



AtliQ Hotels Data Analysis Project USING PYTHON

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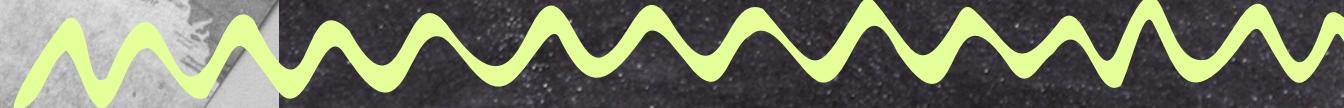
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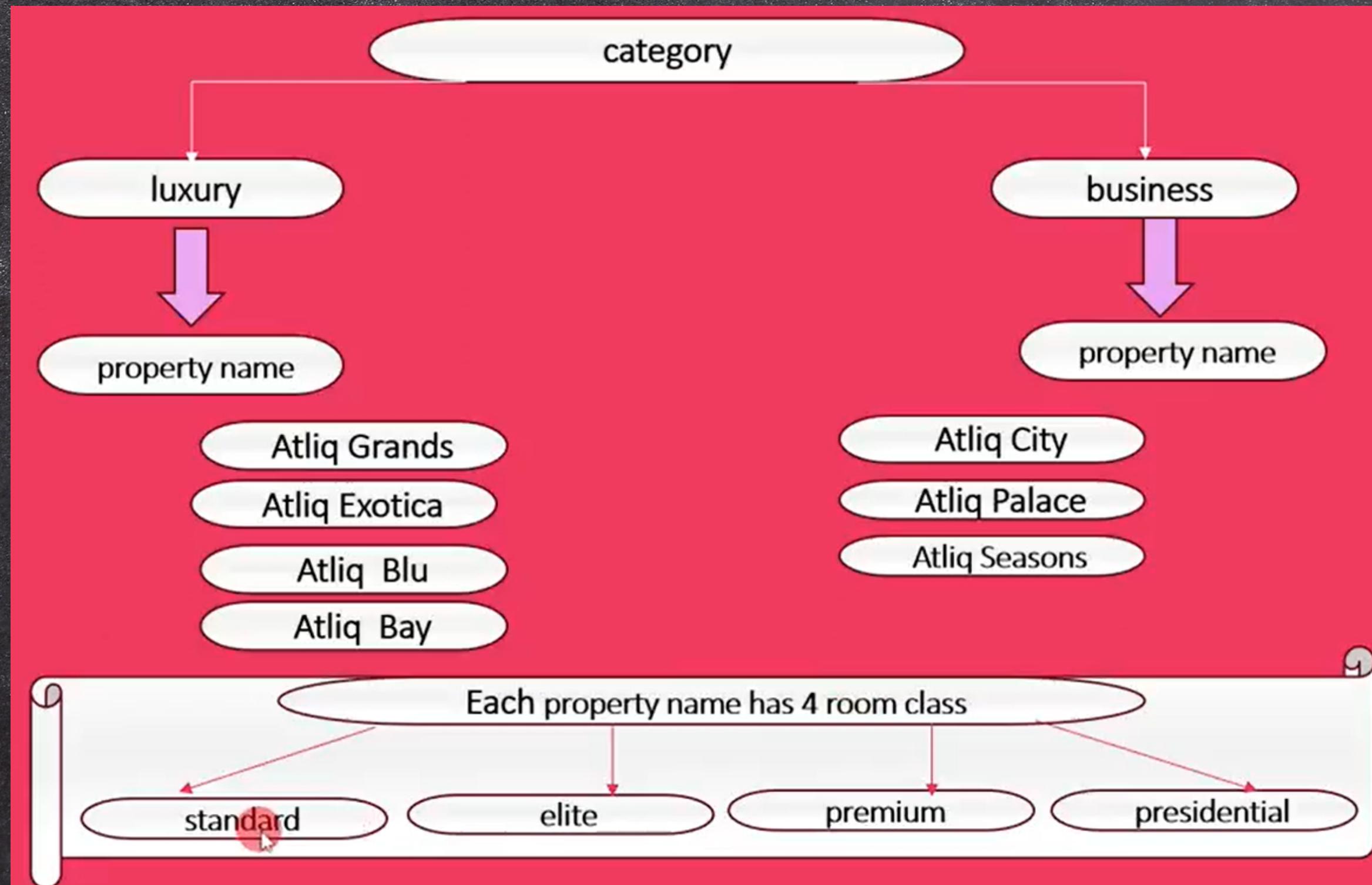


Problem Statement

AtliQ Grands, a reputable chain of luxury hotels in India, has been a key player in the hospitality industry for the past twenty years. Lately, they have observed a decrease in both market share and revenue within the luxury and business hotels sector, attributed to changes in competition and management strategies. To reverse this trend, the managing director has decided to use "Business and Data Intelligence" strategies. However, AtliQ lacks an internal team capable of analyzing their data for insights. Therefore, their revenue management team is considering hiring an external service provider to extract valuable insights from their historical data.



Business Model

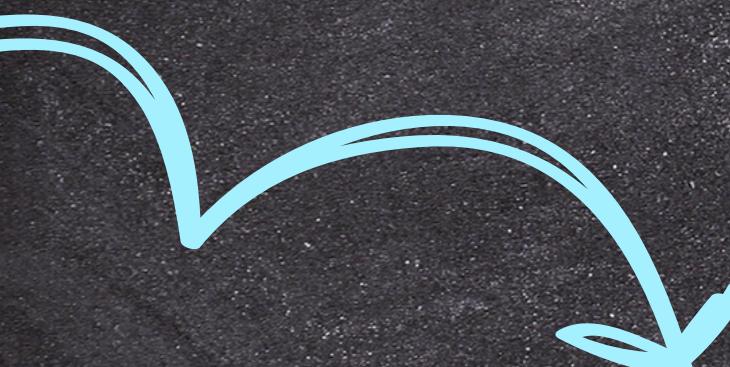
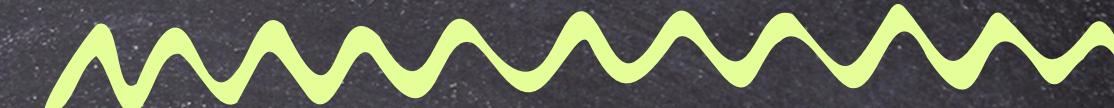


Objective

My objective is to perform a thorough analysis using Python to provide AtliQ Grands with valuable insights for enhancing customer retention and fostering revenue growth.

Python file

Insights

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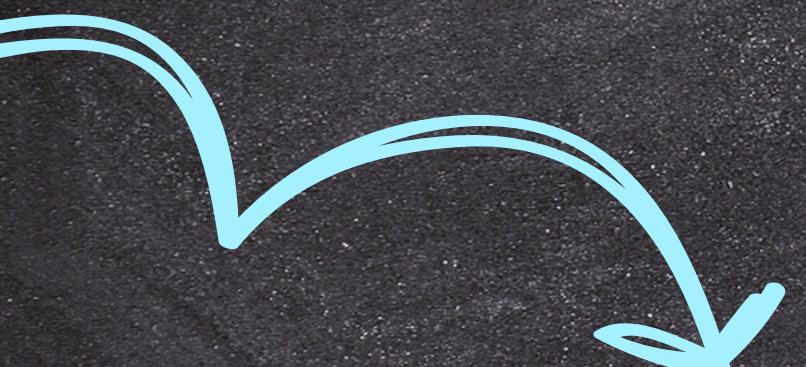
1 Occupancy % more on Weekends
Compare to weekdays :
 - weekday 50.88
 - weekend 72.34
 - 

2 Occupancy% more in Elite type of rooms among all the 4 room types:

 - Elite 58.01
 - Premium 58.03
 - Presidential 59.28
 - Standard 57.89
 - 

3 Revenue realized is highest in Mumbai compared to all 4 cities:
 - Mumbai 668.56M
 - Bangalore 420.38M
 - Hyderabad 325.17M
 - Delhi 294.40M

Insights



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Revenue realized is highest in May 22 compared to all 3 months:

- May 22 408.37M
- Jul 22 389.94M
- Jun 22 377.19M

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- Average rating is highest in Delhi hotels compared to other Cities

• Delhi	3.78
• Hyderabad	3.66
• Mumbai	3.64
• Bangalore	3.40

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- Mostly bookings happens from Makeyourtrip Platforms compared to other platforms

THANK
YOU