

AtliQ Hospitality Analysis



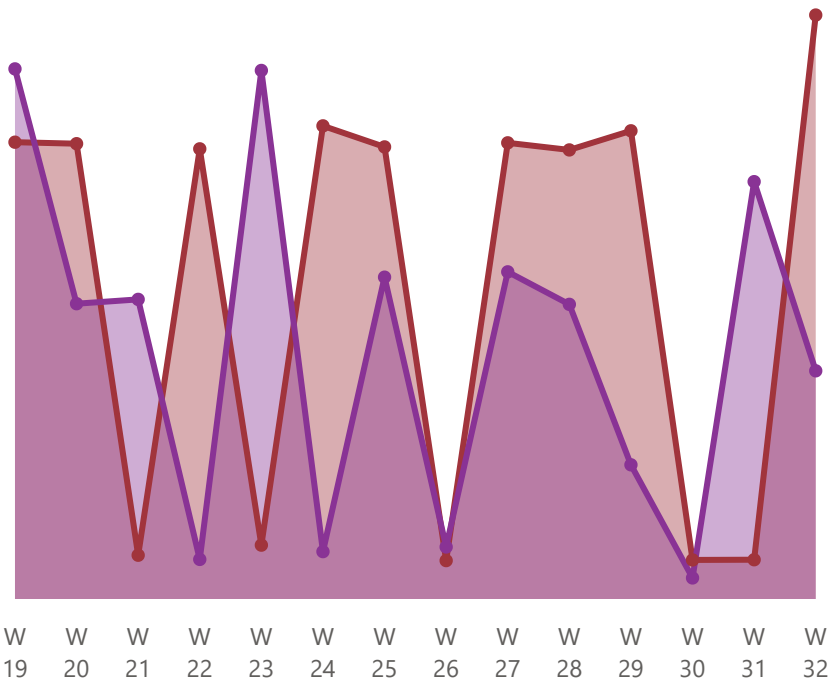
Revenue
1,708.77M✓
PM: 1135.86M (+50.44%)

Occupancy %
58%!
PM: 58.08% (-0.36%)

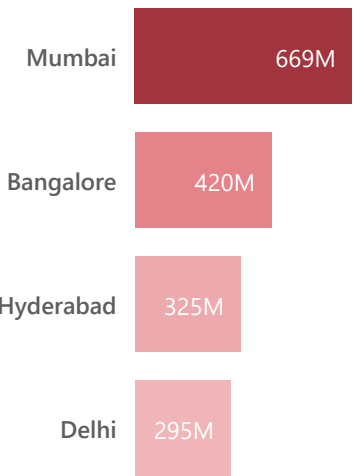
Avg Ratings
3.62!
PM: 3.62 (-0.05%)

Weekly Trend

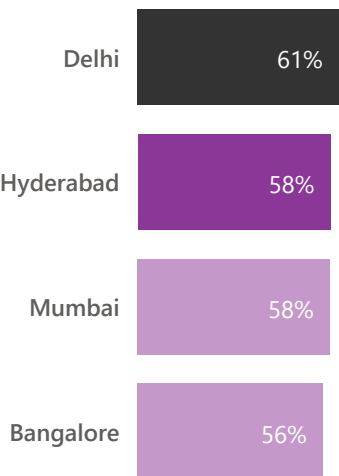
● Occupancy % ● Average Ratings



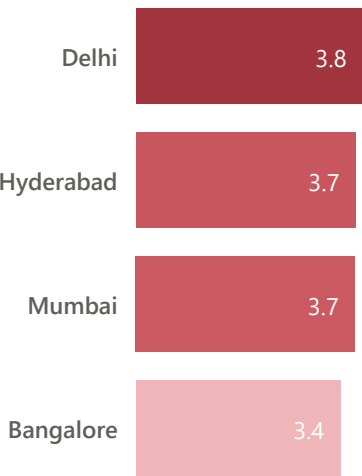
Revenue by City



Occupancy % by City



Avg. Ratings by City



May June July

Proerproperties

All

City

All

Status

All

Platform

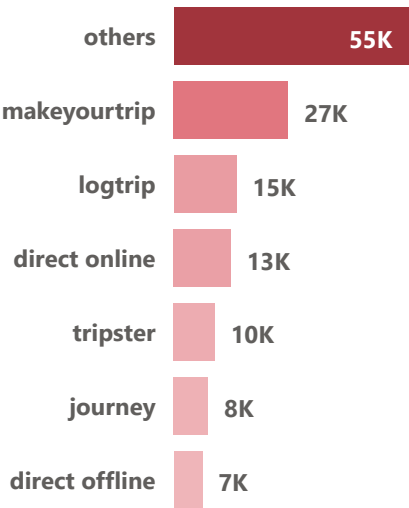
All

Week

All

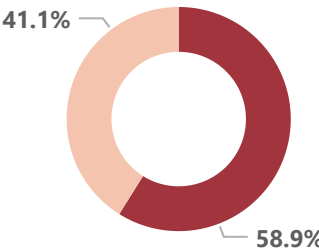
Property Name	Total Revenue	Avg Ratings	Occupancy %	Cancellation Rate %	Total Capacity	Total Bookings	Cancelled Bookings
Atliq Bay	260M	3.71	58%	24.8%	36616	21389	5314
Atliq Blu	261M	3.96	62%	24.7%	35144	21795	5373
Atliq City	286M	3.69	60%	24.9%	39192	23323	5811
Atliq Exotica	320M	3.62	57%	24.4%	40940	23441	5713
Atliq Grands	212M	3.10	53%	25.1%	32384	17035	4273
Atliq Palace	304M	3.75	60%	25.2%	39376	23625	5949
Atliq Seasons	66M	2.29	45%	24.8%	8924	3982	987
Total	1,709M	3.62	58%	24.8%	232576	134590	33420

Bookings by Platform



Occupancy by day type

● weekend ● weekday



Revenue Contributors



May June July

Proerproperties

All

City

All

Status

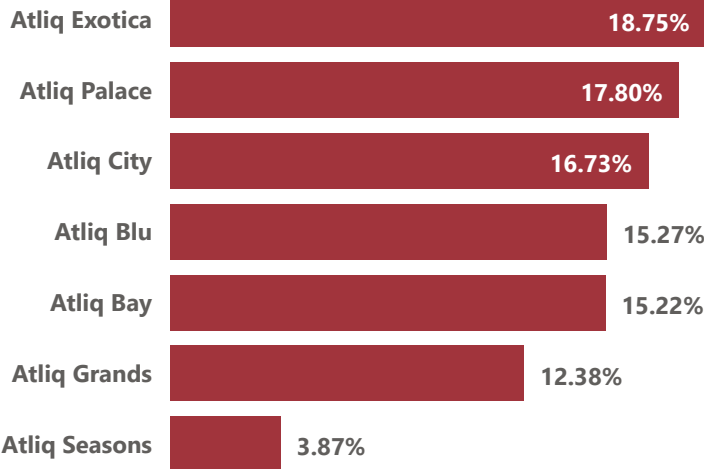
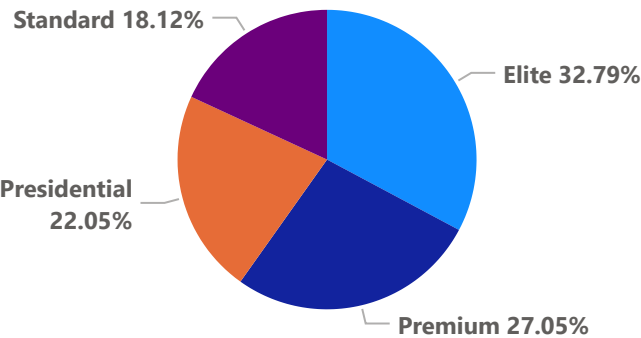
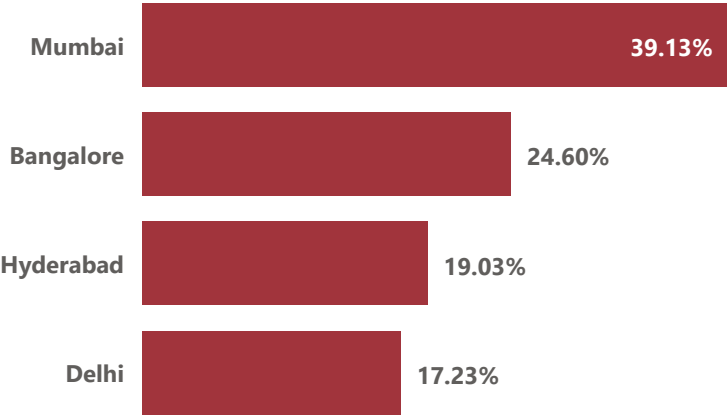
All

Platform

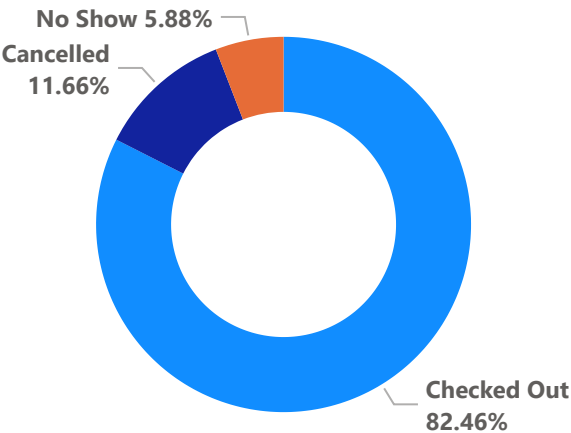
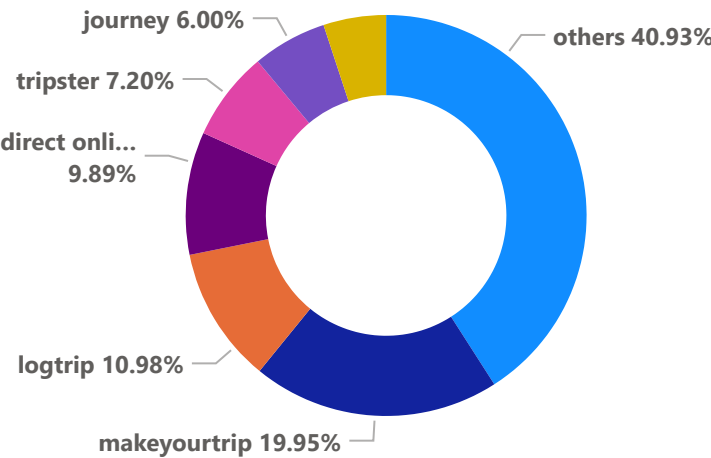
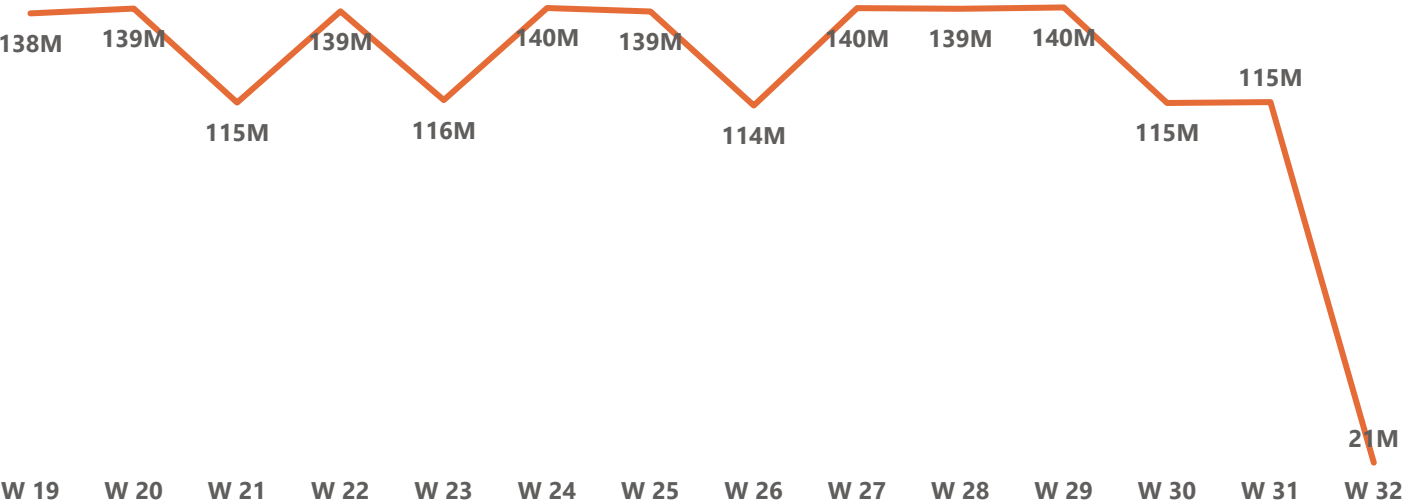
All

Week

All



Weekly Trend



Booking Analysis



May June July

Proerproperties

All

City

All

Status

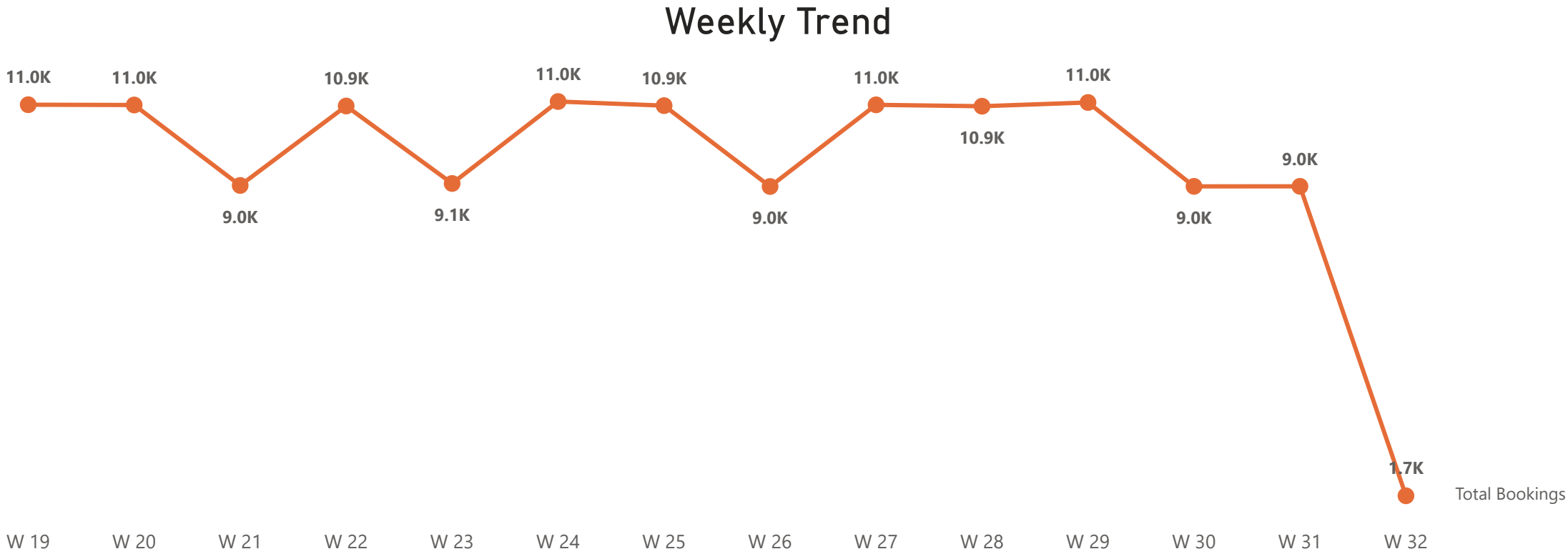
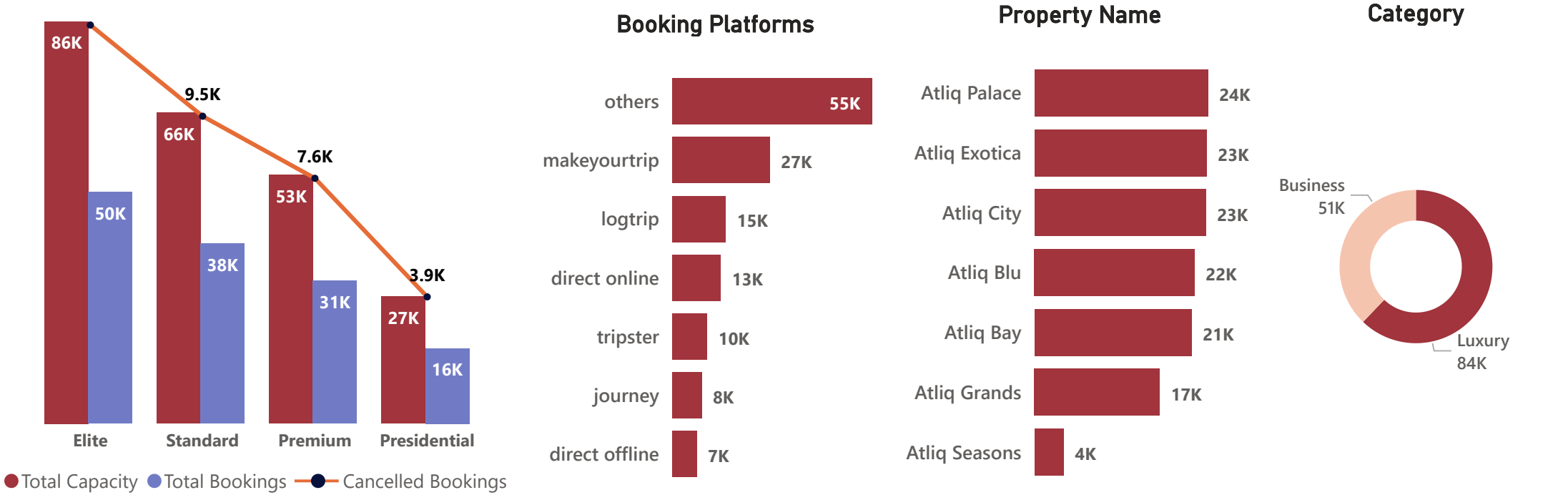
All

Platform

All

Week

All



Insights and Key Findings

- ◎ Total bookings in first and last week of all months has been dropped. Therefore, total revenue has been dropped as well. AtliQ Grands marketing team should design some offers to cope up with drops.
- ◎ Ratings are around 3.62 which is consistent irrespective of different cities and properties. As ratings depict satisfaction of customer towards customer service and experience at AtliQ Grand's hotels.
- ◎ Major Revenue around 40% is coming from undetermined sources which should be identified for better marketing.
- ◎ AtliQ Seasons has least contribution (3.87%) in revenue, lowest ratings (around 2.29) and lowest occupancy rate (45%) among all properties.
- ◎ Mumbai generates the highest revenue of 669 million followed by Bangalore, Hyderabad and Delhi.
- ◎ AtliQ Blu has the highest average occupancy rate of 62%