**Domain:  Hospitality       Function: Revenue**

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” 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 with insights from their historical data.

Task:    
  
You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. You can download all relevant documents from the download section.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

**Discussion about dashboard with stakeholder**

**Key Metrics:**

**Revenue**

**Occupancy %= Total rooms occupied / Total Rooms available**

**RevPAR (Revenue Per Available Room) = total Revenue / total rooms available to sell, ADR \* occupancy**

**ADR (Average daily rate) = Total room revenue / number of room sold**

**Available room means DSRN (Daily Sellable rooms nights)**

SRN (sellable rooms nights) per month

Level 1 analysis matrices: (realization)

URN (Utilized room night) = when customer end up to stay at hotel

BRN (Booked room night) = book room at hotel, no shows, cancellation

Realization = URN / BRN

Weekends vs weekday (split)

Weekends – Friday, Saturday, Sunday

Weekdays – Monday to Thursday.

Data moments weekly or monthly trends.

Channel level shifts – from when they booked.