

# Introduction

## AtliQ Hospitality Analysis

Leveraging Data Insights for Strategic Improvement at AtliQ Group of Hotels

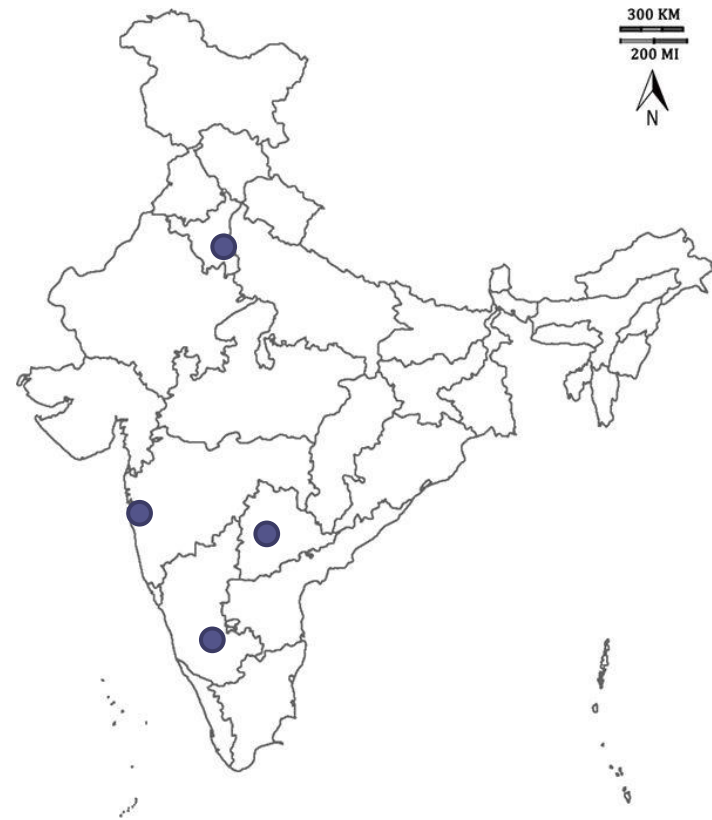


## **Addressing Challenges with Data Solutions**

- AtliQ Grands: 20-year legacy in hospitality
- Facing market share and revenue loss in luxury/business hotels
- Strategy: Integrate "Business and Data Intelligence" solutions
- Lack of in-house data team
- Solution: Engage third-party provider for historical data insights

## LOCATIONS:

- Hyderabad
- Bangalore
- Delhi
- Mumbai



## **Content:**

**dim\_date:** Contains information about dates (calendar dates, days of the week, months, years).

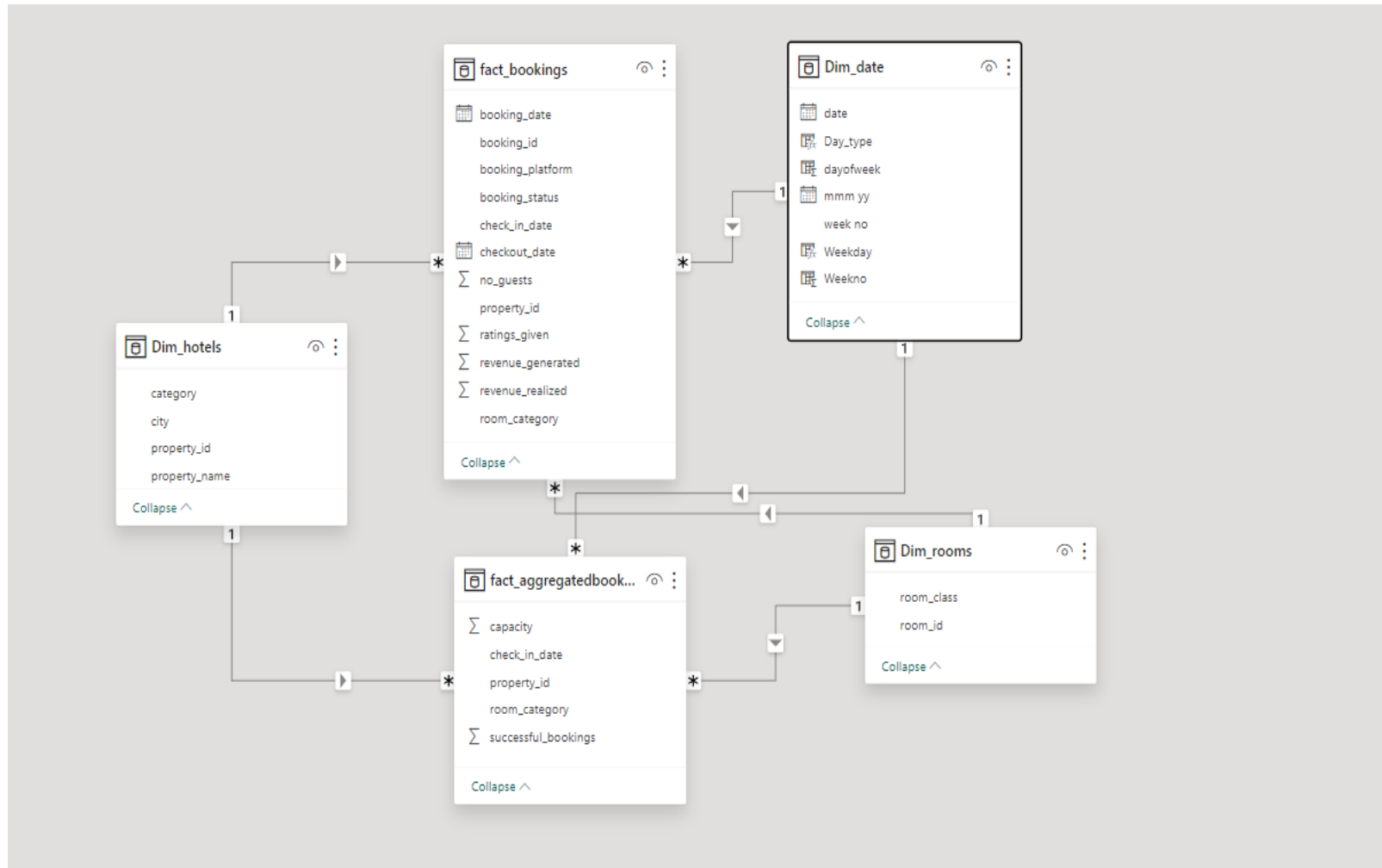
**dim\_hotels:** Provides details about AtliQ Group hotels (hotel name, location, rating, amenities).

**dim\_rooms:** Contains information about different room types available at AtliQ Group hotels.

**fact\_aggregated\_bookings:** Contains aggregated data related to hotel bookings (total bookings, revenue, occupancy rates).

**fact\_bookings:** Contains detailed data about individual hotel bookings.

# DATA MODELLING:



## INSIGHTS

- Mumbai leads in revenue with highest ADR and RevPAR. Despite moderate occupancy rates, Mumbai's revenue success indicates strategic pricing decisions.
- Delhi boasts the highest occupancy rates, suggesting ample availability of rooms. However, this also depends on factors like accessibility, location, and the quality of services provided by the hotel.
- Except for two hotels, all hotels in Delhi have an impressive rating of 4.25, indicating a chance to boost revenue by making improvements.
- Among the top 5 revenue-generating hotels, one has good revenue despite a below-average rating. Improving service quality can increase revenue, while understanding low ratings can enhance services.
- Consistent total bookings from the business class of elite across all cities enable us to implement and uphold tailored strategies for this particular income bracket of customers.



## AtliQ Hospitality Analysis

Week

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

Revenue

2bn

Occupancy%

57.87%

RevPar

7.35K

Avg Rating

3.62

### FILTERS

City

- ☐ Bangalore
- ☐ Delhi
- ☐ Hyderabad
- ☐ Mumbai

Day Type

- ☐ Weekend
- ☐ Weekday

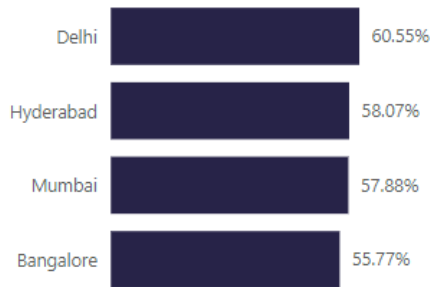
Month

- ☐ May 22
- ☐ Jun 22
- ☐ Jul 22

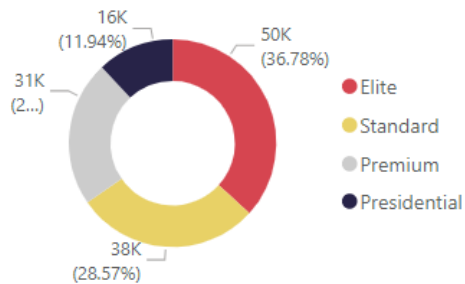
Booking Platfo...

- ☐ Direct Offline
- ☐ Direct Online
- ☐ Journey
- ☐ Logtrip
- ☐ Makeyourtrip
- ☐ Others
- ☐ Tripster

Occupancy % by city

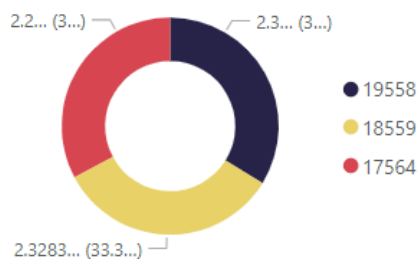


Bookings by room class

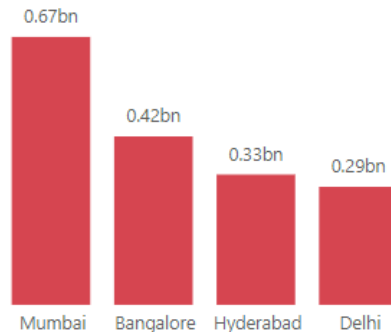


Property_id	Property_name	City	Revenue	Avg Rating	Occupancy %
16559	Atliq Exotica	Mumbai	118M	4.32	65.92%
17563	Atliq Palace	Mumbai	102M	4.29	66.23%
17559	Atliq Exotica	Mumbai	94M	4.32	66.10%
16563	Atliq Palace	Delhi	89M	4.27	66.40%
17560	Atliq City	Mumbai	88M	3.04	53.14%
19562	Atliq Bay	Bangalore	82M	4.28	65.81%
19560	Atliq City	Bangalore	82M	4.28	65.65%
17558	Atliq Grands	Mumbai	75M	3.05	53.67%
17561	Atliq Blu	Mumbai	74M	4.30	66.28%
19561	Atliq Blu	Bangalore	73M	3.08	53.29%
Total			1709M	3.62	57.87%

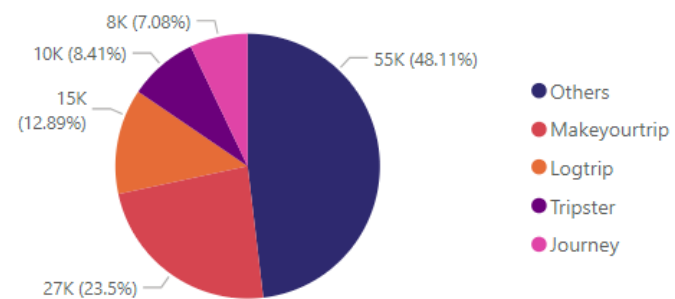
Bottom 3 Property Id's by Avg Rating



Revenue by city



Top 5 booking platforms



## INSIGHTS

### Revenue:

Mumbai has the highest revenue generated

#### Why?

Hotels in Mumbai are generating higher revenue because the RevPar is highest for Mumbai, which is the reason for its Higher Revenue, also if we observe rating, the average rating for hotels in Mumbai is 3.65 which is more than the average of the AtliQ group combined, which indicates the best service and maintenance by the Group of Hotels in Mumbai

### Least Revenue:

Delhi even though it has the highest occupancy rate generating the least income of all AtliQ Grand Hotels.

#### Why?

The hotels in Delhi are having the good avg rating, what making it a low Revenue is the RevPar with 7.36K when compared to Mumbai

We could see that the top 5 hotels are having good rating but the property AtliQ city in Mumbai despite having the good revenue, the rating is less, improving the services in the hotel can lead to better revenue amount

There are hotels with rating less than 3 with low occupancy % which might be due to low maintenance and service

AtliQ Grand in Delhi is generating the least revenue with 60% of occupancy where PRICING may be less

The month variation of the hotels are more or less remained same

Nearly half of the booking are made by other platform methods which indicates that the platform restrictions and cancellation policies can help for bookings from various The hotel's pricing on other booking platforms may be higher compared to competitors or market rates, leading to lower booking rates

Booking by room class remains same for all the cities, it is higher for Elite

Occupancy on weekend is more compared to weekdays, pricing flexibility may help in generating higher revenue



## Factors affecting revenue

Occupancy Rate

RevPar

Pricing

Mumbai

56%,8.61K,15k

Delhi

58%,7.11,12.5k

Observation: Mumbai is high in Revenue due to High RevPar and ADR. This indicates that the occupancy and available rooms are higher for hotels in Mumbai.

Mumbai is topped in revenue with the highest ADR and RevPar, even though the occupancy rate is not higher. Indicates effective pricing strategies, strong brand value, and stable demand, leading to optimal financial performance and profitability. RevPar depends on both the room rent and occupancy.

Higher ADR indicates that all rooms are used for occupancy, so even though the occupancy rate is higher for Delhi city, ADR is less and RevPar is less which indicates that there might be due to less available rooms, or pricing difference.

## Occupancy

Delhi has the highest occupancy which indicates that they are more available rooms, it also depends on the accessibility and location, quality and services offered by the hotel, with the avg rating of 3.78, where 2 of its hotels are having lesser than the average can be looked into for a better revenue generation, i.e AtliQ Bay and AtliQ City

The hotels in Delhi are having the top rating of 4.25 except two, in which it can be looked into to boost the overall revenue generated

Observing the top 5 revenue generating hotels, there is hotel with good revenue of rating below avg rating, looking into the quality and service provided can boost the revenue in this hotel, and the reasons for the ratings would help to improve the services

The variations in the booking platforms could be due to pricing difference, cancellation policies, the revenue variation on weekends is more than on weekoff

Business class of Elite is having higher occupancy rate in almost all the cities, providing more available rooms can be allocated for these type of services and it indicates the paying level of most of the customers, according services can be delivered

## About AtliQ Grands:

AtliQ Grands, a prominent player in the hospitality sector with a legacy of 20 years, is facing challenges in market share and revenue loss in the luxury/business hotels segment due to competitive pressures and ineffective management decisions

To counter this, the managing director has opted for a strategic approach by integrating "Business and Data Intelligence" solutions. However, lacking an in-house data analytics team, the revenue management department has decided to engage a third-party service provider to glean insights from their historical data.