Introduction

AtliQ Hospitality Analysis

Leveraging Data Insights for Strategic Improvement at AtliQ Group of Hotels
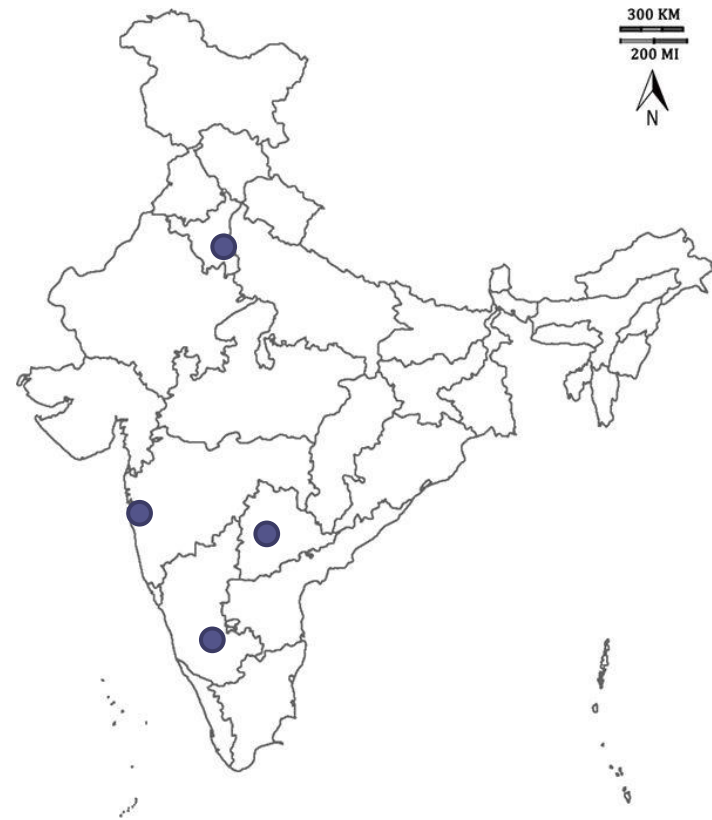
Addressing Challenges with Data Solutions

- 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).
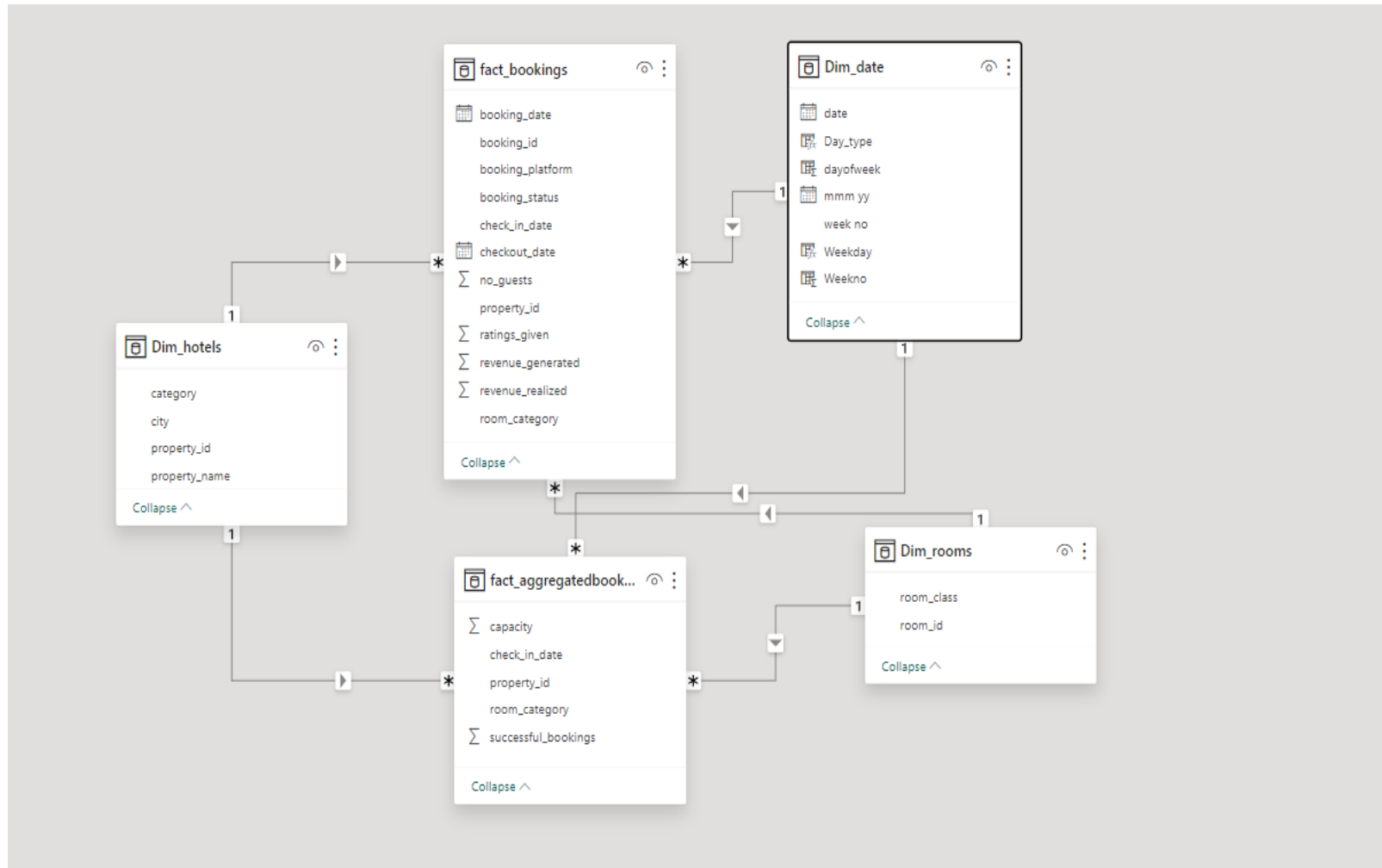
dim_hotels: Provides details about AtliQ Group hotels (hotel name, location, rating, amenities).

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:

AtliQ Hospitality Analysis

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

	Revenue	Occupancy%	RevPar	Avg Rating
	2bn	57.87%	7.35K	3.62

Week

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

Occupancy % by city

- Delhi — 60.55%
- Hyderabad — 58.07%
- Mumbai — 57.88%
- Bangalore — 55.77%

Bookings by room class

- 50K (36.78%) — Elite
- 38K (28.57%) — Standard
- 31K (2...) — Premium
- 16K (11.94%) — Presidential
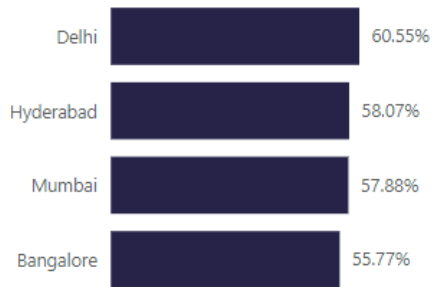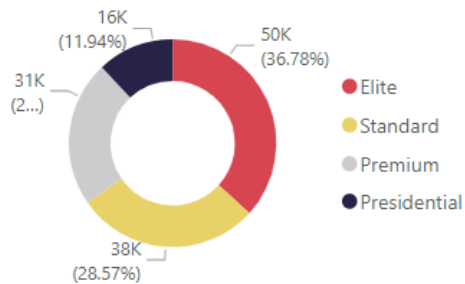
Property_id	Property_name	City	Revenue	Avg Rating	Occupancy %
16559	Atliq Exotica	Mumbai	118M	4.32	65.92%
17563	Atliq Palace	Mumbai	102M	4.29	66.23%
17559	Atliq Exotica	Mumbai	94M	4.32	66.10%
16563	Atliq Palace	Delhi	89M	4.27	66.40%
17560	Atliq City	Mumbai	88M	3.04	53.14%
19562	Atliq Bay	Bangalore	82M	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

- 2.3... (3...) — 19558
- 2.3283... (33.3...) — 18559
- 2.2... (3...) — 17564

Revenue by city

- Mumbai — 0.67bn
- Bangalore — 0.42bn
- Hyderabad — 0.33bn
- Delhi — 0.29bn

Top 5 booking platforms

- 55K (48.11%) — Others
- 27K (23.5%) — Makeyourtrip
- 15K (12.89%) — Logtrip
- 10K (8.41%) — Tripster
- 8K (7.08%) — Journey
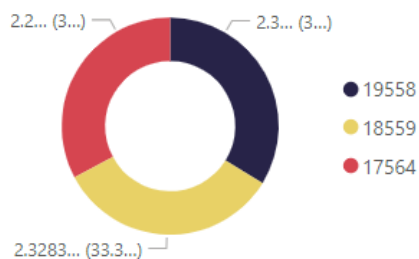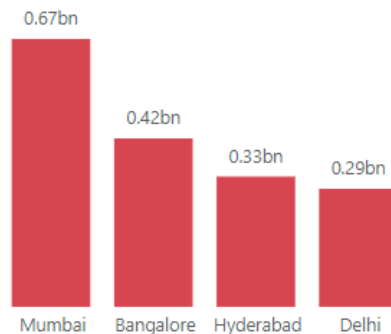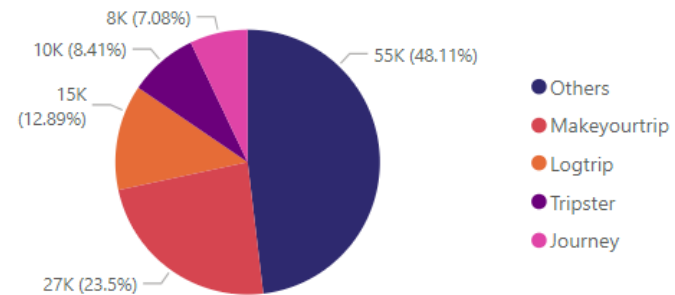
INSIGHTS

- 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.