

Codebasics Resume Project Challenge

Challenge:

Provide Insights to the Revenue Team in the Hospitality Domain

Designed and Presented By
Aashish

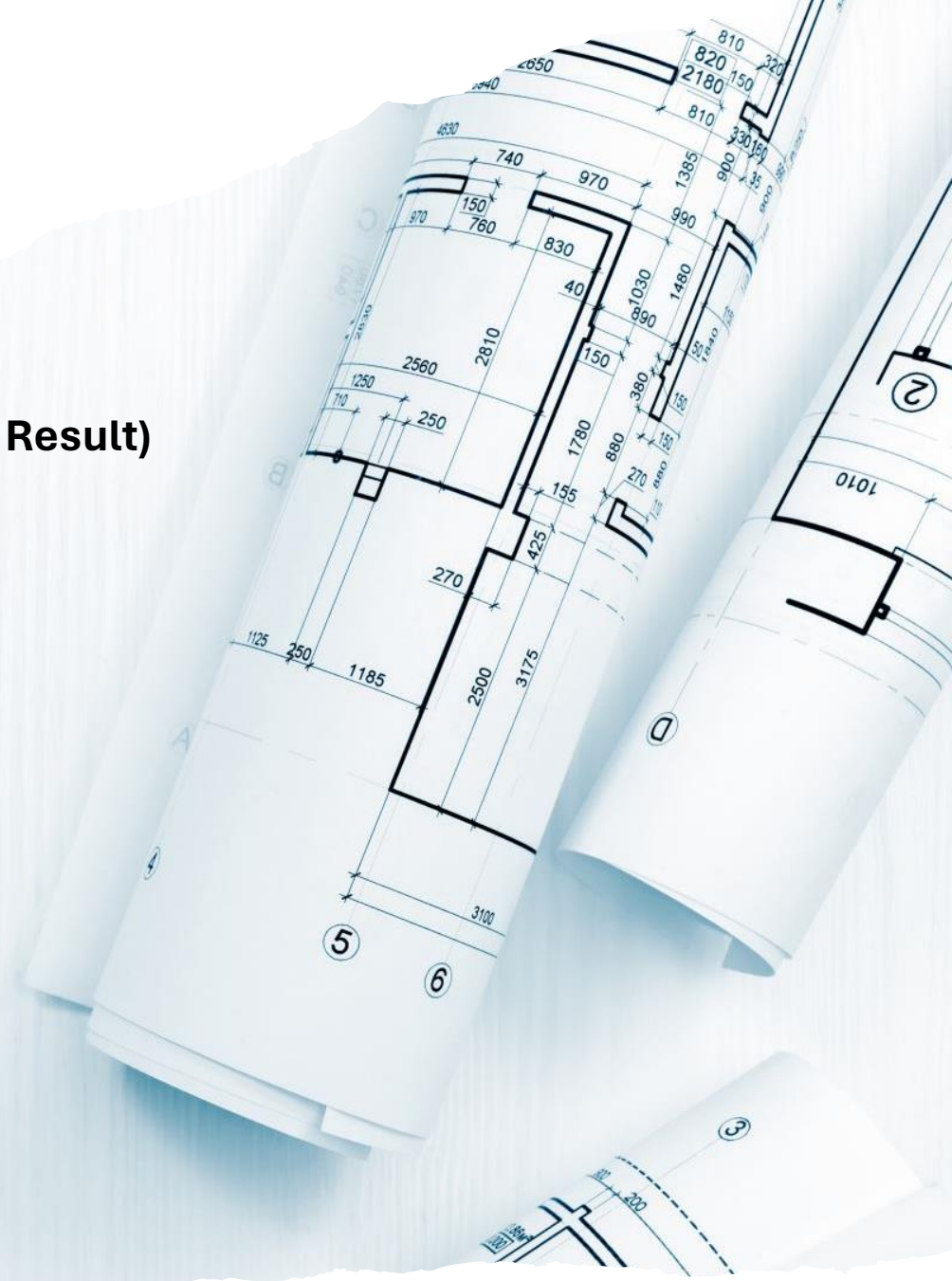
+
•
o

Let's Start

+
•
o

Project Steps

- **Intro of AtliQ Grand**
- **Understand Project with the help of STAR (Situation Task Action Result) method.**
- **Understand Situation**
- **Understand Task**
- **Action**
 - Look Dataset and Mockup Dashboard
 - Data Modelling
 - Understanding Some Key Metrics
 - Power BI Dashboard
- **Result / Outcomes**



Situation Analysis

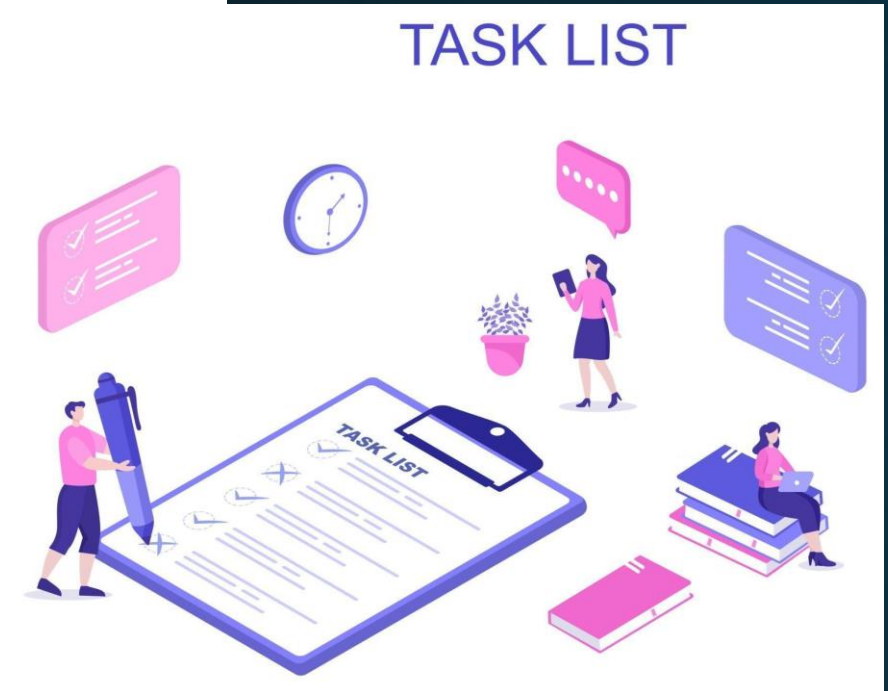


Situation

- **AtliQ Grands**, a prominent player in the hospitality industry, is experiencing a **decline in market share** and revenue in the luxury/business hotels segment due to competitive pressures and ineffective decision-making.
- Recognizing the need for **strategic intervention**, the managing director has decided to leverage business and data intelligence to **regain lost ground**.
- However, lacking an in-house data **analytics team**, they have opted to engage a third-party service provider to **gain insights** from their **historical data**.

Task

- As a data analyst tasked with this project, the objective is to **analyze the provided sample data** and create relevant metrics aligned with the requirements outlined by the revenue management team.
- Beyond the specified metrics and **dashboard** layout, the task also entails uncovering insightful observations and recommendations to support AtliQ Grands in their efforts to **revitalize their market share and revenue**.



Action



Look Dataset and Mockup
Dashboard



Data Modelling



Understanding Some Key
Metrics



Power BI Dashboard



Dataset Tables

1. Dimension Tables:

dim_date

dim_hotels

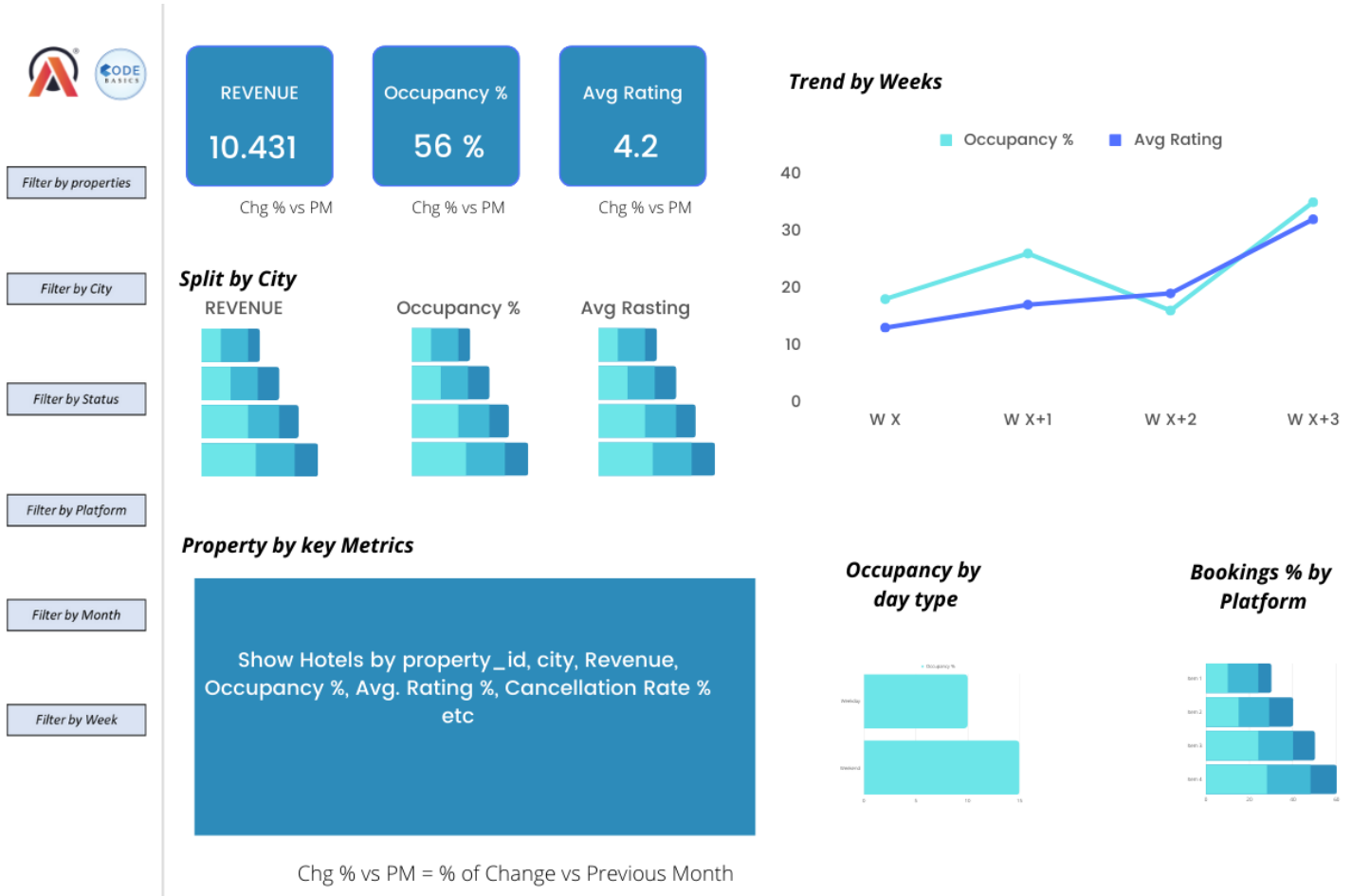
dim_rooms

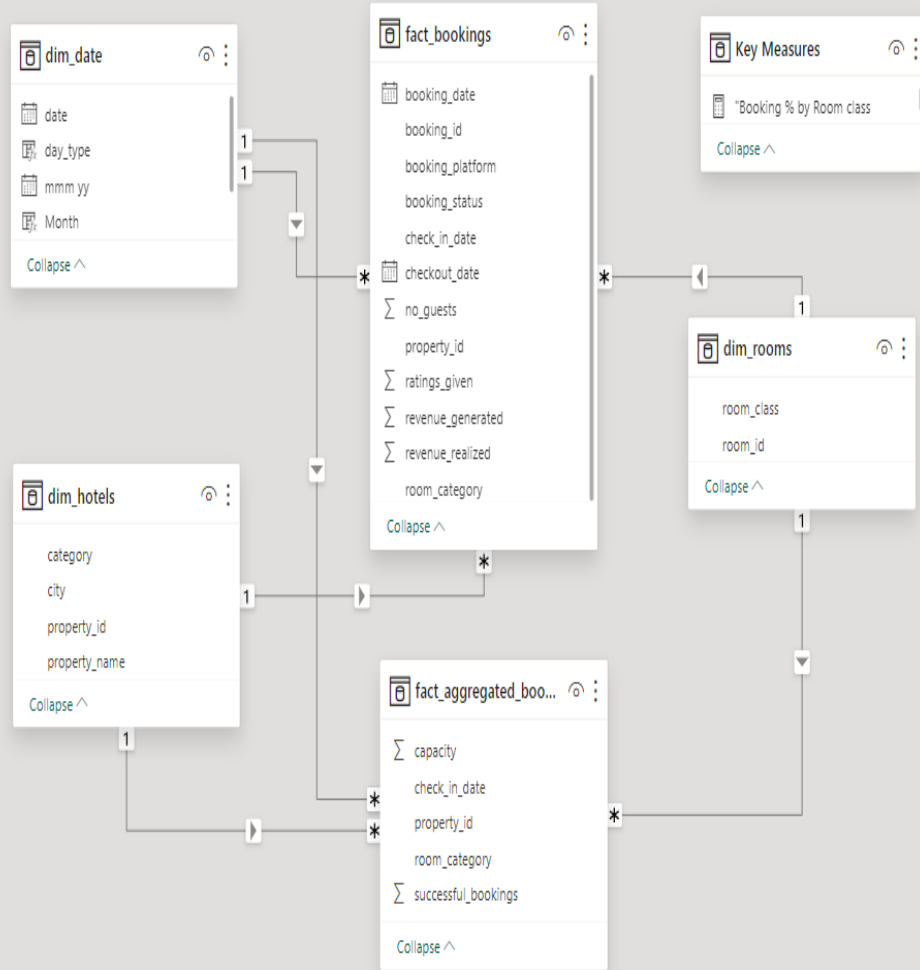
2. Fact Tables:

fact_aggregated_bookings

fact_bookings

Mockup Dashboard





Data Modelling

Key Metrics

- **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(Daily Booked Room Nights):**


This metrics tells on average how many rooms are booked for a day considering a time period .

- **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(Daily Utilized Room Nights):**

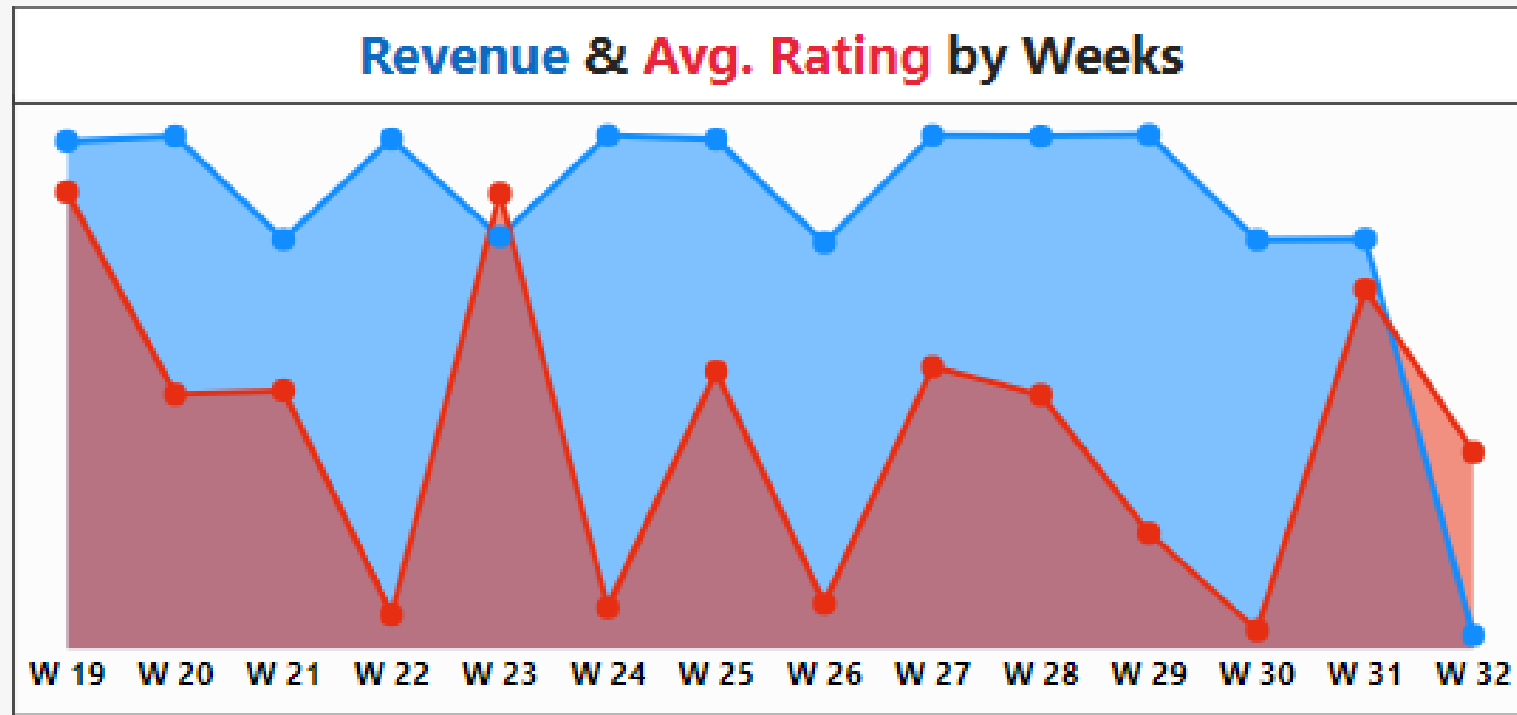
This metric tells on average how many rooms are successfully utilized by customers for a day considering a time period .



Let's Move to Dashboard

Results

- Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi.
- Atliq Exotica performs better compares to all 7 types of properties with 320 M revenue and avg. rating of 3.62%.
- Atliq Blu has the highest occupancy of 66%.
- Business category gave 61.61% of Total Revenue.
- Uncategorized (others) gave the highest booking followed by makeyourtrip, logtrip and many more.
- Delhi tops both in occupancy and avg. rating.
- Elite type rooms has the most booking and as well higher cancelled booking.
- Atliq Exotica has the highest RevPAR (Rs. 7795).
- All months get their highest revenue on weekends.



—

Interesting Point

Thank You

