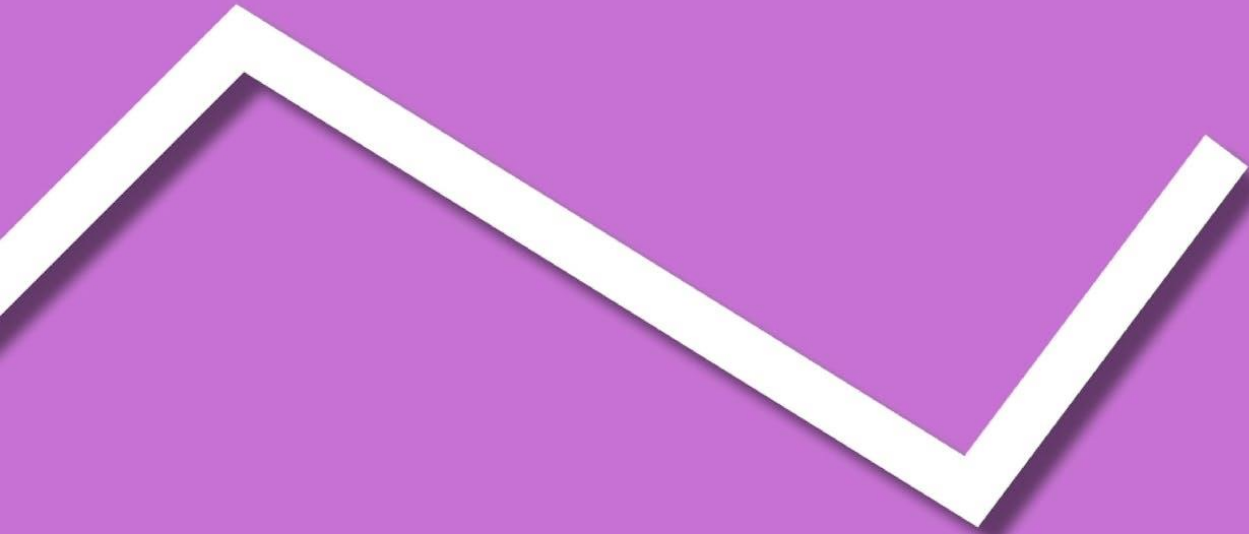


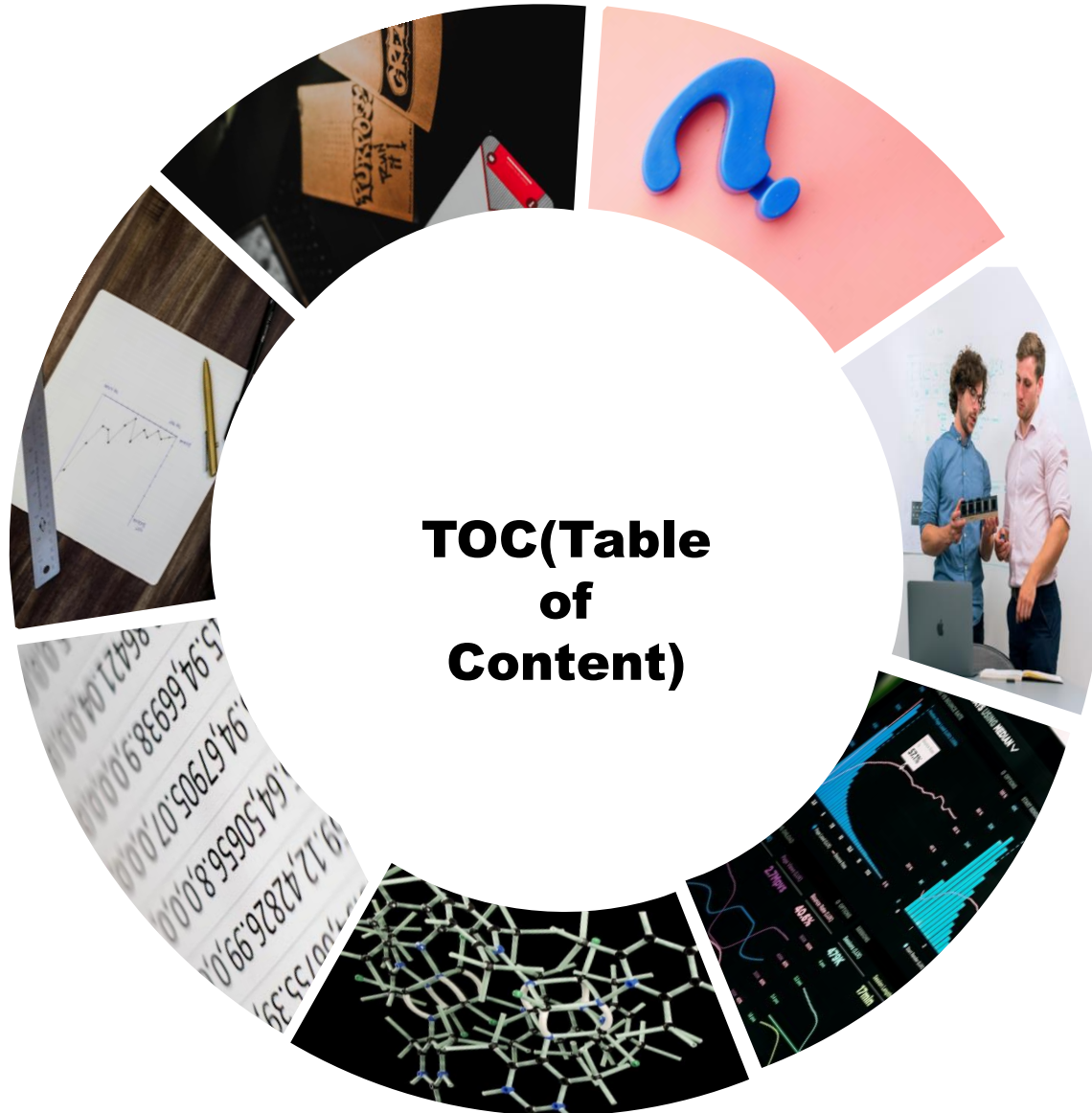
Revenue Insights On Hospital Domain

REVENUE



**Designed and presented
By Rohan Singh Rawat**





**TOC(Table
of
Content)**

Introduction



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As Per This Projects, we have to provide insights to the revenue team of AtliQ hotels by utilizing the provided data.



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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” to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights.



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Purpose

You are a data analyst who has been provided with sample data and a 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 instructions provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/Live dashboard.



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Dataset Details

- We are having 3 months booking details data of all the atliq hotels.
- Dataset Contains 5 excel files:-
 1. Dim_date
 2. Dim_hotels
 3. Dim_rooms
 4. Fact_aggregated_bookings
 5. Fact_bookings

End Result/ Output



Filter by properties

Filter by City

Filter by Status

Filter by Platform

Filter by Month

Filter by Week

REVENUE

10.431

Chg % vs PM

Occupancy %

56 %

Chg % vs PM

Avg Rating

4.2

Chg % vs PM

Split by City

REVENUE



Occupancy %



Avg Rating

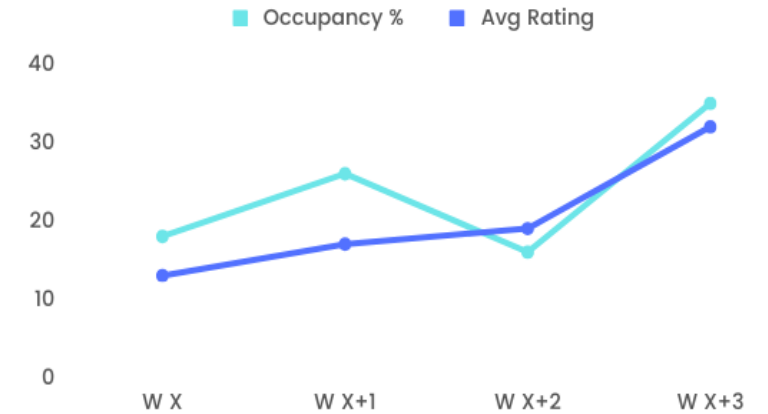


Property by key Metrics

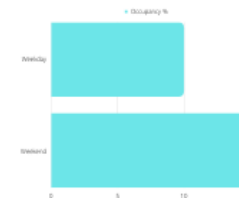
Show Hotels by property_id, city, Revenue, Occupancy %, Avg. Rating %, Cancellation Rate % etc

Chg % vs PM = % of Change vs Previous Month

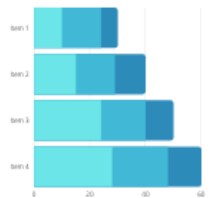
Trend by Weeks



Occupancy by day type



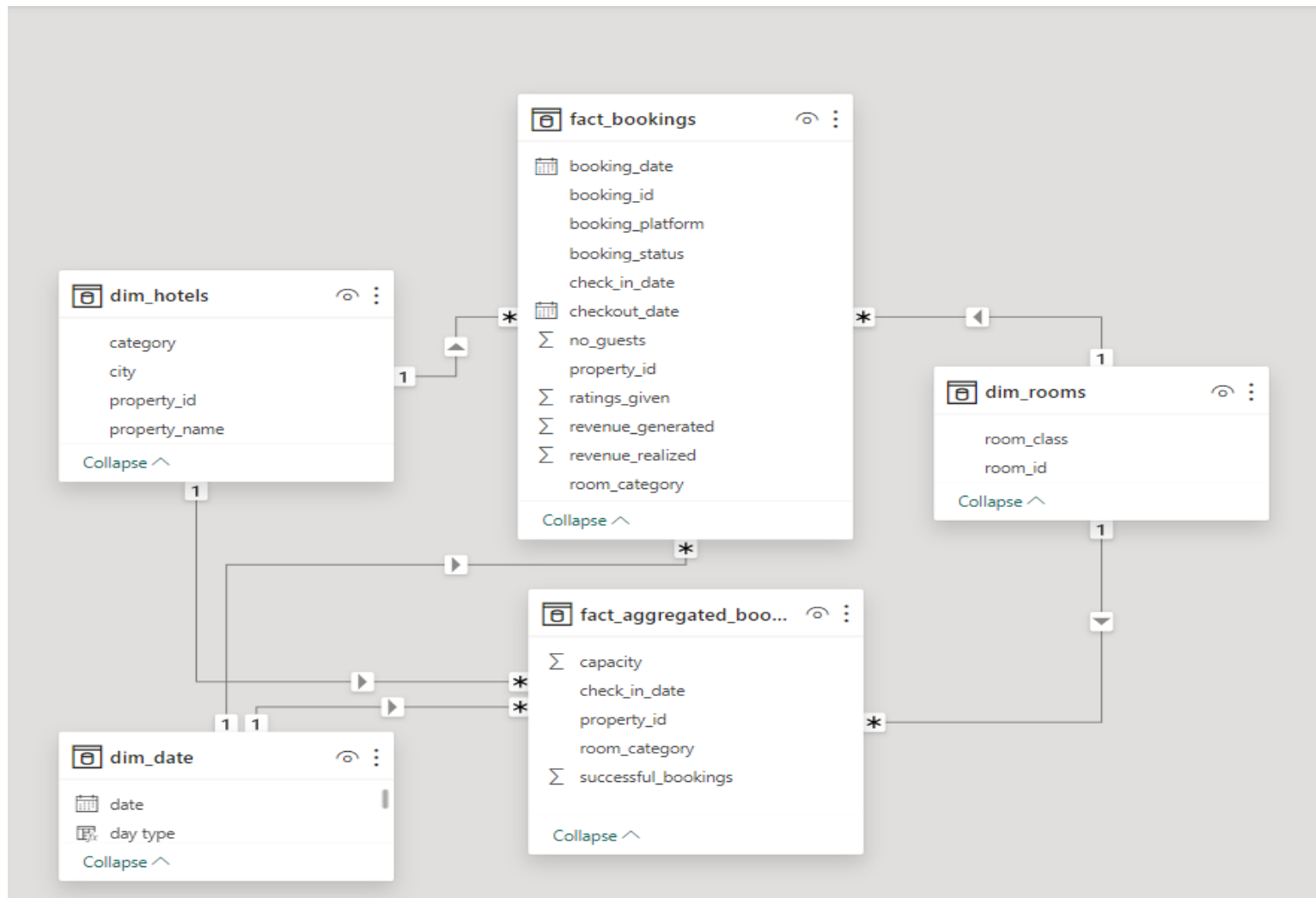
Bookings % by Platform



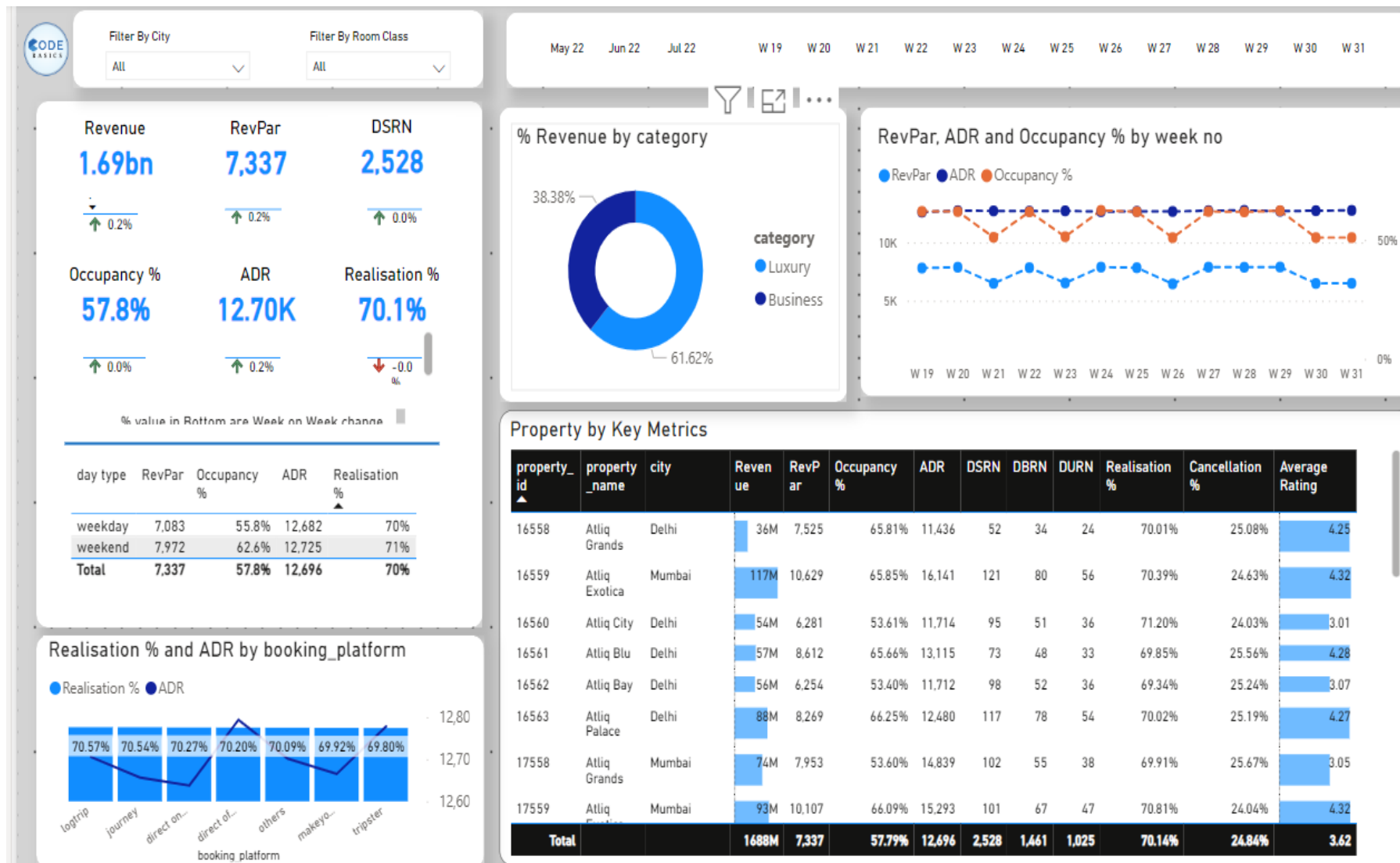
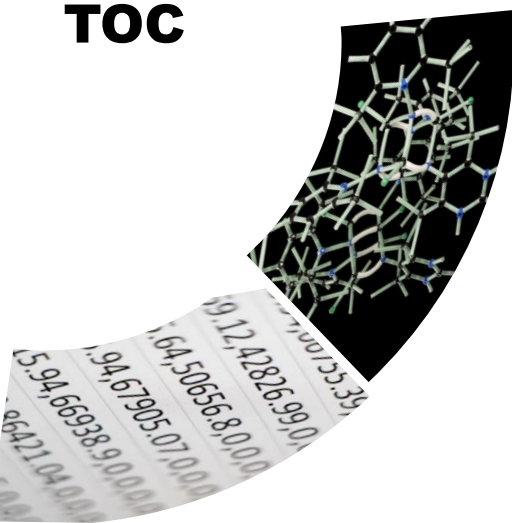
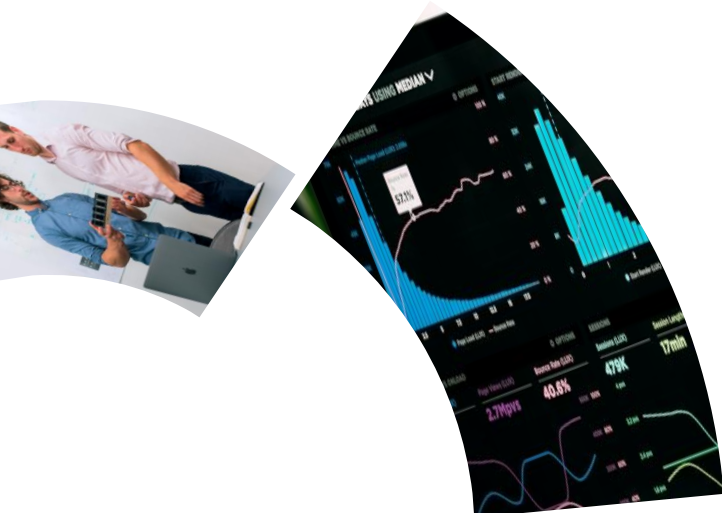
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Data Model

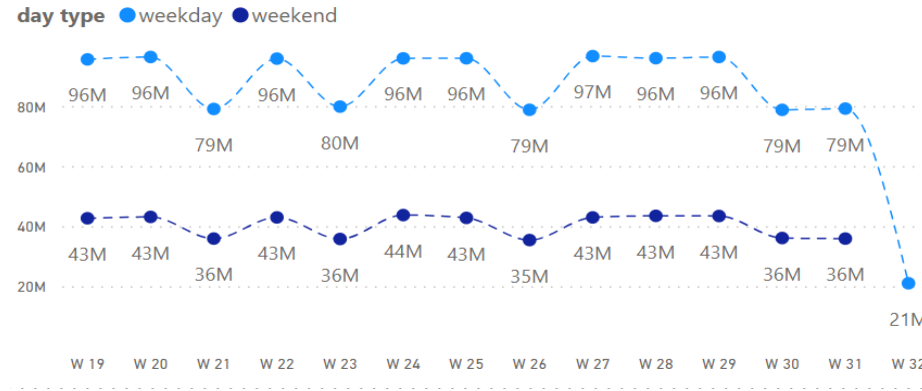


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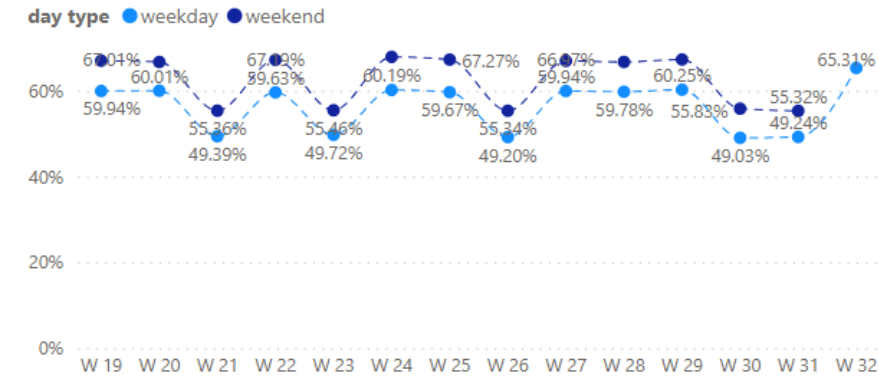


Trends on Week Basis

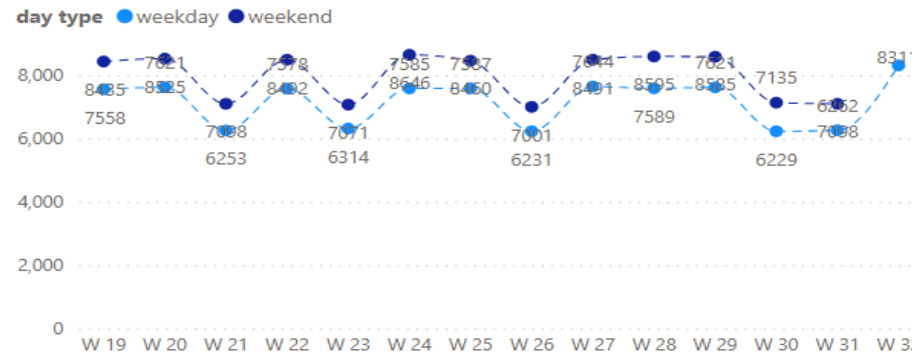
Revenue Trend by week no



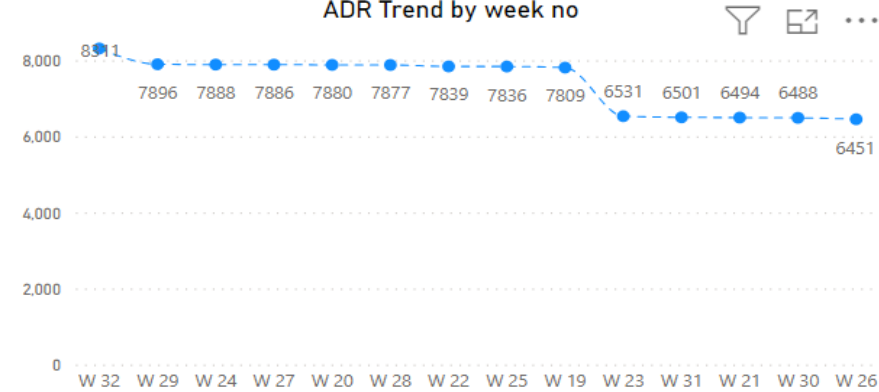
Occupancy % Trend by week no



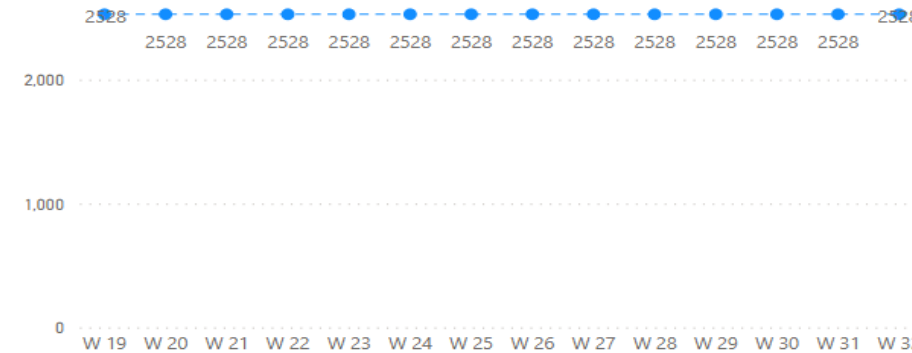
RevPar Trend by week no



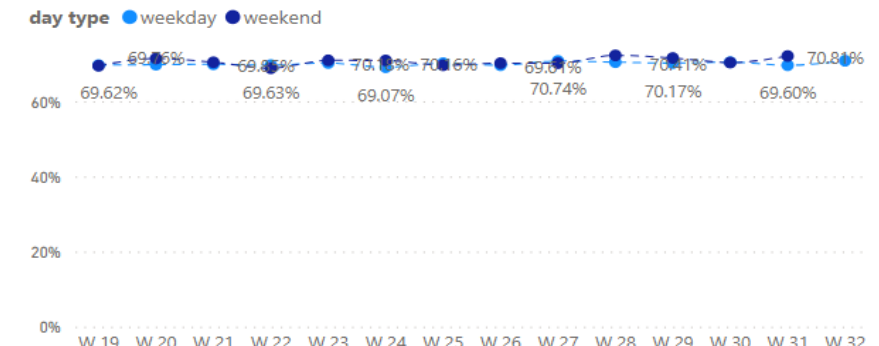
ADR Trend by week no



DSRN Trend by week no



Realisation % Trend by week no



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Findings and Conclusion

- ❖ Mumbai generates the highest revenue followed by Bangalore, Hyderabad and Delhi.
- ❖ AtliQ Exotica performs better compared to all 7 types of properties.
- ❖ AtliQ Bay has the highest occupancy.
- ❖ Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai and Bangalore.
- ❖ Elite type rooms has the most booking and as well as higher calculation rate.

