



# INSIGHTS FROM PYTHON POWERED REVIVAL

## ATLIQ GRAND'S DATA DRIVEN STRATEGY.

### KEY REVENUE:

- **Top Earning City:** Mumbai led in revenue with 669M INR, while Delhi followed with 291M INR.
- **Best Month:** May achieved the highest revenue at 581.93M INR, whereas June recorded the lowest at 553.93M INR.
- **Popular Room Category:** The Elite room category generated the highest revenue, totaling 553.74M INR.

### KEY CUSTOMER EXPERIENCE:

- **Highest-Rated Room:** The Presidential rooms received the highest guest satisfaction, earning a rating of 3.69, while Premium rooms garnered the lowest rating at 3.59.
- **City with Best Ratings:** Delhi stood out with an impressive average rating of 3.78, reflecting an exceptional guest experience.

### KEY OCCUPANCY AND BOOKING:

- **Occupancy Leader:** Delhi led in both guest ratings and occupancy, achieving the highest rate at 62.47%.
- **Weekend Rush:** Bookings spiked on weekends, particularly on Fridays and Saturdays, suggesting a prime opportunity for targeted promotions.