AtliQ Hospitality Analysis

Problem Statement

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" in order 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 insights from their historical data.

Task List
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.

AtliQ Hospitality Dashboard

Revenue

₹ 294.5M

Occupancy %

60.5%

Average Rating

3.78

Filters

Filter By City
Delhi

Filter By Property
All

Filter By Category
All

Filter By Platform
All
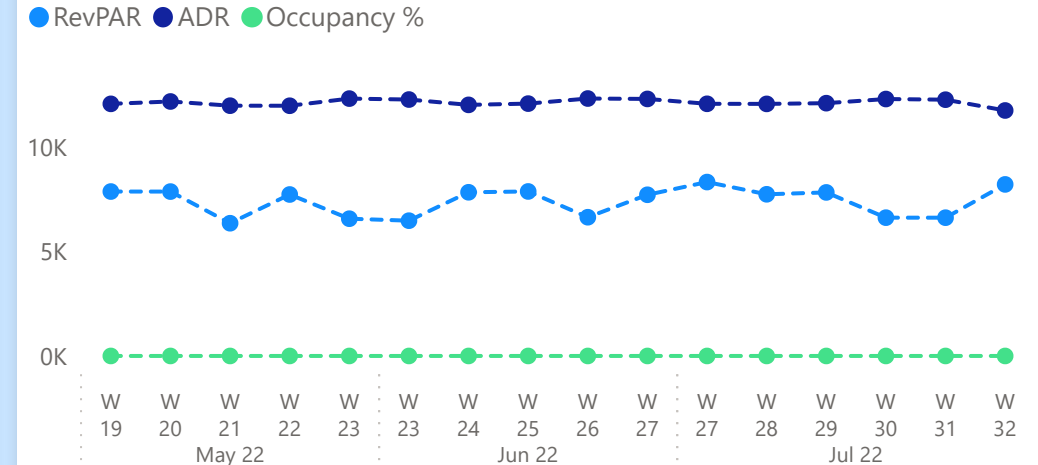
Filter By Room Type
All

Filter By Months
All

Filter By Week
All

Revenue by property_name and property_name

Property	Revenue
Atliq Palace	₹ 89M
Atliq Blu	₹ 58M
Atliq Bay	₹ 56M
Atliq City	₹ 55M
Atliq Grands	₹ 36M
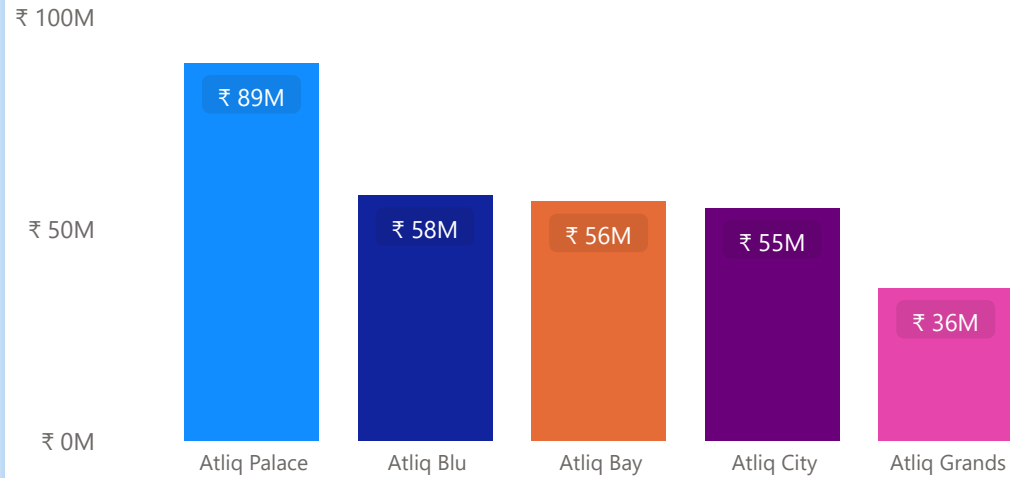
Trends By Key Metrics

● RevPAR ● ADR ● Occupancy %

W 19, W 20, W 21, W 22, W 23 — May 22
W 23, W 24, W 25, W 26, W 27 — Jun 22
W 27, W 28, W 29, W 30, W 31, W 32 — Jul 22

Revenue by City

Delhi — ₹ 0.29bn

Occupancy% by City

Delhi — 60.55%

% Revenue by room class
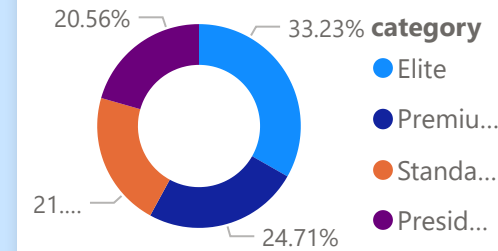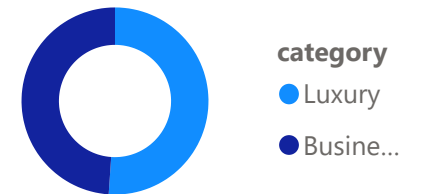
20.56% 33.23% **category**
● Elite
● Premiu...
● Standa...
● Presid...

21.... 24.71%

% Revenue by category

category
● Luxury
● Busine...
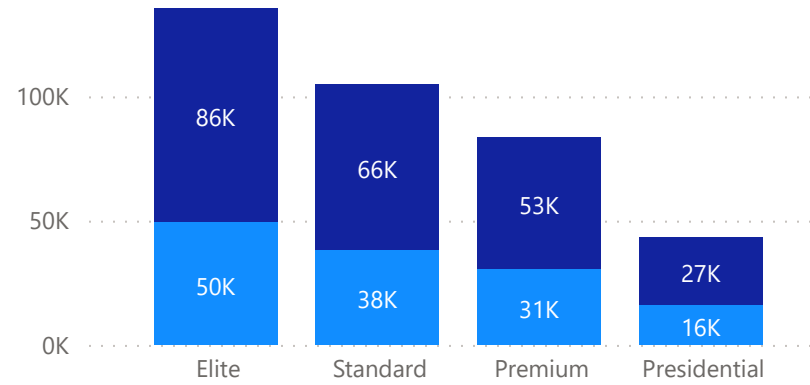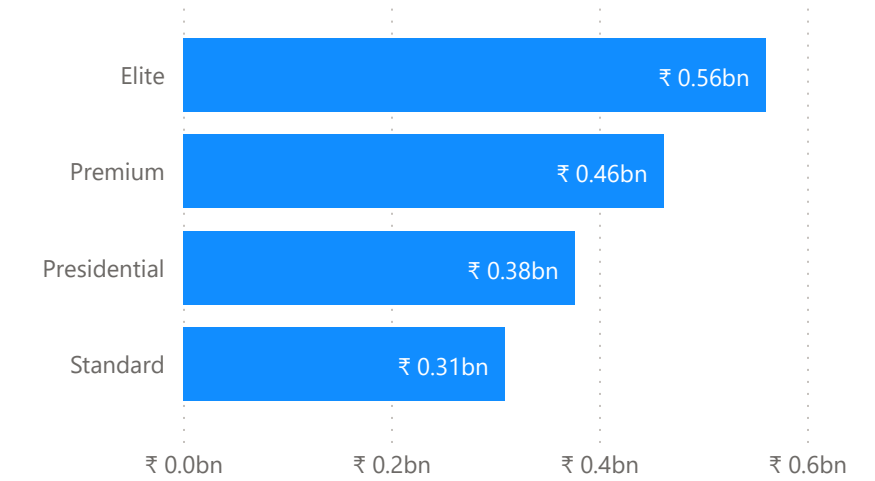
Total Successful Bookings and Total Capacity by room_class

● Total Successful Bookings ● Total Capacity

room_class	Total Capacity	Total Successful Bookings
Elite	86K	50K
Standard	66K	38K
Premium	53K	31K
Presidential	27K	16K

Revenue by room_class

room_class	Revenue
Elite	₹ 0.56bn
Premium	₹ 0.46bn
Presidential	₹ 0.38bn
Standard	₹ 0.31bn

Filters

Filter By City — All
Filter By Property — All
Filter By Category — All
Filter By Platform — All
Filter By Room Type — All
Filter By Months — All
Filter By Week — All

₹ 0.46bn

Booking% by Room class by room_class

36.78% Elite
28.57% Standard
22.71% Premium
11.94% Presidential

room_class
● Elite
● Standard
● Premium
● Presidential
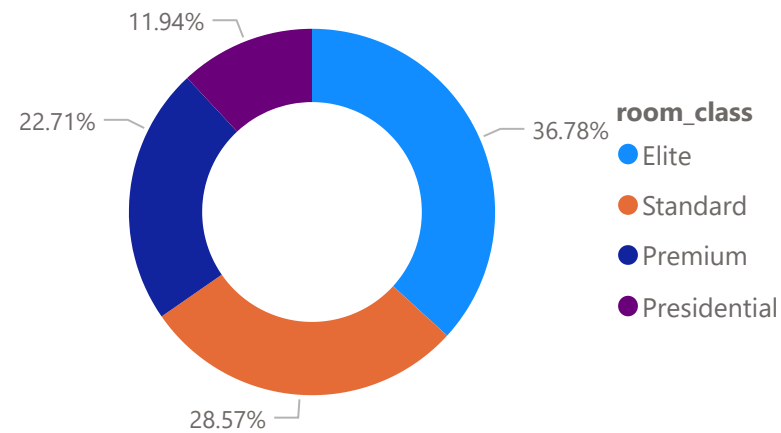
Revenue by booking_platform

others, makeyourtrip, logtrip, direct online, tripster, journey, direct offline
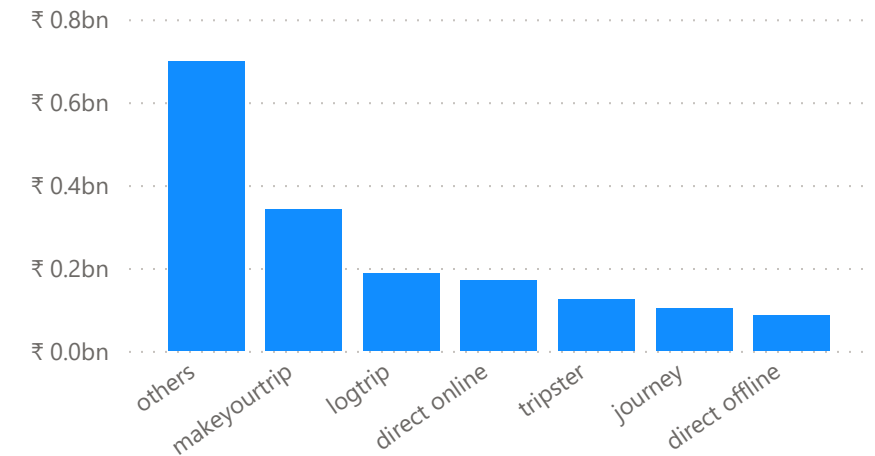
AtliQ Hospitality Dashboard

	ADR	RevPar	Realisation %
	12.7K	7.3K	70.1%

Property By Key Metrics

property_id	property_name	city	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
16563	Atliq Palace	Delhi	₹ 88M	8,269	66.25%	12,480	117	78	54	70.02%	25.19%	4.27
17561	Atliq Blu	Mumbai	₹ 73M	9,447	66.19%	14,271	85	56	39	70.14%	24.41%	4.30
17563	Atliq Palace	Mumbai	₹ 100M	10,592	66.13%	16,016	104	69	49	70.67%	24.38%	4.29
17559	Atliq Exotica	Mumbai	₹ 93M	10,107	66.09%	15,293	101	67	47	70.81%	24.04%	4.32
18560	Atliq City	Hyderabad	₹ 60M	6,068	66.07%	9,185	109	72	51	70.91%	24.13%	4.26
16559	Atliq Exotica	Mumbai	₹ 117M	10,629	65.85%	16,141	121	80	56	70.39%	24.63%	4.32
16558	Atliq Grands	Delhi	₹ 36M	7,525	65.81%	11,436	52	34	24	70.01%	25.08%	4.25
18562	Atliq Bay	Hyderabad	₹ 68M	6,216	65.81%	9,446	121	80	56	70.20%	24.68%	4.31
16561	Atliq Blu	Delhi	₹ 57M	8,612	65.66%	13,115	73	48	33	69.85%	25.56%	4.28
19562	Atliq Bay	Bangalore	₹ 81M	9,312	65.66%	14,183	96	63	44	70.47%	24.29%	4.28
19560	Atliq City	Bangalore	₹ 81M	8,965	65.53%	13,680	99	65	45	69.00%	26.46%	4.28
18561	Atliq Blu	Hyderabad	₹ 55M	5,679	65.46%	8,676	107	70	49	70.36%	24.27%	4.25
19559	Atliq Exotica	Bangalore	₹ 59M	6,851	53.73%	12,751	95	51	36	70.76%	24.54%	3.04
16560	Atliq City	Delhi	₹ 54M	6,281	53.61%	11,714	95	51	36	71.20%	24.03%	3.01
17558	Atliq Grands	Mumbai	₹ 74M	7,953	53.60%	14,839	102	55	38	69.91%	25.67%	3.05
Total			**₹ 1,688M**	**7,337**	**57.79%**	**12,696**	**2,528**	**1,461**	**1,025**	**70.14%**	**24.84%**	**3.62**

Filter By City — All
Filter By Property — All
Filter By Category — All
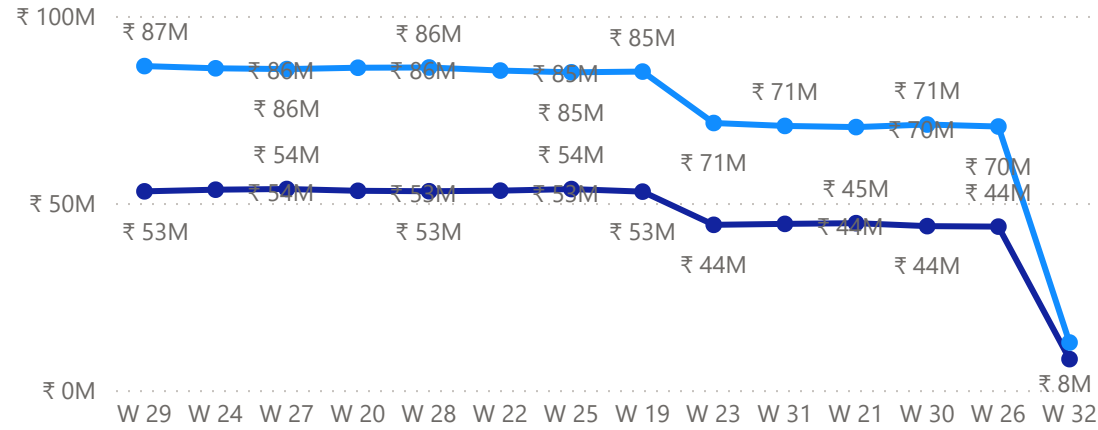Filter By Platform — All
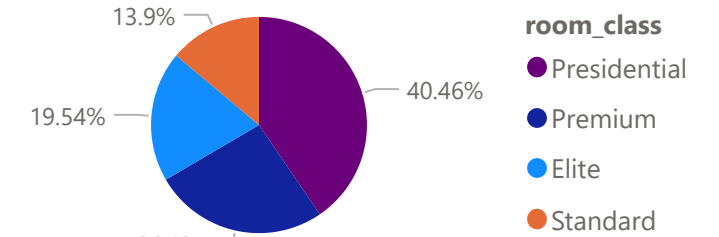Filter By Room Type — All
Filter By Months — All
Filter By Week — All

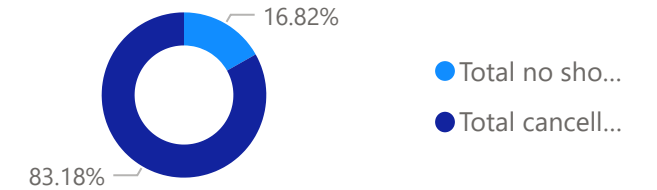**RevPAR** - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Average Daily Rate | **DBRN** - Daily Booked Room Nights | **DURN** - Daily Utilized Room Nights

Revenue by week no and category

category ●Business ●Luxury

₹ 100M
₹ 87M   ₹ 86M   ₹ 85M
₹ 86M   ₹ 85M   ₹ 71M   ₹ 71M
₹ 50M   ₹ 54M   ₹ 54M
₹ 53M   ₹ 71M   ₹ 45M   ₹ 70M
₹ 53M   ₹ 53M   ₹ 53M   ₹ 44M   ₹ 44M   ₹ 44M
₹ 0M   ₹ 8M

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

ADR By Room class

13.9%
19.54%
26.1%
40.46%

room_class
● Presidential
● Premium
● Elite
● Standard

Total no show bookings Vs Total cancelled bookings

16.82%
83.18%

● Total no sho...
● Total cancell...

Realisation % and ADR by booking_platform

●Realisation % ●ADR

ADR
12,800
12,700
12,600

50%
0%

12710 12649 12634 12791 12700 12671 12780

logtrip journey direct online direct offline others makeyourtrip tripster

Key Metrics By Day type

day_type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	7,971.63	62.64%	12,725.49	70.59%
Weekday	7,101.15	55.99%	12,683.18	69.95%
Total	**7,347.15**	**57.87%**	**12,696.12**	**70.15%**

Filter By City All

Filter By Property All

Filter By Category All

Filter By Platform All
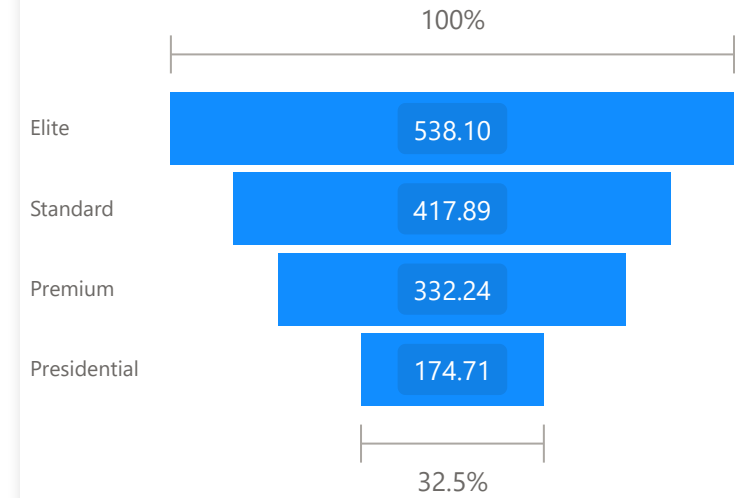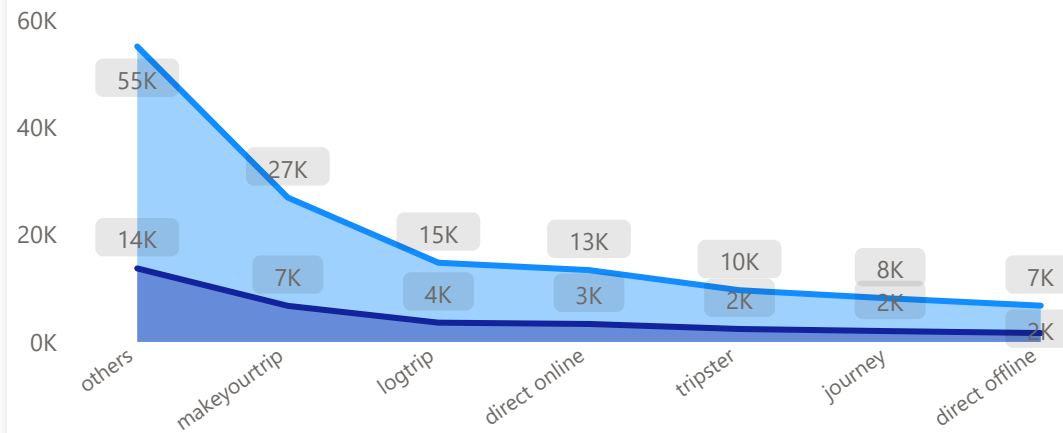
Filter By Room Type All

Filter By Months All

Filter By Week All

Key Insights

- **Mumbai generates the highest revenue (669) compared to Bangalore, Hyderabad. Whereas Delhi provides the least revenue.**
- **AtliQ Exotica shows an outstanding performance in terms of revenue compared to other properties.**
- **AtliQ palace in Delhi has the highest occupancy of 66.25%.**
- **Elite Class has maximum booking, revenue and highest capacity.**
- **Week 24 records the highest revenue in business and luxury category.**
- **Mumbai has the highest booking**
- **Average rating is overall low for all the hotels.**
- **Customer feedback is necessary for low rating.**
- **AtliQ seasons has lowest rating least booking**
- **Booking platform "others" generates highest revenue and has highest cancellation rate.**
- **Weekend generates more revenue and occupancy compared to weekday**