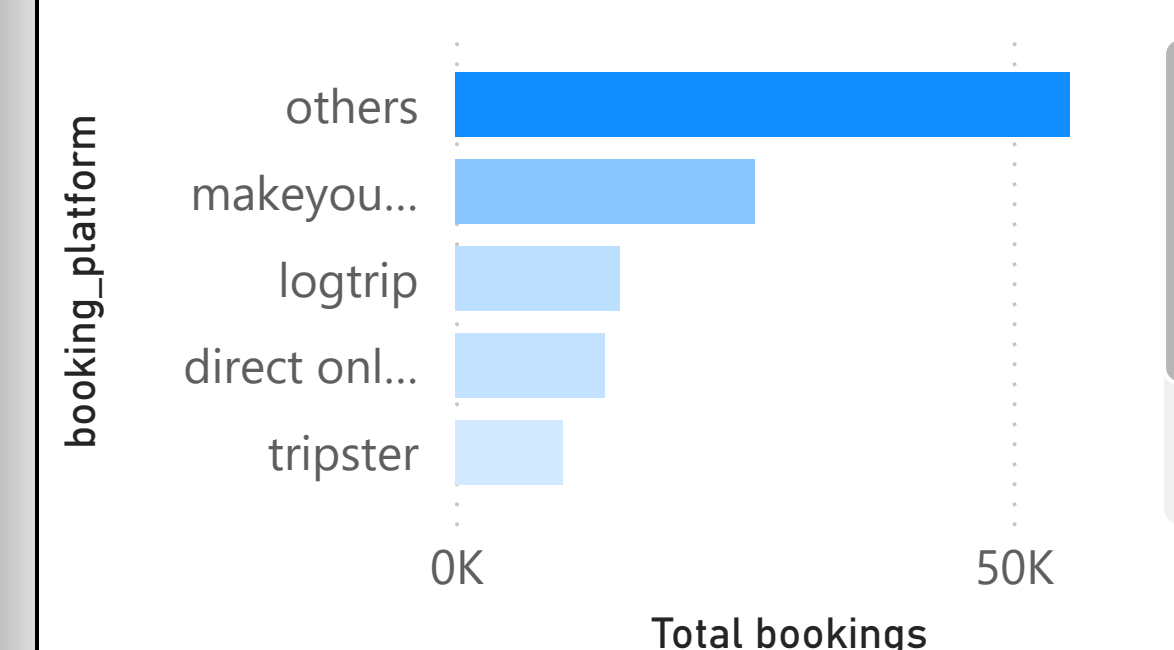
Avg. Ratings by city

Avg. Ratings 3.41  3.78



Total bookings by booking platform

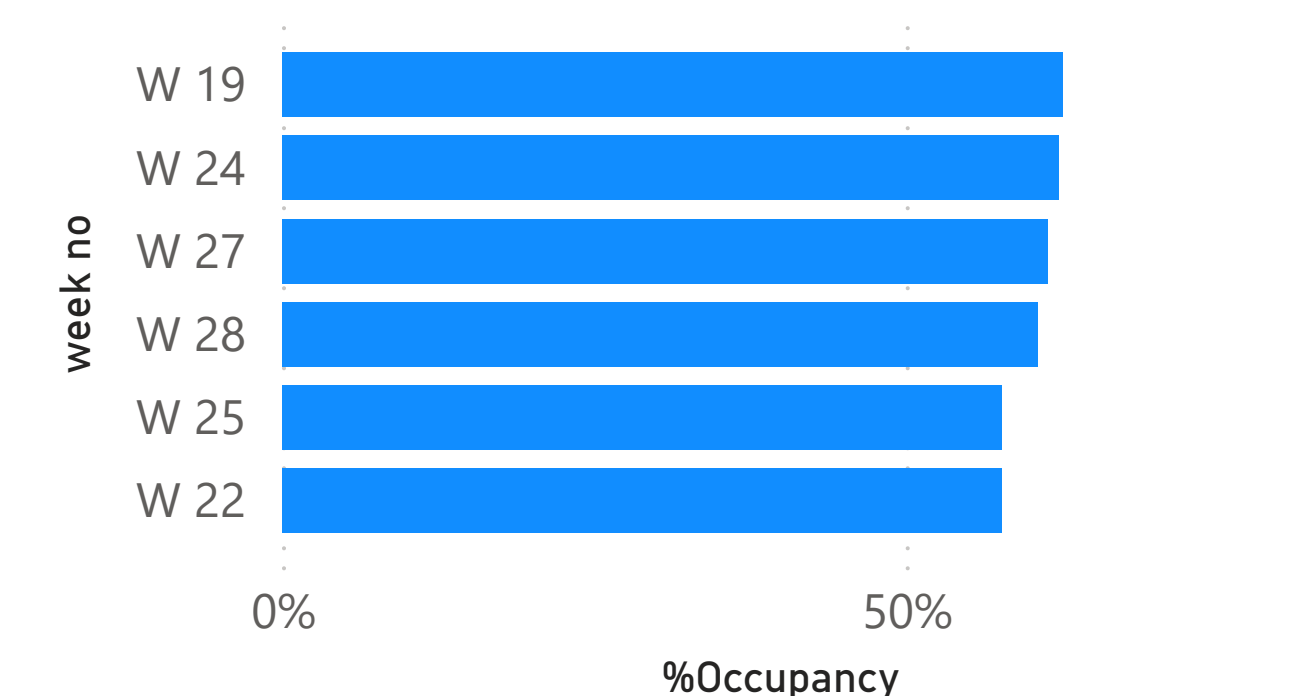
Total bookings 6.76K 55.07K



property_name	Sum of Revenue	Avg. Ratings	%Occupancy	Total bookings	CB	CR	Sum of capacity
Atliq Seasons	66125495	2.29	44.62%	3982	987	24.79%	8924
Atliq Grands	211532764	3.10	52.60%	17035	4273	25.08%	32384
Atliq Bay	260051178	3.71	58.41%	21389	5314	24.84%	36616
Atliq Blu	260855522	3.96	62.02%	21795	5373	24.65%	35144
Atliq City	285811939	3.69	59.51%	23323	5811	24.92%	39192
Atliq Exotica	320312468	3.62	57.26%	23441	5713	24.37%	40940
Atliq Palace	304081863	3.75	60.00%	23625	5949	25.18%	39376
Total	1708771229	3.62	57.87%	134590	33420	24.83%	232576

%Occupancy by week no

Count of week no 1





Hospitality Analysis

Some Important insights from the Dashboard

- Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi
- AtliQ Exotica performs better compared to all 7 type of properties with 320 Million revenue, rating 3.62, occupancy percentage 57 and cancellation rate as 24.4%.
- AtliQ Bay has the highest occupancy of 66%
- Week 24 recorded the highest revenue among all, which is 139.6 Million
- Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai, Bangalore
- AtliQ lost around 298 Million in cancellation
- Elite type rooms has the most booking and as well higher cancellation rate