



Atliq Hospitality Analysis

Insights and Key Findings

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Overall All Average Rating 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.

Compared to past month. Here, 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 12.14% drop in total bookings.

Surprisingly, Cancellation Rate doesn't seem to be the reason for sudden drop in revenue since it has been pretty consistent from 24-25% throughout 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.

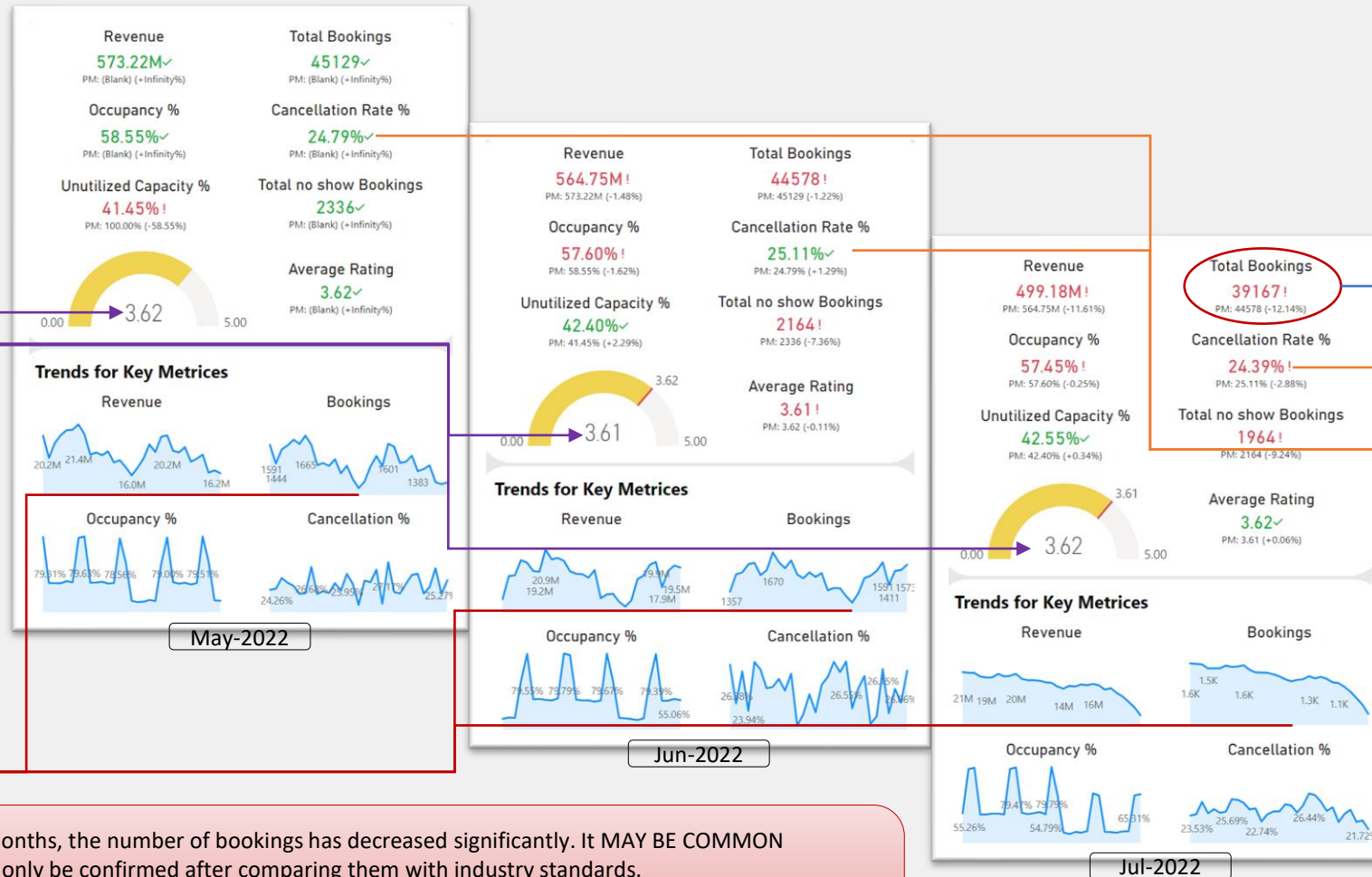
Though it's not current contributor to sudden drop in revenue for July month. Atliq should also try to improve upon it in general for achieving better utilization of capacity.

3

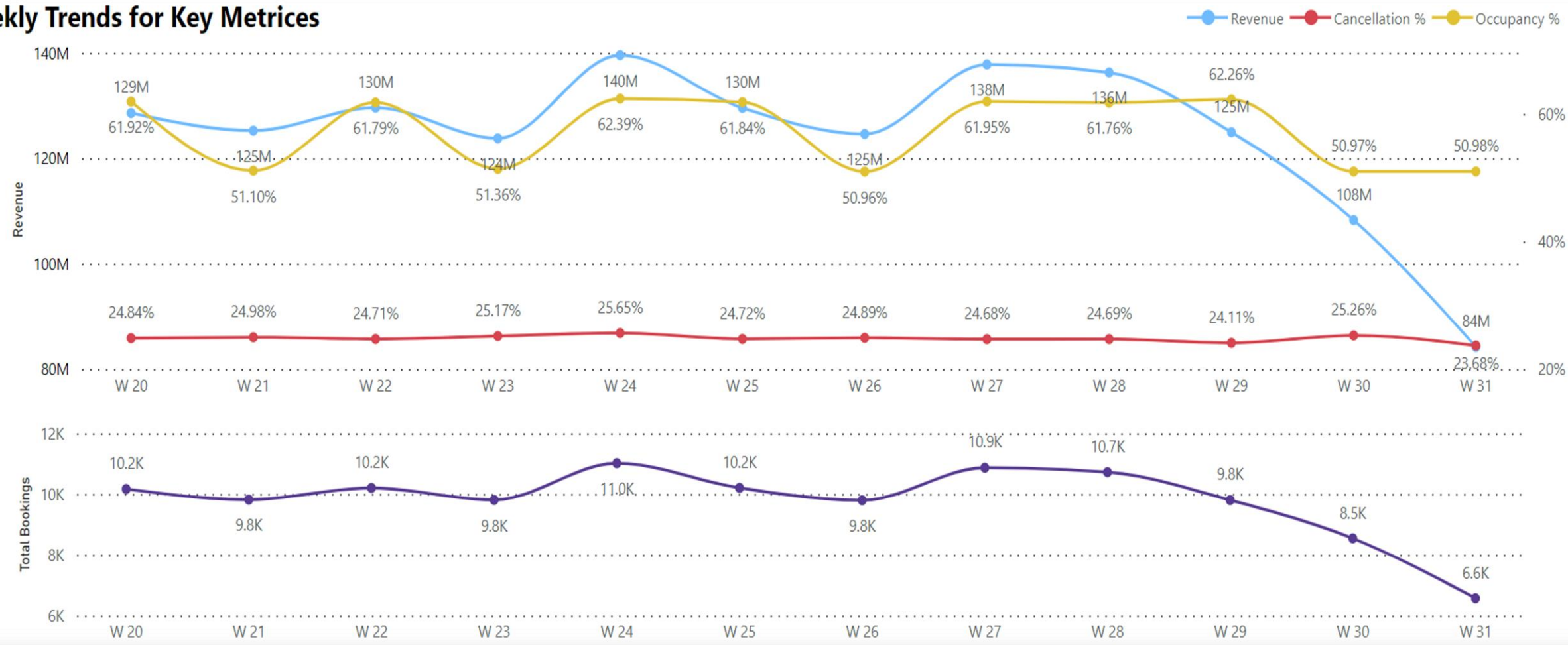
In the 2nd and 3rd weeks of all months, the number of bookings has decreased significantly. It MAY BE COMMON throughout the industry, but can only be confirmed after comparing them with industry standards.

One possibility is that travelers prefer to travel at the beginning of the month or at the end of the month. So, Atliq Grand's marketing team should design special offers to deal with the decrease during this period.

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Weekly Trends for Key Metrics

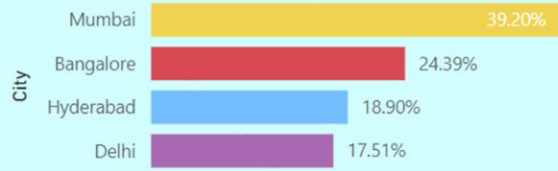


This Weekly trend affirms our initial finding that drop in booking % is the major cause for drop in revenue and not the Cancellation %.

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

Revenue Contributors

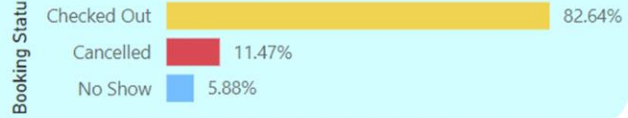
Revenue by City



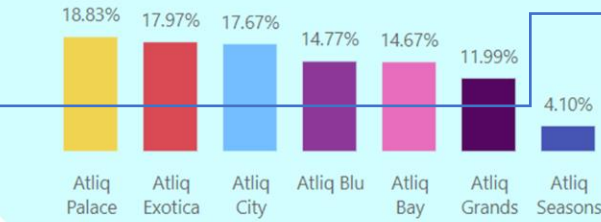
Revenue by Room Class



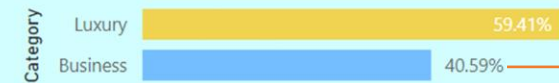
Revenue by Booking Status



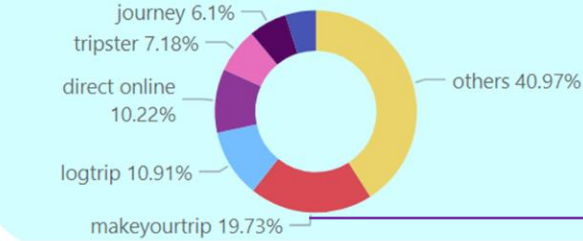
Revenue by Property Name



Revenue by Category



Revenue by Booking Platform



MUMBAI is the top most city throughout all months.

Atliq Palace, and Atliq Exotica are highest contributing hotels.

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

The main revenue of about 40% comes from unrecognized sources that need to be identified for better marketing plans.

In addition to revenue from other sources, Makeyourtrip is a defined channel with a high revenue contribution, about 19-20% of revenue.

Atliq Seasons is a business class hotel which has significantly low Average Rating 2.3 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 metrics.

Overviews

Revenue

20.48M!

PM: 21.93M (-6.58%)

Occupancy %

44.36%!

PM: 44.64% (-0.62%)

Unutilized Capacity %

55.64%✓

PM: 55.36% (+0.5%)

Total Bookings

1237!

PM: 1316 (-6%)

Cancellation Rate %

26.03%✓

PM: 24.54% (+6.06%)

Total no show Bookings

66✓

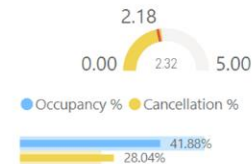
PM: 48 (+37.5%)

Average Rating

2.30✓

PM: 2.24 (+2.81%)

Average Rating



WEEKDAYS

774

Total Bookings

12.70M

Revenue

Average Rating



WEEKENDS

463

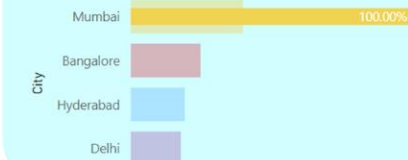
Total Bookings

7.78M

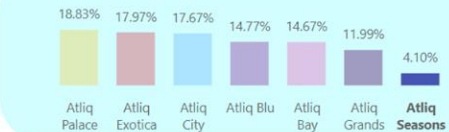
Revenue

Revenue Contributors

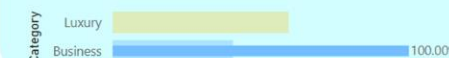
Revenue by City



Revenue by Property Name



Revenue by Category



City Analytics

Revenue per Booking

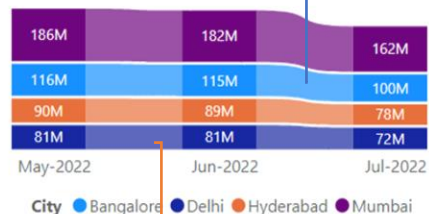
Bangalore
15.44K

Delhi
14.31K

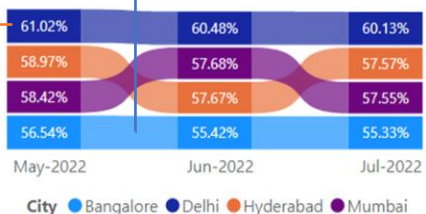
Hyderabad
10.94K

Mumbai
18.08K

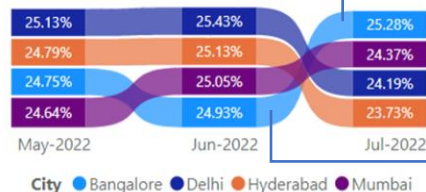
Revenue



Occupancy %



Cancellation %



Bangalore is the city with lowest occupancy rate through out all month, 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 it's lowest cancellation rate in June 2022.

Delhi is the city which has lowest performance over all

Room Class Analytics

Revenue Contribution

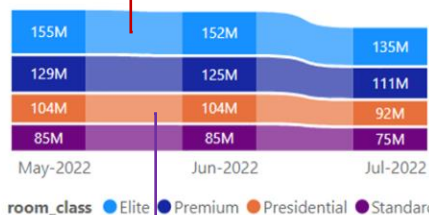
Elite
494M

Premium
17.76K

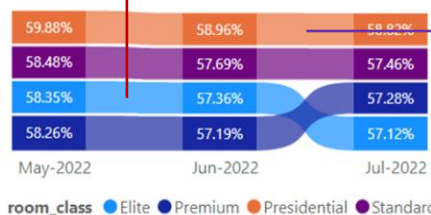
Presidential
27.47K

Standard
9.46K

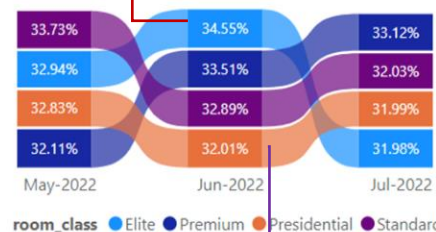
Revenue



Occupancy %



Cancellation %



Elite is winning horse with highest contribution on revenue, 3rd highest occupancy. However, the cancellation rate can be seen to be high in May and July.

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 it's cancellation rate. It has dropped in June and and remained at around 32% in July 2022.