Agenda:

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Overview of the Project:

AtliQ Grands is a well-established luxury hotel brand with a strong presence across India for the past 20 years.

Recently, the company has seen a decline in market share and revenue within the business and luxury segments—largely due to aggressive competition and the absence of data-driven decision-making.

To address these challenges, the management has decided to leverage Business and Data Intelligence as a strategic initiative.

Since AtliQ Grands lacks an internal analytics team, the revenue management department has brought in a third-party service provider to analyze historical data and deliver actionable insights to support future growth.

Locations

BENGALURU	HYDERABAD	MUMBAI	DELHI
AtliQ Bay	AtliQ Bay	AtliQ Bay	AtliQ Bay
AtliQ Blu	AtliQ Blu	AtliQ Blu	AtliQ Blu
AtliQ City	AtliQ City	AtliQ City	AtliQ City
AtliQ Exotica	AtliQ Exotica	AtliQ Grands	AtliQ Grands
AtliQ Grands	AtliQ Grands	AtliQ Palace	AtliQ Palace
AtliQ Palace	AtliQ Palace	AtliQ Seasons	

Hotel Type

BUSINESS HOTEL

LUXURY HOTEL

Room Class

STANDARD

PREMIUM

ELITE

PRESIDENTIAL

Problem Statement

Despite being a well-established player in the hospitality industry for over 20 years, AtliQ Grands has recently experienced a decline in market share and revenue within the luxury and business hotel segments.

This downturn is attributed to increasing competitive pressure and a lack of data-driven decision-making.

Without an in-house analytics team, AtliQ Grands has struggled to generate meaningful insights from their historical data.

Goals And Objective

The primary objective of this project is to analyze data to generate meaningful metrics and visualizations.

The goal is to design a user-friendly dashboard that enables stakeholders to easily identify performance gaps, make informed decisions, and drive revenue growth.

Ultimately, these insights will support strategic planning, including the potential expansion and opening of new hotel properties in upcoming quarters.

Dataset Details Provided

1. A comprehensive dataset containing three months of booking details for all AtliQ hotel locations was provided.

2. The dataset comprises five Excel files, which are listed below and structured efficiently using a snowflake schema. The data model is as follows:
   1. dim_date
   2. dim-hotels
   3. dim_rooms
   4. fact_aggregated_bookings
   5. fact_bookings
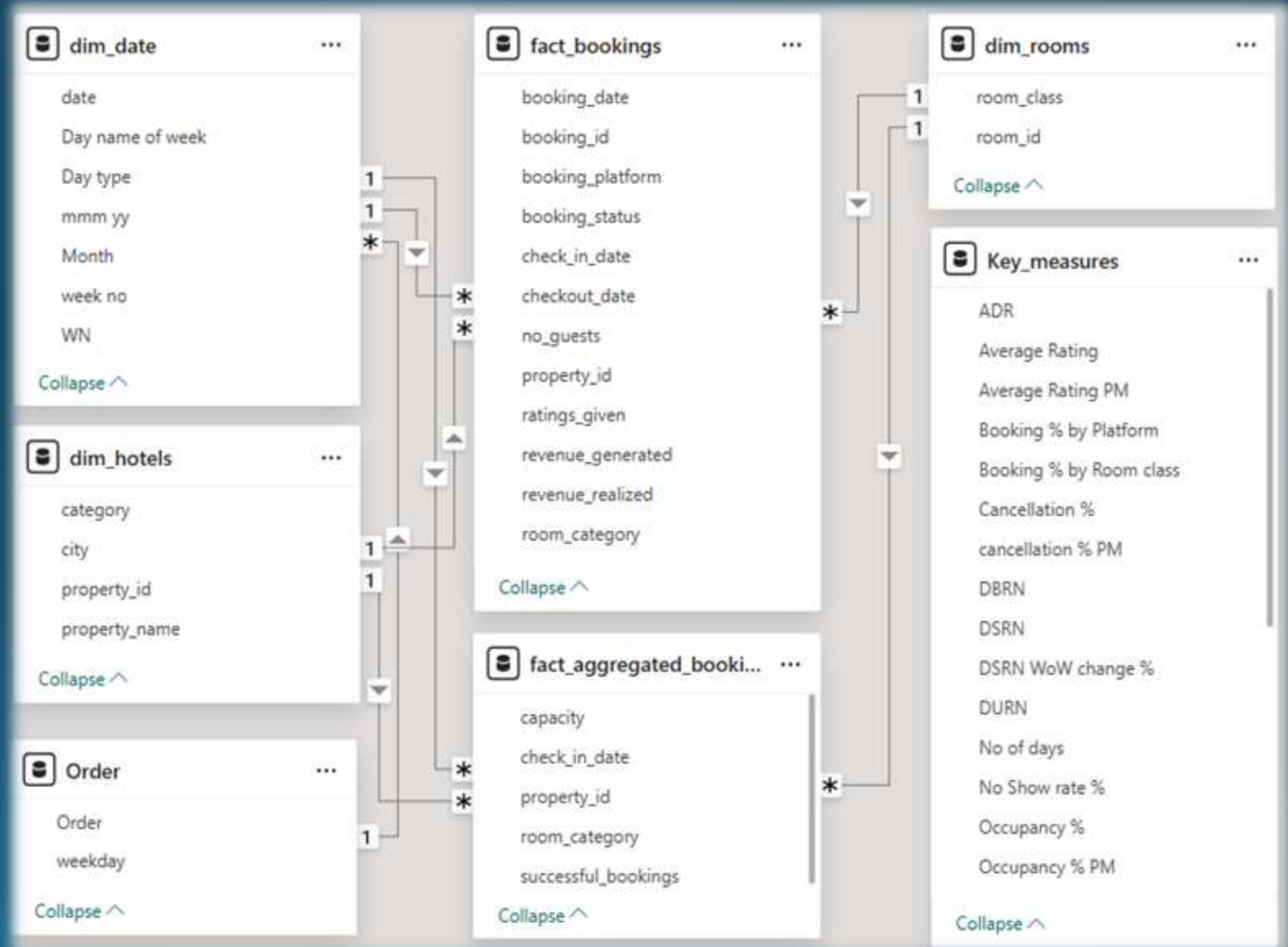
Dataset Details Provided cntd..

3. Mock up dashboard
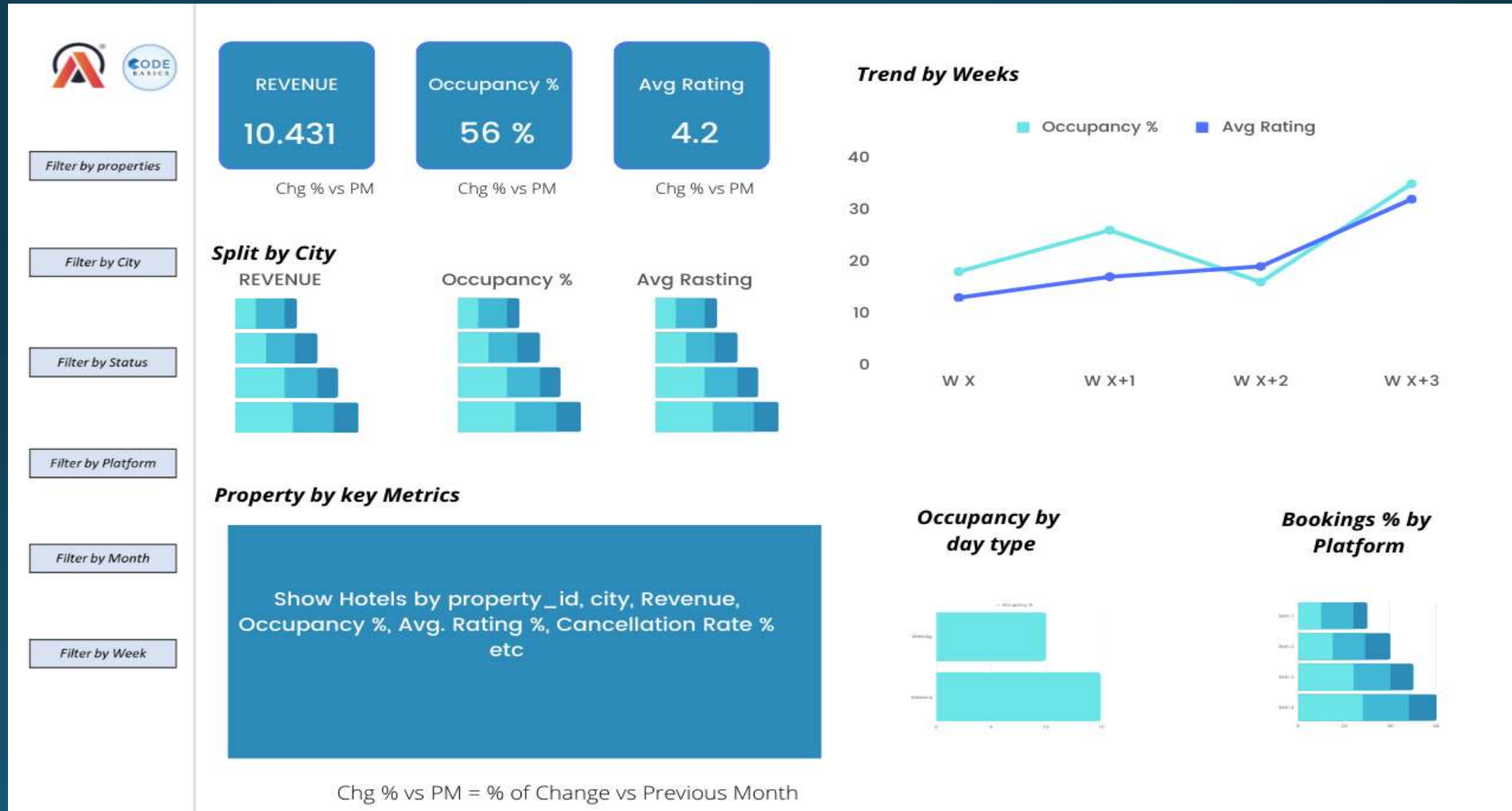
Insights

Mumbai leads in overall revenue generation among all cities, with **AtliQ Exotica** alone contributing an impressive **₹669 million**.

Despite having the **highest average customer rating, Delhi** recorded the **lowest revenue** at **₹290 million**.

A significant portion of revenue is driven by luxury hotel segments, indicating strong customer preference and profitability.

MakeMyTrip ranks as the **second-most popular booking platform** based on the volume of bookings.

AtliQ Exotica and **AtliQ Palace** are the **top-performing hotels**, contributing **18.75%** and **17.80%** of total revenue, respectively. Both maintain strong average customer ratings of **3.6** and **3.75**.

Weekdays outperform weekends in revenue generation, with a total of **₹1.16 billion** earned.

Elite and **Premium** room categories are the **highest revenue-generating** room types, reflecting customer preferences for upscale accommodations.

Recommendations

Bengaluru demonstrates strong revenue performance but has the **lowest average customer rating**. To enhance guest satisfaction, it is recommended to **invest in staff training**, **upgrade hotel facilities**, and **implement regular feedback mechanisms**.

In **Delhi**, where customer ratings are high but revenue remains low, **targeted marketing campaigns** and **dynamic pricing strategies** should be adopted to attract more guests and improve revenue.

Business hotels are underperforming in revenue compared to luxury hotels, despite having comparable ratings. Enhancing **guest experience through upgraded amenities**, **improved service quality**, and **focused marketing** can help attract higher-spending clientele.

Presidential rooms show **high occupancy but generate lower revenue**. A **review of pricing strategies** is recommended, alongside efforts to **enhance perceived value and service offerings** in this category.

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