Hospitality challenge

BY CODEBASCIS

Insights & Key Findings

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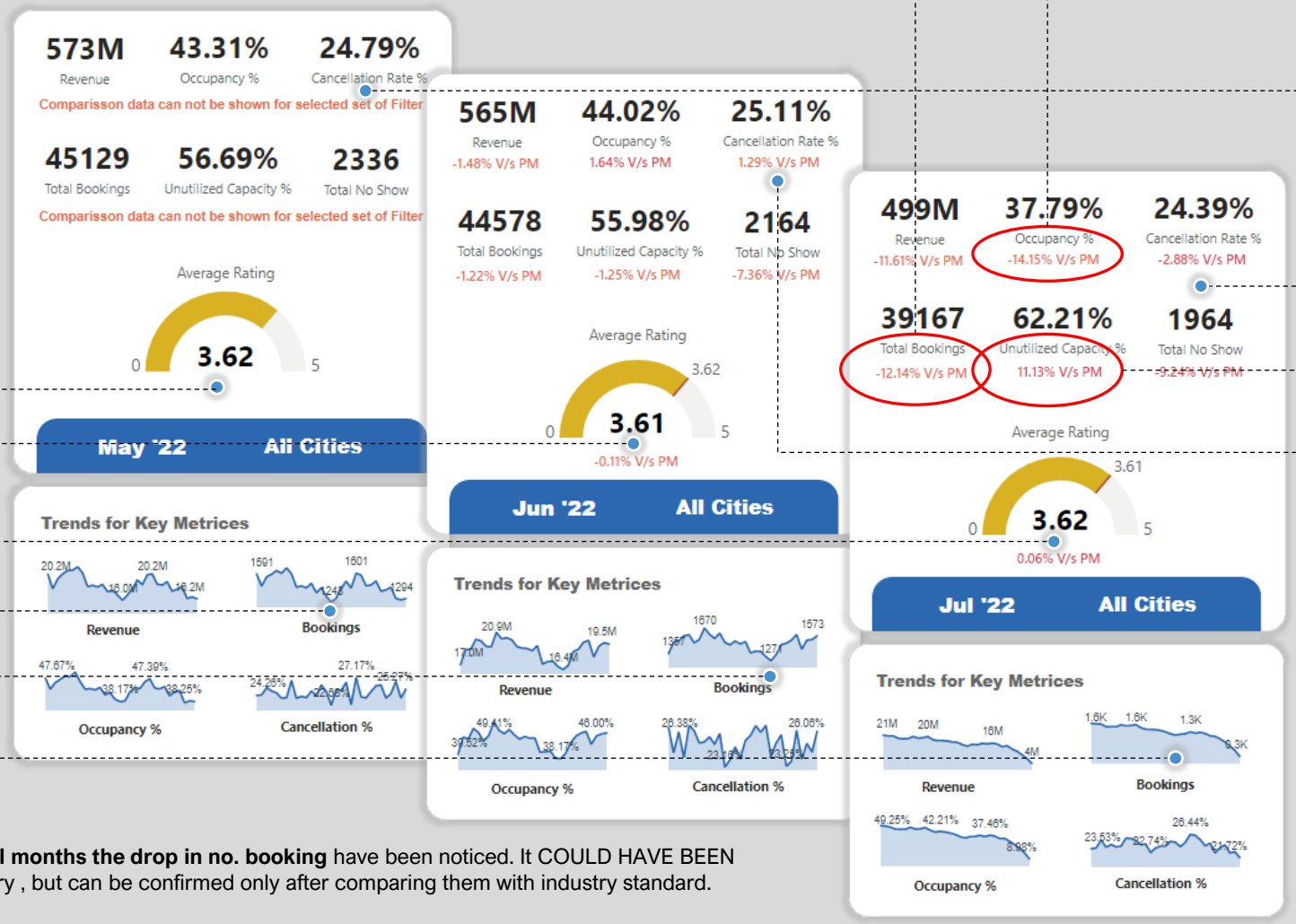
4

Over All **Average Ratings** are **3.61** and those are pretty consistent but still needs to be looked after as Ratings shows what perception the past customers carries for your brand from their own experience at the property.



1

A significant negative values of variance can be noticed in the month of July 2022.

A noticeable **-11.61%** drop in Revenue is majorly contributed by

1) **12.14% drop** in Total Bookings
2) **14.15% drop** in Occupancy % comparer to past month . Here **"Occupancy %"** is a measure for utilization of existing capacity.
3) **62.21 %** of unutilised Capacity, which is 11.13% higher than the Past month (JUN 2022).

2

Surprisingly Cancellation Rates doesn't seems to the reason for sudden drop in revenue since it has been pretty consistent from **24-25%** through out all months.

Atliq Grand management should compare this cancellation rate with the industry standard and check if it is in sync with it or not. If by chance it's performing under the industry standard they should definitely look into it.

Though its not current contributor to sudden drop in revenue for July month, Atliq should also try to improve upon it in general for achieving better utilization of capacity.

3

In **2nd and 3rd week of all months the drop in no. booking** have been noticed. It COULD HAVE BEEN COMMON across industry , but can be confirmed only after comparing them with industry standard.

One possibility is such that travellers prefers to travel either in the month starting or towards the end of the month. So Atliq Grand's marketing team should designed special offers to cope up with md-month fall.

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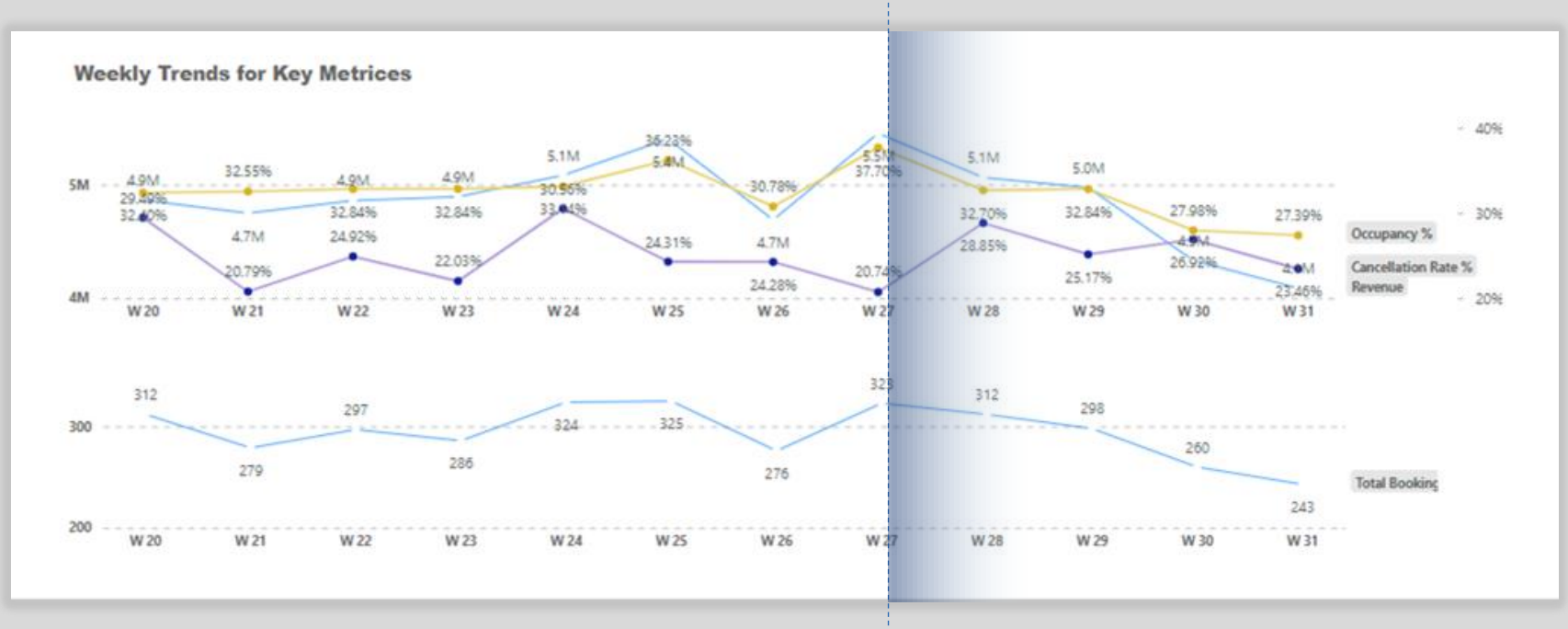

This Weekly trend affirms our initial finding that **drop in booking %** is the major cause for **drop in Revenue** and not the **Cancellation % .**

Yes , cancellation % shall certainly be taken care as by minimising the cancellations the occupancy % and revenue can be increased, but its not the root cause here.

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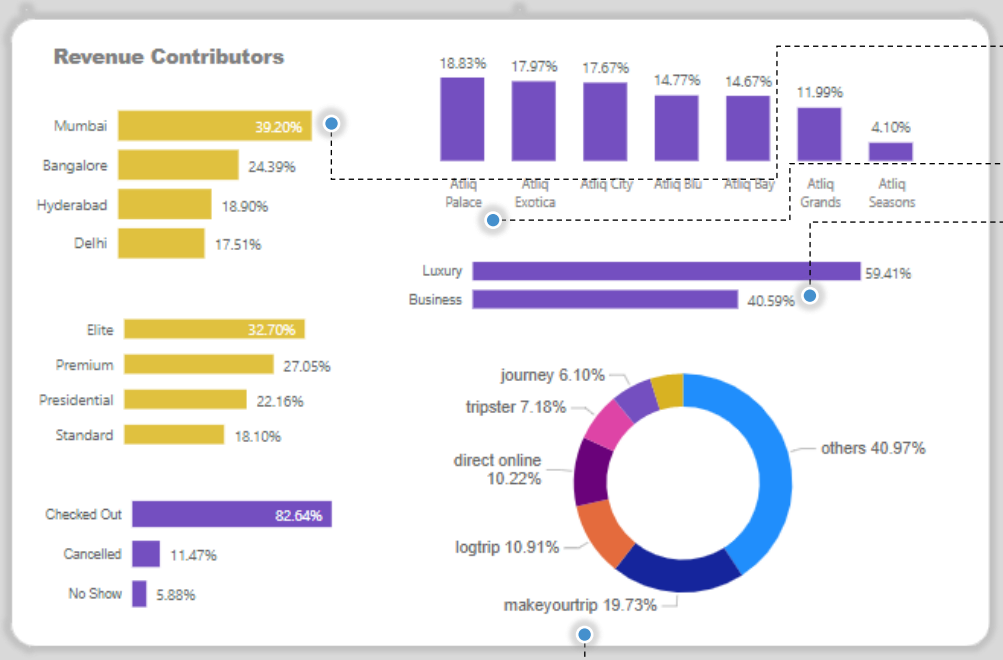


MUMBAI is the top most city through out all months.

Atliq Palace & Atliq Exotica are highest contributing hotels

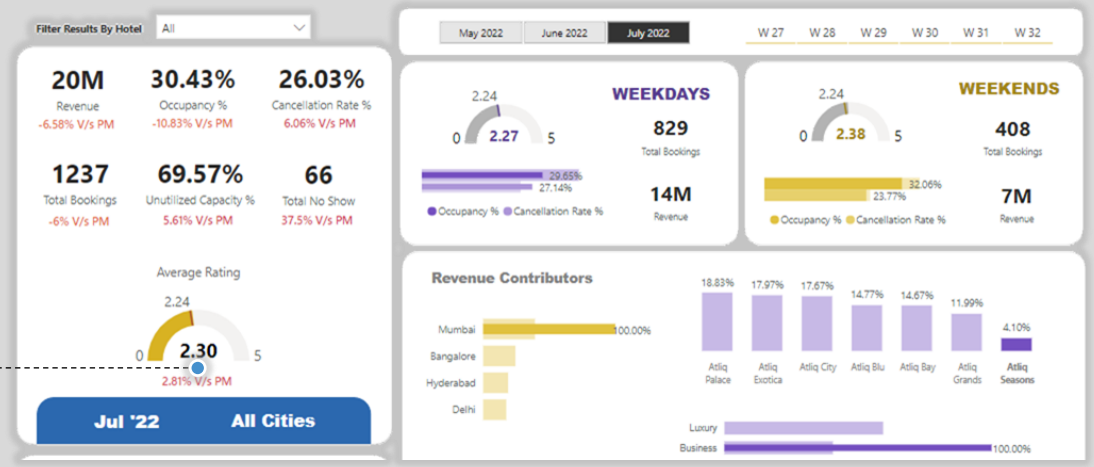
Business Hotel contributing less to the revenue as well as their Avg. Rating is a really a matter of concern especially Atliq Seasons

Make my trip is better channel contributing around 19-20% to the revenue .

However major revenue around 40% is coming from unrecognised source which needs to identified for better marketing efforts

Atliq Seasons is a business class hotel which has significantly low AVG. RATINGS 2.30 in month of July 2022.

Even Atliq is not able to fetch out well from it's business class hotels , which needs to be take care to improve over almost all dimensions and metrices



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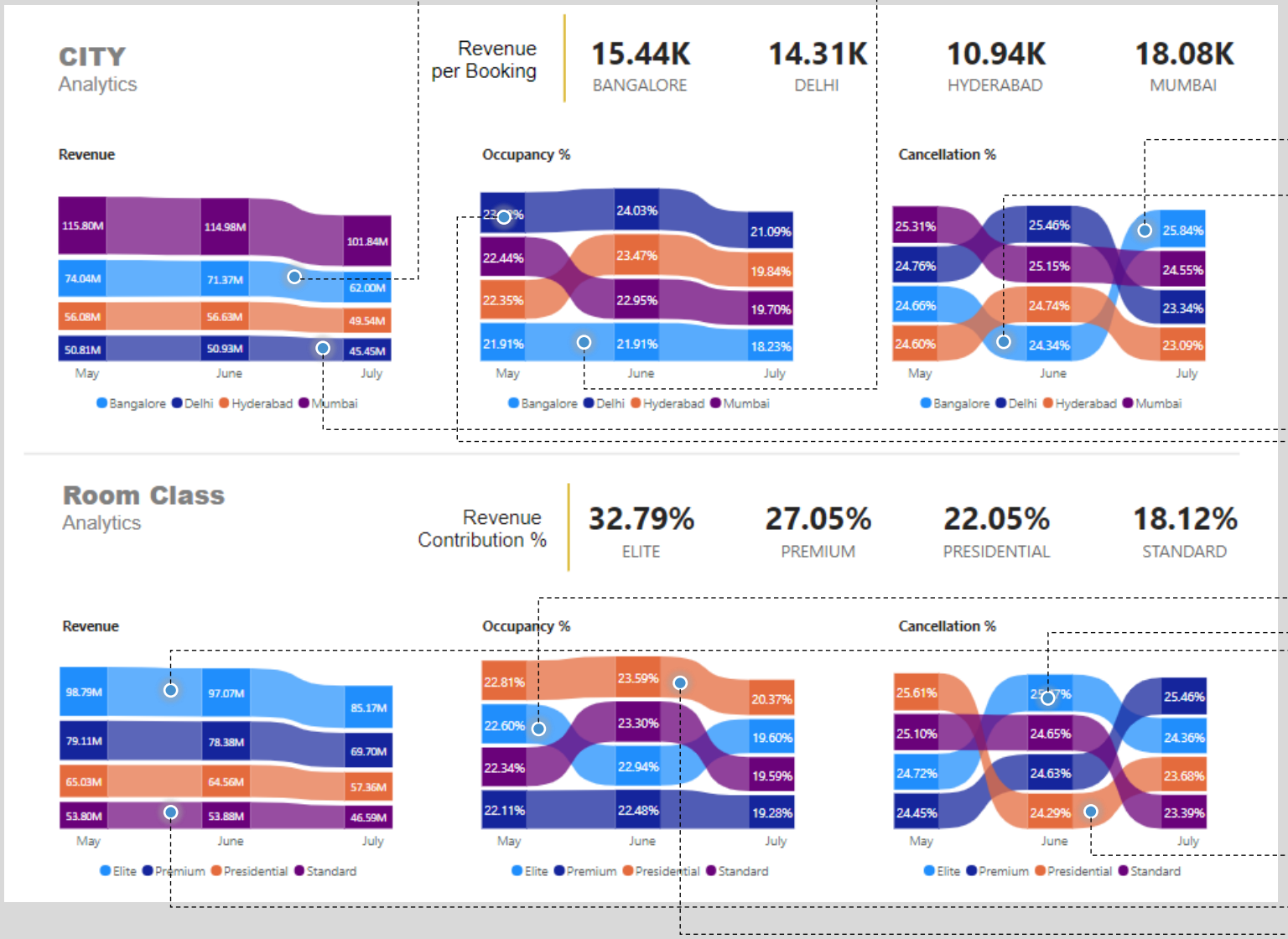

1 *Banglore* is the city with lowest occupancy rate through out all months, still it's the second highest city contributing to Revenue.

Even if we look at Revenue per Booking per city Bangalore stands 2nd

It has noticeable lower cancellation rate as well. However in month of July 2022 it sitting on top compare to its lowest cancellation rate in Jun 2022.

2 *Delhi* is the city which has lowest performance over all

3 *Elite* is winning horse with highest contribution to revenue , 2nd highest occupancy . However little surge can be seen in its cancellation rate in last two months

4 *Presidential* are 2nd lowest in Revenue contribution still they seems to be maintaining higher occupancy % through out the all months

Other noticeable change can be seen in it's cancellation rate. It has dropped in Jun and July 2022.