

About AtliQ Grands and Problem Statement

- AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.
- AtliQ Grands proudly owns a collection hotels in the major Indian cities such as Delhi, Mumbai, Hyderabad, Bangalore.
- AtliQ Grands, a well-established player in India's hotel industry, is facing tough competition and declining revenue in the luxury and business hotel sector. This is because of poor decisions and strong competitors. To fix this, their management team has decided to use data and smart strategies.
- They don't have their own data experts, so they are hiring an outside company to help them make better decisions and win back customers and money.

Problem Statement:

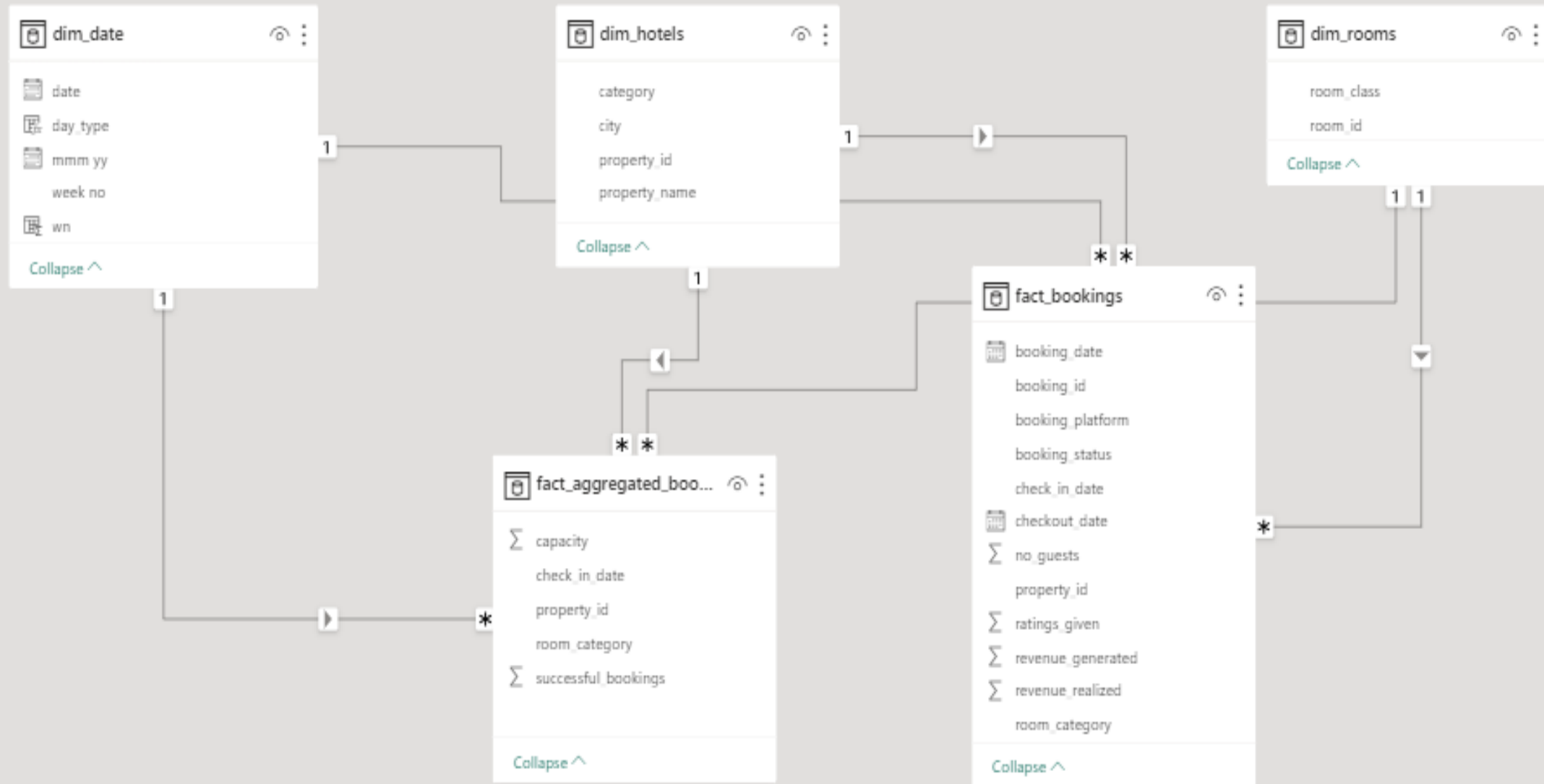
To regain their market share and revenue AtliQ Grands do not have an in-house data analytics team to provide them with these insights.

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 Key Performance Indicators to work on the following task.

Data Overview



Key Metrics

- ▶ ADR (average daily revenue)- average payment for rooms sold in a given time period.
- ▶ DBRN(daily booked room nights)- average numbers of rooms booked per day during a time period.
- ▶ DSRN(daily sellable room nights)- average numbers of rooms available for sale per day during a time period.
- ▶ DURN(daily utilized room nights)- average numbers of rooms successfully used by customers per day during a time period.
- ▶ RevPAR (Revenue Per Available Room) - RevPAR represents the revenue generated per available room, whether or not they are occupied.
- ▶ Realization % - percentage of successfully checked out bookings over all bookings made.
- ▶ Occupancy % - percentage of total successful bookings happened to the total rooms capacity.

Atliq Hospitality Analysis

Overview

Property Details

Revenue

Key metrics 1

Property_name

All

City

All

Room_category

All

Booking_status

All

Room_class

All

Week_no

All

Revenue
1.71bn

Occupancy%
57.87%

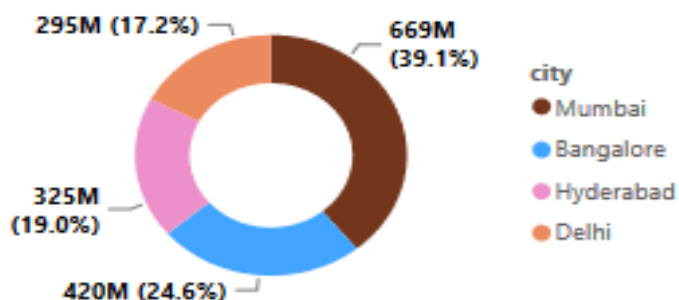
Average Rating
3.62

May

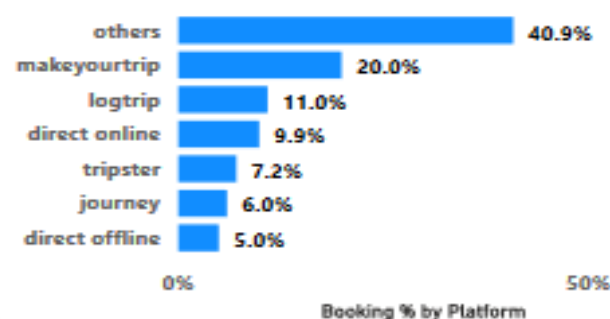
June

July

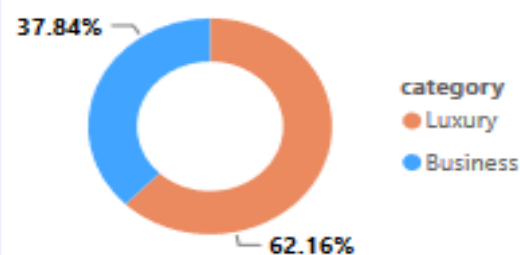
Revenue by city



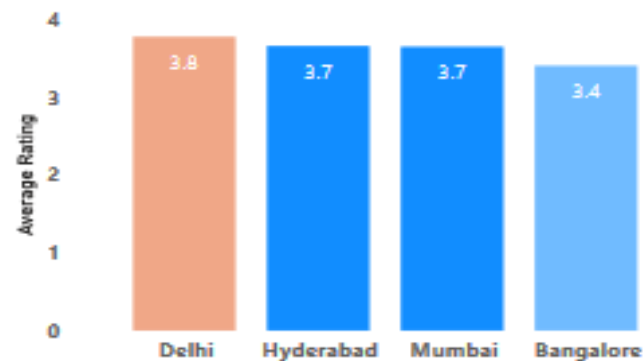
Booking % by Platform by booking_platform



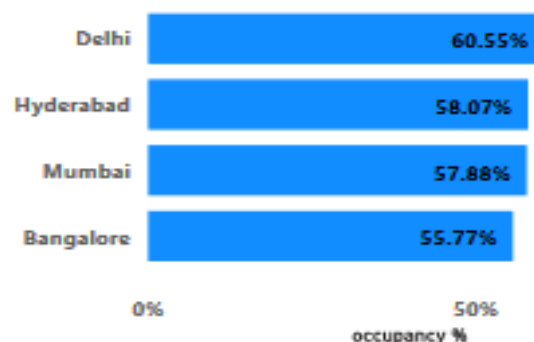
Total bookings by category



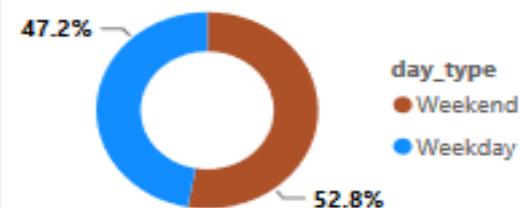
Average Rating by City



Occupancy % by City



Occupancy % by day type



Atliq Hospitality Analysis

Overview

Property Details

Revenue

Key metrics 1

Property_name

All

City

All

Room_category

All

Booking_status

All

Room_class

All

Week_no

All

Total Bookings

135K

Total Capacity

233K

Average Rating

3.62

Total Checked out

94K

May

June

July

Bookings Cancelled

33K

Cancellation%

24.83%

No Show Booking

6759

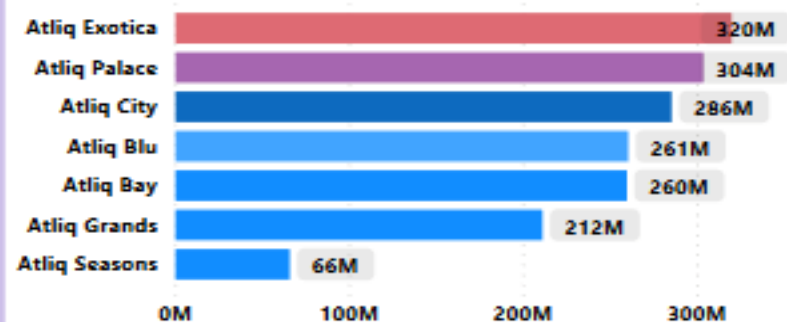
No Show Rate%

5.02%

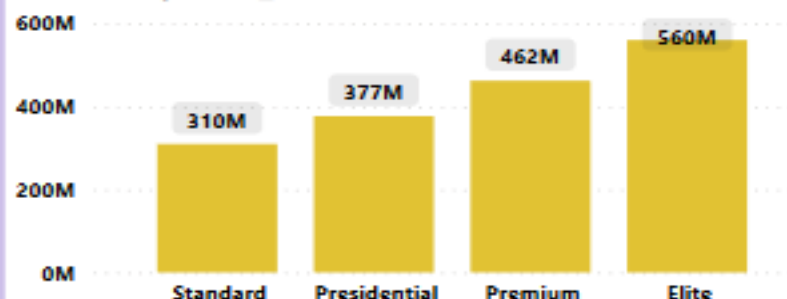
Revenue

1.71bn

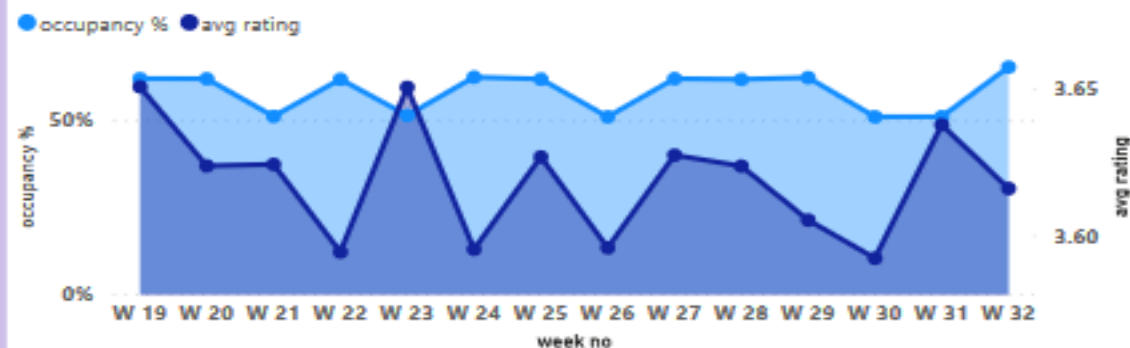
Revenue by property_name



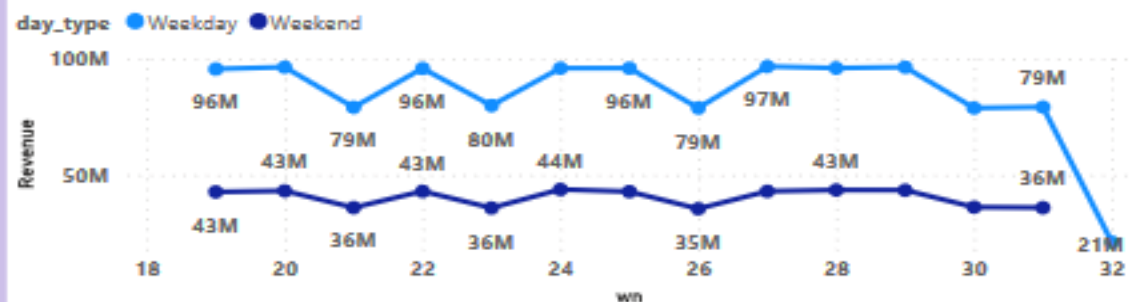
Revenue by room_class



occupancy % and avg rating by week no



Revenue by wn and day_type



Atliq Hospitality Analysis

Overview

Property Details

Revenue

Key metrics 1

Property_name

All

ADR

12.70K

RevPAR

7.35K

Realisation%

70.15%

ADR - Average Daily Rate

RevPAR- Revenue Per Available Room

DBRN- Daily Booked Room Nights

DSRN - Daily Sellable Room Nights

DURN - Daily Utilized Room Nights

May

June

July

City

All

DBRN

1.46K

DSRN

2.53K

DURN

1.03K

Revenue

1.71bn

Room_category

All

Booking_status

All

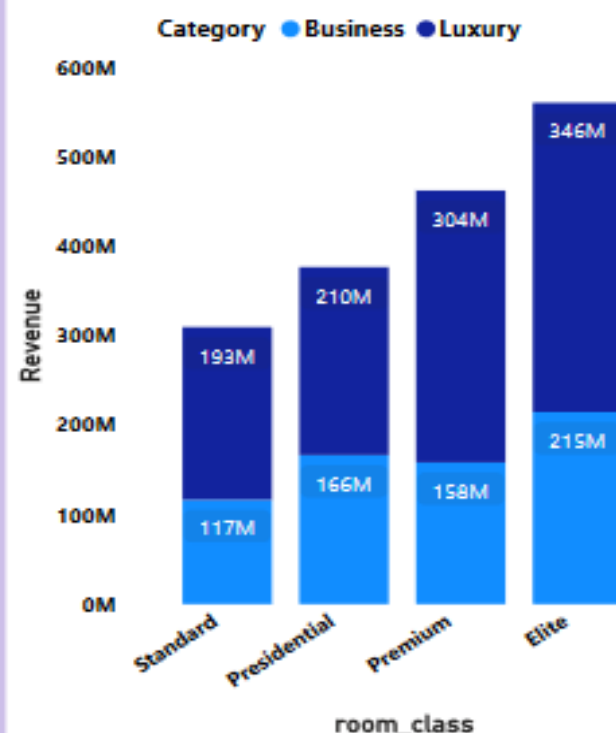
Room_class

All

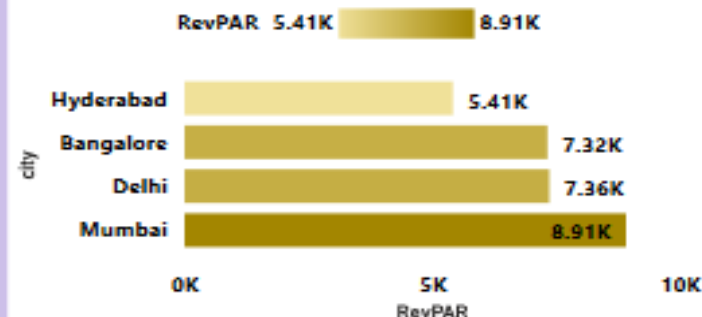
Week_no

All

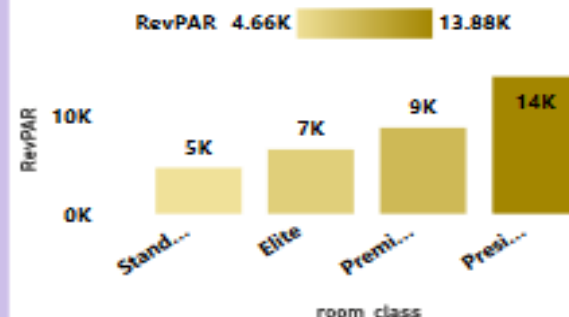
Revenue by room_class and category



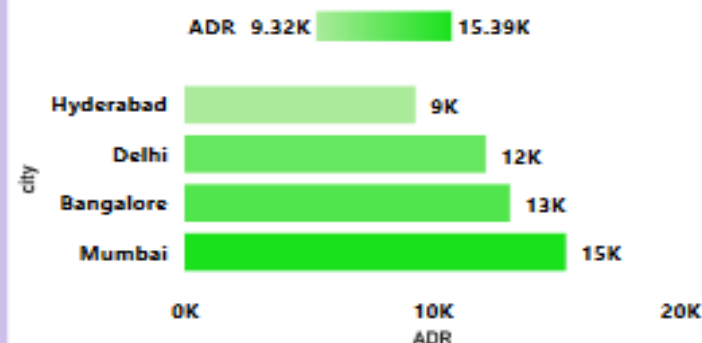
RevPAR by city



RevPAR by room_class



ADR by city



ADR by room_class



Atliq Hospitality Analysis

Overview

Property Details

Revenue

Key metrics 1

Property_n...

All

Revenue

1.71bn

Total Booking

134.59K

RevPAR

7.35K

ADR

12.70K

Occupancy%

57.87%

Realisation%

70.15%

May

June

July

City

All

Room_cate...

All

Booking_st...

All

Room_class

All

Week_no

All

Key Metrics By Property

property_id	property_name	city	Revenue	Total bookings	RevPAR	occupancy %	ADR	DSRN	D _{BRN}	D _{URN}	Realisation %	Cancellation %	avg rating
16559	Atliq Exotica	Mumbai	118M	7338	10,640	65.92%	16,142	121	80	56	70.37%	24.61%	4.32
18562	Atliq Bay	Hyderabad	69M	7333	6,221	65.87%	9,444	121	80	56	70.18%	24.70%	4.30
16563	Atliq Palace	Delhi	89M	7147	8,281	66.40%	12,472	117	78	54	69.99%	25.26%	4.27
18560	Atliq City	Hyderabad	61M	6638	6,084	66.19%	9,191	109	72	51	70.99%	24.03%	4.26
18561	Atliq Blu	Hyderabad	56M	6458	5,693	65.60%	8,678	107	70	49	70.46%	24.17%	4.25
17563	Atliq Palace	Mumbai	102M	6337	10,609	66.23%	16,019	104	69	49	70.66%	24.38%	4.29
17559	Atliq Exotica	Mumbai	94M	6142	10,116	66.10%	15,304	101	67	47	70.81%	24.01%	4.32
17560	Atliq City	Mumbai	88M	6013	7,776	53.14%	14,634	123	65	45	69.55%	25.06%	3.04
19560	Atliq City	Bangalore	82M	5979	8,989	65.65%	13,694	99	65	45	69.13%	26.38%	4.28
19562	Atliq Bay	Bangalore	82M	5812	9,335	65.81%	14,185	96	63	45	70.46%	24.33%	4.28
19561	Atliq Blu	Bangalore	73M	5736	6,778	53.29%	12,720	117	62	44	69.79%	24.65%	3.08
19563	Atliq Palace	Bangalore	69M	5413	6,778	53.49%	12,672	110	59	41	69.46%	25.35%	3.02
18559	Atliq Exotica	Hyderabad	48M	5256	4,063	44.63%	9,103	128	57	40	70.61%	24.35%	2.33
17561	Atliq Blu	Mumbai	74M	5183	9,452	66.28%	14,262	85	56	39	69.98%	24.52%	4.30
17558	Atliq Grands	Mumbai	75M	5036	7,964	53.67%	14,839	102	55	38	69.92%	25.66%	3.05
16562	Atliq Bay	Delhi	56M	4820	6,260	53.46%	11,709	98	52	36	69.29%	25.27%	3.07
18563	Atliq Palace	Hyderabad	45M	4728	5,025	52.98%	9,484	97	51	36	69.63%	25.95%	3.07
19559	Atliq Exotica	Bangalore	60M	4705	6,868	53.83%	12,757	95	51	36	70.84%	24.48%	3.05
16560	Atliq City	Delhi	55M	4693	6,285	53.70%	11,705	95	51	36	71.13%	24.12%	3.01
Total			1709M	134590	7,347	57.87%	12,696	2,528	1,463	1,026	70.15%	24.83%	3.62

Insights

1. Mumbai generated highest revenue (669M) and Delhi generated lowest revenue (295M).
2. Average Daily Rate of the Standard, Elite, Premium and Presidential Rooms are 8.05K, 11.32K, 15.12K and 23.44K respectively.
3. The Average Daily(ADR) Rate is higher on direct offline (hotel premises) compared to other booking platforms.
4. Other travel platforms/channels are the primary booking source, generating 40% of total bookings and revenue .
5. Direct offline booking contributes the least to bookings and revenue generation, with 5%. The Luxury room category contributes the majority of revenue and bookings. Mumbai city contributes most of the revenue, followed by Hyderabad, Bangalore, and Delhi.
6. There is a correlation between revenue and average ratings, in that ratings with high ratings tend to generate more revenue.

Recommendations

1. AtliQ Grands can enhance revenue generation by having dynamic pricing strategies, particularly by adjusting prices upwards during peak days and weekends when demand is high.
2. To increase bookings and revenue on offline booking platforms, AtliQ Grands should explore differential pricing strategies. This involves launching targeted marketing campaigns and promotions to attract customers, potentially from a different segment.
3. To further improve customer satisfaction, AtliQ Grands should give increased attention to customer reviews and ratings.
4. Reducing reliance on third-party online platforms can be achieved by exploring opportunities to increase direct bookings through the hotel's website.
5. AtliQ Grands may consider offering incentives, exclusive promotions, or benefits to encourage customers to book directly, thereby saving on commission fees