

AtliQ Grands, a well-established player in the **hospitality industry** for over 20 years, has been facing a decline in market share and revenue due to increasing competition and ineffective decision-making. To tackle this challenge, the **management decided to incorporate Business & Data Intelligence** to drive **data-backed decisions** and optimize performance.

Data Used

I worked with **five key datasets**, including:

- ✓ **Dim Date** – Date-related details
- ✓ **Dim Hotels** – Hotel properties, categories (Luxury/Business), and locations
- ✓ **Dim Rooms** – Room details (Standard, Elite, Premium, Presidential)
- ✓ **Fact Bookings** – Booking details (check-in/out dates, revenue, ratings, etc.)
- ✓ **Fact Aggregate Bookings** – Room capacity, successful bookings, and utilization

Process Followed

- ◆ **Data Cleaning & Transformation** in Power Query (ensuring integrity & validation)
- ◆ **Data Modeling** using **Star Schema/Snowflake Schema** for optimized relationships
- ◆ **Data Visualization & DAX Formulas** for generating meaningful insights

Tech Stack

✚ Excel, Power BI, Power Query

Key Hospitality Metrics Learned

- ✓ **RevPAR** = Total Revenue / Total Rooms Available
RevPAR represents the revenue generated per available room, whether or not they are occupied.
RevPAR helps hotels measure their revenue generating performance to accurately price rooms.
RevPAR can help hotels measure themselves against other properties or brands.
- ✓ **Occupancy %** = Total Rooms Occupied / Total Rooms Available
- ✓ **ADR** = Total Rooms Revenue / Number of Rooms Sold
It is the measure of the average paid for rooms sold in a given time period
- ✓ **Realization Rate** = Daily Utilized Room Nights (DURN) / Daily Booked Room Nights (DBRN)
It is nothing but the successful "checked out" percentage over all bookings happened.
- ✓ **DBRN** - This metrics tells on average how many rooms are booked for a day considering a time period
- ✓ **DSRN** - This metrics tells on average how many rooms are ready to sell for a day considering a time period
- ✓ **DURN** - This metric tells on average how many rooms are successfully utilized by customers for a day considering a time period

Key Insights from the Dashboard

- **Mumbai** generates the highest revenue (₹661M), followed by Bangalore, Hyderabad & Delhi
- **AtliQ Exotica** leads with ₹316M revenue, 57.2% occupancy & 24.4% cancellation rate
- **AtliQ Blu** has the highest **occupancy rate of 61.9%**
- **Week 24 & Week 27** recorded the highest revenue (₹139.6M)
- **AtliQ lost ~₹196.8M due to cancellations**
- **Elite rooms** have the highest bookings & cancellation rates