

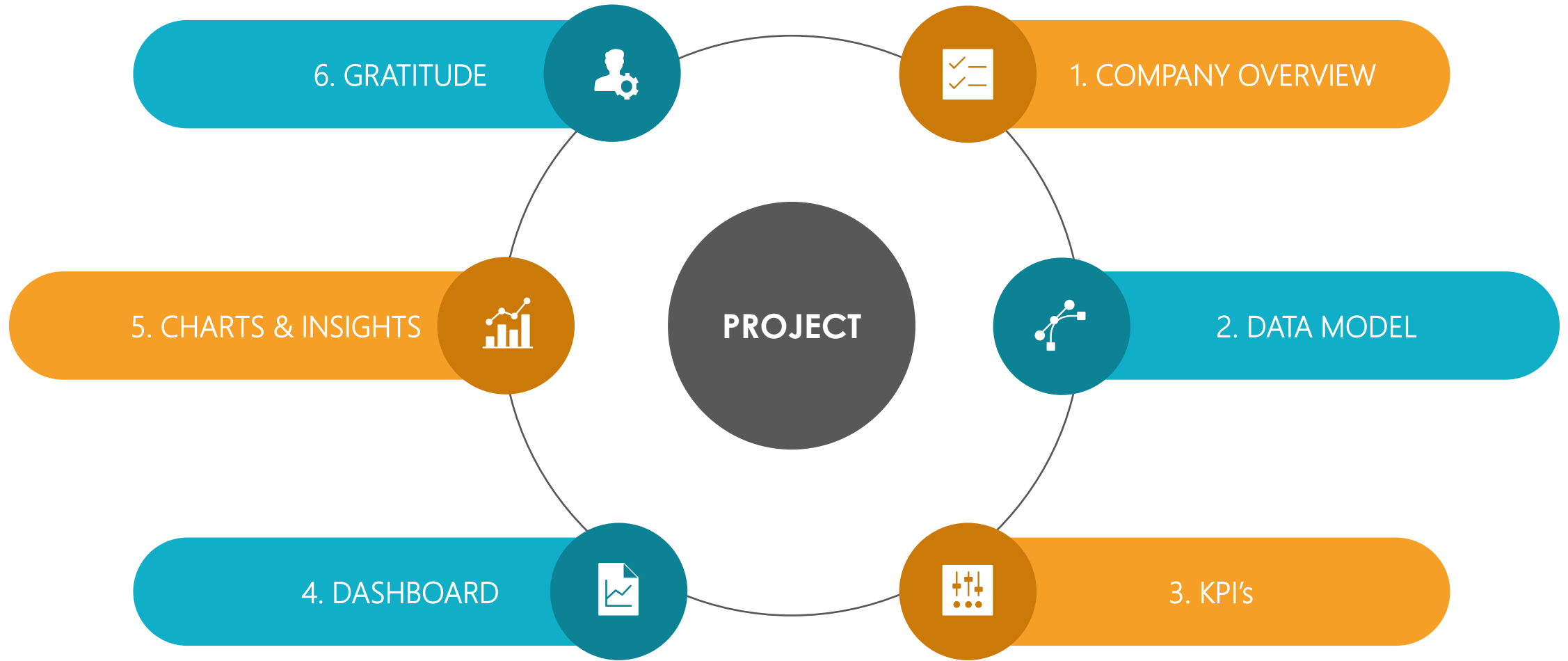


Atliq Hospitality Analysis

Resume Project Challenge-1

Presented by Krishna Sameera Kota

Agenda



Company Overview



COMPANY

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Founded in 2017, AtliQ emerged as an IT & Business Consulting company.



HOTELS

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



CITY

Hyderabad
Bangalore
Delhi
Mumbai



CATEGORY/ CLASS

Business
Luxury
Standard
Elite
Premium
Presidential

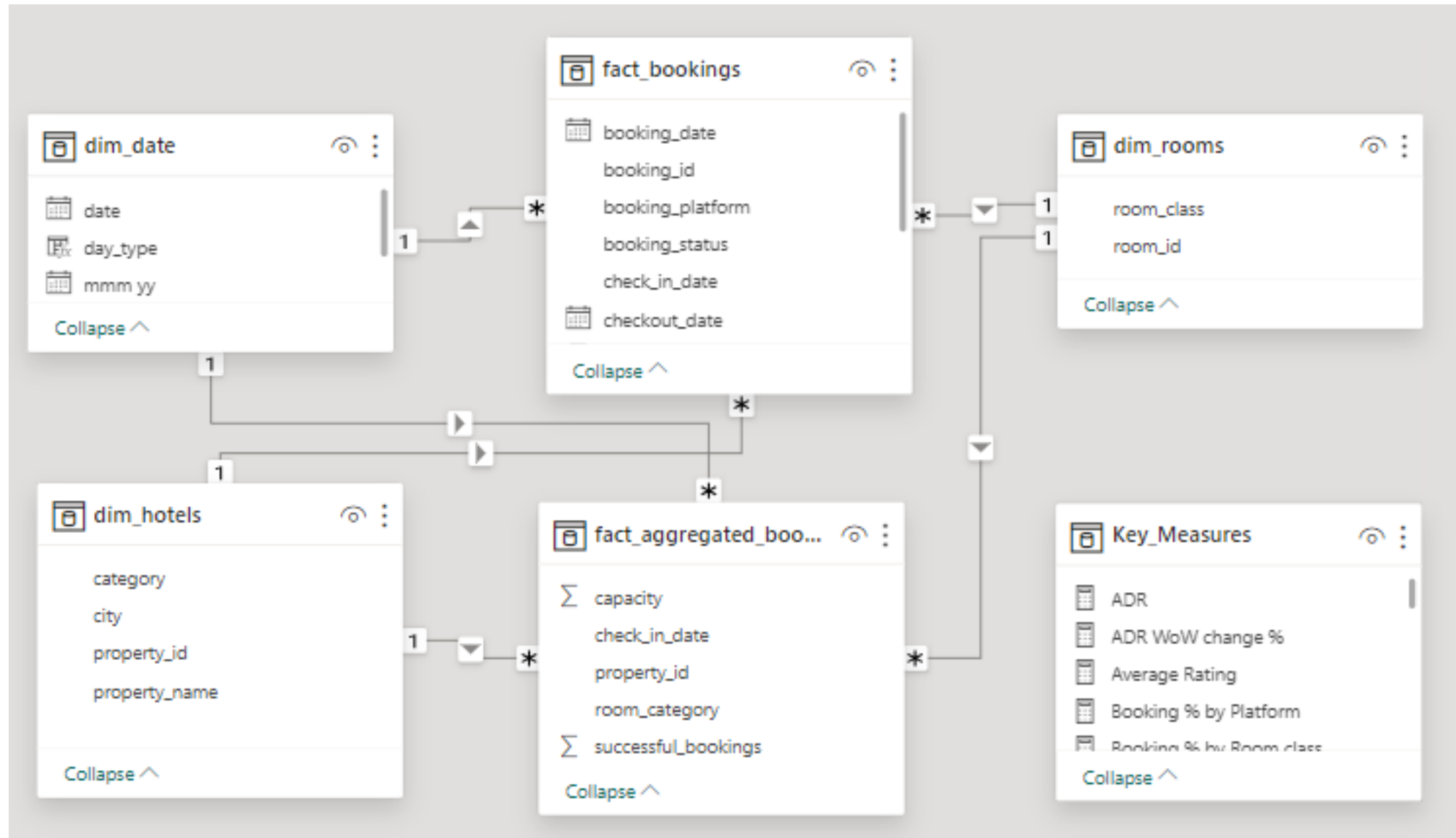


BOOKING PLATFORMS

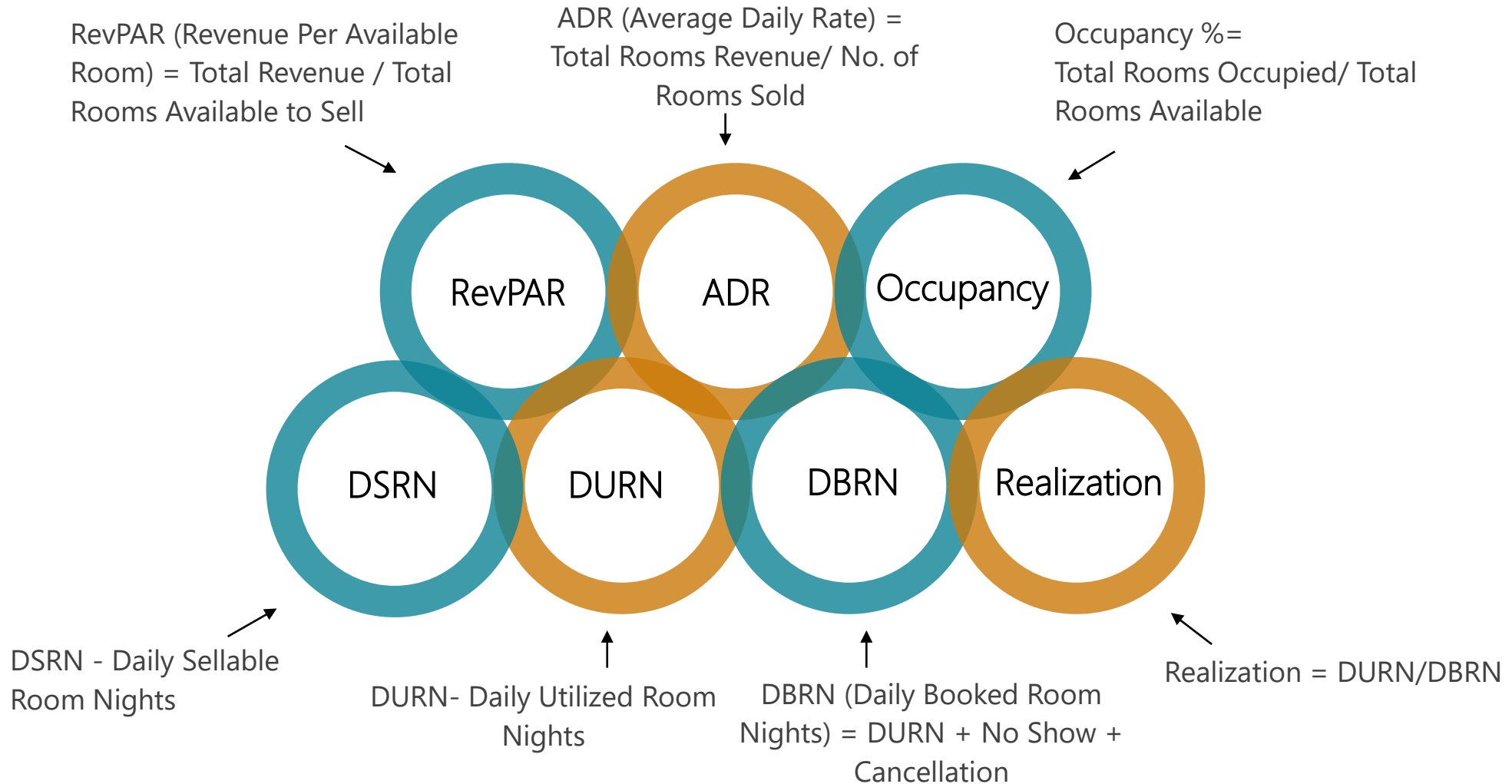
Direct Offline
Direct Online
Journey
LogTrip
MakeyourTrip
Tripster
Others

Data Model

Star Schema



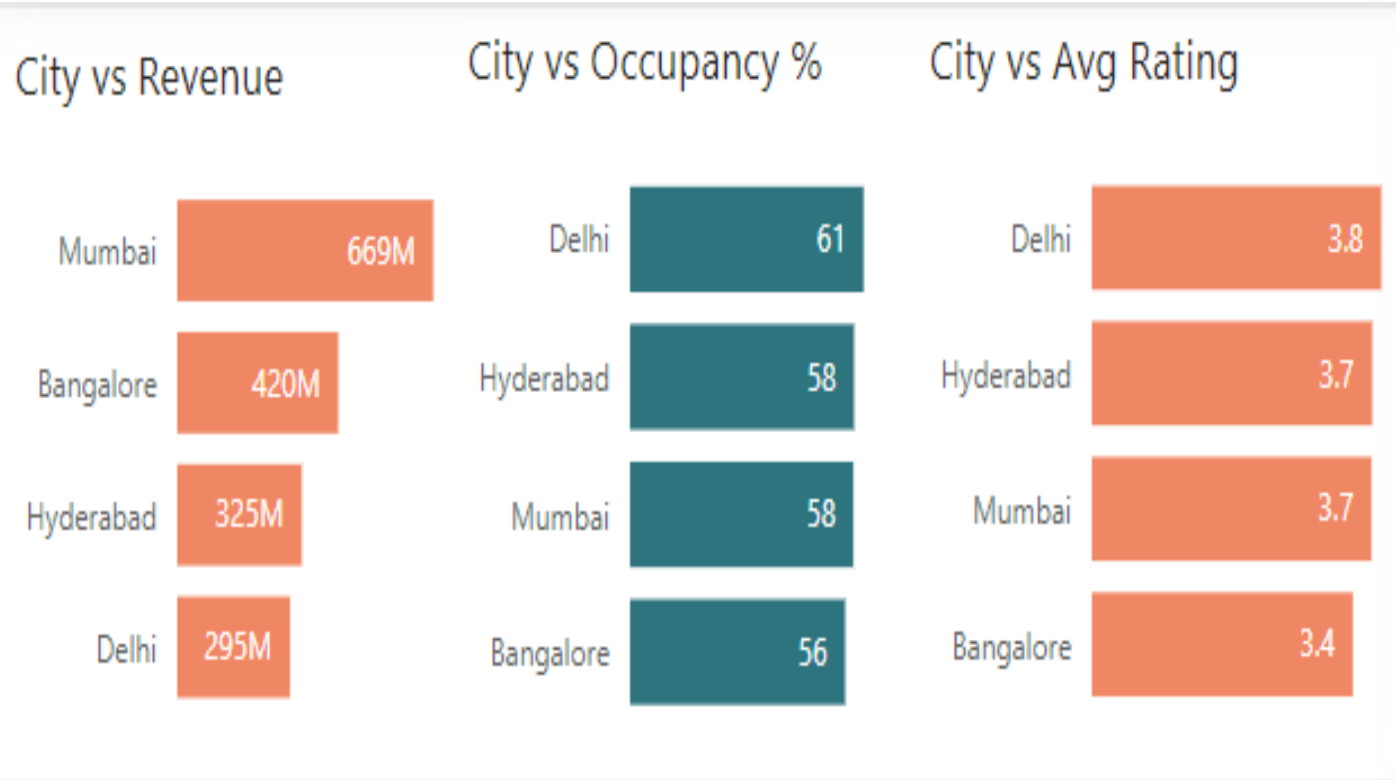
Key Performance Indicators Hospitality Domain



Dashboard



Insights



City-wise Ranking

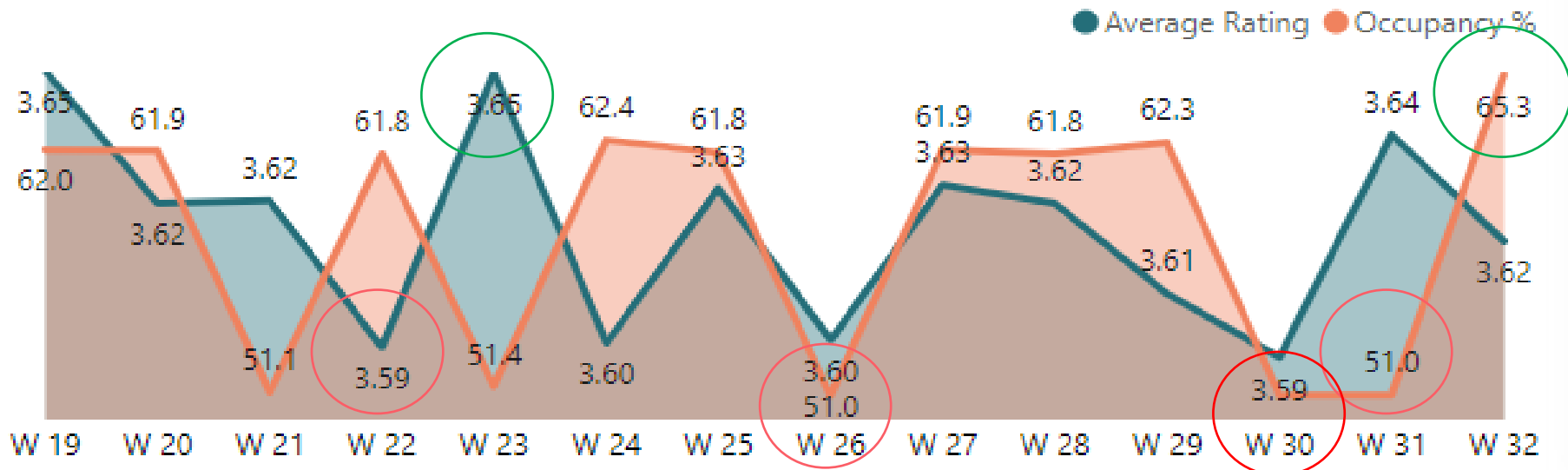
1. **Mumbai** leads in **revenue generation at 669 million** (39.13%), followed by Bangalore (24.6%), Hyderabad (19.03%), and Delhi (17.23%).

2. **Delhi** emerges as the top-performing city in both **Occupancy % and Average Rating**.

Following closely behind is Hyderabad, Mumbai and Bangalore also demonstrate strong performance

Insights

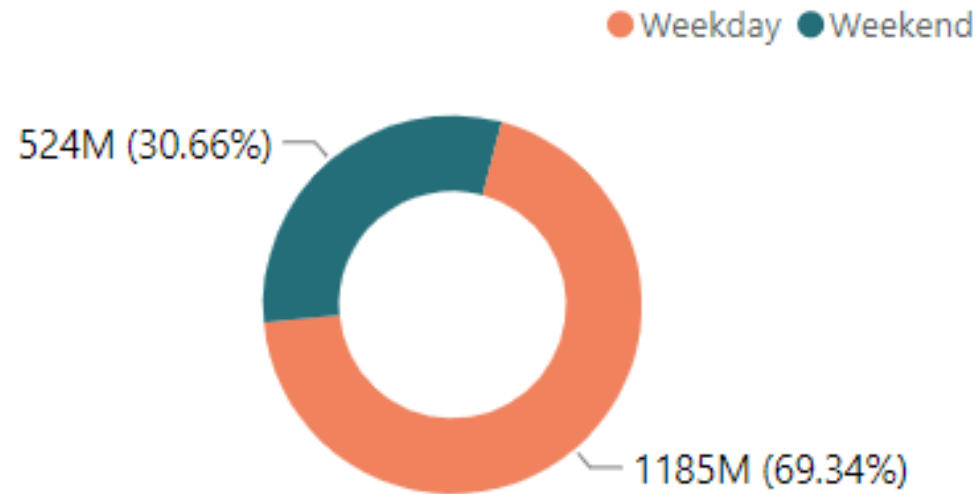
Week vs Avg Rating vs Occupancy %



- In the analysis of **Atliq Hotels performance** in India for weeks 19 to 32 of 2022, certain trends stand out.
- **Week 32** (August 14 - August 20, 2022) shows a **high occupancy rate of 65.3%**, indicating high demand.
- **Week 26** (July 03 - July 09, 2022) and **week 31** (August 07 - August 13, 2022) see **lower occupancy rates at 51%**.
- **Week 23** (June 12 - June 18, 2022) shines with a **high average rating of 3.65**,
- while **week 22** (June 05 - June 11, 2022) and **week 30** (July 31 - August 06, 2022) show **slightly lower ratings at 3.51**.

Insights

Day Type vs Revenue

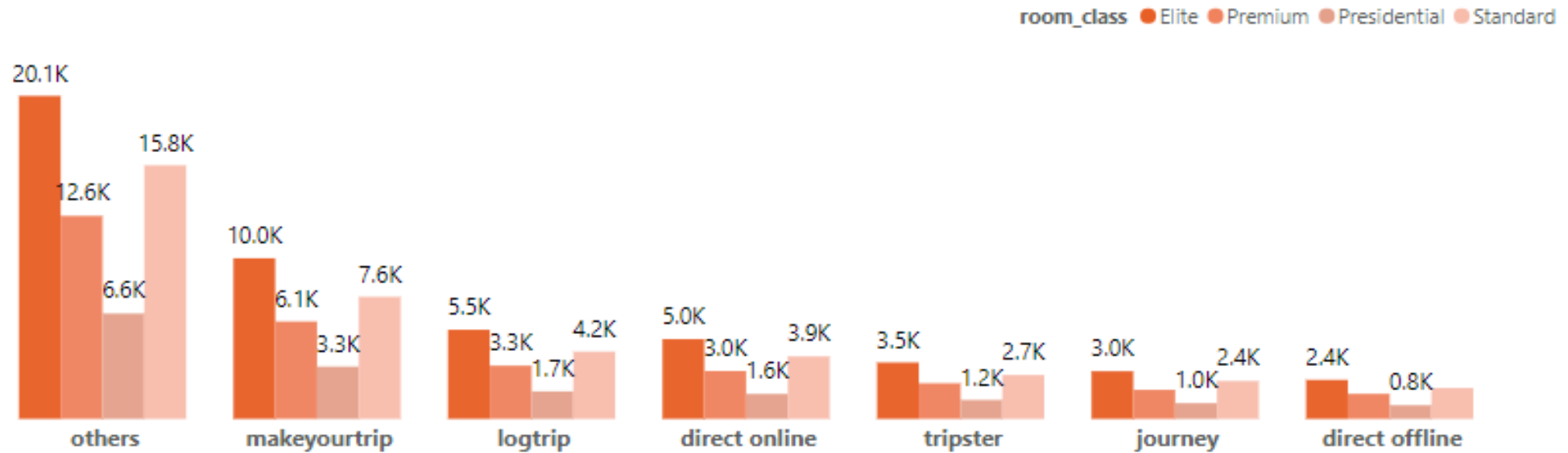


day_type	Revenue	RevPAR	ADR	Occupancy %
Weekend	524M	7.97K	12,725.49	62.64
Weekday	1185M	7.10K	12,683.18	55.99

- During **weekdays**, the revenue totals 1185 million rupees, representing 69.34% of the total revenue.
- Occupancy stands at 55.99%, with an Average Daily Rate (ADR) of 12,683.18 rupees and Revenue per Available Room (RevPAR) of 7.10 thousand rupees.
- **Atliq Exotica** Hotel leads in **revenue with 222 million** rupees, while **Mumbai alone contributes 147M** rupees. On the other hand, Atliq Seasons records a comparatively lower revenue of 46M rupees during weekdays.
- During **weekends** see a revenue of 524 million rupees, constituting 30.66% of the total revenue.
- Occupancy increases to 62.64%, accompanied by a slightly higher ADR of 12,725.49 rupees and an improved RevPAR of 7.97 thousand rupees.
- Atliq Exotica maintains its high revenue status with 98M, while Atliq Seasons generates 20M, surpassing other hotels during weekends

Insights

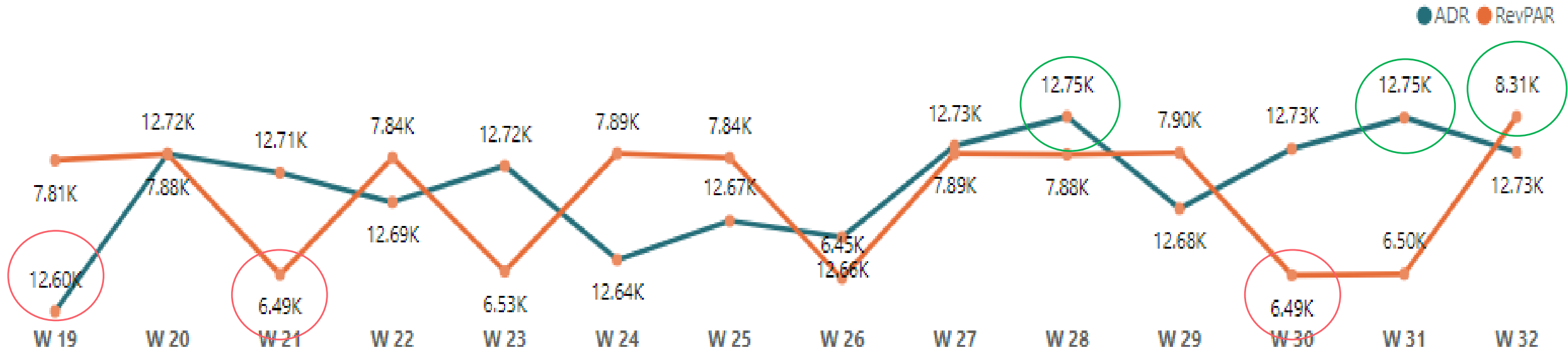
Room class vs Booking Platform vs Bookings



- **Direct offline bookings indicate a lower count** and ratings by **8.1K (6.02%)**, whereas bookings through other platforms showcase higher ratings.
- Notably, bookings **via MakeYourTrip** account are 19.9% of the total.
- Among room types, **Elite rooms secure the highest number of bookings**, comprising **49.5K (36.78%)**.
- Following Elite rooms are Standard rooms at 28.57%, Premium rooms at 22.71%, and Presidential rooms at 11.94%.

Insights

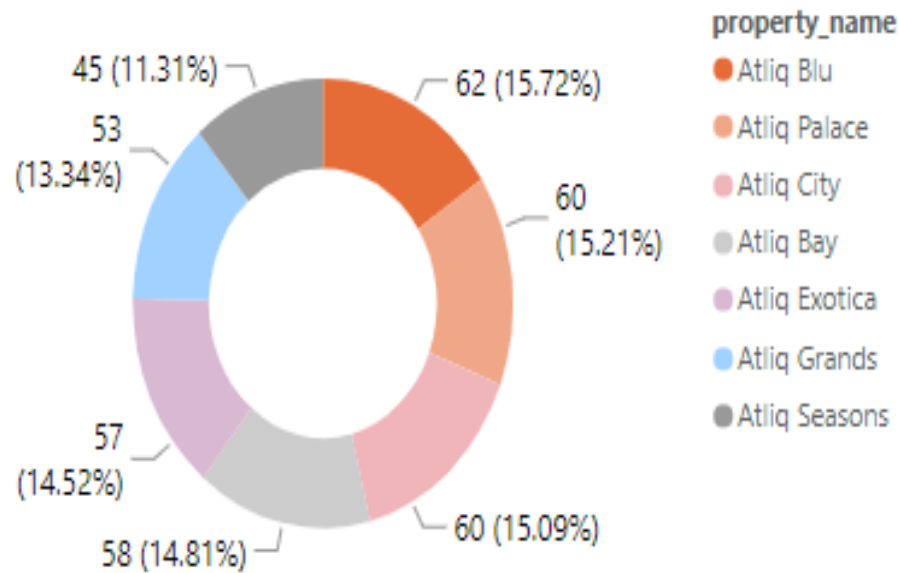
Week vs ADR vs RevPAR



- During weeks 19 to 32, **W32** (Aug 14 - Aug 20, 2022) sees the **highest RevPAR at 8.31K**, with W21 (May 22 - May 28, 2022) and W30 (July 31 - Aug 06, 2022) showing lower values at 6.49K.
- W28** (July 10 - July 16, 2022) and **W31** (Aug 07 - Aug 13, 2022) exhibit **high ADR at 12.75K**, while W19 (May 01 - May 07, 2022) shows a slightly lower ADR at 12.60K.
- In W32, **Atliq Seasons** impresses with an **ADR of 17.32K**, while **Atliq Palace** achieves **the highest RevPAR of 8.85K**, the highest among all hotels during this period.

Insights

Property vs Occupancy %



property_name	booking_status	Revenue
Atliq Bay	Cancelled	30M
Atliq Blu	Cancelled	31M
Atliq City	Cancelled	34M
Atliq Exotica	Cancelled	36M
Atliq Grands	Cancelled	25M
Atliq Palace	Cancelled	36M
Atliq Seasons	Cancelled	8M
Total		199M

- **AtliQ Blu has the highest occupancy rate at 62%**, highlighting significant demand for this property.
- While, Atliq Seasons records the lowest occupancy rate at 11.31%, indicating potential areas for improvement.
- In terms of **cancellations**, **Atliq Palace experiences the highest rate at 14.49%**, closely followed by Atliq Gardens and Atliq City.
- Whereas, Atliq Exotica registers the lowest cancellation rate at 14.02%.
- The cancellations incurred by AtliQ resulted in a substantial loss of approximately 200 million, underscoring the financial impact of booking cancellations on the business.



• DHAVAL PATEL



Thank You



• HEMANAND VADIVEL

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