**Analysis , Insights and Possible meaures for Optimization**

* Revenue Leakage according to Booking Platform :-

We observe the highest revenue leakage occurs in platform – makeyourtrip , so possible optimizing strategy would be to change their Terms and Condition policy like reducing the refunding percent for cancellation , Revenue leakage occurs mainly due to high cancellation rate in a platform

* Revenue Leakage according to City:-

We obsserve the highest revenue leakage in Mumbai followed by Bangalore , so possible optimizing strategy can be Localized campaigns, enforce stricter policies, train local ops staff.

* Revenue Leakage according to Month and Day Type:-

We obsserve the highest revenue leakage occurs in June and weekdays show the highest leakage due to high cancellation rates and sudden change of plans result in non showing , so possible optimizing strategy can be applying minimum stay conditions or advance deposit requirements.

* Occupancy Percentage vs ADR:-

High ADR and low occupancy percent shows less booking of rooms but high price or higher revenue per booked room , Atliq Grands have High ADR but fairly low occupancy percent(<60) so to optimize revenue they must either lower the room prices or attract more occupancy/bookings by introducing certain offers . In contrary Atliq city and Atliq Palace have low ADR and fairly high occupancy percent(>60), so an optimizing strategry would be to Increase rates, upsell premium rooms or services.

* Cancellation rate vs ADR vs Month:-

June has the highest cancellation rate and so hotels have optimized it with decreasing their prices of rooms leading to a low ADR and July has the lowest cancellation rate and that’s why hotels have increased their prices of rooms leading to a high ADR. So no further optimization is required here.

* RevPar vs Cancellation Rate:-

Low RevPAR + High Cancellation Rate

Interpretation: Revenue is weak, and even those few bookings aren’t sticking.

Certain Properties face this issue that are:- Atliq City of Bangalore , Atliq Blu of Delhi,Atliq Palace of Hyderabad while Atliq Exotica of Bangalore have High RevPar + High Cancellation rate means we are *booking high-value rooms*, but many are getting cancelled.

Optimizing strategy :- For low RevPar + High Cancellation Rate , Tighten cancellation policies, require prepayment/deposit.

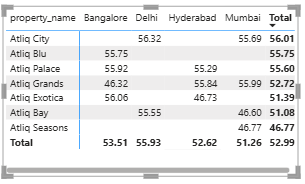
For High RevPar + High Cancellation rate , Improve value proposition, bundle services, or consider room upgrades.

* Total bookings by Booking platform based on room class and season:-

Directly Offline has the least number of bookings specially in Summer Season and presidential rooms are booked the least where as platforms like makeyourtrip and others have high number of bookings in rainy season and Elite rooms are booked in both the scenarios . A optimizing strategy would be to encourage discounts in offline booking and in other paltforms rooms like Presedential rooms are sold the least , so we shall offer specials discounts to attract business owners to book those rooms for meetings and personal stay .

* Underperforming Hotel based on Occupancy percent and City

Here is the Table showing the underperforming property\_name and city

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* Bookings vs Cancellation Rates based on Booking platform



1. High Cancellation Rate Across Platforms

* Every combination shows ~25% cancellation.
* Action: Introduce tiered cancellation policies, prepayment offers, or loyalty rewards to reduce no-shows.

2. RT4 Room Category = Highest Revenue Potential

* ADR average 3k is significantly higher than all others.
* Action: Increase visibility & prioritize inventory allocation to RT4 across top platforms.

3. "Others" Platform Dominates Volume

* Consistently high bookings & revenue.
* Action: Dive deeper into what "Others" includes — consider if consolidating or promoting these channels more directly could improve margins.

4. RT1 Underpriced

* Lowest ADR average of 500 yet among the most booked.
* Action: Consider moderate price hike or bundled services (e.g. breakfast, late checkout) to increase yield.

5. Direct Online = Underperforming

* Same cancellation as OTAs but less volume.
* Action: Improve website UX, add trust signals (reviews, payment options), and promote exclusive discounts.