

Hospitality

Domain Analysis



Problem Statement :

The problem we're addressing is that Atliq Grands, a prominent player in India's hotel industry, is facing tough competition and declining revenue in both luxury and business hotel segments. To tackle this, their management team is turning to data and smart strategies for help.

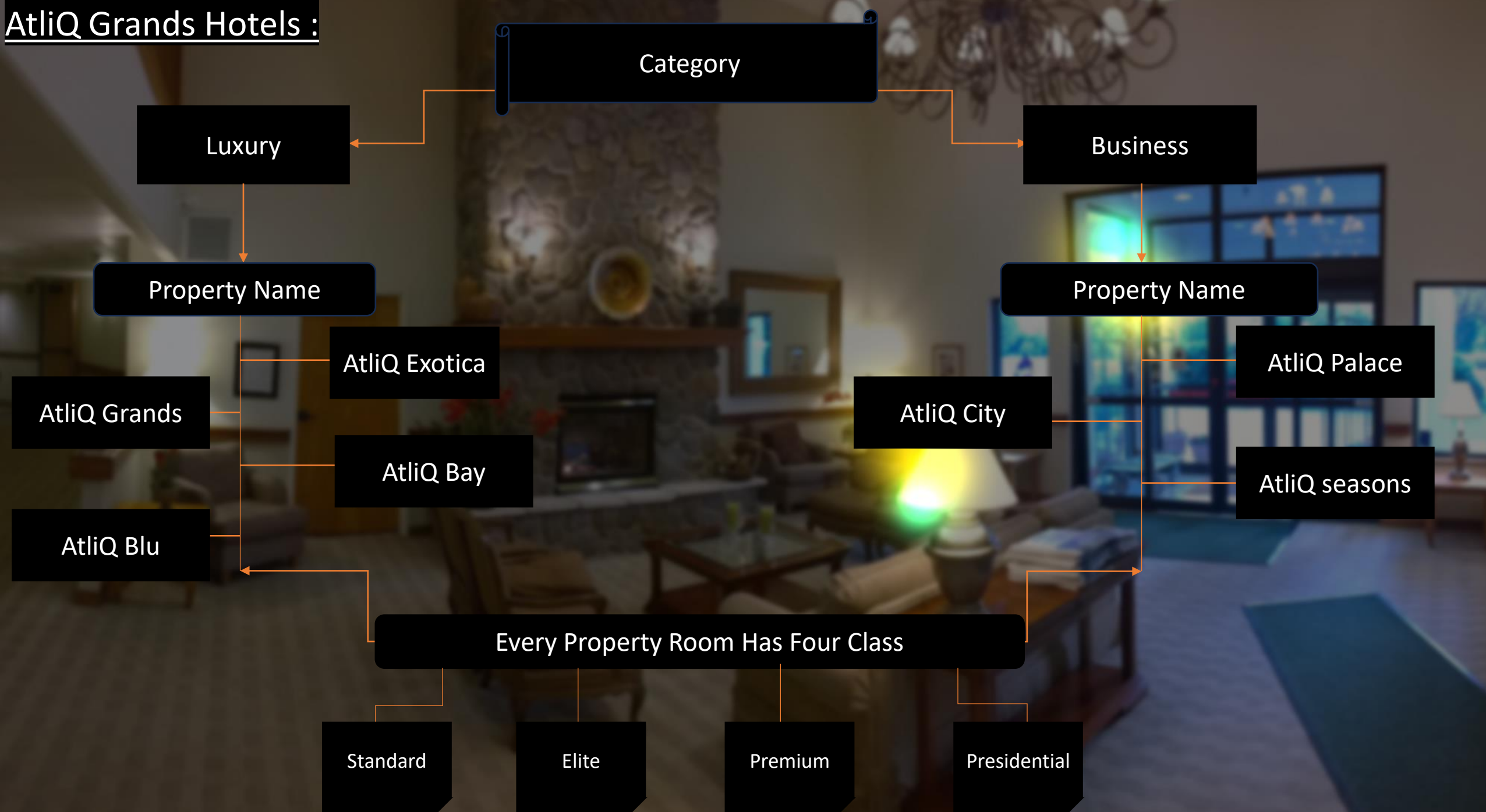
Goal :

Our goal is clear to boost Atliq Grands' market share and revenue in luxury and business hotel segments by leveraging data-driven strategies and business intelligence. Essentially, we aim to outperform competitors and enable more informed management decisions.

HOTEL



AtliQ Grands Hotels :



Key Metrics

1.Total Available Rooms:

1. Total number of rooms in a hotel that are available for sale.
2. Example: If a hotel has 100 rooms but 5 are out of order, the total available rooms would be 95.
3. Function: $\text{Total Available Rooms} = \text{Total Number of Rooms} - \text{Number of Rooms Out of Order}$.

2.RevPAR (Revenue per Available Room):

1. A metric used in the hotel industry to measure the average revenue generated per available room.
2. Example: If a hotel generated \$10,000 in room revenue and had 90 available rooms, the RevPAR would be \$111.11.
3. Function: $\text{RevPAR} = \text{Total Rooms Revenue} / \text{Total Rooms Available}$.

3.Average Daily Rate (ADR):

1. The average rate paid per occupied room in a given time period.
2. Example: If a hotel's room revenue for a day is \$3,000 and it had 30 rooms occupied, the ADR would be \$100.
3. Function: $\text{ADR} = \text{Rooms Revenue} / \text{Paid Rooms Occupied}$.

4.Occupancy %:

1. The percentage of rooms occupied out of the total available rooms.
2. Example: If a hotel has 90 rooms occupied out of 100 available rooms, the occupancy rate is 90%.
3. Function: $\text{Occupancy \%} = \text{Paid Rooms Occupied} / \text{Rooms Available}$.

5.SRN (Sellable Room Nights):

1. The total number of room nights that a hotel can sell over a specific period.
2. Example: If a hotel has 100 rooms available for sale for 7 days, the SRN would be 700.
3. Function: $\text{SRN} = \text{Days} * \text{Total Available Rooms}$.

6.DSRN (Daily Sellable Room Nights):

1. The total number of room nights available for sale on a particular day.
2. Example: If a hotel has 100 rooms available for sale on a given day, the DSRN would be 100.
3. Function: $\text{DSRN} = \text{Total Available Rooms}$.

7.URN (Utilized Room Nights):

1. The total number of room nights utilized by guests, including those who stayed or checked out.
2. Example: If a hotel had 80 guests stay overnight, the URN would be 80.
3. Function: $\text{URN} = \text{Number of Guests Who Stayed} + \text{Number of Guests Who Checked Out}$.

8.BRN (Total Bookings):

1. The total number of bookings made, including guests who stayed, no-shows, and cancellations.
2. Example: If a hotel had 100 bookings made, including 80 guests who stayed, 10 no-shows, and 10 cancellations, the BRN would be 100.
3. Function: $\text{BRN} = \text{Customers Who Stayed} + \text{No-shows} + \text{Cancellations}$.

9.Realization:

1. The percentage of booked room nights that were actually utilized by guests.
2. Example: If out of 100 bookings, 80 guests actually stayed, the realization would be 80%.
3. Function: $\text{Realization} = \text{URN} / \text{BRN}$.



AtliQ Grands Hospitality Dashboard

Filter by City

All

Filter by room class

All

May, 2022

June, 2022

July, 2022

W 19

W 20

W 21

W 22

W 23

W 24

W 25

W 26

W 27

W 28

W 29

W 30

W 31

W 32

Revenue

1.71bn

↓ -81.7%

RevPar

7.35K

↓ -81.7%

DSRN

2.53K

↓ -81.7%

Occupancy %

57.87%

↑ 28.11%

ADR

12.70K

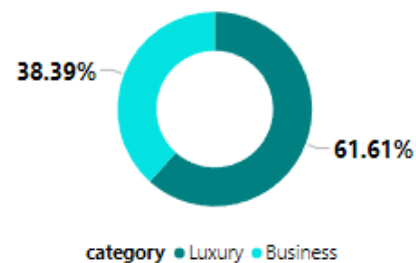
↓ -0.21%

Realisation

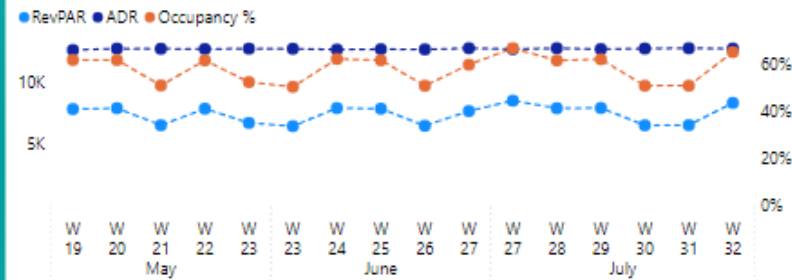
70.15%

↑ 28.11%

Revenue by category %



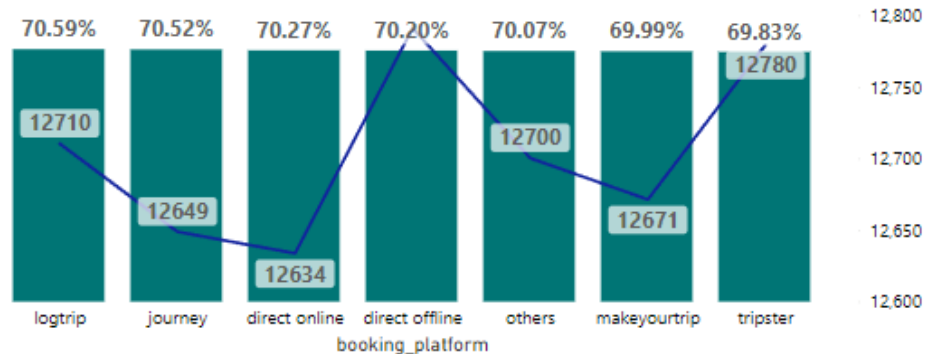
Trend by Key Metrics



Day_type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,101.15	55.99%	12,683.18	69.95%
Weekend	7,971.63	62.64%	12,725.49	70.59%
Total	7,347.15	57.87%	12,696.12	70.15%

Realisation % and ADR by Platform

● Realisation % ● ADR



Property By Key Metrics

proper ty_id	property _name	city	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancella tion %	Avg_rating
19563	Atliq Palace	Bangalore	69M	6,778	53.49%	12,672	110	59	41	69.46%	25.35%	3.02
19562	Atliq Bay	Bangalore	82M	9,335	65.81%	14,185	96	63	45	70.46%	24.33%	4.28
19561	Atliq Blu	Bangalore	73M	6,778	53.29%	12,720	117	62	44	69.79%	24.65%	3.08
19560	Atliq City	Bangalore	82M	8,989	65.65%	13,694	99	65	45	69.13%	26.38%	4.28
19559	Atliq Exotica	Bangalore	60M	6,868	53.83%	12,757	95	51	36	70.84%	24.48%	3.05
19558	Atliq Grands	Bangalore	54M	5,536	44.40%	12,467	107	48	33	70.03%	24.55%	2.36
18563	Atliq	Hyderabad	45M	5,025	52.98%	9,484	97	51	36	69.63%	25.95%	3.07
Total			1709M	7,347	57.87%	12,696	2,528	1,463	1,026	70.15%	24.83%	3.62

RevPAR - Revenue per available room | DSRN - Daily sellable room nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights



THANK YOU