



# AtliQ Grands

## HOSPITALITY ANALYSIS



Home page



About Revenue



About KPI



For Executives



Summary



Find support



## Filters

Filter by city

All

Filter by Properties

All

Filter by Booking Status

All

Filter by Room type

All

Filter by platform

All

Filter by month

All

Filter by week

All

HOME PAGE

REVENUE VIEW

KPI VIEW

EXECUTIVE VIEW

SUMMARY

HELP



Revenue  
1687.8M



Total successful  
Bookings  
93K



Actual Revenue  
1391.7M

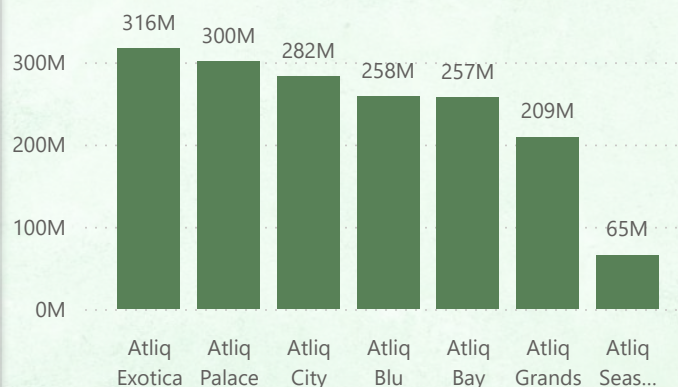


Cancellation Rate  
24.8%

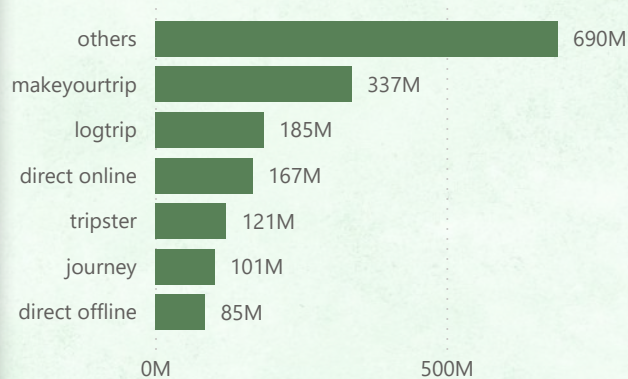


Revenue loss  
295.2M

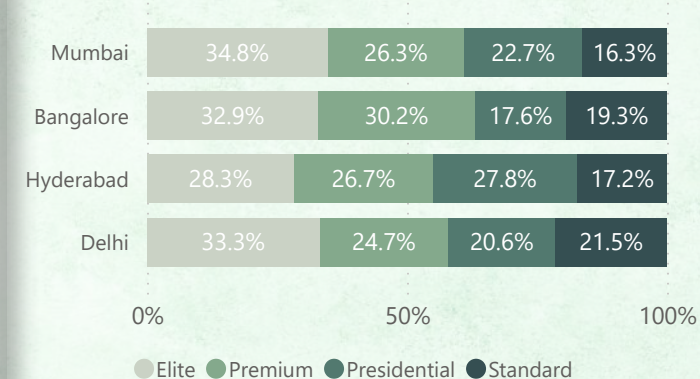
Revenue by property name



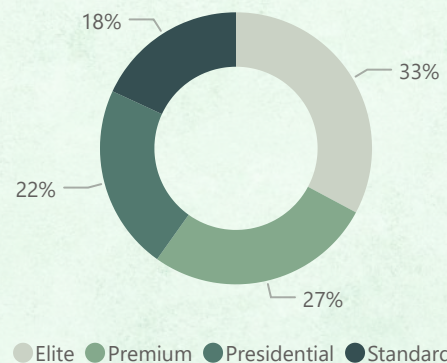
Revenue by Booking Platform



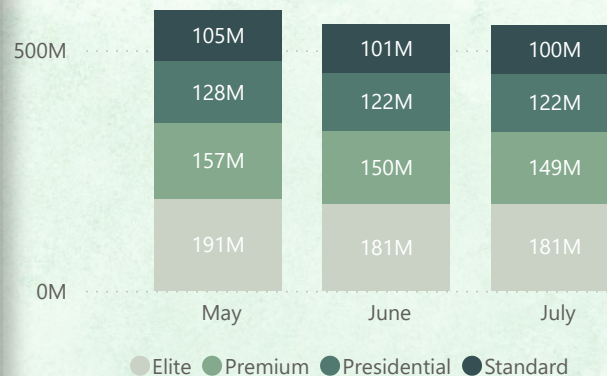
Revenue by city and room class



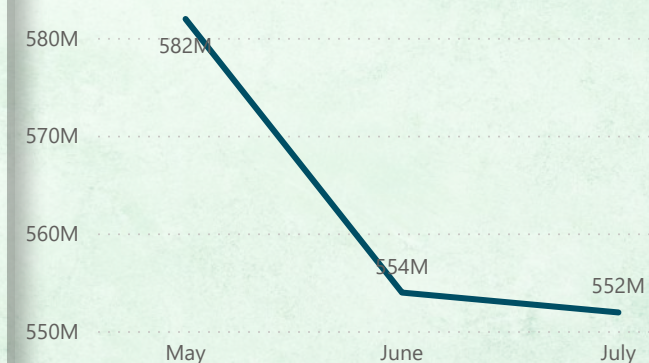
Revenue % by room class



Revenue by month and room class



Revenue per month



ADR - Average Daily Rate | RevPAR - Revenue Per Available Rooms | DBRN - Daily Booked Room Nights | DSRN - Daily Sellable Room Nights | DURN - Daily Utilized Room Nights





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Filter by city

All

Filter by Properties

All

Filter by Booking Status

All

Filter by Room type

All

Filter by platform

All

Filter by month

All

Filter by week

All

HOME PAGE

REVENUE VIEW

KPI VIEW

EXECUTIVE VIEW

SUMMARY

HELP

ADR  
12.7K ↑ 0.19%

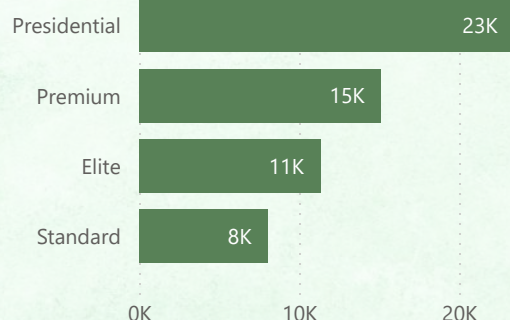
RevPAR  
7.34K ↑ 0.20%

DSRN  
2528 0.00%

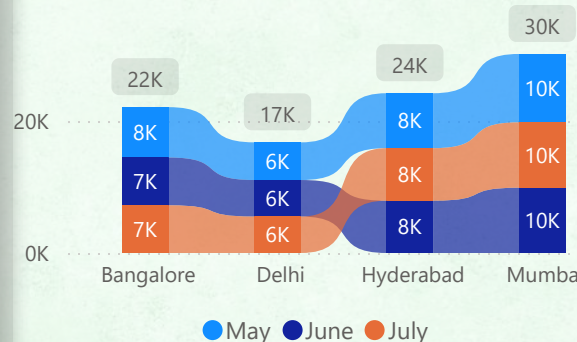
Realisation %  
70.14% ↓ -0.03%

Cancellation %  
24.84%

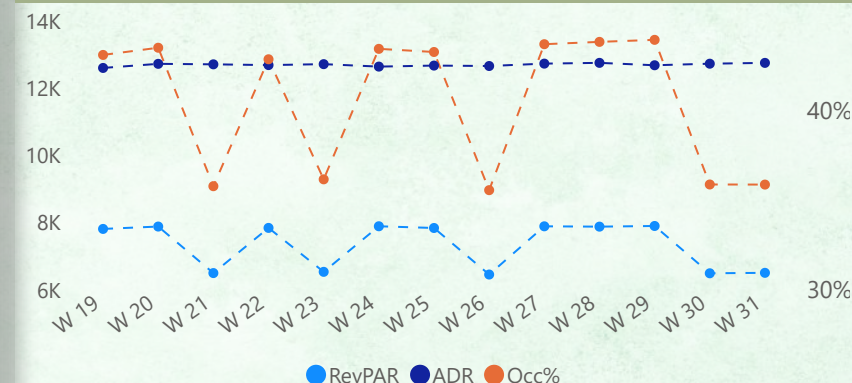
ADR by room class



Total Successful bookings by city and month



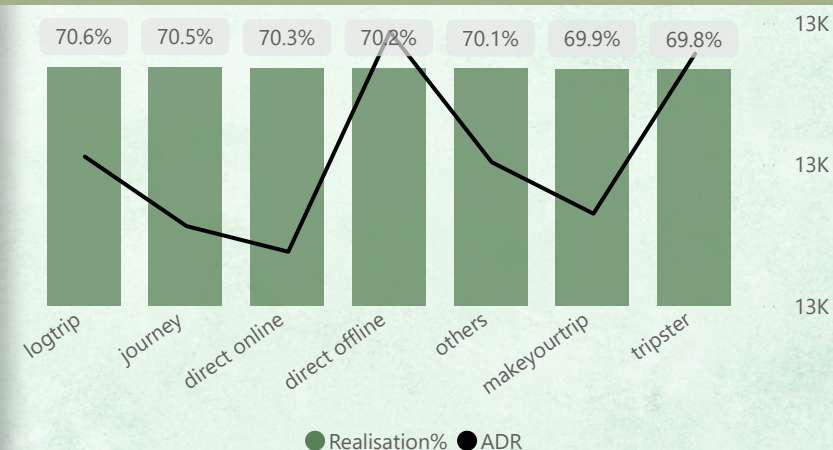
Trend by key metrics



Property by Key metrics

property_id	property_name	city	Avg_rating	ADR	RevPAR	Realisation%	Cancellation%	DSRN	DBRN
16559	Atliq Exotica	Mumbai	4.32	16,141.4	10,629.5	70.4%	24.6%	121.0	79.7
17558	Atliq Grands	Mumbai	3.05	14,838.7	7,953.3	69.9%	25.7%	102.0	54.7
17559	Atliq Exotica	Mumbai	4.32	15,293.1	10,106.7	70.8%	24.0%	101.0	66.7
17560	Atliq City	Mumbai	3.04	14,628.6	7,763.3	69.5%	25.1%	123.0	65.3
17561	Atliq Blu	Mumbai	4.30	14,271.3	9,446.5	70.1%	24.4%	85.0	56.3
17562	Atliq Bay	Mumbai	2.37	15,166.7	6,803.2	69.6%	25.4%	83.0	37.2
17563	Atliq Palace	Mumbai	4.29	16,016.2	10,592.3	70.7%	24.4%	104.0	68.8
17564	Atliq Seasons	Mumbai	2.30	16,597.4	7,397.1	70.6%	24.8%	97.0	43.2
18558	Atliq Grands	Hyderabad	3.06	10,330.5	5,513.9	69.7%	25.1%	91.0	48.6
18559	Atliq Exotica	Hyderabad	2.33	9,111.4	4,061.3	70.6%	24.3%	128.0	57.1
Total			3.62	12,695.8	7,336.6	70.1%	24.8%	2528.0	1,460.9

Realisation % and ADR by platform



ADR - Average Daily Rate | RevPAR - Revenue Per Available Rooms | DBRN - Daily Booked Room Nights | DSRN - Daily Sellable Room Nights | DURN - Daily Utilized Room Nights



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Filter by city

All

Filter by Properties

All

Filter by Booking Status

All

Filter by Room type

All

Filter by platform

All

Filter by month

All

Filter by week

All

HOME PAGE

REVENUE VIEW

KPI VIEW

EXECUTIVE VIEW

SUMMARY

HELP



Revenue

1.69bn



Occupancy %

40.5%



Average Rating

3.62



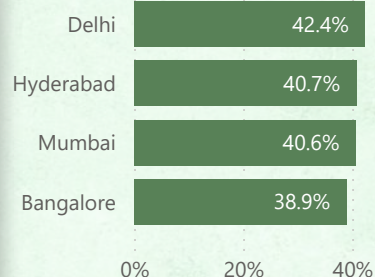
Total Bookings

133K

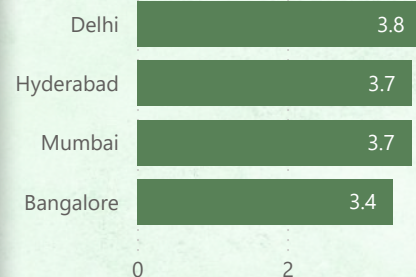
Revenue by city



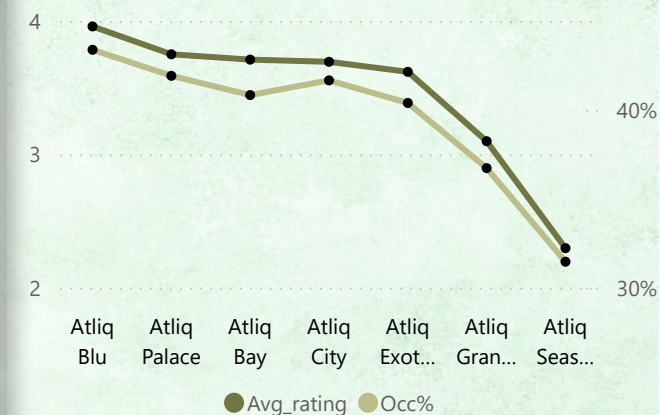
Occupancy % by city



Avg. rating by city



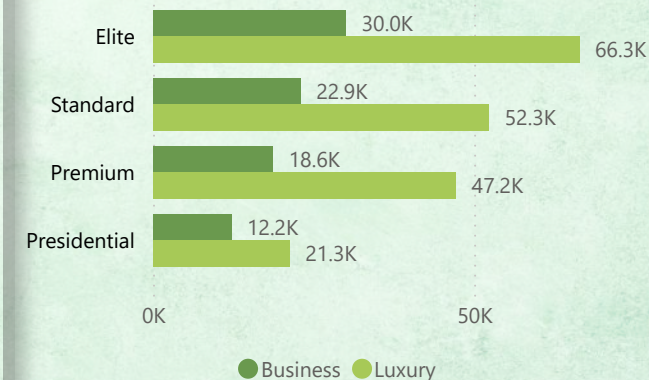
Avg rating and occupancy % by properties



Property by Key metrics

property_name	Revenue	Total_bookings	Occ%	Realisation%	Cancellation%	Total_Capacity	Avg_rating
Atliq Exotica	316.5M	23.2K	40.4%	70.6%	24.4%	40.5K	3.6
Atliq Palace	300.3M	23.3K	41.9%	70.0%	25.2%	38.9K	3.8
Atliq City	282.1M	23.0K	41.7%	70.1%	25.0%	38.8K	3.7
Atliq Blu	257.7M	21.5K	43.4%	70.1%	24.7%	34.8K	4.0
Atliq Bay	257.0M	21.1K	40.8%	70.0%	24.8%	36.2K	3.7
Atliq Grands	208.9M	16.8K	36.7%	69.9%	25.1%	32.0K	3.1
Atliq Seasons	65.3M	3.9K	31.5%	70.6%	24.8%	8.8K	2.3
Total	1687.8M	132.9K	40.5%	70.1%	24.8%	230.0K	3.6

Total no of guests by room class



ADR - Average Daily Rate | RevPAR - Revenue Per Available Rooms | DBRN - Daily Booked Room Nights | DSRN - Daily Sellable Room Nights | DURN - Daily Utilized Room Nights



1. Almost **1/4 th of the customer cancelling the booking**, which is severely impact on the overall revenue.
2. **AtliQ Seasons** was one of the **lowest revenue making property** (65 Mn). Even its located in single city, the **ratings are very low**.
3. For Overall revenue, **Elite room class performing exceptionally well (33%)** across all the cities. Approximately **1/3rd of the revenue** coming from here itself. But for **standard room class (18%)**, need to focus more for making revenue. Rating for the standard room class is looking decent.
4. Overall revenue is falling down in the last 2 months.
5. need to make good connections with booking platforms other than direct online and offline.
6. Revenue and occupancy % declining last 4 weeks.
7. **Delhi** is having one of the **lowest successful bookings** (24K out of 133K) across all the months. Which is directly affecting the overall revenue.
8. **Luxury** category is performing exceptionally well (62%) across all the properties.
9. **39% of the total revenue comes from Mumbai itself**.
10. **AtliQ Exotica** making **highest revenue property** (316.5 Mn).



HOME PAGE

REVENUE VIEW

KPI VIEW

EXECUTIVE VIEW

SUMMARY

HELP

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