Atliq Grands

Domain: Hospitality   **Function**: Revenue

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate "Business and Data Intelligence" to regain their market share and revenue. However, they 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 mock-up dashboard to work on the following task. You can download all relevant documents from the download section.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

Home   RevenueAnalysis   City Level Analysis   Insights

Atliq Grands Revenue Analysis

Filters

- [ ] May 2023
- [ ] June 2023
- [ ] July 2023

Filter by Property
All

Filter by Room Type
All

Filter by City
All

Filter by Status
All

Filter by Platform
All

Revenue	RevPar	Realization%
1.69bn	**7,337**	**70.14%**
⬆ 0.00	⬆ 0.00	⬇ 0.00

Occupancy%	ADR	DSRN
57.79%	**12,696**	**2,528**
⬆ 0.00	⬆ 0.00	➡ 0.00

Percentage shows week by week change

Average Rating

3.62

0.00 — 5.00
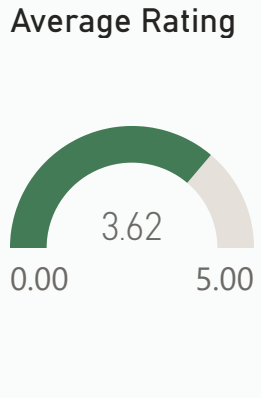
	RevPar	Occupancy %	ADR	Realisation %	Cancellation %
Weekday	7,082.53	55.85%	12,682.41	69.94%	24.98%
Weekend	7,971.63	62.64%	12,725.49	70.59%	24.52%
Total	**7,336.56**	**57.79%**	**12,695.75**	**70.14%**	**24.84%**

ADR, Realisation % and Booking % by platform

● ADR ● Realisation % ● Booking % by platform

13K 13K 13K 13K 13K 13K 13K

70.20% 7 11 70.57% 41 20 6 70.27%
5 69.80% 69.92%

direct o... tripster logtrip others makey... journey direct o...

booking_platform

Key Matrix by weeks

● RevPar ● ADR ● Occupancy % ● Total Bookings ● Total capacity

Total capacity
ADR
Total Bookings
RevPar
Occupancy %

19 20 21 22 23 23 24 25 26 27 27 28 29 30 31
May | June | July

Week number
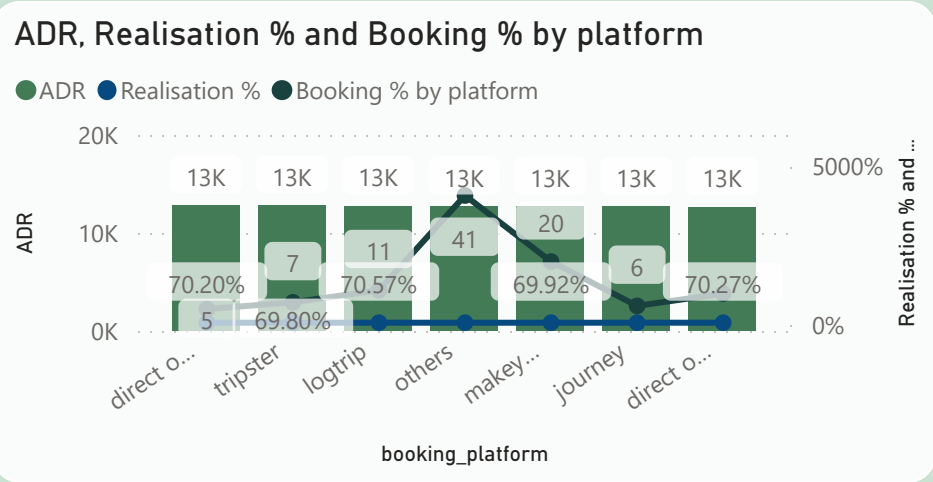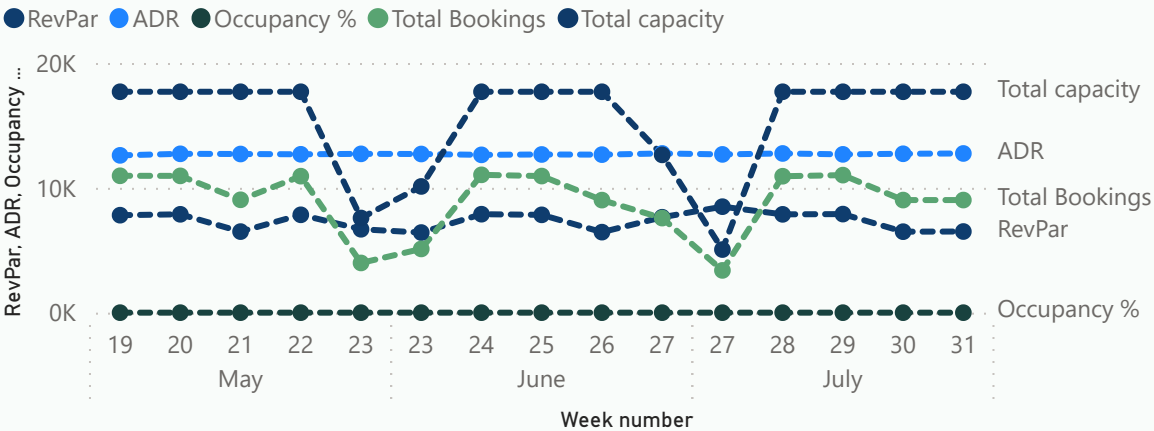
property_id	property_name	city	Revenue	Occupancy %	ADR	Cancellation %	Average R
16560	Atliq City	Delhi	54M	53.61%	11,714	24.03%	
17559	Atliq Exotica	Mumbai	93M	66.09%	15,293	24.04%	
18560	Atliq City	Hyderabad	60M	66.07%	9,185	24.13%	
18561	Atliq Blu	Hyderabad	55M	65.46%	8,676	24.27%	
19562	Atliq Bay	Bangalore	81M	65.66%	14,183	24.29%	
18559	Atliq Exotica	Hyderabad	47M	44.57%	9,111	24.33%	
17563	Atliq Palace	Mumbai	100M	66.13%	16,016	24.38%	
17561	Atliq Blu	Mumbai	73M	66.19%	14,271	24.41%	
19558	Atliq Grands	Bangalore	54M	44.33%	12,468	24.49%	
19559	Atliq Exotica	Bangalore	59M	53.73%	12,751	24.54%	
16559	Atliq Exotica	Mumbai	117M	65.85%	16,141	24.63%	
19561	Atliq Blu	Bangalore	72M	53.25%	12,722	24.64%	
18562	Atliq Bay	Hyderabad	68M	65.81%	9,446	24.68%	
17564	Atliq Seasons	Mumbai	65M	44.57%	16,597	24.81%	
Total			**1688M**	**57.79%**	**12,696**	**24.84%**	

Revenue trend by week

day_type ● Weekday ● Weekend

W 29	W 24	W 27	W 20	W 28	W 22	W 25	W 19	W 23	W 31	W 21	W 30	W 26	W 32

Weekday values: 98M, 98M, 97M, 98M, 96M, 98M, 96M, 98M, 80M, 79M, 79M, 79M, 79M, 21M

Weekend values: 43M, 44M, 43M, 43M, 43M, 43M, 43M, 43M, 36M, 36M, 36M, 36M, 35M

Occupancy % by category

57.66%
(49.7...)

58.21%
(50.2...)
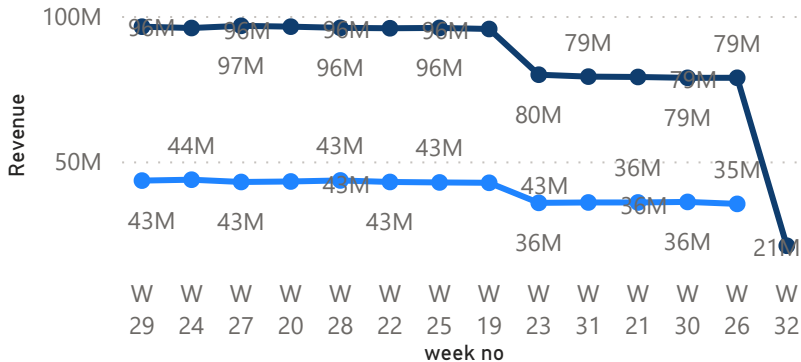
category
- Business
- Luxury
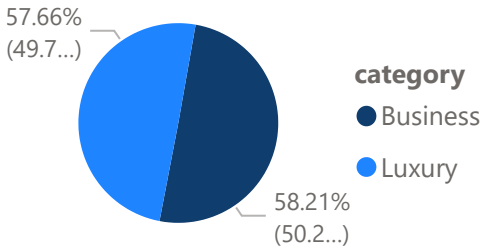
Atliq Grands Revenue Analysis
City Level Analysis

Business	Luxury

Revenue % by City

295M (17.23%)
669M (39.13%)
325M (19.03%)
420M (24.6%)

city
- Mumbai
- Bangalore
- Hyderabad
- Delhi

Revenue

Bangalore	Delhi	Hyderabad	Mumbai
420M	295M	325M	669M
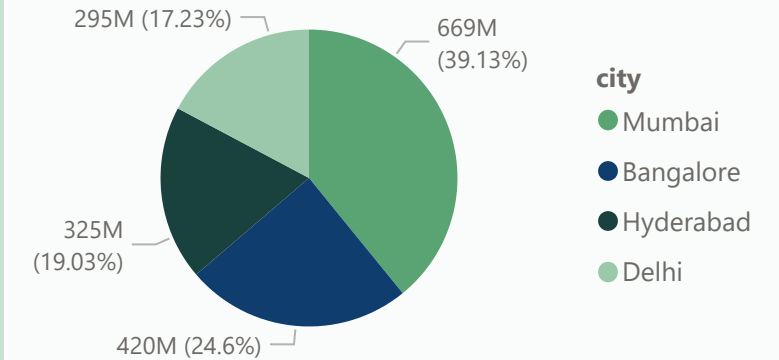
Revenue

city ● Bangalore ● Delhi ● Hyderabad ● Mumbai

May   June   July
Month
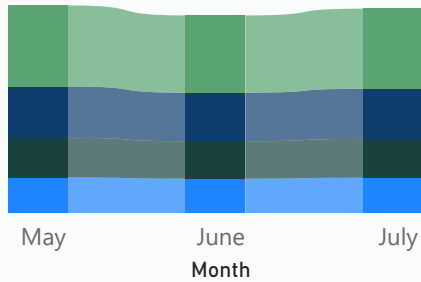
Occupancy %

city ● Bangalore ● Delhi ● Hyderabad ● Mumbai

May   June   July
Month
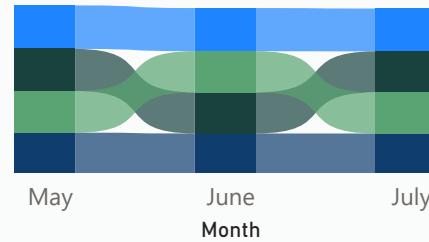
Cancelation %

city ● Bangalore ● Delhi ● Hyderabad ● Mumbai

May   June   July
Month
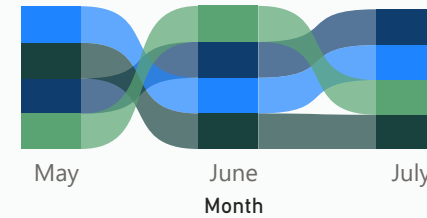
Occupancy by ADR, Month and city

city ● Bangalore ● Delhi ● Hyderabad ● Mumbai

15K
10K
55%   60%
Occupancy %
ADR
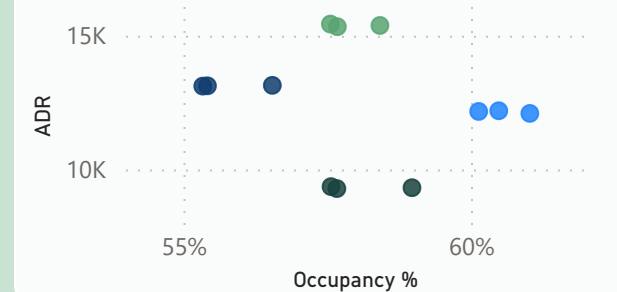
Revenue, Occupancy % and Cancellation % by room type

● Revenue ● Occupancy % ● Cancellation %
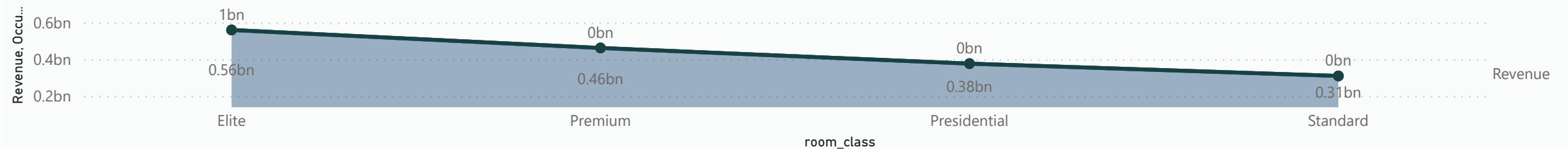
	Elite	Premium	Presidential	Standard
Revenue	1bn	0bn	0bn	0bn
	0.56bn	0.46bn	0.38bn	0.31bn

0.6bn
0.4bn
0.2bn
Revenue, Occu...

room_class

Revenue

Home	RevenueAnalysis	City Level Analysis	Insights

Atliq Grands

- The revenue generated by Atliq Exotica, Mumbai (around 117M) is the highest. This property is also having a pretty decent rating. This shows that the service provided by them is excellent making the occupancy percentage higher compared to others.
- The revenue generated by Atliq Grands, Delhi is the lowest (36M) despite the high rating. This shows that the hotel provides excellent services but revenue is impacted. So the identification of constraints that hinder the revenue growth by discussions can benefit the property. The same applies to Atliq Blue as well
- There are a few hotels with low rating and low revenue. They are: Atliq Bay, Atliq Season(Mumbai), Atliq Palace, Atliq Grands, Atliq Exotica(Hyderabad), Atliq City, Atliq Bay(Delhi), Atliq Grands(Bangalore). Need to identify the root causes for them considering customer reviews and discussions with management so that the performances can be improved to treat the low revenue
- The ADR and RevPar do not seem to have major differences over weekend/weekdays but occupancies are more during weekends and in the mont of May. Introducing dynamic pricing strategy based on season or day type for ADR can benefit the revenue.
- The realization percentage from bookings through all platforms are more or less same, so the direct booking - online/offline can try to provide discounts while checking out so that more customers prefer booking directly.
- Also most bookings come through 'other', may be unknown, could be researched to find out more about this.
- All properties face cancellation of nearly 25% of their bookings.
- Mumbai city has the most number of properties, so naturally 40% of the total revenue comes from Mumbai City.
- Elite room type is the most preferred room with maximum revenue and occupation