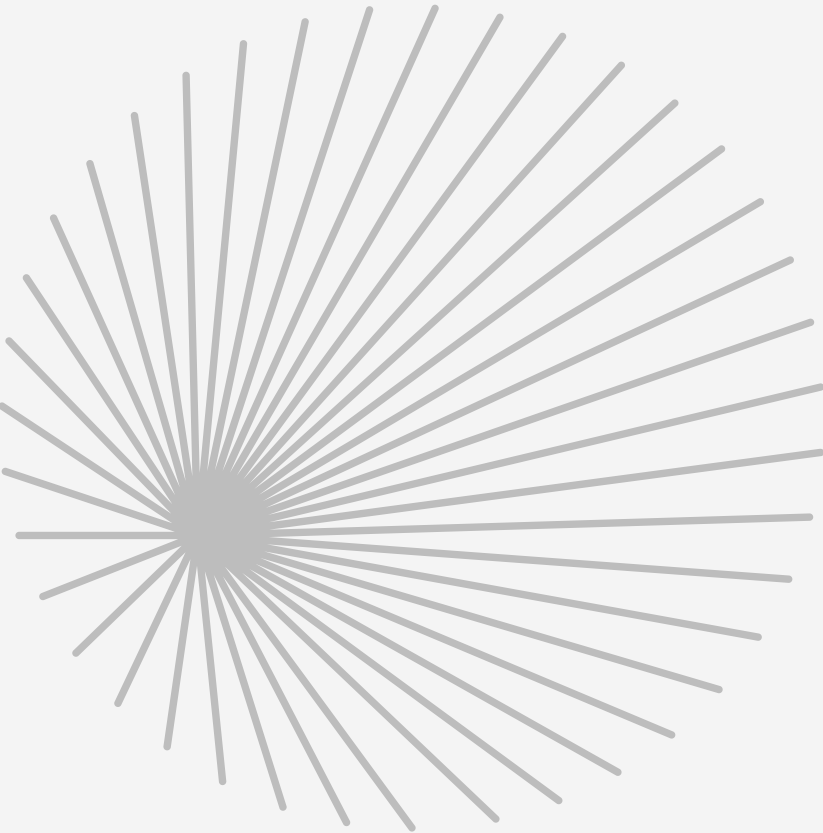
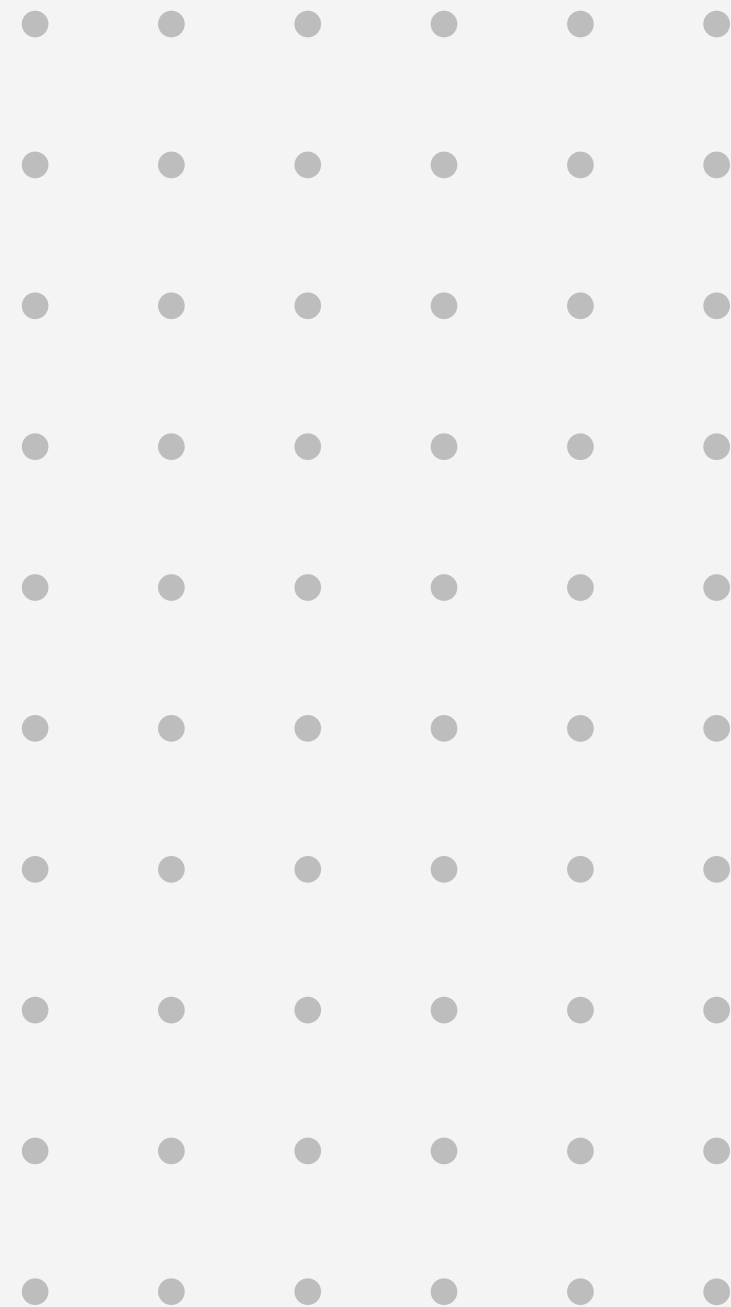




Atliq Hospitality Analysis Project Report

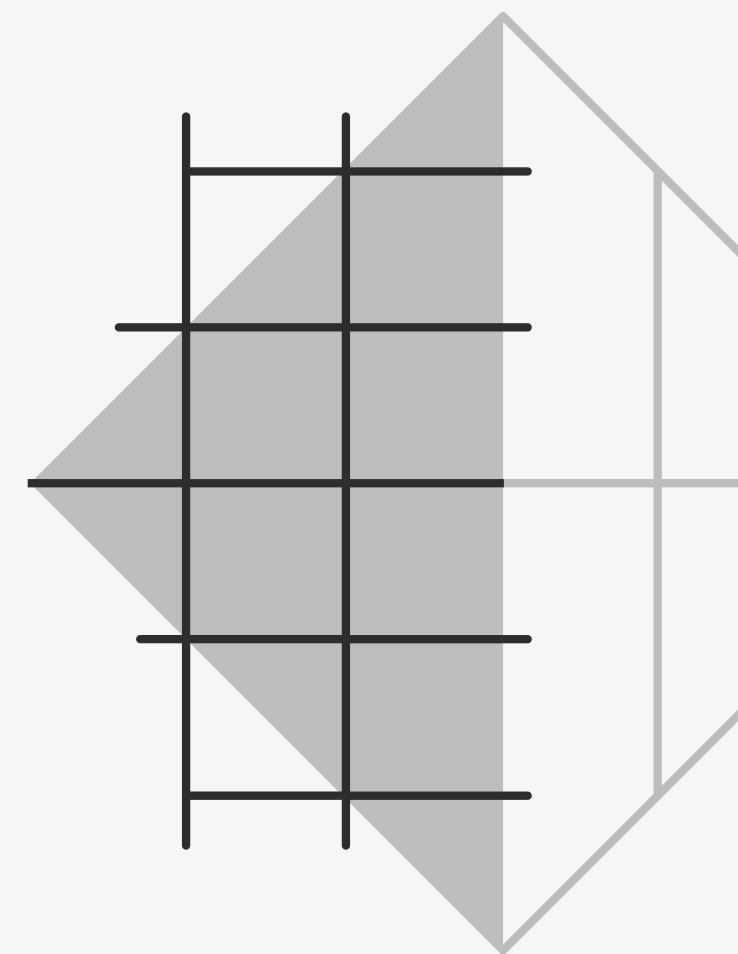


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Introduction

Atliq Hospitality, a chain of luxury and business hotels in India, has been experiencing a decline in market share and revenue. To regain competitiveness, Atliq sought to understand key business metrics and performance indicators by analyzing historical data from May to July 2022. The goal of this project is to provide actionable insights on bookings, revenue, occupancy, and customer ratings across different properties, platforms, and room classes. This report summarizes the findings based on a Tableau dashboard developed to visualize the data and reveal trends, patterns, and key performance indicators (KPIs).





Key Variables

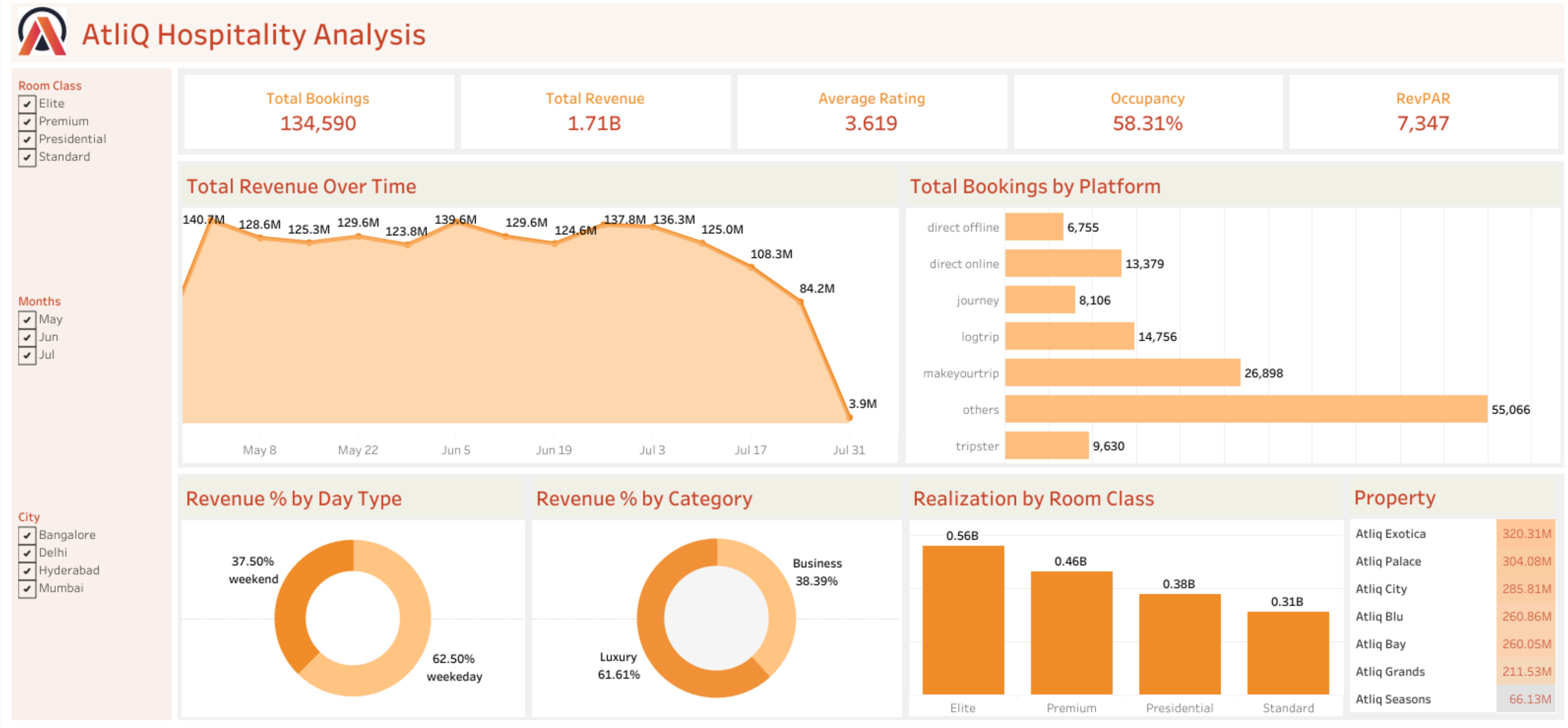
- **Date** (Months): The data is limited to May, June, and July of 2022, showing the impact of seasonal trends on booking and revenue performance.
- **Room Class**: Segregated into Elite, Premium, Presidential, and Standard. This is important to understand how different room classes contribute to revenue and occupancy.
- **Booking Platform** (Booking Source): Includes platforms like direct online, direct offline, journey, logtrip, makeyourtrip, tripster, and others. Tracking bookings by platform is crucial to identify successful customer acquisition channels.
- **City and Property**: The analysis spans across properties in major cities like Bangalore, Delhi, Hyderabad, and Mumbai, allowing for location-based insights.
- **Revenue and Occupancy**: Key business metrics for assessing financial performance and space utilization efficiency.
- **Day Type**: Divides data into weekday and weekend bookings, providing insights into demand fluctuations based on day types.



Main KPIs


- **Total Bookings:** 134,590 bookings made across different properties, room classes, and platforms.
- **Total Revenue:** A sum of 1.71 billion (B) in revenue generated across all bookings.
- **Average Rating:** An overall average rating of 3.619, reflecting customer satisfaction across properties.
- **Occupancy Percentage:** 58.31% occupancy, highlighting space utilization.
- **RevPAR** (Revenue Per Available Room): ₹7,347, measuring the revenue generation capability of each available room.

Dashboard





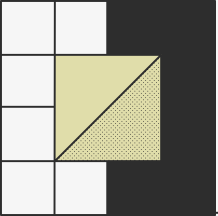
Insights

- **Revenue Over Time:** Revenue remained stable in May and June, peaking at ₹140.7M on May 1st. However, a sharp decline began after July 10, dropping to ₹3.9M by July 31, likely due to seasonal factors like reduced travel during the monsoon.
 - **Bookings by Platform:** "makeyourtrip" (26,898 bookings) and "others" (55,066 bookings) dominate, while "direct online" and "logtrip" contribute significantly. The reliance on third-party platforms suggests an opportunity to boost direct bookings and reduce commission costs.
 - **Revenue by Day Type:** Weekdays account for 62.50% of revenue, indicating stronger business travel, while weekends (37.50%) present opportunities to increase leisure bookings.
 - **Revenue by Category:** Luxury rooms contribute 61.61% of revenue, indicating a preference for high-end stays, while business rooms make up 38.39%, showing potential for growth.
 - **Room Class Realization:** Elite rooms generate the highest revenue (₹0.56B), followed by Premium (₹0.46B) and Presidential (₹0.38B). Standard rooms contribute the least (₹0.31B), indicating potential under-utilization.
 - **Property Performance:** Atliq Exotica leads with ₹320.31M in revenue, while Atliq Grands and Atliq Seasons underperform, presenting areas for targeted improvement.
- 



Conclusion

- **Focus on Seasonal Strategies:** The sharp revenue decline in July suggests Atliq could introduce seasonal promotions or packages to mitigate the impact of the monsoon season.
- **Optimize Platform Usage:** Strengthening direct booking platforms could reduce reliance on third-party channels and associated fees, improving profitability.
- **Weekend Utilization:** Increasing weekend bookings through targeted promotions for leisure travelers could help balance weekday dominance and boost overall revenue.
- **Room Class and Property Improvements:** Lower-performing properties and room classes, such as Standard rooms and properties like Atliq Grands, present opportunities for better marketing, pricing, and service improvements to drive utilization and revenue.
- **Enhance Customer Experience:** The average rating of 3.619 shows that guest satisfaction is only moderate. Atliq should focus on improving service quality, facilities, and overall guest experience to raise ratings and foster greater customer loyalty.



Thank you

