**Report on Revenue Challenges at AtliQ Grands – Hospitality Domain**

**1. Introduction**

AtliQ Grands, a leading five-star hotel chain in India, has been a prominent player in the hospitality industry for over two decades. Despite their strong presence, the company is facing declining market share and revenue in the luxury and business hotel segments. This is primarily attributed to strategic moves from competitors and ineffective decision-making at the management level.

To address this, AtliQ Grands plans to adopt **Business and Data Intelligence** as a strategic approach to regain its competitive positioning and enhance revenue performance. However, the lack of an in-house data analytics team has necessitated the hiring of a third-party service provider to analyze historical data and provide actionable insights.

**2. Problem Statement**

The primary issues faced by AtliQ Grands are:

* **Declining Market Share**: Competitors' strategic initiatives have eroded AtliQ Grands’ dominance in the luxury/business hotel category.
* **Revenue Loss**: Ineffective decision-making has led to reduced profitability, affecting the company’s ability to maintain its position in the market.
* **Lack of Data-Driven Decisions**: The absence of a robust in-house analytics team limits AtliQ Grands’ ability to make informed decisions based on data.

**3. Urgent Need**

The revenue management team recognizes the need to quickly address these challenges to prevent further losses. As part of this effort, they have outlined the following immediate actions:

* **Metrics Development**: Define and measure critical performance metrics to track revenue trends and operational efficiency.
* **Dashboard Implementation**: Build a comprehensive dashboard to visualize performance and identify problem areas.
* **Uncover Additional Insights**: Analyze historical data to derive actionable insights beyond predefined metrics.

**5. Conclusion**

The current challenges at AtliQ Grands highlight the importance of data-driven decision-making in the hospitality industry. By incorporating Business and Data Intelligence, the company can regain its competitive edge and improve revenue performance. This report sets the foundation for immediate actions required to address these issues, focusing on metrics tracking, dashboard implementation, and deriving actionable insights.

Strategic use of data will empower AtliQ Grands to make informed decisions, strengthen market positioning, and drive sustainable revenue growth in the highly competitive hospitality domain.