AtliQ Grands
The Perfect Place to Stay

AtliQ Grands Market Share Recovery Dashboard

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AtliQ Grands

AtliQ Grands is a **premium hospitality chain** operating in the luxury/Business hotel segment. They have been in the hospitality industry for the past 20 years. Known for its commitment to exceptional guest experiences, AtliQ Grands manages multiple upscale properties across 5 cities in India.

The company focuses on:

- Delivering high-quality service in the **hospitality and tourism industry**
- Continuously improving **operational efficiency**
- Enhancing guest satisfaction through **data-driven decision-making**
- With departments ranging from **Front Office** to **Housekeeping**, **Room Service**, and **Food & Beverages**, AtliQ Grands aims to optimize costs, increase revenue, and maintain high occupancy and satisfaction levels.

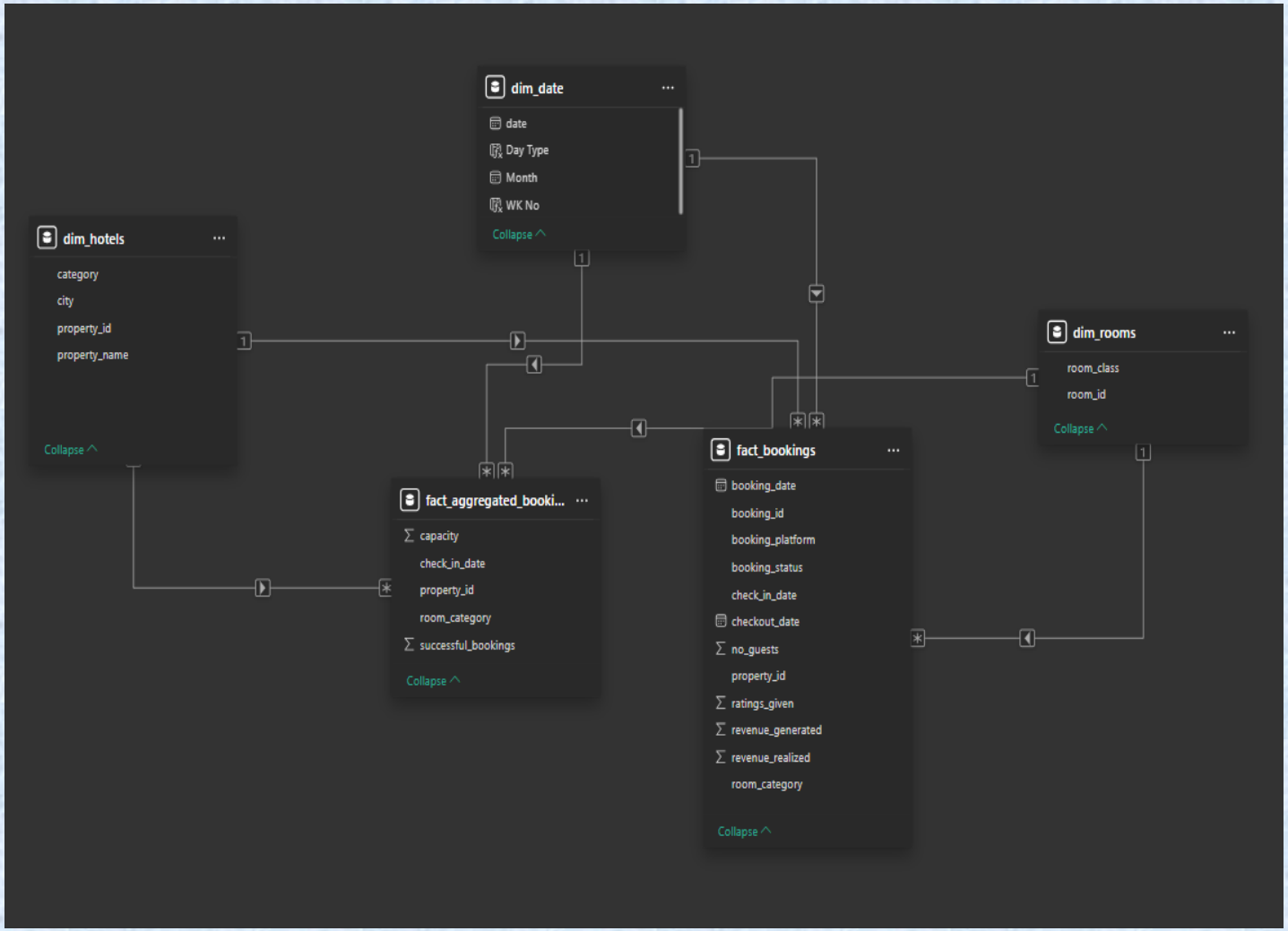
Problem Statement :

-Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category.

Data Sources :

They have provided 5 csv files :

1. dim_date
2. dim_hotels
3. dim_rooms
4. fact_aggregated_bookings
5. fact_bookings



City: All | Property name: All | Month: All | Room Class: All

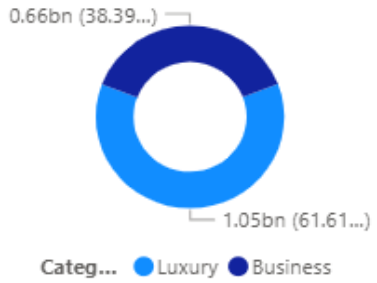
Week No

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

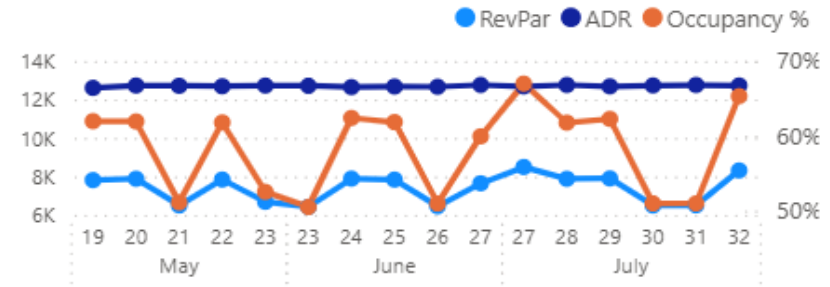
Revenue	Occupancy	ADR	RevPar	DSRN
1.71bn	57.9%	12.70K	7.35K	233K
7.23%	-0.96%	0.03%	-0.93%	8.24%

% values in bottom are week on week change.

Revenue by Category

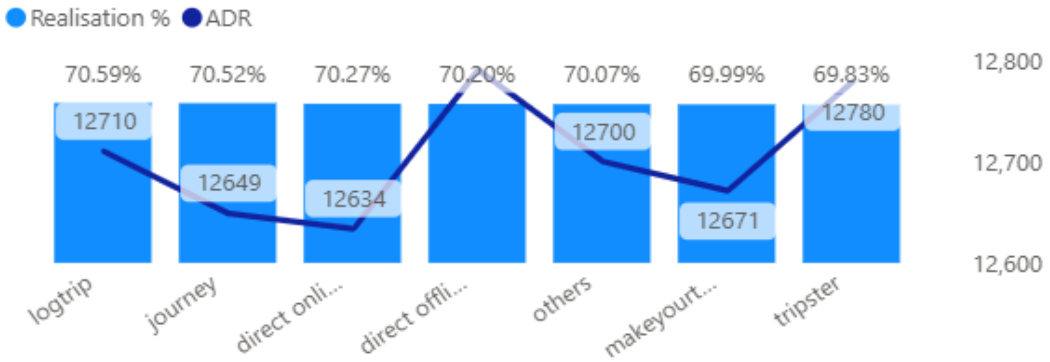


RevPar, ADR and Occupancy% by Month and WK No



Day Type	ADR	RevPar	Occupancy %	Realisation %	Revenue	No Show%
WEEKDAY	12,699.17	7,444.83	58.6%	70.11%	1.28bn	5.1%
WEEKEND	12,687.05	7,070.38	55.7%	70.24%	0.43bn	4.9%

Booking Platform's Performance



Key Metrics

property_id	City	Total Bookings	Revenue	DBRN	ADR	Realisation %	No Show%	Avg Rating
16559	Mumbai	7338	118.45M	7338	16,141.78	70.37%	5.0%	4.3
17563	Mumbai	6337	101.51M	6337	16,018.79	70.66%	5.0%	4.3
17559	Mumbai	6142	94.00M	6142	15,303.90	70.81%	5.2%	4.3
16563	Delhi	7147	89.14M	7147	12,471.81	69.99%	4.8%	4.3
17560	Mumbai	6013	88.00M	6013	14,634.33	69.55%	5.4%	3.0
19562	Bangalore	5812	82.44M	5812	14,185.06	70.46%	5.2%	4.3
19560	Bangalore	5979	81.88M	5979	13,693.99	69.13%	4.5%	4.3
17558	Mumbai	5036	74.73M	5036	14,839.31	69.92%	4.4%	3.1
17561	Mumbai	5183	73.92M	5183	14,261.68	69.98%	5.5%	4.3
19561	Bangalore	5736	72.96M	5736	12,720.25	69.79%	5.6%	3.1
18562	Hyderabad	7333	69.26M	7333	9,444.42	70.18%	5.1%	4.3
19563	Bangalore	5413	68.60M	5413	12,672.46	69.46%	5.2%	3.0
17564	Mumbai	3982	66.13M	3982	16,606.10	70.59%	4.6%	2.3
18560	Hyderabad	6638	61.01M	6638	9,190.60	70.99%	5.0%	4.3
19559	Bangalore	4705	60.02M	4705	12,757.38	70.84%	4.7%	3.0

DSRN = Daily Sellable Room Nights, **RevPar** = Revenue Per Available Room, **ADR** = Average Daily Rate, **DURN** = Daily Utilized Room Nights, **DBRN** = Daily Booked Room Nights.

Insight Generation

Revenue & Occupancy Performance

- **Total Revenue:** ₹1.71B, showing a **+7.23% WoW growth**, but **Occupancy** dropped by **0.96% WoW** to **57.9%**, indicating rooms are not being filled proportionally to revenue gains.
- **RevPar** (Revenue Per Available Room) decreased **0.93% WoW** to ₹7,350 despite stable ADR (+0.03%), meaning occupancy decline is pulling RevPar down.
- **Daily Sellable Room Nights (DSRN)** improved by **8.24% WoW**, suggesting capacity increased but is underutilized.

Category-Wise Revenue Split

- **Luxury segment** contributes ₹1.05B (**61.6%** of total revenue) vs. **Business segment** ₹0.66B (**38.4%**).
- Overdependence on Luxury segment.

Weekday vs Weekend Trends

- **Weekday revenue**: ₹1.28B with 58.6% occupancy.
- **Weekend revenue**: ₹0.43B with lower 55.7% occupancy.
- ADR remains almost the same across weekdays (₹12,699.17) and weekends (₹12,687.05), indicating **price is not a driver for occupancy dips**.

Platform Performance

- Highest **ADR**: “direct offline" (₹12,791), lowest **ADR**: "direct online" (₹12,634).
- Realization % is fairly uniform (~70%), but “Tripster” has the lowest at **69.83%**, hinting at weaker booking conversion efficiency.

Operational Pain Points

- **High Cancellation Rates:** Multiple properties have >25% cancellations (e.g., property 16562 in Delhi with 25.3%), reflecting booking instability.
- **Low Ratings:** 6+ properties rated ≤3.1, suggesting customer dissatisfaction — a competitive weakness.
- **Occupancy Gap:** Despite high ADR in premium cities, occupancy <60%, meaning pricing may not be aligned with demand.

City & Property performance

- **Revenue Concentration:** The top 3 revenue-generating properties are all in Mumbai — **Property 16559 (₹118.45M)**, **16563 (₹101.51M)**, and **17559 (₹94.00M)** — together contributing **~18.5%** of the total revenue shown in the table, highlighting high dependency on a single city.
- **Performance Gap in ADR:** ADR ranges from **₹8,677.68 (Hyderabad – Property 18561)** to **₹16,606.10 (Mumbai – Property 17564)**, showing a **91% price gap** between lowest and highest priced properties, which may reflect positioning and quality differences.
- **Service Quality Concern:** Several properties have **average ratings below 3.0** — e.g., **Mumbai (2.3, Property 17564)**, **Hyderabad (2.3, Property 18559)**, **Bangalore (2.4, Property 17562)** — posing a risk to brand perception and repeat bookings.

Recommendations

- **Boost Occupancy with Targeted Campaigns:** Launch weekend-focused promotions and corporate travel packages for business hotels to close the **3%+ occupancy gap** between weekdays and weekends, while leveraging underutilized capacity (DSRN up **8.24% WoW**).
- **Diversify Revenue Sources:** Reduce reliance on the luxury segment (**61.6% of revenue**) by increasing business-category offerings, such as mid-tier rooms, meeting facilities, and bundled corporate services.
- **Improve Guest Satisfaction & Ratings:** Prioritise service quality upgrades for low-rated properties (≤3.0 average rating), especially in Hyderabad, Bangalore, and certain Mumbai properties, to strengthen repeat bookings and brand trust.
- **Reduce Cancellations & No-Shows:** Implement flexible booking policies, targeted pre-stay engagement, and loyalty incentives to cut cancellation rates (>25% in multiple properties), which directly impact revenue stability.
- **Optimise Pricing & Platform Efficiency:** Re-evaluate ADR strategy in cities with high ADR but low occupancy (<60%) to align pricing with demand, and improve conversion efficiency on weaker platforms like “tripster” (Realisation % **69.83%**).