Atliq Grands Hotel

Hospitality Revenue Domain Insights

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CODE BASICS

SQL Project Challenge

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Background/Context

Our Company

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.

Background

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.

Problem

There are number of problems identified by Revenue teams for which the company needs insights.

Approach

Run a SQL query to answer the problems. Convert it into visualizations and present the Insights to the revenue management.

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AtLiQ Hotels Product Line

Bangalore

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace

Mumbai

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace
- Atliq Seasons

Hyderabad

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace

Delhi

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Grands
- Atliq Palace

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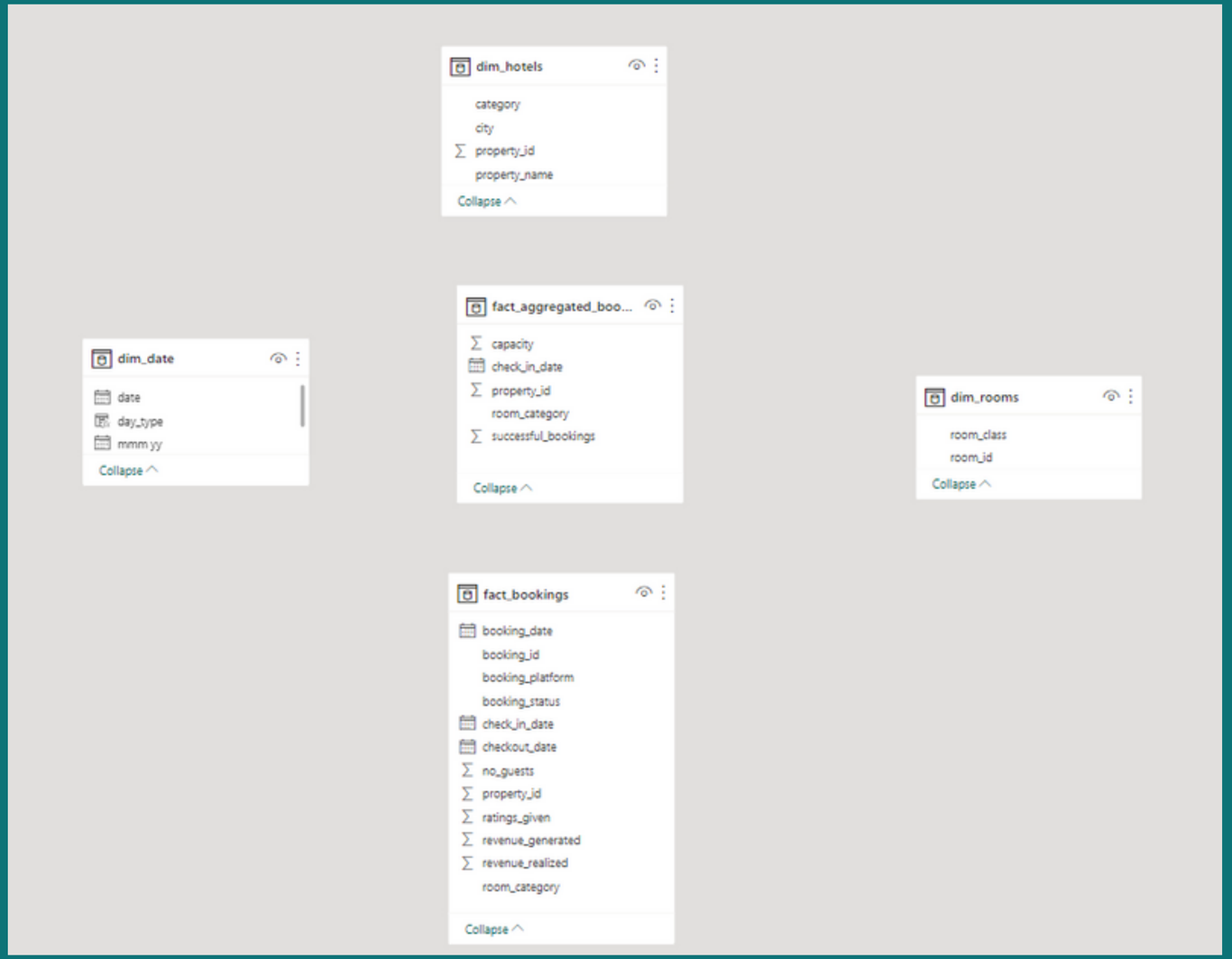
Getting familiar with the input data

We are provided 3 moths booking details data of all the atliq hotels. along with different other tables like Dim_date ,Dim_hotels Dim_rooms etc



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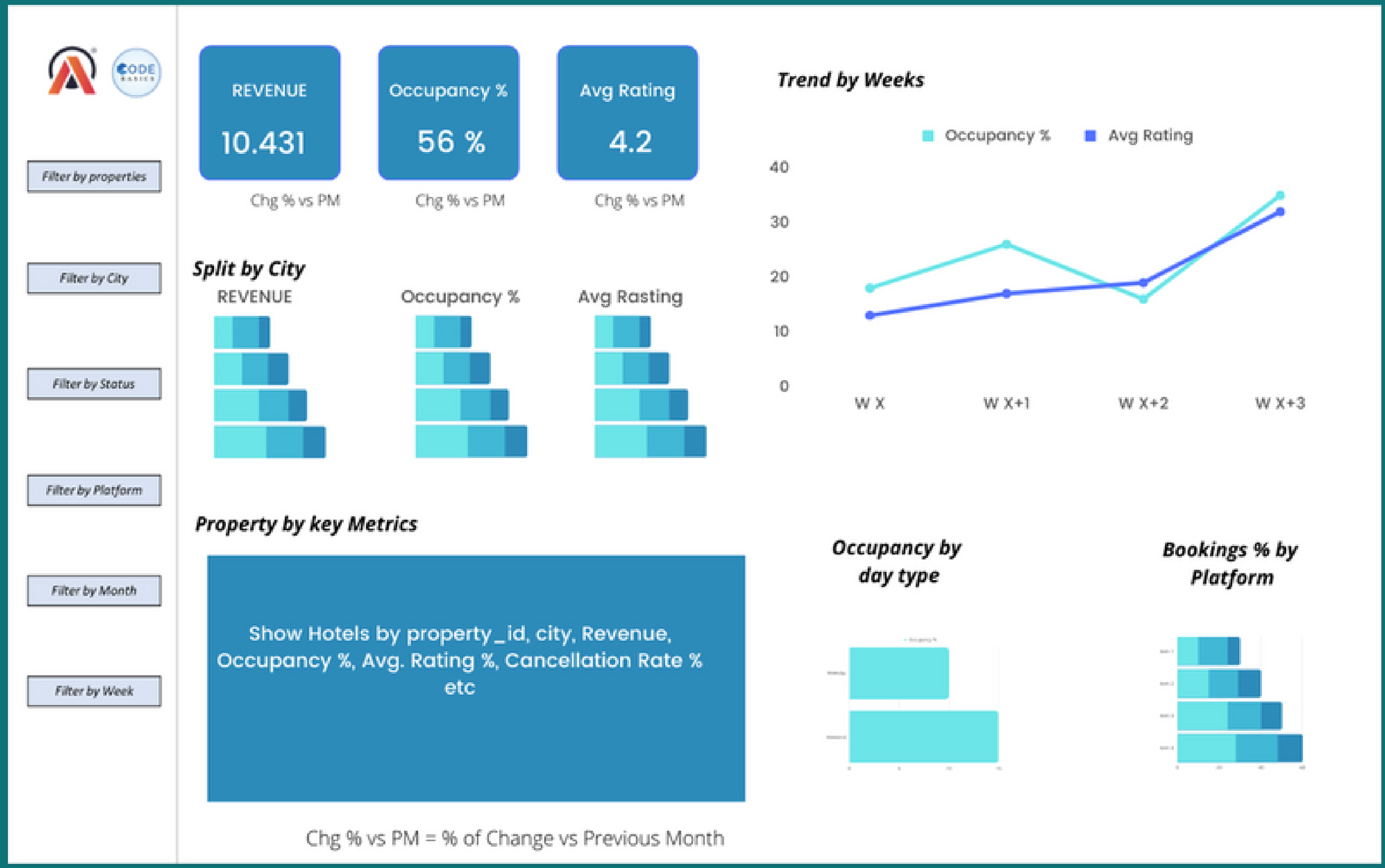
Mockup Dashboard Design



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Business Jargons

RevPar (Revenue Per Available Room) Metrics:

- Calculated as Total Revenue / Total Rooms Available to sell
- Another formula is ADR x Occupancy
- Occupancy is calculated as Total Rooms Occupied / Total Rooms Available

ADR (Average Daily Rate) Metrics:

- Calculated as Total Rooms Revenue / Number of Rooms Sold
- If Occupancy is 100%, ADR and RevPar will be equal

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Business Jargons

DSRN (Daily Sellable Room Night) Metrics:

- Total Available Rooms in the hospitality industry are referred to as SRN or DSRN
- DSRN helps to look at specific issues, room blocking, or maintenance problems
- For example, a 100-room hotel with 30 days in June would have 100 rooms to sell each day and 3,000 rooms to sell for the entire month (30 * 100).
- DSRN would be calculated as 3,000 / 30 = 100

Realization Metrics:

- URN (Utilized Room Nights) - Example: 50 rooms of 100 were booked and stayed on Sunday
- BRN (Booked Room Nights) - Example: 60 customers made bookings and 50 stayed, 10 cancelled or were no-shows.
- Realization is calculated as URN / BRN and helps understand the actual Revenue realized from bookings.

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Expected outcome after this analysis?

- Regain their market share in the luxury/business hotels category.
- Understanding the revenue trend by week/month/day
- To get insights where business is failing and what can be done to tackle them

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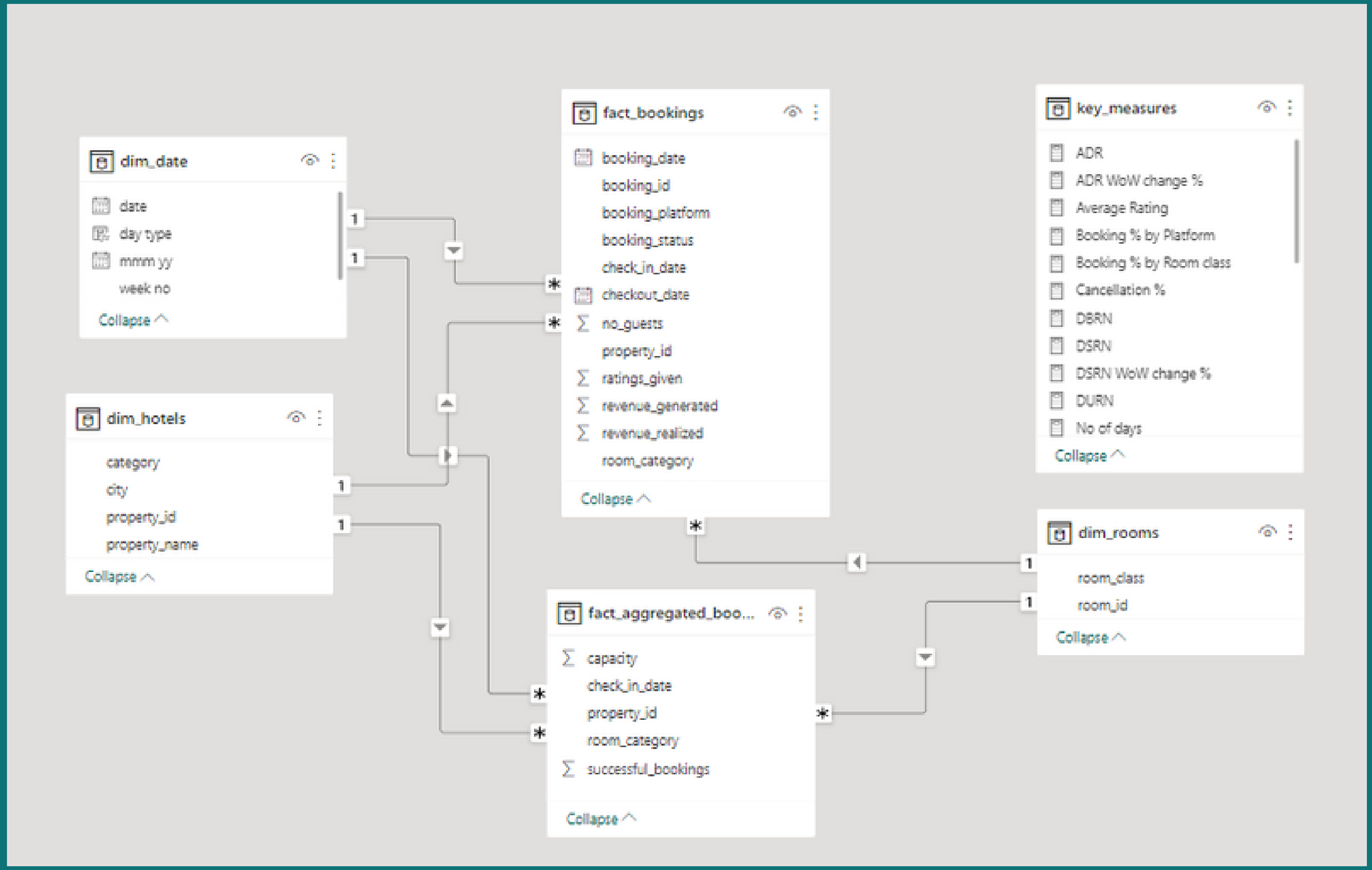
Data Modeling



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Dashboard Design

Day Type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	7,972	62.6%	12,725	70.6%
Weekday	7,083	55.8%	12,682	69.9%
Total	**7,337**	**57.8%**	**12,696**	**70.1%**

property_id	property_name	city	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
19558	Atliq Grands	Bangalore	54M	4316	5,527	44.3%	12,468	107	47	33	70.1%	24.5%	2.37
17564	Atliq Seasons	Mumbai	65M	3934	7,397	44.6%	16,597	97	43	31	70.6%	24.8%	2.30
18559	Atliq Exotica	Hyderabad	47M	5192	4,061	44.6%	9,111	128	57	40	70.6%	24.3%	2.33
17562	Atliq Bay	Mumbai	51M	3388	6,803	44.9%	15,167	83	37	26	69.6%	25.4%	2.37
18563	Atliq Palace	Hyderabad	44M	4669	5,014	52.9%	9,480	97	51	36	69.6%	26.0%	3.07
17560	Atliq City	Mumbai	87M	5940	7,763	53.1%	14,629	123	65	45	69.5%	25.1%	3.04
19561	Atliq Blu	Bangalore	72M	5669	6,774	53.2%	12,722	117	62	43	69.8%	24.6%	3.08
Total			**1688M**	**132939**	**7,337**	**57.8%**	**12,696**	**2528**	**1461**	**1025**	**70.1%**	**24.8%**	**3.62**

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Insights

- Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi.
- AtliQ Exotica performs better compared to all 7 type of properties with 320 Million revenue, rating 3.62, occupancy percentage 57 and cancellation rate as 24.4%.
- AtliQ Bay has the highest occupancy of 66%
- Week 24 recorded the highest revenue among all, which is 139.6 Million.

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Insights

- Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai, Bangalore
- AtliQ lost around 298 millions in cancellation
- Elite type rooms has the most booking and as well higher cancellation rate

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THANK YOU