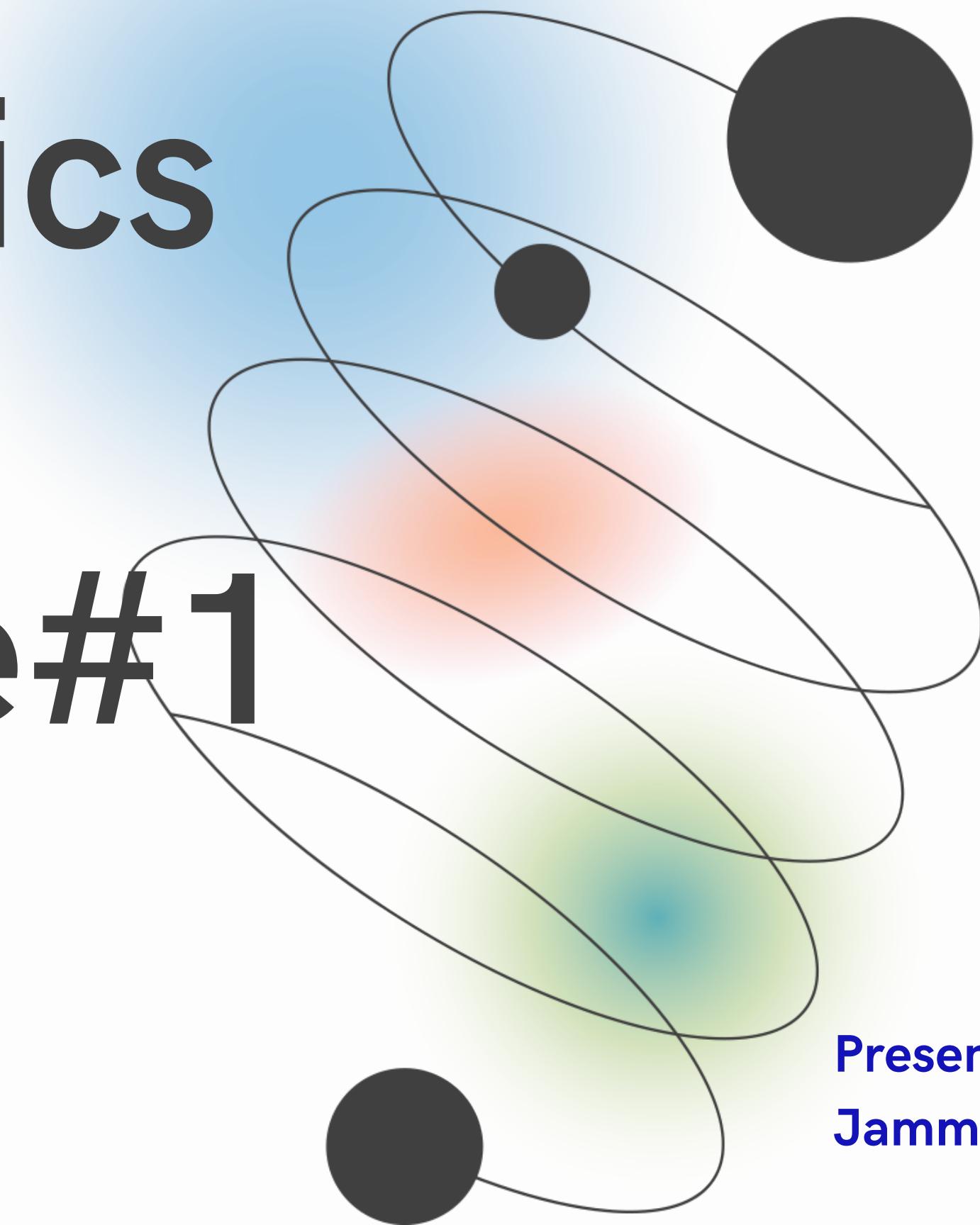


Code Basics Resume Challenge#1

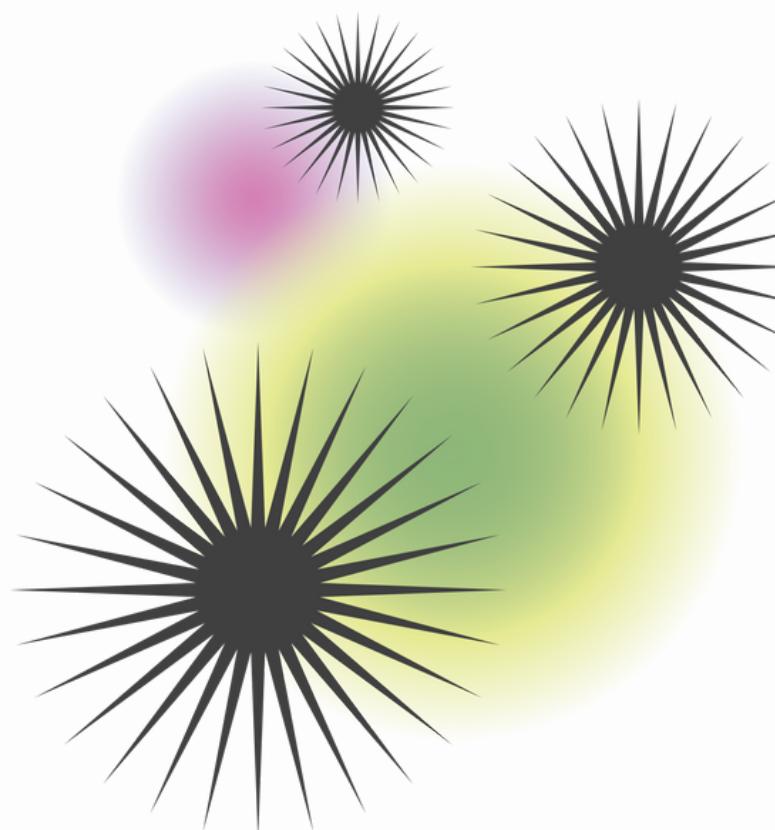
Provide insights to the revenue team in
the Hospitality Domain



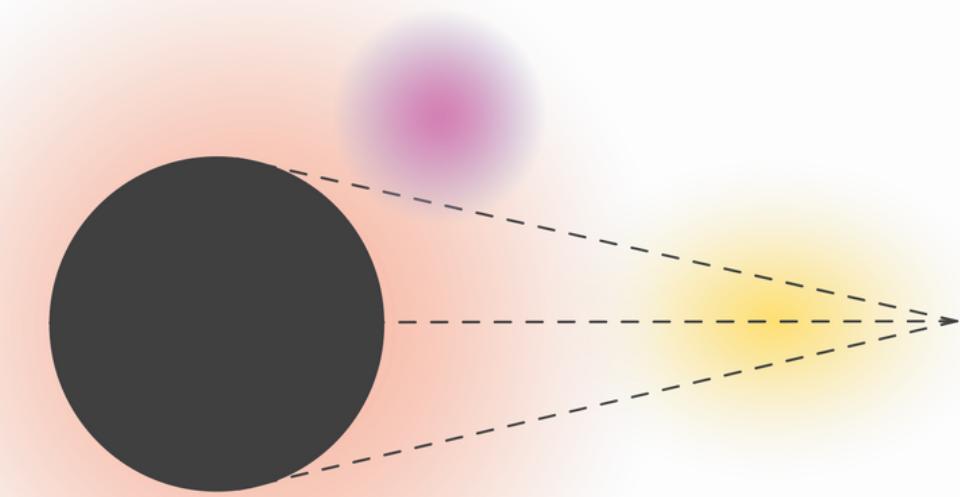
**Presented by Satyanarayana
Jammu**

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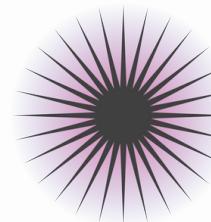
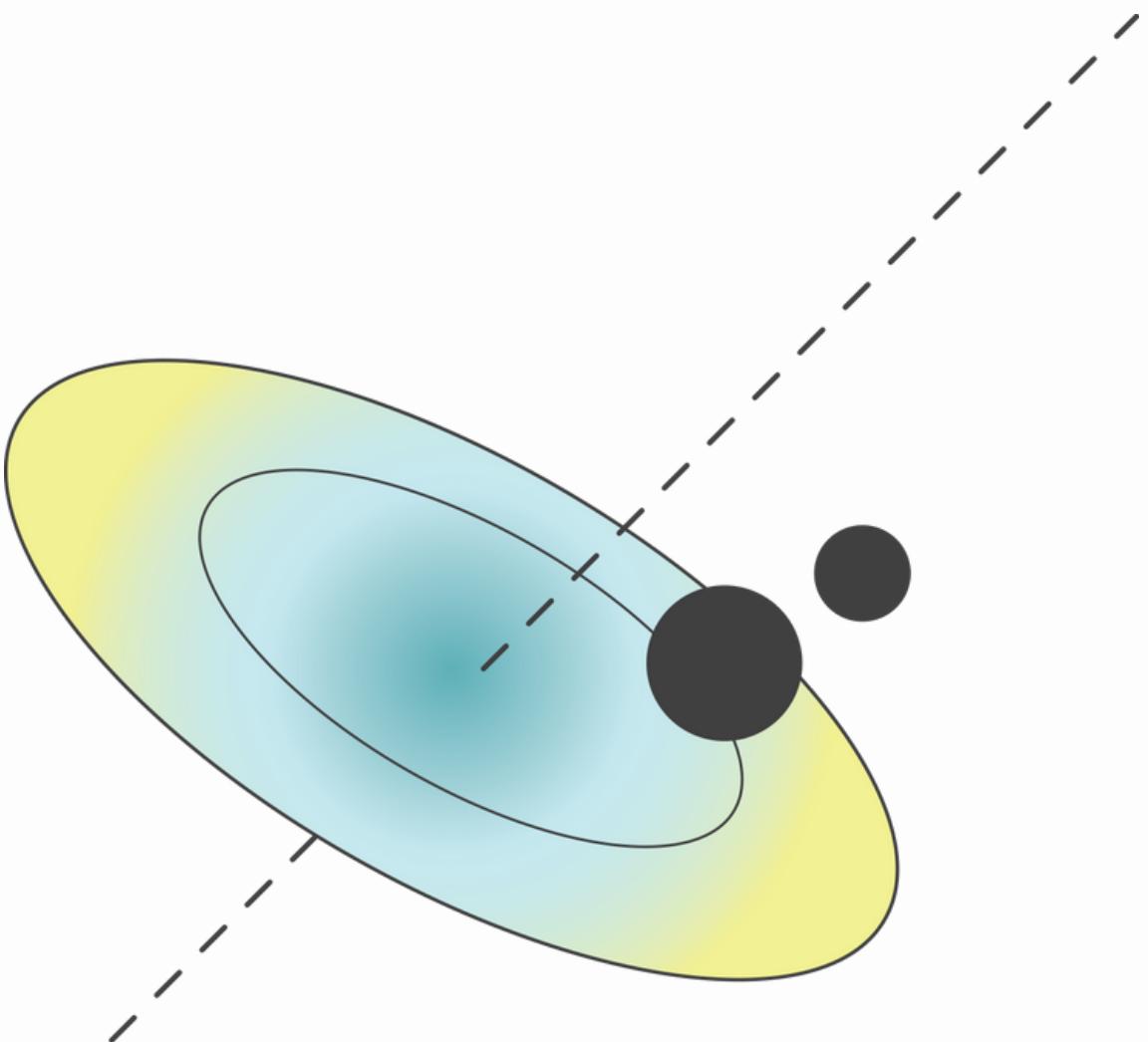


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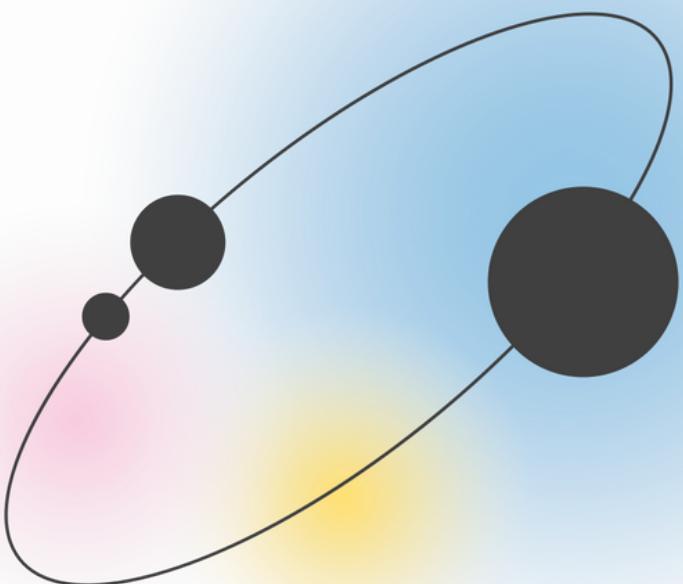
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Problem Statement



AtliQ Grands, a well-established chain of luxury hotels in India, has been in the hospitality business for two decades. Recently, they've noticed a decline in their market share and revenue in the luxury and business hotels sector due to competitive shifts and management decisions. 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.

Our Task



As a data analyst, our objective is to utilize sample data and a prototype dashboard to accomplish the following tasks.

1. Generate the specified metrics as per the metric list.
2. Develop a dashboard in alignment with the stakeholders' provided prototype.
3. Uncover additional insights beyond those outlined in the metric list or the prototype dashboard.

Mock Dashboard



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 %

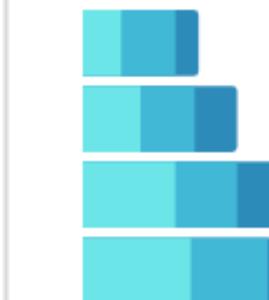
Chg % vs PM

Avg Rating
4.2

Chg % vs PM

Split by City

REVENUE



Occupancy %



Avg Rasting

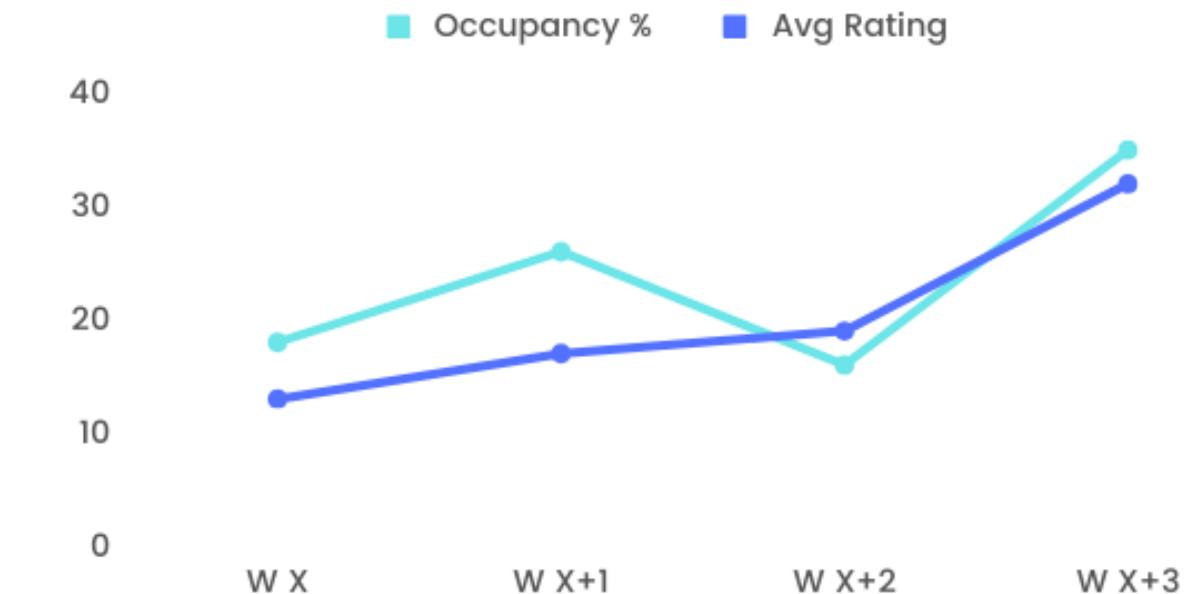


Property by key Metrics

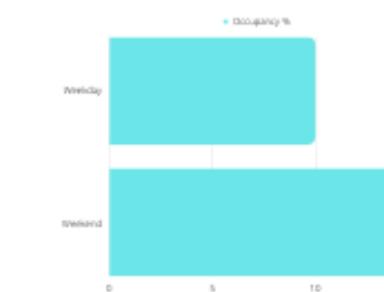
Show Hotels by property_id, city, Revenue, Occupancy %, Avg. Rating %, Cancellation Rate % etc

Chg % vs PM = % of Change vs Previous Month

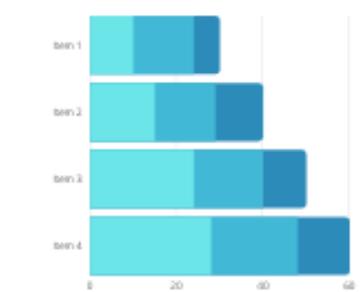
Trend by Weeks



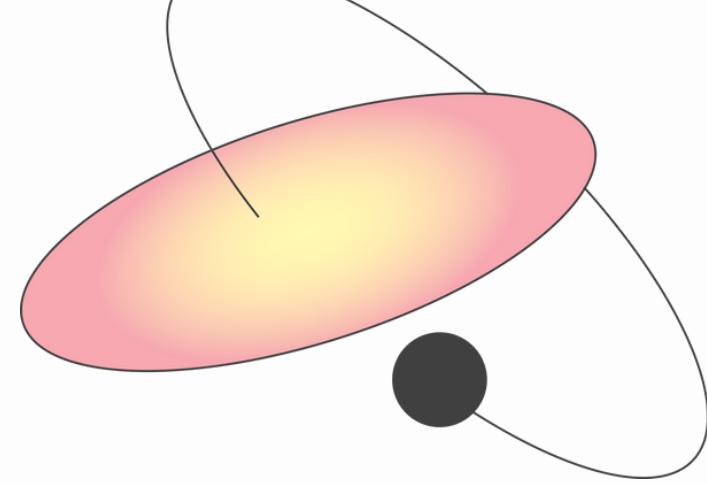
Occupancy by day type



Bookings % by Platform



Important Metrics



ADR(Average daily Rate)

It is the ratio of revenue to the total rooms booked/sold.

It is the measure of the average paid for rooms sold in a given time period

REVPAR(Revenue Per Available Room)

RevPAR represents the revenue generated per available room, whether or not they are occupied. RevPAR helps hotels measure their revenue generating performance to accurately price rooms. RevPAR can help hotels measure themselves against other properties or brands.

DBRN(Daily Booked Room Nights)

This metrics tells on average how many rooms are booked for a day considering a time period

Realisation %

It is nothing but the successful "checked out" percentage over all bookings happened.

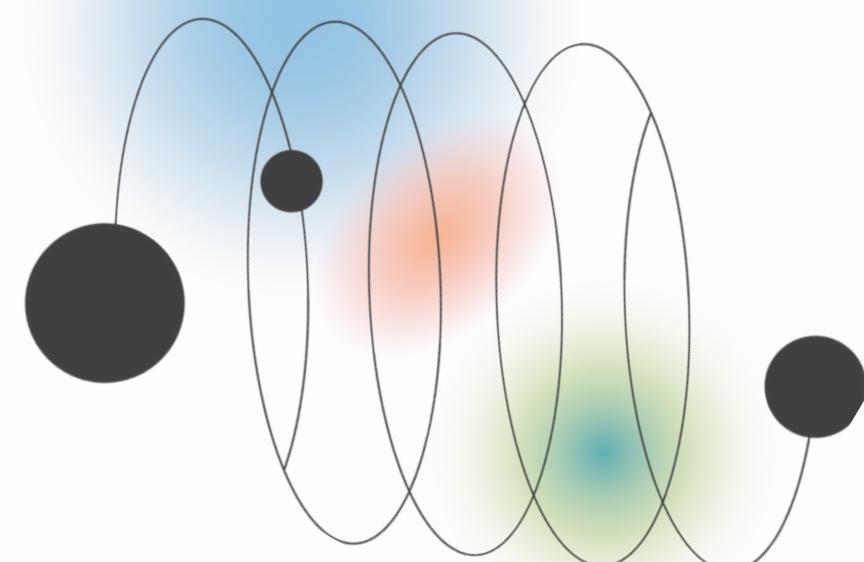
Important Metrics

DSRN(Daily Sellable Room Nights)

This metric tells on average how many rooms are ready to sell for a day considering a time period

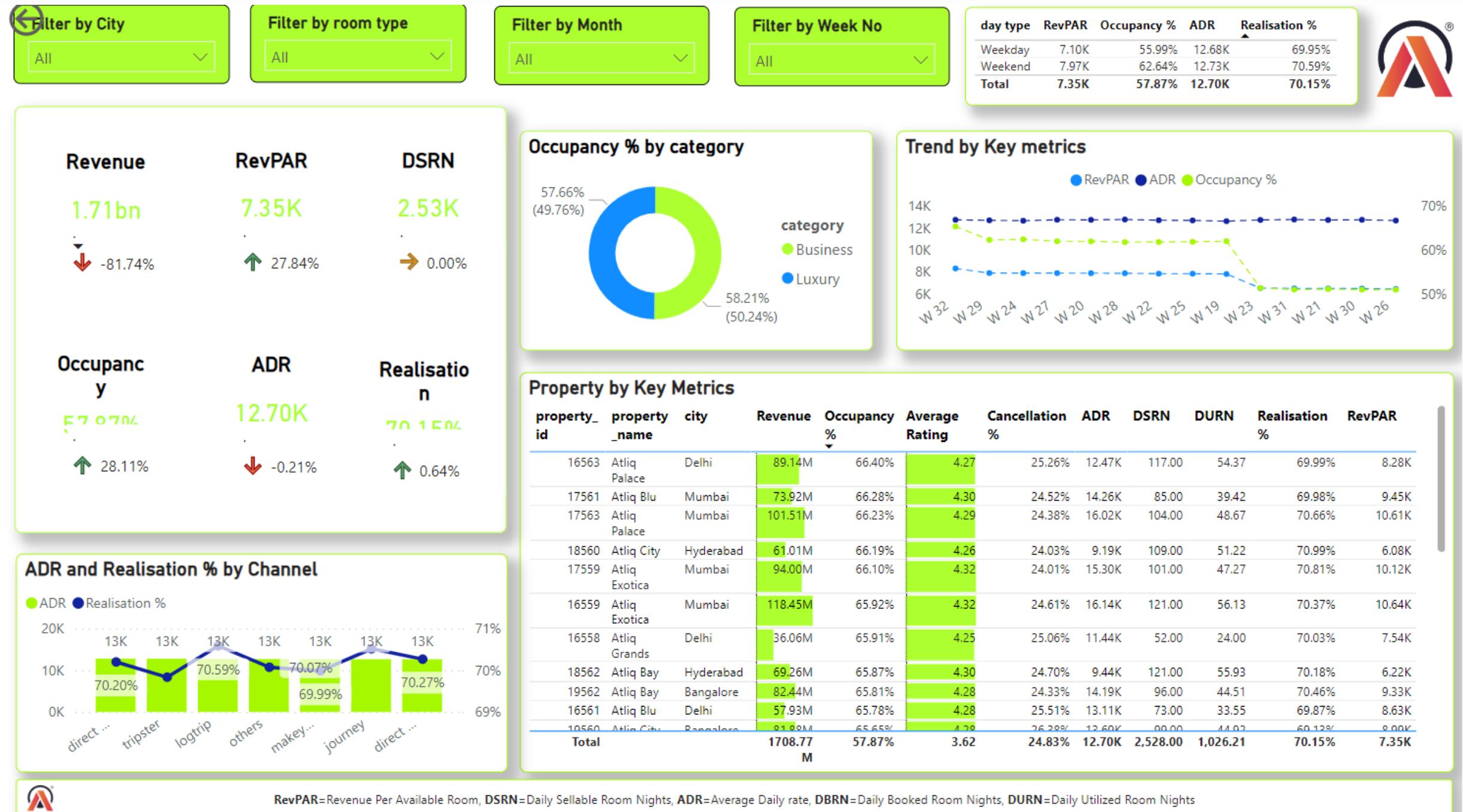
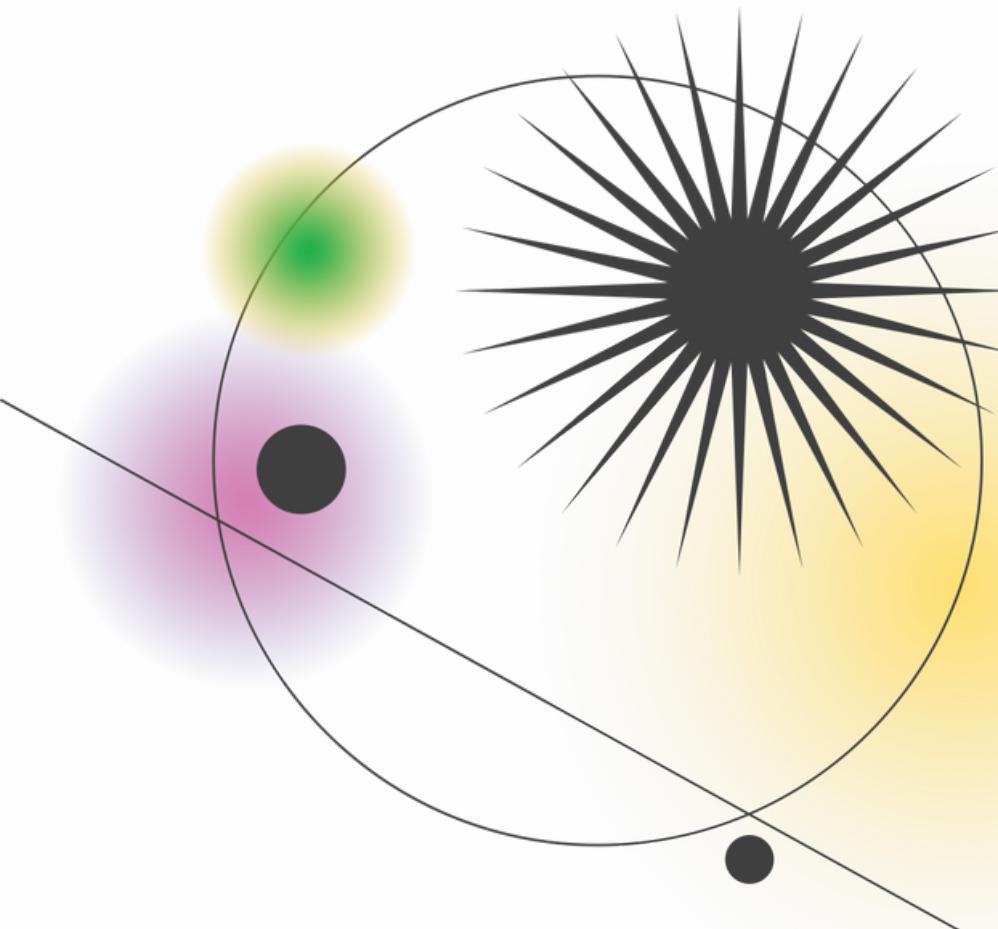
DURN(Daily Utilized Room Nights)

This metric tells on average how many rooms are successfully utilized by customers for a day considering a time period

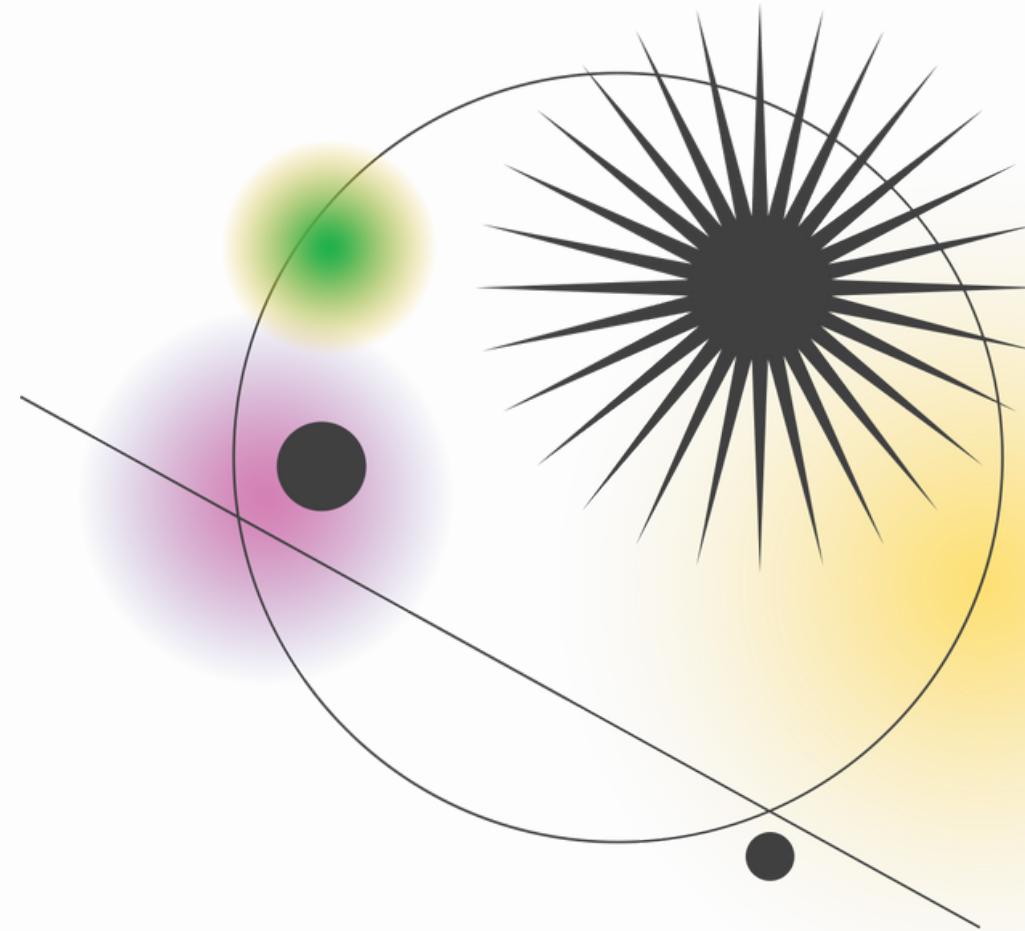


Dashboard

Hospitality Dashboard Link



Conclusion



In this presentation, we've addressed the pivotal challenges faced by AtliQ Grands in their pursuit to reclaim market share and revenue within the luxury/business hotels segment. Leveraging robust data analytics, we've crafted a comprehensive dashboard that delves into key metrics and provides actionable insights. This dashboard is poised to equip AtliQ Grands' stakeholders with a holistic view of their historical data, offering invaluable insights to drive strategic decisions. By harnessing the power of data intelligence, AtliQ Grands is primed to steer its business strategies toward sustainable growth and enhanced competitiveness in the dynamic hospitality industry.



Thank you!