



The ATLIQ - Chain of Hotels

Analysis Report by
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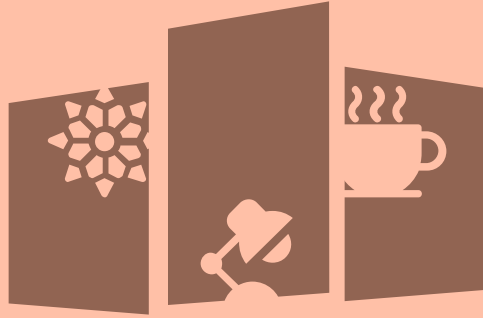
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HOTEL & SPA



The ATLIQ

The ATLIQ – Chain of hotels owns multiple five-star rated business and luxury hotels across the India.



Business Overview

Introduction to the business



- **Company Overview:**
 - The ATLIQ – Chain of Hotels owns multiple five-star hotels across India.
 - Over 20 years in the hospitality industry.
 -
- **Current Challenges:**
 - Losing market share and revenue in the luxury/business hotels category.
 - Strategic moves by competitors.
 - Ineffective decision-making by management.
- **Strategic Move:**
 - Managing director aims to incorporate "Business and Data Intelligence" to regain market share and revenue.
- **Key Issue:**
 - Lack of an in-house data analytics team to provide necessary insights.
- **Solution:**
 - Revenue management team decided to hire a 3rd party service provider.
 - Goal: Obtain insights from historical data to inform strategic decisions.

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Problem Statement



Problem Statement



As a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. The responsibilities will be to download all relevant documents from the download section.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard.

Metrics



Measures	Description / Purpose
Revenue	To get the total revenue_realized
Total Bookings	To get the total number of bookings happened
Total Capacity	To get the total capacity of rooms present in hotels
Total Successful Bookings	To get the total succesful bookings happened for all hotels
Occupancy %	Occupancy means total successful bookings happened to the total rooms available(capacity)
Average Rating	Get the average ratings given by the customers
No of days	To get the total number of days present in the data. In our case, we have data from May to July. So 92 days.
Total cancelled bookings	To get the "Cancelled" bookings out of all Total bookings happened
Cancellation %	calculating the cancellation percentage.
Total Checked Out	To get the successful 'Checked out' bookings out of all Total bookings happened
Total no show bookings	To get the "No Show" bookings out of all Total bookings happened ("No show" means those customers who neither cancelled nor attend to their booked rooms)
No Show rate %	calculating the no show percentage.
Booking % by Platform	To show the percentage contribution of each booking platform for bookings in hotels. We have booking platforms like makeyourtrip, logtrip, tripster etc)

Metrics



Booking % by Room class	To show the percentage contribution of each room class over total rooms booked. We have room classes like Standard, Elite, Premium, Presidential
- ADR	Calculate the ADR(Average Daily rate) It is the ratio of revenue to the total rooms booked/sold. It is the measure of the average paid for rooms sold in a given time period
Realisation %	calculate the realisation percentage. It is nothing but the successful "checked out" percentage over all bookings happened.
RevPAR	Calculate the RevPAR(Revenue Per Available Room) 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.
DBRN	calculate DBRN(Daily Booked Room Nights) This metrics tells on average how many rooms are booked for a day considering a time period
DSRN	calculate DSRN(Daily Sellable Room Nights) This metrics tells on average how many rooms are ready to sell for a day considering a time period
DURN	calculate DURN(Daily Utilized Room Nights) This metric tells on average how many rooms are successfully utilized by customers for a day considering a time period

Metrics



Revenue WoW change % —	To get the revenue change percentage week over week. Here, revcw for current week revpw for previous week
Occupancy WoW change %	To get the occupancy change percentage week over week. Here, revcw for current week revpw for previous week
ADR WoW change %	To get the ADR(Average Daily rate) change percentage week over week. Here, revcw for current week revpw for previous week
Revpar WoW change %	To get the RevPar(Revenue Per Available Room) change percentage week over week. Here, revcw for current week revpw for previous week
Realisation WoW change %	To get the Realisation change percentage week over week. Here, revcw for current week revpw for previous week
DSRN WoW change %	To get the DSRN(Daily Sellable Room Nights) change percentage week over week. Here, revcw for current week revpw for previous week



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Data

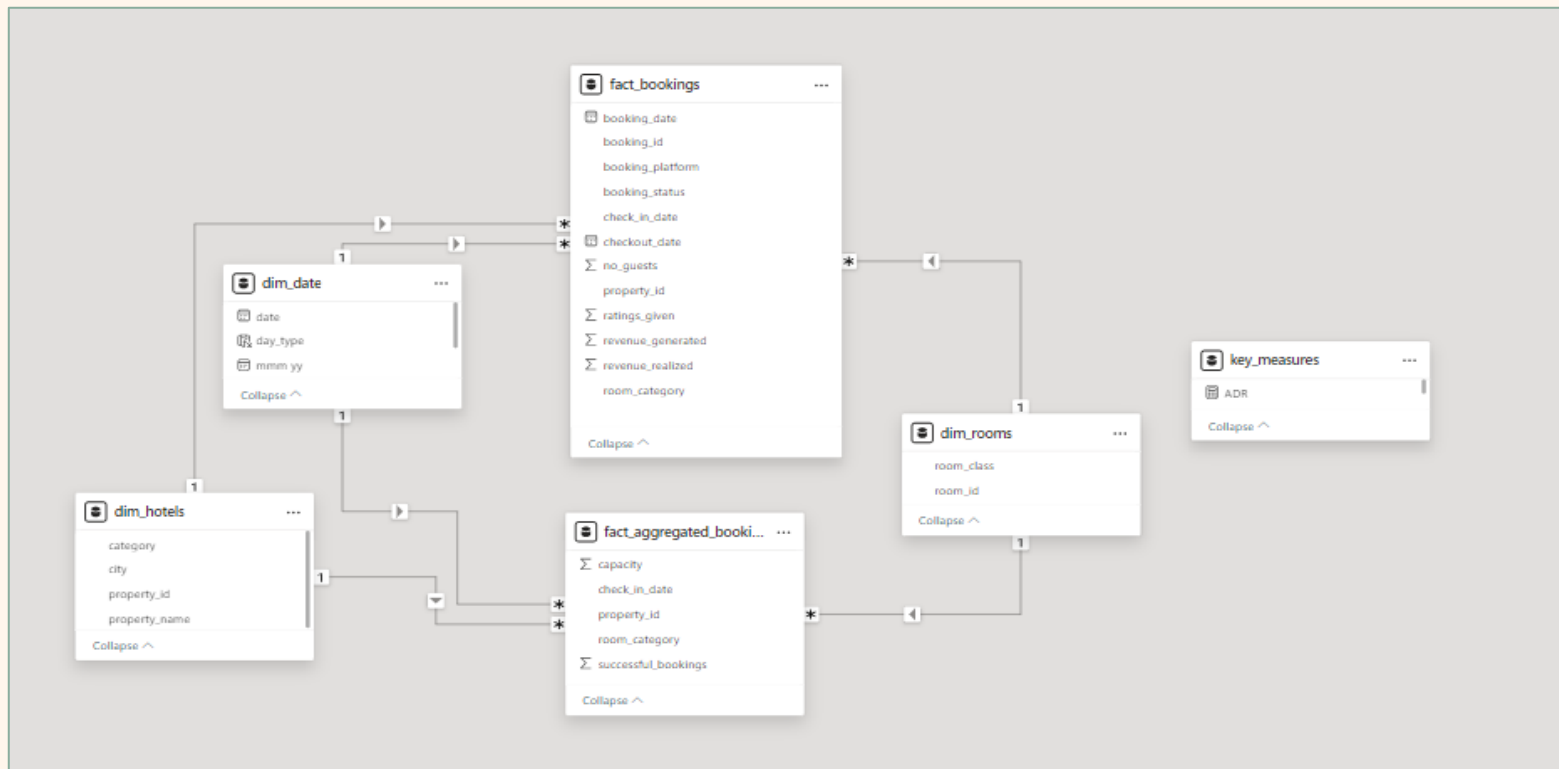
Sources and Model

Data Sources



- The dataset required for the analysis is available on the CodeBasics website (Resume Project Challenge)
- The dataset contains 5 CSV files, 3 dimension tables and 2 fact tables.
 - dim_date – Data includes day type (weekend and weekday), month, and week no (From week 19 – week 32).
 - dim_hotels – Includes property_id, property_name, category (luxury and business) and the city.
 - dim_rooms – Includes room_id and room_class.
 - fact_aggregated_bookings – Stores information about bookings, including booking dates, booking platforms, number of guests, revenue, check-in and checked out dates.
 - fact_bookings – Includes successful bookings, hotel id and capacity

Data Model





Visualization

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Home



The ATLIQ - Chain of Hotels



Total Analysis



Revenue Contributors

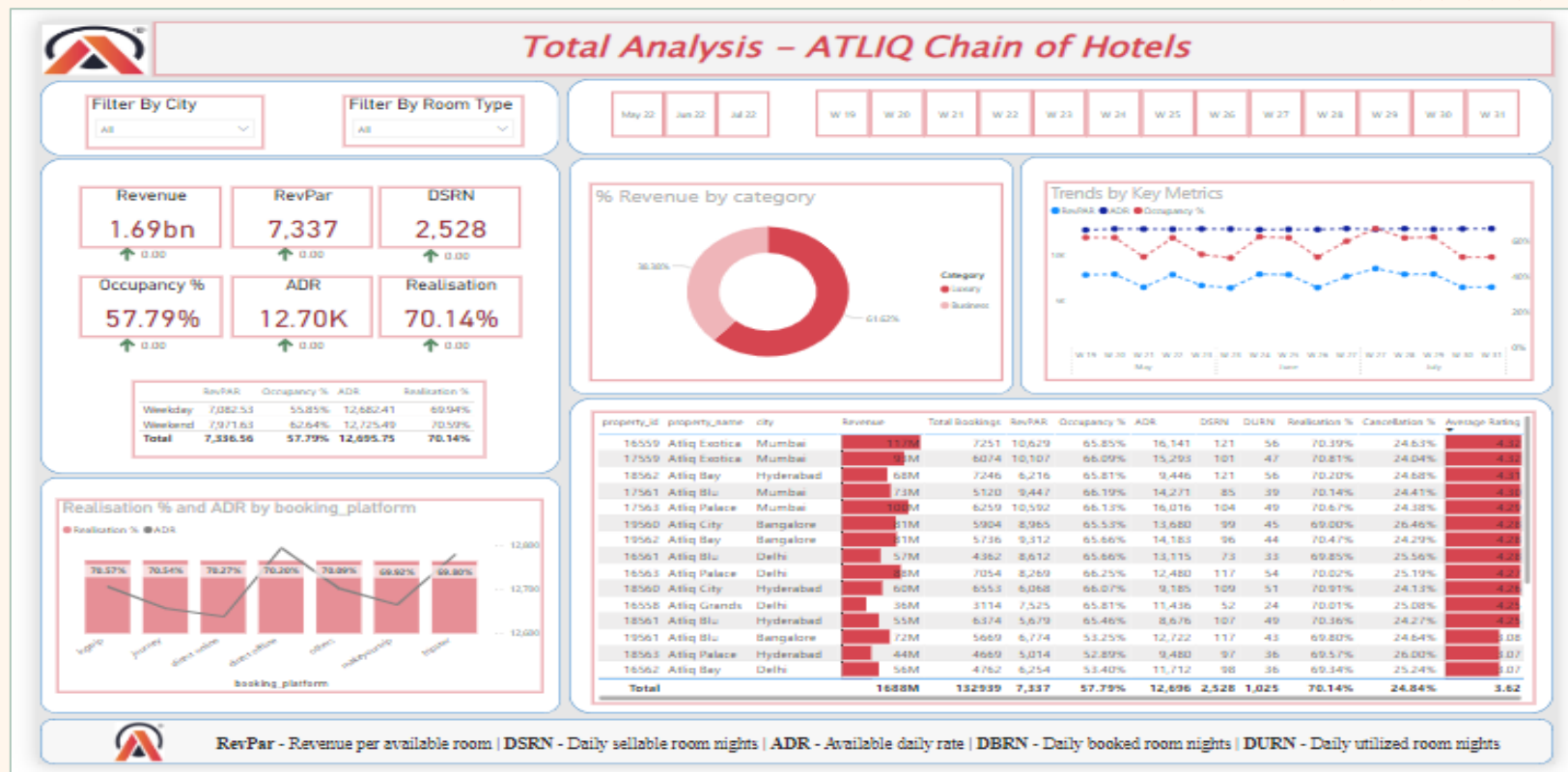


Bookings and Ratings



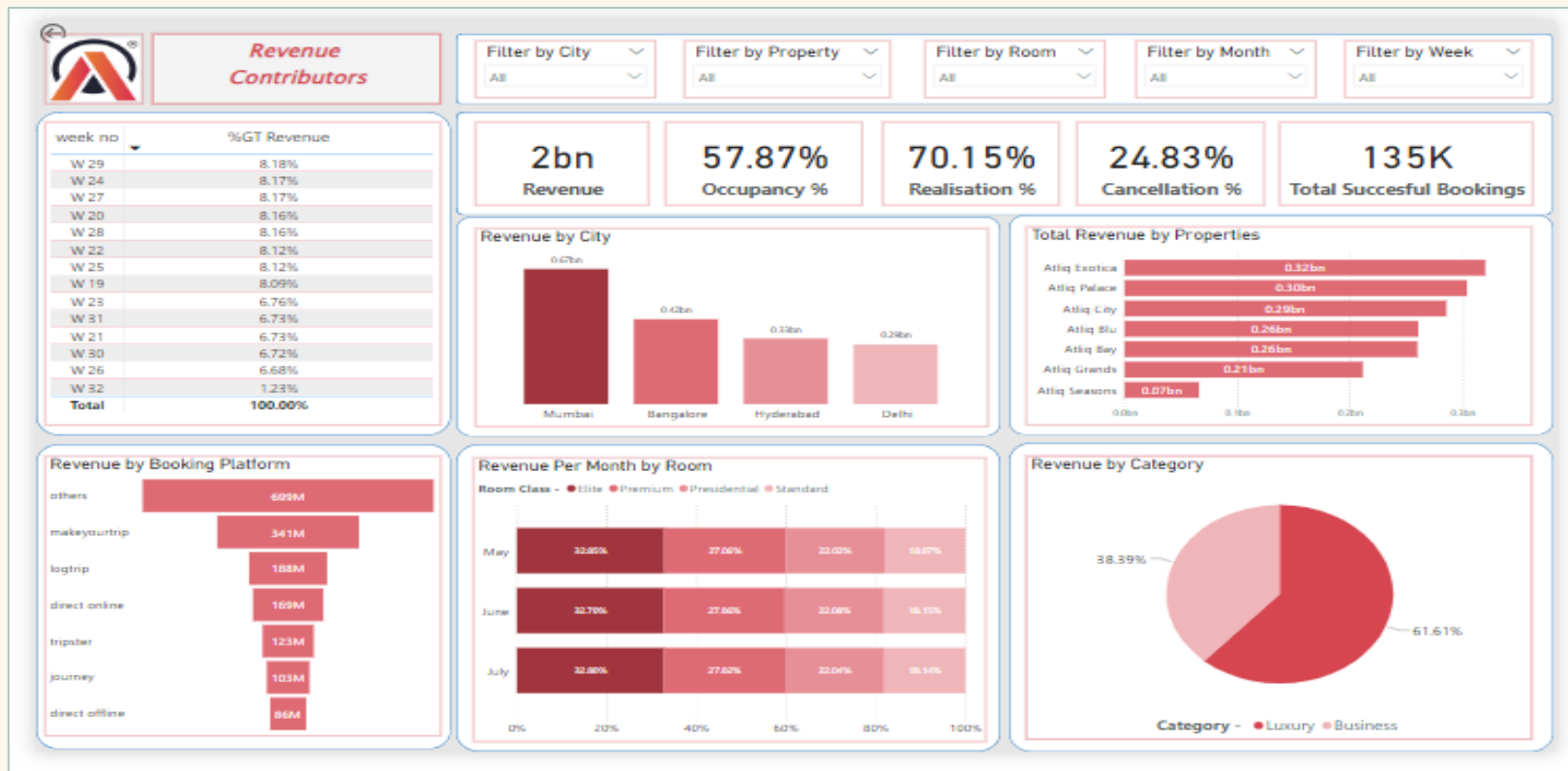
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Total Analysis

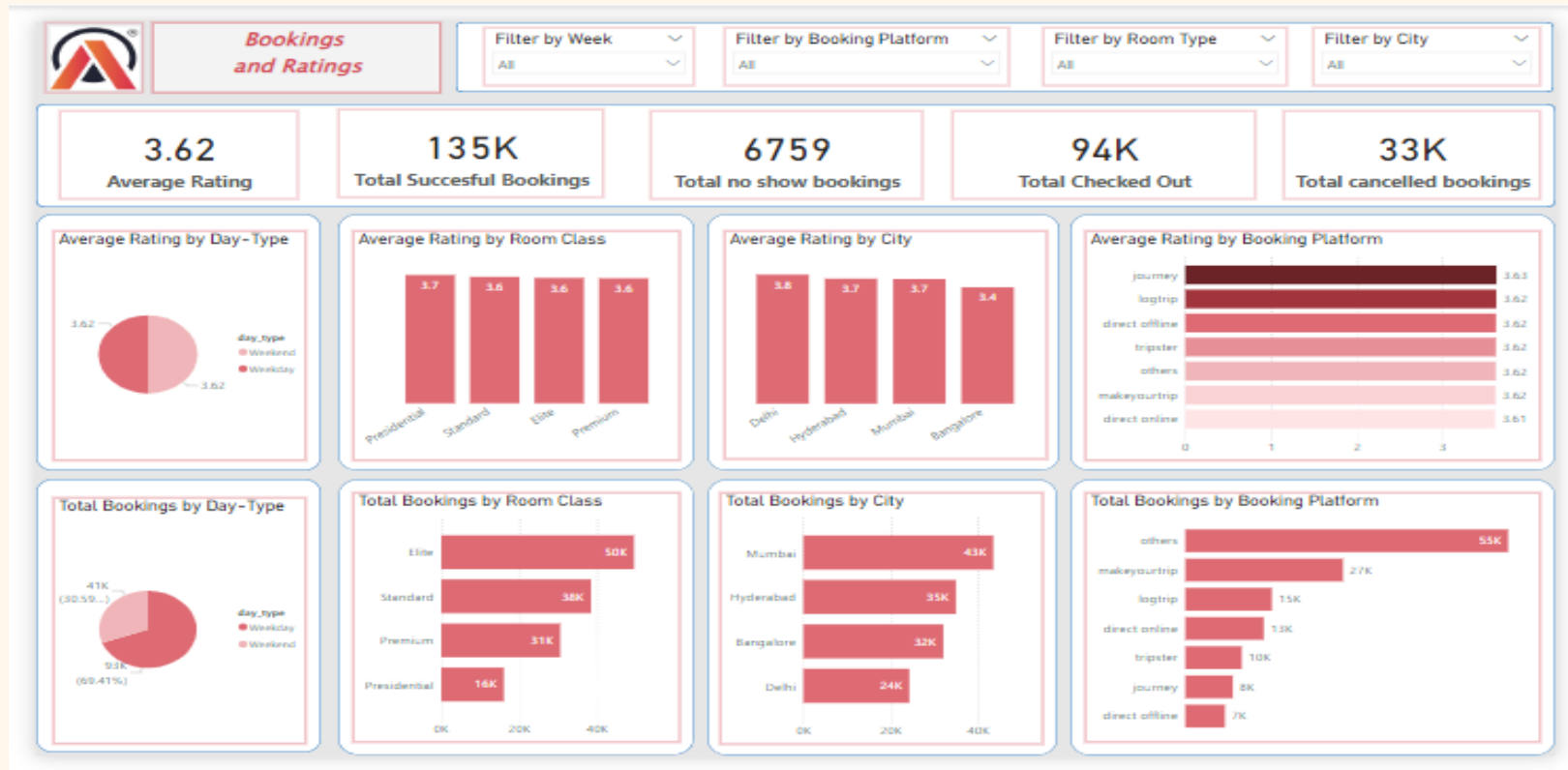


RevPar - Revenue per available room | **DSRN** - Daily sellable room nights | **ADR** - Available daily rate | **DBRN** - Daily booked room nights | **DURN** - Daily utilized room nights

Revenue Analysis



Bookings and Ratings



Key Insights

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Insights



- The total revenue for the month of June 22, July 22 and August 22 is Rs. **1..69Bn**.
- The top performing city in terms of revenue is **Mumbai** (Rs.. 660.64Mn) and at the bottom is **Delhi** (Rs. 290.92M).
- The category **Luxury** of the rooms generated **61.62 %** (1.04Bn) of the total revenue and the **Business** generated **38.38 %** (647.73Mn).
- The hotel **ATLIQ Exotica** from the city Mumbai has generated the highest revenue (117Mn) out of all the hotels and the **hotel ATLIQ Grands** from the city Delhi has generated the lowest amount of revenue (36Mn).
- Week No **29** from the month of **July 22** has generated highest amount of revenue (139.73) among all the weeks.
- Hotel **ATLIQ Blu** from the city of **Mumbai** has the occupancy rate **71.93%**, highest among all the hotels and hotel **ATLIQ Bay** from the city of **Mumbai** has the lowest occupancy rate which is **47.68%**.
- The occupancy on weekends is much higher **62.64%** as compared to the occupancy on weekdays **55.85%**.
- Maximum revenue generating category is **Elite** (RT2), revenue – **553.74Mn**.
- The occupancy rate is highest in **Delhi** (60.44%) and lowest in **Bangalore** (55.68%).

Insights



- The total **average rating** for the months of May 22, Jun 22 and July 22 is **3.62** out of 5.
- The total **successful bookings** for the months of May 22, Jun 22 and July 22 are **135K** and **total cancelled bookings** are **33K**.
- The average daily rate of rooms **standard, elite, premium, presidential** is **Rs. 8.59K, Rs. 11.79K, Rs. 16.03K and 25.22K respectively**.
- The highest total bookings made are on the platform **others** (55K) and lowest are **direct offline** (7K).
- The **average highest rating** is obtained on the platform **journey** (3.63) and the **average lowest rating** is obtained on the platform **direct online** (3.61).
- The **highest bookings** are made for the room class **Elite** (50K) and the **lowest** is for the **Presidential** (16K).
- The amount of bookings made on the weekdays is higher **93K** (69.41%) than the amount of bookings made on weekends **41K** (30.59%).
- **Highest average rating** by city – **Delhi** (3.8), **Lowest average rating** by city – **Bangalore** (3.4) | **Highest average rating** by room class – **Presidential** (3.69), **Lowest average rating** by room class – **Premium** (3.59)

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Informed Decision making



Decisions to make



- **Leverage strategies used in Mumbai to replicate success across other locations.**

Analyze marketing tactics, customer service practices, and operational efficiencies in Mumbai and apply these strategies to other cities.

- **Promote luxury room categories to boost revenue.**

Tailor marketing campaigns to highlight the unique features and benefits of luxury rooms and ensure top-notch service to attract high-paying customers.

- **Identify and address factors contributing to low occupancy rates, especially in hotels like ATLIQ Bay.**

Investigate guest feedback, market trends, and competitive positioning to implement targeted improvements.

- **Design attractive weekend packages and special offers to capitalize on higher weekend occupancy rates.**

Create appealing packages with discounts, complementary services, and exclusive experiences to attract more guests.

Decisions to make



- **Study successful strategies in high-rating cities like Delhi to improve customer satisfaction.**

Incorporate high-rating practices into other locations and platforms based on an examination of contributing elements.

- **Analyze feedback from low-rating cities and platforms to implement improvements.**

Identify common issues and pain points from customer feedback and take corrective actions to enhance guest experiences.

- **Encourage direct bookings to reduce reliance on lower-performing booking platforms.**

Offer exclusive discounts or loyalty points based on booking patterns to drive direct bookings through the hotel's website or app.

- **Use average daily rate data to dynamically adjust room prices and maximize revenue potential.**

Implement pricing models that adjust rates in real-time to match demand and optimize revenue without compromising occupancy.

Thanks

Do you have any questions?

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