

ATLIQ HOSPITALITY ANALYSIS

DOMAIN:

TRAVEL AND TOURISM

TECHNOLOGIES USED:

POWER BI

DIFFICULTY LEVEL:

ADVANCED

DATASET:

ATLIQ HOSPITALITY DATASET

PROJECT GOAL:

REGAIN MARKET SHARE AND IMPROVE
REVENUE BY OPTIMIZING OCCUPANCY,
ENHANCING CUSTOMER SATISFACTION, AND
OUTPACING COMPETITORS.

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Abstract

AtliQ Grands, a luxury hotel chain, is facing declining revenue and market share due to increased competition and poor decision-making. This report presents insights derived from a Power BI dashboard that analyzes their operational performance, highlighting areas that need improvement. By focusing on customer satisfaction, optimizing occupancy, and making data-driven decisions, AtliQ can regain its market position.

Problem Statement

AtliQ Grands, a prominent luxury hotel chain operating across India for the past 20 years, has been losing its market share and revenue due to increased competition and poor decision-making in management. The organization lacks an in-house data analytics team to provide insights into their operations. The revenue management team has hired a third-party analytics service to derive insights from historical data to improve their business operations.

Introduction

AtliQ Grands is a well-established luxury hotel chain operating across India for the past 20 years. Recently, they have been losing market share and revenue due to strategic moves by competitors and ineffective decision-making at the management level. The company lacks a dedicated data analytics team, so the revenue management team has hired third-party analytics services to derive insights from historical data. This report analyzes the data using a Power BI dashboard and presents key findings, trends, and recommendations.

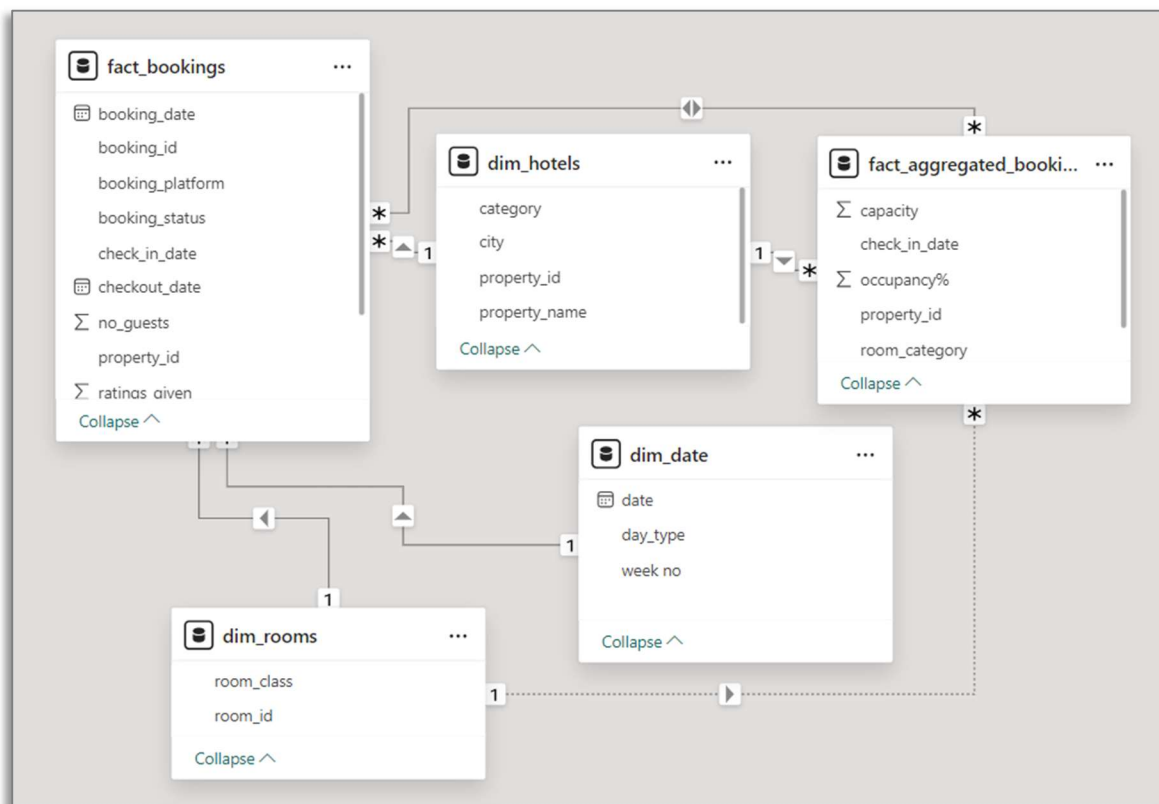
Objectives

The primary objectives of this analysis are:

- To regain market share in the luxury hotel sector.
- To improve overall revenue through data-driven strategies.
- To optimize occupancy rates and customer satisfaction.

Data Description

The dataset used in this analysis includes operational data from AtliQ Grands' multiple hotel properties across India. It covers metrics such as revenue, occupancy rates, customer ratings, and booking platforms. The data is broken down by city, property, time period (week/month), and platform, providing a comprehensive overview of the company's performance.



Data Preprocessing

Before generating insights, the dataset underwent preprocessing steps such as:

- Handling missing or inconsistent data in customer ratings and occupancy.
- Aggregating data by week and month for trend analysis.
- Filtering irrelevant or redundant columns.

Dashboard Overview

The Power BI dashboard presents several key features that allow for dynamic interaction with the data, including:

1. Filters by Property, City, Status, Platform, Month, and Week:

Users can dynamically view the data filtered by multiple parameters to focus on specific areas of interest.

2. Key Performance Indicators (KPIs):

- **Revenue:** Total revenue generated by the hotels.
- **Occupancy %:** Percentage of rooms occupied in a given time period.
- **Average Rating:** Customer satisfaction ratings across different properties.

3. City and Property-Specific Data:

- Revenue, occupancy, and ratings are broken down by different cities and properties, offering granular insights into individual hotel performance.

4. Trends by Week:

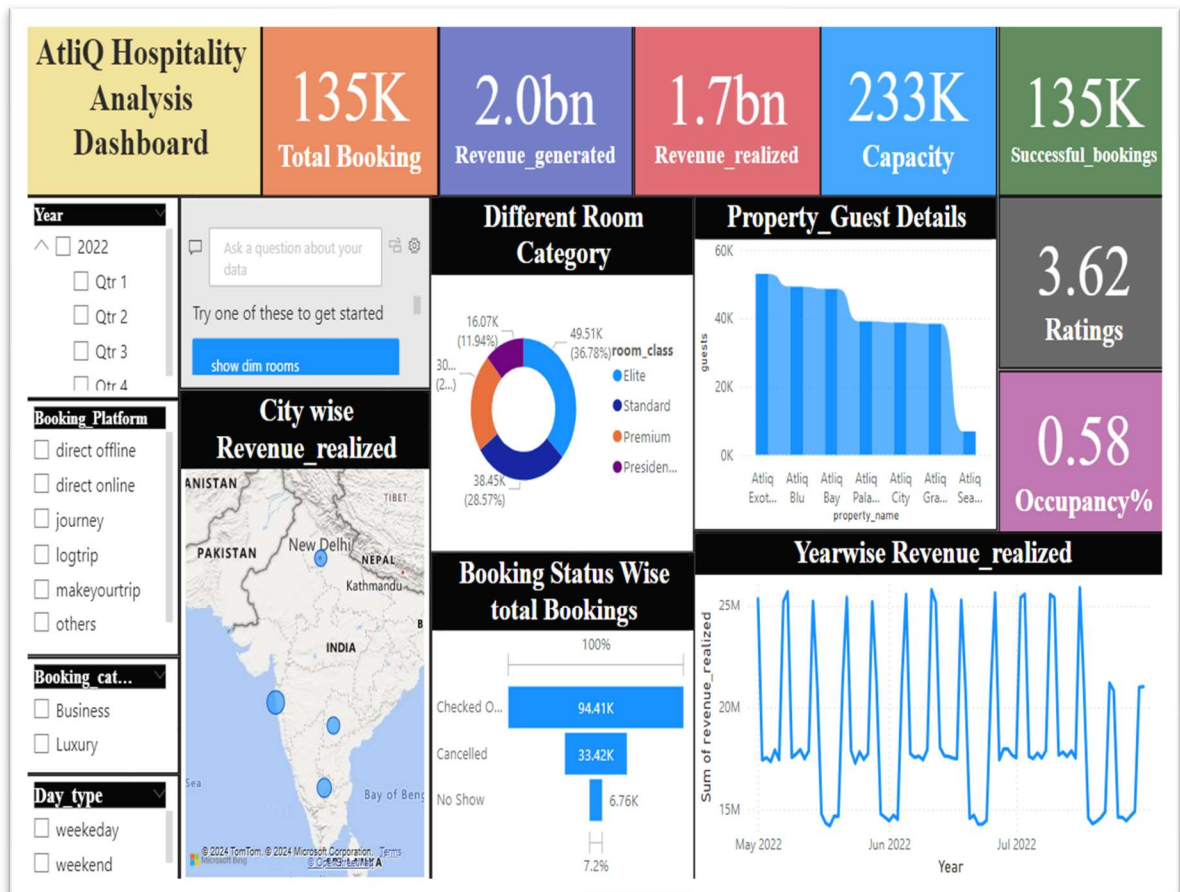
- Shows weekly trends to observe performance fluctuations.

5. Occupancy by Day Type:

- Insights into room occupancy depending on the day of the week (e.g., weekday vs. weekend performance).

6. Booking % by Platform:

- Identifies the percentage of bookings made through various platforms such as direct bookings, online travel agencies (OTAs), and others.



Key Insights and Visualizations

1. Declining Revenue in Major Cities:

Analysis shows that revenue has been steadily declining in key cities like Mumbai and Delhi, likely due to competitor activity or a drop in customer satisfaction.

2. Lower Occupancy Rates on Weekdays:

Occupancy rates on weekdays are significantly lower than weekends, indicating a possible need to target corporate clients with weekday promotional offers.

3. Platform Performance:

Bookings through OTAs show better occupancy rates, but direct bookings offer higher revenue per booking. This suggests a need to balance promotional efforts across platforms.

4. City-Specific Ratings:

Properties in cities like Bangalore are consistently receiving lower ratings, indicating potential issues with service quality that need immediate attention.

5. Underperformance in Certain Properties:

Some properties, especially in Tier-2 cities, are underperforming in terms of both occupancy and revenue. This might be due to location disadvantage or subpar customer service.

6. Increased Competitor Influence:

Data shows that competitor properties are growing faster in market share in several cities, indicating a need for more aggressive marketing and customer retention strategies.

Recommendations

1. Improve Corporate Weekday Bookings:

The lower weekday occupancy should be addressed by targeting business clients with special corporate offers and promotions for long-term stays.

2. Focus on Direct Bookings:

While OTAs bring volume, direct bookings result in higher profits. Encourage more direct bookings through loyalty programs, website optimization, and exclusive offers.

3. Enhance Customer Experience in Low-Rating Properties:

Conduct a deep dive into customer feedback in cities like Bangalore and implement immediate service quality improvements. Regular training for staff and quality audits will help improve ratings.

4. Promotional Campaigns in Key Cities:

In cities like Mumbai and Delhi, focused marketing campaigns, particularly highlighting any unique offerings, can help reclaim market share.

5. Revamp Properties in Underperforming Locations:

Consider renovations, service upgrades, or even repositioning of underperforming properties in Tier-2 cities to attract more visitors.

6. Monitor Competitor Actions:

Keep a close eye on competitors' pricing strategies, service offerings, and marketing tactics. Adjust prices and promotions to remain competitive without sacrificing profitability.

Conclusion

This analysis of AtliQ Grands' operational data highlights critical areas that need immediate attention to improve revenue and regain market share. Through a combination of customer satisfaction improvements, strategic marketing, and operational optimizations, AtliQ can strengthen its position in the luxury hospitality market.