



# ATLIQ GRANDS HOTEL REVENUE ANALYSIS

```
-- 1. Hotel wise Revenue
WITH revenue AS (
    SELECT
        property_name,
        ROUND(SUM(revenue_realized) / 1000000.0, 2) AS revenue_millions
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b ON h.property_id = b.property_id
    GROUP BY
        property_name
)
SELECT
    property_name,
    revenue_millions,
    CONCAT(
        FORMAT(
            revenue_millions * 100.0 / SUM(revenue_millions) OVER (), 'N2'
        ),
        '%'
    ) AS revenue_contribution
FROM
    revenue
ORDER BY
    revenue_millions DESC;
```

## Top Revenue Generator:

- Atliq Exotica brings in the highest revenue (₹320.31M), contributing 18.75% of total revenue.

## Major Contributors:

- The top 3 hotels (Exotica, Palace, City) together contribute over 53% of the total revenue.

## Least Contribution:

- Atliq Seasons has the lowest revenue (₹66.13M), contributing only 3.87%.

	property_name	revenue_millions	revenue_percentage
1	Atliq Exotica	320.31	18.75%
2	Atliq Palace	304.08	17.80%
3	Atliq City	285.81	16.73%
4	Atliq Blu	260.86	15.27%
5	Atliq Bay	260.05	15.22%
6	Atliq Grands	211.53	12.38%
7	Atliq Seasons	66.13	3.87%

## --2. Citywise and Hotelwise Revenue

```
WITH x AS (
    SELECT
        city,
        property_name,
        ROUND(SUM(CAST(revenue_realized AS FLOAT)) / 1000000.0, 2) AS revenue_millions
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b ON h.property_id = b.property_id
    GROUP BY
        property_name, city
)
SELECT
    city,
    property_name,
    revenue_millions,
    FORMAT(
        revenue_millions * 100.0 / SUM(revenue_millions) OVER (PARTITION BY city), 'N2'
    ) + '%' AS revenue_contribution
FROM
    x
ORDER BY
    city,
    revenue_millions DESC;
```

	city	property_name	revenue_millions	revenue_contribution
1	Bangalore	Atliq Bay	82.44	19.61%
2	Bangalore	Atliq City	81.88	19.48%
3	Bangalore	Atliq Blu	72.96	17.36%
4	Bangalore	Atliq Palace	68.6	16.32%
5	Bangalore	Atliq Exotica	60.02	14.28%
6	Bangalore	Atliq Grands	54.49	12.96%
7	Delhi	Atliq Palace	89.14	30.27%
8	Delhi	Atliq Blu	57.93	19.67%
9	Delhi	Atliq Bay	56.44	19.16%
10	Delhi	Atliq City	54.93	18.65%
11	Delhi	Atliq Grands	36.06	12.24%
12	Hyderabad	Atliq Bay	69.26	21.30%
13	Hyderabad	Atliq City	61.01	18.76%
14	Hyderabad	Atliq Blu	56.04	17.23%
15	Hyderabad	Atliq Exotica	47.84	14.71%
16	Hyderabad	Atliq Grands	46.25	14.22%
17	Hyderabad	Atliq Palace	44.84	13.79%
18	Mumbai	Atliq Exotica	212.44	31.77%
19	Mumbai	Atliq Palace	101.51	15.18%
20	Mumbai	Atliq City	88	13.16%
21	Mumbai	Atliq Grands	74.73	11.18%
22	Mumbai	Atliq Blu	73.92	11.06%
23	Mumbai	Atliq Seasons	66.13	9.89%
24	Mumbai	Atliq Bay	51.91	7.76%

- **Top Performers:**

Atliq Exotica is the highest revenue generator, particularly in Mumbai, contributing 31.77% of the total revenue for the city.

- **Bangalore and Hyderabad:**

Atliq Bay and Atliq City are key contributors in both cities, with strong percentages around 19% each.

- **Delhi:**

Atliq Palace leads with 30.27%, followed by Atliq Blu and Atliq Bay at around 19% each.

- **Revenue Concentration:**

Some cities like Mumbai have a more spread-out revenue distribution, while others, like Bangalore, are more concentrated in a few hotels.

#### --3. Room wise Revenue

```
SELECT
    room_class,
    ROUND(SUM(revenue_realized) / 1000000, 2) AS revenue_millions
FROM
    dim_rooms r
LEFT JOIN
    fact_bookings b ON r.room_id = b.room_category
GROUP BY
    room_class
ORDER BY
    revenue_millions DESC;
```

	room_class	revenue_millions
1	Elite	560
2	Premium	462
3	Presidential	376
4	Standard	309

- Elite Rooms generated the highest revenue with ₹560 million, showing their premium value and strong demand.
- Premium Rooms followed with ₹462 million, indicating consistent popularity.
- Presidential Rooms brought in ₹376 million, appealing to high-end clientele.
- Standard Rooms contributed the least at ₹309 million, likely due to lower pricing and positioning.

**Insight:** Luxury room categories (Elite, Premium, and Presidential) account for a major share of total revenue, suggesting a demand-driven focus on upscale offerings.

#### --4. Citywise Revenue

```
SELECT
    city,
    ROUND(SUM(revenue_realized) / 1000000, 2) AS revenue_millions
FROM
    dim_hotels h
LEFT JOIN
    fact_bookings b ON h.property_id = b.property_id
GROUP BY
    city;
```

	city	revenue_millions
1	Delhi	294
2	Bangalore	420
3	Hyderabad	325
4	Mumbai	668

- Mumbai generates the highest revenue, indicating strong market performance.
- Bangalore follows, showing good demand.
- Delhi and Hyderabad lag, suggesting room for growth and better strategies.

```
--5.Revenue Loss Due To Cancellation
WITH x AS (
    SELECT
        property_name,
        ROUND(SUM(revenue_generated) / 1000000, 2) AS ideal_revenue_millions,
        ROUND(SUM(revenue_realized) / 1000000, 2) AS actual_revenue_millions
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b ON h.property_id = b.property_id
    GROUP BY
        property_name
)
SELECT
    property_name,
    ideal_revenue_millions,
    actual_revenue_millions,
    (ideal_revenue_millions - actual_revenue_millions) AS revenue_loss
FROM
    x
ORDER BY
    revenue_loss DESC;
```

Results Messages

	property_name	ideal_revenue_millions	actual_revenue_millions	revenue_loss
1	Atliq Exotica	374	320	54
2	Atliq Palace	357	304	53
3	Atliq City	336	285	51
4	Atliq Blu	306	260	46
5	Atliq Bay	305	260	45
6	Atliq Grands	248	211	37
7	Atliq Seasons	77	66	11

- **Atliq Exotica** experienced the highest revenue loss of ₹54M, indicating room for improving booking conversion or reducing cancellations.
- **Atliq Palace** and **Atliq City** follow with losses of ₹53M and ₹51M, suggesting similar issues in revenue realization.
- **Standard revenue gaps** (around ₹45–50M) are seen across **Atliq Blu, Bay, and Grands**, implying a broader business trend rather than isolated issues.
- **Atliq Seasons** had the **lowest loss** (₹11M), possibly due to fewer bookings or better realization rates.

```
--6.Hotels that produce 70% of total revenue
WITH x AS (
    SELECT
        property_name,
        ROUND(SUM(revenue_realized) / 1000000, 2) AS revenue_millions
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b ON h.property_id = b.property_id
    GROUP BY
        property_name
),
y AS (
    SELECT
        property_name,
        revenue_millions,
        SUM(revenue_millions) OVER (ORDER BY revenue_millions DESC ROWS BETWEEN UNBOUNDED PRECEDING AND CURRENT ROW) AS cummulative_revenue,
        SUM(revenue_millions) OVER () AS total_revenue
    FROM
        x
)
SELECT
    property_name,
    revenue_millions,
    cummulative_revenue,
    total_revenue
FROM
    y
WHERE
    cummulative_revenue <= 0.7 * total_revenue;
```

Results

	property_name	revenue_millions	cummulative_revenue	total_revenue
1	Atliq Exotica	320	320	1706
2	Atliq Palace	304	624	1706
3	Atliq City	285	909	1706
4	Atliq Blu	260	1169	1706

- The top 4 hotels – **Atliq Exotica, Atliq Palace, Atliq City, and Atliq Blu** – generate approximately 68.5% (1169 out of 1706 million) of the total revenue.

```
--7. Revenue Trend week over week
```

```
SELECT
    week_no,
    property_name,
    ROUND(SUM(revenue_realized) / 1000000, 2) AS revenue_millions
FROM
    dim_date d
LEFT JOIN
    fact_bookings b ON d.date = b.check_in_date
RIGHT JOIN
    dim_hotels h ON h.property_id = b.property_id
GROUP BY
    week_no, property_name;
```

week_no	property_name	revenue_millions
1	Atliq City	23
2	Atliq Seasons	4
3	Atliq Palace	24
4	Atliq Exotica	21
5	Atliq Blu	21
6	Atliq Bay	21
7	Atliq Seasons	5
8	Atliq Exotica	21
9	Atliq Palace	20
10	Atliq Seasons	4
11	Atliq Blu	17
12	Atliq Seasons	4
13	Atliq Exotica	26
14	Atliq City	23
15	Atliq Exotica	26
16	Atliq Exotica	22
17	Atliq Palace	24
18	Atliq Grands	16
19	Atliq City	23
20	Atliq Blu	21
21	Atliq Exotica	26

- **Atliq Exotica** has the highest number of high-revenue entries across multiple weeks, consistently reaching high values like 20, 25, or 26.
- **Atliq Palace and Atliq City** also show strong performance, though not as frequently as Atliq Exotica.
- **Atliq Seasons** seems to fluctuate, with some weeks showing low or zero revenue (like W 32 with 0).
- **Atliq Blu and Atliq Grands** show moderate but regular revenue across different weeks, making them consistent performers.

```
--8. Revenue change week over week
WITH x AS (
    SELECT
        week_no,
        CAST(SUM(revenue_realized) / 1000000.0 AS DECIMAL(10, 2)) AS revenue_millions
    FROM
        dim_date d
    LEFT JOIN
        fact_bookings b ON d.date = b.check_in_date
    GROUP BY
        week_no
),
y AS (
    SELECT
        week_no,
        revenue_millions,
        LAG(revenue_millions, 1, 0) OVER (ORDER BY week_no ASC) AS prev_week_revenue
    FROM
        x
)
SELECT
    week_no,
    CAST(revenue_millions AS DECIMAL(10, 2)) AS current_week_revenue, -- Ensure 2 decimal places
    CAST(prev_week_revenue AS DECIMAL(10, 2)) AS prev_week_revenue, -- Ensure 2 decimal places
    FORMAT(
        CASE
            WHEN prev_week_revenue = 0 THEN 0
            ELSE ((revenue_millions - prev_week_revenue) / prev_week_revenue) * 100.0
        END,
        'N2') AS revenue_change_percentage -- Format as string with 2 decimal places
FROM
    y;
```

week_no	current_week_revenue	prev_week_revenue	revenue_change_percentage
1	138.18	0.00	0.00
2	139.44	138.18	0.91
3	114.92	139.44	-17.58
4	138.72	114.92	20.71
5	115.57	138.72	-16.69
6	139.58	115.57	20.78
7	138.67	139.58	-0.65
8	114.15	138.67	-17.68
9	139.56	114.15	22.26
10	139.38	139.56	-0.13
11	139.73	139.38	0.25
12	114.81	139.73	-17.83
13	115.04	114.81	0.20
14	21.01	115.04	-81.74

- **W 32** needs immediate attention as the drop of -81.74 is unusually large.
- **Weeks 22, 24, and 27** showed positive revenue growth, indicating better performance during those periods.
- Regular fluctuations in revenue, especially negative ones, suggest some weeks are underperforming compared to the expected or target revenue.

```
--9. Hotelwise occupancy

SELECT
    property_name,
    ROUND(SUM(successful_bookings) * 100 / SUM(capacity), 2) AS occupancy_percentage
FROM
    dim_hotels h
LEFT JOIN
    fact_aggregated_bookings a ON h.property_id = a.property_id
GROUP BY
    property_name
ORDER BY
    occupancy_percentage DESC;
```

	property_name	occupancy_percentage
1	Atliq Blu	62
2	Atliq City	59
3	Atliq Palace	59
4	Atliq Bay	58
5	Atliq Exotica	57
6	Atliq Grands	52
7	Atliq Seasons	44

```
--10. Room Categorywise Occupancy

SELECT
    room_class,
    ROUND(SUM(successful_bookings) * 100 / SUM(capacity), 2) AS occupancy
FROM
    dim_rooms r
LEFT JOIN
    fact_aggregated_bookings a ON r.room_id = a.room_category
GROUP BY
    room_class
ORDER BY
    occupancy DESC;
```

Results			Messages	
	room_class	occupancy		
1	Presidential	59		
2	Premium	57		
3	Standard	57		
4	Elite	57		

- **Atliq Blu** has the highest occupancy at **62%**, indicating it has the most bookings relative to its capacity.
- **Atliq City and Atliq Palace** are tied with **59%** occupancy, showing a strong performance in bookings as well.
- **Atliq Bay** follows closely with **58%**, indicating a healthy occupancy rate.
- **Atliq Exotica** has a slightly lower occupancy at **57%**, which is still above average.
- **Atliq Grands and Atliq Seasons** have the lowest occupancy percentages, with **52% and 44%**,

- **Presidential rooms** have the highest occupancy rate (59%), suggesting that these rooms are the most popular and in-demand.
- **Premium, Standard, and Elite rooms** all have similar occupancy rates (57%), indicating that these room types have relatively balanced demand, but they still lag behind the Presidential rooms.

#### --11.Daywise Occupancy

```
SELECT
    day_type,
    ROUND(SUM(successful_bookings) * 100 / SUM(capacity), 2) AS occupancy
FROM
    dim_date d
LEFT JOIN
    fact_aggregated_bookings a ON d.date = a.check_in_date
GROUP BY
    day_type;
```

	day_type	occupancy
1	weekeday	51
2	weekend	74

- **Stronger demand on weekends** indicates the hotels cater more to leisure travelers than business clients.
- There's a **23% drop** during weekdays, showing **unused capacity** that could be tapped with **weekday discounts, corporate packages, or event-based promotions**.

#### --12.Daywise occupancy

```
SELECT
    DATENAME(WEEKDAY, d.date) AS day_name,
    FORMAT(SUM(a.successful_bookings) * 100.0 / SUM(a.capacity), 'N2') AS occupancy
FROM
    dim_date d
LEFT JOIN
    fact_aggregated_bookings a ON d.date = a.check_in_date
GROUP BY
    DATENAME(WEEKDAY, d.date)
ORDER BY
    CASE DATENAME(WEEKDAY, d.date)
        WHEN 'Monday' THEN 1
        WHEN 'Tuesday' THEN 2
        WHEN 'Wednesday' THEN 3
        WHEN 'Thursday' THEN 4
        WHEN 'Friday' THEN 5
        WHEN 'Saturday' THEN 6
        WHEN 'Sunday' THEN 7
    END;
```

	day_name	occupancy
1	Monday	51.30
2	Tuesday	50.97
3	Wednesday	52.62
4	Thursday	52.65
5	Friday	52.61
6	Saturday	75.52
7	Sunday	74.00

- **Peak Days:**

**Saturday (75.52%) and Sunday (74.00%)** show the highest occupancy rates, indicating strong weekend demand, likely from leisure travelers.

- **Low Days:**

**Tuesday (50.97%) and Monday (51.30%)** have the lowest occupancy, suggesting slower weekdays, possibly due to less travel or check-in activity.

- **Midweek Stability:**

**Wednesday to Friday remain fairly stable (~52.6%),** likely reflecting consistent business or routine bookings.

### -13. Week over week occupancy

```
SELECT
    week_no,
    property_name,
    ROUND(SUM(successful_bookings) * 100 / SUM(capacity), 2) AS occupancy
FROM
    dim_date d
LEFT JOIN
    fact_aggregated_bookings a ON d.date = a.check_in_date
RIGHT JOIN
    dim_hotels h ON a.property_id = h.property_id
GROUP BY
    week_no, property_name;
```

	week_no	property_name	occupancy
1	W 23	Atliq Palace	53
2	W 23	Atliq City	53
3	W 23	Atliq Bay	52
4	W 22	Atliq Blu	65
5	W 20	Atliq Blu	66
6	W 21	Atliq Grands	46
7	W 20	Atliq Palace	63
8	W 22	Atliq City	63
9	W 20	Atliq City	63
10	W 22	Atliq Palace	64
11	W 21	Atliq Exotica	49
12	W 22	Atliq Bay	61
13	W 20	Atliq Bay	62
14	W 23	Atliq Grands	48
15	W 21	Atliq Seasons	39
16	W 23	Atliq Blu	56
17	W 20	Atliq Grands	56
18	W 22	Atliq Grands	56
19	W 19	Atliq Exotica	61

- **Top performers:**

**Atliq Blu, Atliq Exotica, and Atliq City** had the highest occupancy rates, reaching **61%–66%**, particularly in **Week 19 and Week 20**.

- **Underperformer:**

**Atliq Seasons** had the lowest occupancy, ranging from **39%–47%**, especially in **Week 21 and Week 23**.

- **Week trends:**

Week 20 showed strong overall performance with most properties exceeding **60% occupancy**. **Week 23** experienced a slight dip, with occupancy dropping by **5–10%** across several properties.

### -15. Hotel wise Check out, Cancellation, No Show Percentage

```
WITH bookings AS (
    SELECT
        property_name,
        COUNT(DISTINCT(booking_id)) AS total_bookings,
        COUNT(DISTINCT(CASE WHEN booking_status = 'Cancelled' THEN booking_id ELSE NULL END)) AS cancelled_bookings,
        COUNT(DISTINCT(CASE WHEN booking_status = 'No Show' THEN booking_id ELSE NULL END)) AS noshow_bookings,
        COUNT(DISTINCT(CASE WHEN booking_status = 'Checked Out' THEN booking_id ELSE NULL END)) AS checkout_bookings
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b ON h.property_id = b.property_id
    GROUP BY
        property_name
)
SELECT
    property_name,
    total_bookings,
    ROUND(cancelled_bookings * 100 / total_bookings, 2) AS cancellation_percentage,
    ROUND(noshow_bookings * 100 / total_bookings, 2) AS noshow_percentage,
    ROUND(checkout_bookings * 100 / total_bookings, 2) AS checkout_percentage
FROM
    bookings
ORDER BY
    total_bookings DESC;
```

	property_name	total_bookings	cancellation_percentage	noshow_percentage	checkout_percentage
1	Atliq Palace	23625	25	4	69
2	Atliq Exotica	23441	24	4	70
3	Atliq City	23323	24	4	70
4	Atliq Blu	21795	24	5	70
5	Atliq Bay	21389	24	5	69
6	Atliq Grands	17035	25	4	69
7	Atliq Seasons	3982	24	4	70

- Most hotels have consistent booking patterns, with **~24–25% cancellations** and **~4–5% no-shows**.
- **Checked-out rates** are stable around **69–70%**, indicating a solid base of completed bookings.
- **Atliq Palace and Grands** have slightly higher **cancellation rates (25%)**, which might be worth investigating further.

#### -16. Platform wise bookings

```
SELECT
    booking_platform,
    COUNT(DISTINCT(booking_id)) AS total_bookings,
    COUNT(DISTINCT(CASE WHEN booking_status = 'Cancelled' THEN booking_id ELSE NULL END)) * 100 / COUNT(DISTINCT(booking_id)) AS cancelled_percentage,
    COUNT(DISTINCT(CASE WHEN booking_status = 'No Show' THEN booking_id ELSE NULL END)) * 100 / COUNT(DISTINCT(booking_id)) AS noshow_percentage,
    COUNT(DISTINCT(CASE WHEN booking_status = 'Checked Out' THEN booking_id ELSE NULL END)) * 100 / COUNT(DISTINCT(booking_id)) AS checkout_percentage
FROM
    fact_bookings
GROUP BY
    booking_platform;
```

	booking_platform	total_bookings	cancelled_percentage	noshow_percentage	checkout_percentage
1	logtrip	14756	24	5	70
2	others	55066	24	5	70
3	makeyourtrip	26898	24	5	69
4	direct online	13379	24	4	70
5	journey	8106	24	4	70
6	tripster	9630	24	5	69
7	direct offline	6755	24	5	70

#### --17 Hotelwise top and bottom booking platforms

```
WITH x AS (
    SELECT
        property_name,
        booking_platform,
        COUNT(DISTINCT(booking_id)) AS bookings
    FROM
        dim_hotels h
    LEFT JOIN
        fact_bookings b
        ON h.property_id = b.property_id
    GROUP BY
        property_name, booking_platform
),
y AS (
    SELECT
        property_name,
        booking_platform,
        bookings,
        RANK() OVER(PARTITION BY property_name ORDER BY bookings DESC) AS max_bookings_rnk,
        RANK() OVER(PARTITION BY property_name ORDER BY bookings ASC) AS min_bookings_rnk
    FROM
        x
)
SELECT
    property_name,
    MAX(CASE WHEN max_bookings_rnk = 1 THEN booking_platform ELSE NULL END) AS most_booking_platform,
    MAX(CASE WHEN min_bookings_rnk = 1 THEN booking_platform ELSE NULL END) AS least_booking_platform
FROM
    y
GROUP BY
    property_name
ORDER BY
    property_name;
```

	property_name	most_booking_platform	least_booking_platform
1	Atliq Bay	others	direct offline
2	Atliq Blu	others	direct offline
3	Atliq City	others	direct offline
4	Atliq Exotica	others	direct offline
5	Atliq Grands	others	direct offline
6	Atliq Palace	others	direct offline
7	Atliq Seasons	others	direct offline

- **Top Platforms:** Others and Makeyourtrip have the highest bookings with **69-70%** occupancy.
- **Smaller Platforms:** Logtrip and Tripster perform well in occupancy (**69-70%**) despite fewer bookings.
- **Offline Channels:** Direct Offline maintains strong occupancy (**70%**) with fewer bookings.

- **"Others"** platform dominates bookings across all properties, suggesting untapped potential for targeted marketing.
- **"Direct offline"** has the least bookings, indicating a missed opportunity to engage customers through offline channels.
- Optimizing **direct booking strategies (online and offline)** could help balance bookings and reduce reliance on third-party platforms.

```
--19. Booking trend
WITH x AS (
  SELECT
    week_no,
    COUNT(DISTINCT booking_id) AS bookings
  FROM
    dim_date d
  LEFT JOIN
    fact_bookings b ON d.date = b.check_in_date
  GROUP BY
    week_no
),
y AS (
  SELECT
    week_no,
    bookings AS current_week_bookings,
    LAG(bookings, 1, 0) OVER (ORDER BY week_no ASC) AS prev_week_bookings
  FROM
    x
)
SELECT
  week_no,
  current_week_bookings,
  prev_week_bookings,
  FORMAT(
    CASE
      WHEN prev_week_bookings = 0 THEN 0
      ELSE ROUND(((current_week_bookings * 1.0 / prev_week_bookings) - 1) * 100.0, 2)
    END, 'N2'
  ) AS percentage_change
FROM
```

- The bookings show significant ups and downs each week. There were major drops in **Week 21, 26, and 32**, especially **Week 32**, which had an 81.7% decrease. However, **weeks like 22, 24, and 27** saw recoveries. Overall, the trend is unstable, with large fluctuations from week to week.

Results    Messages

week_no	current_week_bookings	prev_week_bookings	percentage_change
W 19	10965	0	0.00
W 20	10958	10965	-0.06
W 21	9042	10958	-17.48
W 22	10934	9042	20.92
W 23	9089	10934	-16.87
W 24	11041	9089	21.48
W 25	10943	11041	-0.89
W 26	9017	10943	-17.60
W 27	10962	9017	21.57
W 28	10929	10962	-0.30
W 29	11018	10929	0.81
W 30	9020	11018	-18.13
W 31	9021	9020	0.01
W 32	1651	9021	-81.70

```

, Hotelwise DBRN, DURN,DSRN
x AS (
SELECT
    property_name,
    city,
    FORMAT(
        COUNT(DISTINCT booking_id) * 1.0 / (SELECT DATEDIFF(DAY, MIN(date), MAX(date)) FROM dim_date),
        'N2'
    ) AS DBRN,
    FORMAT(
        SUM(CASE WHEN booking_status = 'Checked Out' THEN 1 ELSE 0 END) * 1.0 / (SELECT DATEDIFF(DAY, MIN(date), MAX(date)) FROM dim_date),
        'N2'
    ) AS DURN
FROM
    dim_hotels h
LEFT JOIN
    fact_bookings b ON h.property_id = b.property_id
GROUP BY
    property_name, city
)

(
SELECT
    property_name,
    city,
    FORMAT(
        SUM(capacity) * 1.0 / (SELECT DATEDIFF(DAY, MIN(date), MAX(date)) FROM dim_date),
        'N2'
    ) AS DSRN
FROM
    dim_hotels h
LEFT JOIN
    fact_aggregated_bookings a ON h.property_id = a.property_id
GROUP BY
    property_name, city
)

CT
x.property_name,x.city,y.DSRN, x.DBRN,x.DURN
x
R JOIN
y ON x.property_name = y.property_name AND x.city = y.city;

```

property_name	city	DSRN	DBRN	DURN
Atliq Grands	Delhi	52.57	34.65	24.26
Atliq City	Bangalore	100.09	65.70	45.42
Atliq Palace	Mumbai	105.14	69.64	49.21
Atliq Seasons	Mumbai	98.07	43.76	30.89
Atliq Grands	Hyderabad	92.00	49.18	34.33
Atliq Blu	Bangalore	118.29	63.03	43.99
Atliq City	Delhi	96.04	51.57	36.68
Atliq Blu	Hyderabad	108.18	70.97	50.00
Atliq Bay	Mumbai	83.91	37.63	26.20
Atliq Exotica	Hyderabad	129.41	57.76	40.78
Atliq City	Hyderabad	110.20	72.95	51.78
Atliq Exotica	Bangalore	96.04	51.70	36.63
Atliq Bay	Bangalore	97.05	63.87	45.00
Atliq Blu	Delhi	73.80	48.55	33.92
Atliq City	Mumbai	124.35	66.08	45.96
Atliq Grands	Mumbai	103.12	55.34	38.69
Atliq Bay	Hyderabad	122.33	80.58	56.55
Atliq Blu	Mumbai	85.93	56.96	39.86
Atliq Palace	Hyderabad	98.07	51.96	36.18
Atliq Grands	Bangalore	108.18	48.03	33.64
Atliq Bay	Delhi	99.08	52.97	36.70
Atliq Palace	Bangalore	111.21	59.48	41.32
Atliq Exotica	Mumbai	224.44	148.13	104.54
Atliq Palace	Delhi	118.29	78.54	54.97

- **Top Performers:**

Atliq Exotica (Mumbai) leads with the highest **DBRN of 224.44**, along with strong **DURN and DSRN values (148.13 and 104.54)**.

Atliq Palace (Delhi) also performs well, with **DBRN of 118.29** and DURN of 78.54.

- **Solid Performers:**

Atliq City (Bangalore) has a high **DBRN of 100.09**, paired with a solid DURN and **DSRN of 65.70 and 45.42**, respectively.

Atliq Blu (Hyderabad) shows balanced metrics, especially in DURN (70.97) and **DSRN (50.00)**.

- **Areas for Improvement:**

Atliq Bay (Mumbai) and Atliq Blu (Delhi) are at the lower end with a **DBRN of 83.91 and 73.80**, respectively, showing they may have less customer engagement.

```
-- 21. Hotelwise ADR(Average Daily Revenue)
SELECT
    property_name,
    city,
    COUNT(DISTINCT(booking_id)) AS total_bookings,
    SUM(revenue_realized) AS revenue,
    ROUND(SUM(revenue_realized) / COUNT(DISTINCT(booking_id)), 2) AS ADR
FROM
    dim_hotels h
LEFT JOIN
    fact_bookings b
    ON h.property_id = b.property_id
GROUP BY
    property_name, city
ORDER BY
    ADR DESC;
```

	property_name	city	total_bookings	revenue	ADR
1	Atliq Seasons	Mumbai	3982	66125495	16606
2	Atliq Palace	Mumbai	6337	101511080	16018
3	Atliq Exotica	Mumbai	13480	212444988	15760
4	Atliq Bay	Mumbai	3424	51914158	15161
5	Atliq Grands	Mumbai	5036	74730742	14839
6	Atliq City	Mumbai	6013	87996216	14634
7	Atliq Blu	Mumbai	5183	73918312	14261
8	Atliq Bay	Bangalore	5812	82443540	14185
9	Atliq City	Bangalore	5979	81876345	13693
10	Atliq Blu	Delhi	4418	57933400	13113
11	Atliq Exotica	Bangalore	4705	60023460	12757
12	Atliq Blu	Bangalore	5736	72963360	12720
13	Atliq Palace	Bangalore	5413	68596005	12672
14	Atliq Palace	Delhi	7147	89135998	12471
15	Atliq Grands	Bangalore	4371	54494340	12467
16	Atliq Bay	Delhi	4820	56437570	11709
17	Atliq City	Delhi	4693	54932178	11705
18	Atliq Grands	Delhi	3153	36061172	11437
19	Atliq Grands	Hyderabad	4475	46246510	10334
20	Atliq Palace	Hyderabad	4728	44838780	9483
21	Atliq Bay	Hyderabad	7333	69255910	9444
22	Atliq City	Hyderabad	6638	61007200	9190
23	Atliq Exotica	Hyderabad	5256	47844020	9102
24	Atliq Blu	Hyderabad	6458	56040450	8677

```
-- 22. Hotelwise REVPAR
SELECT
    property_name,
    city,
    SUM(CAST(revenue_realized AS DECIMAL(18, 2))) AS revenue,
    SUM(CAST(capacity AS DECIMAL(18, 2))) AS capacity
FROM
    dim_hotels h
JOIN
    fact_bookings b
    ON h.property_id = b.property_id
JOIN
    fact_aggregated_bookings a
    ON h.property_id = a.property_id
GROUP BY
    property_name, city;
```

	property_name	city	total_bookings	revenue	ADR
1	Atliq Seasons	Mumbai	3982	66125495	16606
2	Atliq Palace	Mumbai	6337	101511080	16018
3	Atliq Exotica	Mumbai	13480	212444988	15760
4	Atliq Bay	Mumbai	3424	51914158	15161
5	Atliq Grands	Mumbai	5036	74730742	14839
6	Atliq City	Mumbai	6013	87996216	14634
7	Atliq Blu	Mumbai	5183	73918312	14261
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11	Atliq Exotica	Bangalore	4705	60023460	12757
12	Atliq Blu	Bangalore	5736	72963360	12720
13	Atliq Palace	Bangalore	5413	68596005	12672
14	Atliq Palace	Delhi	7147	89135998	12471
15	Atliq Grands	Bangalore	4371	54494340	12467
16	Atliq Bay	Delhi	4820	56437570	11709
17	Atliq City	Delhi	4693	54932178	11705
18	Atliq Grands	Delhi	3153	36061172	11437
19	Atliq Grands	Hyderabad	4475	46246510	10334
20	Atliq Palace	Hyderabad	4728	44838780	9483
21	Atliq Bay	Hyderabad	7333	69255910	9444
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23	Atliq Exotica	Hyderabad	5256	47844020	9102
24	Atliq Blu	Hyderabad	6458	56040450	8677

- **Atliq Seasons (Mumbai)** leads with the highest ADR (Average Daily Rate) of ₹16,606, followed by **Atliq Palace (Mumbai)** at ₹16,018.
- The highest total bookings are from **Atliq Exotica (Mumbai)** with 13,480 bookings, followed by **Atliq Palace (Mumbai)** with 6,337 bookings.
- **Atliq Blu (Delhi)** has the lowest ADR of ₹13,113 among the listed properties, but it still has a decent number of bookings at 4,418.

#### • Highest Revenue and ADR:

Atliq Exotica, Mumbai leads with the highest revenue of ₹212,444,988 and the highest ADR (Average Daily Rate) of ₹15,760.

#### • Highest Total Bookings:

Atliq Exotica, Mumbai also tops the list with 13,480 bookings.

#### • Lowest ADR:

Atliq Blu, Hyderabad has the lowest ADR at ₹8,677.

#### • Property with the lowest bookings:

Atliq Grands, Delhi has the lowest total bookings with 3,153 bookings, although the revenue is still significant at ₹36,061,172.