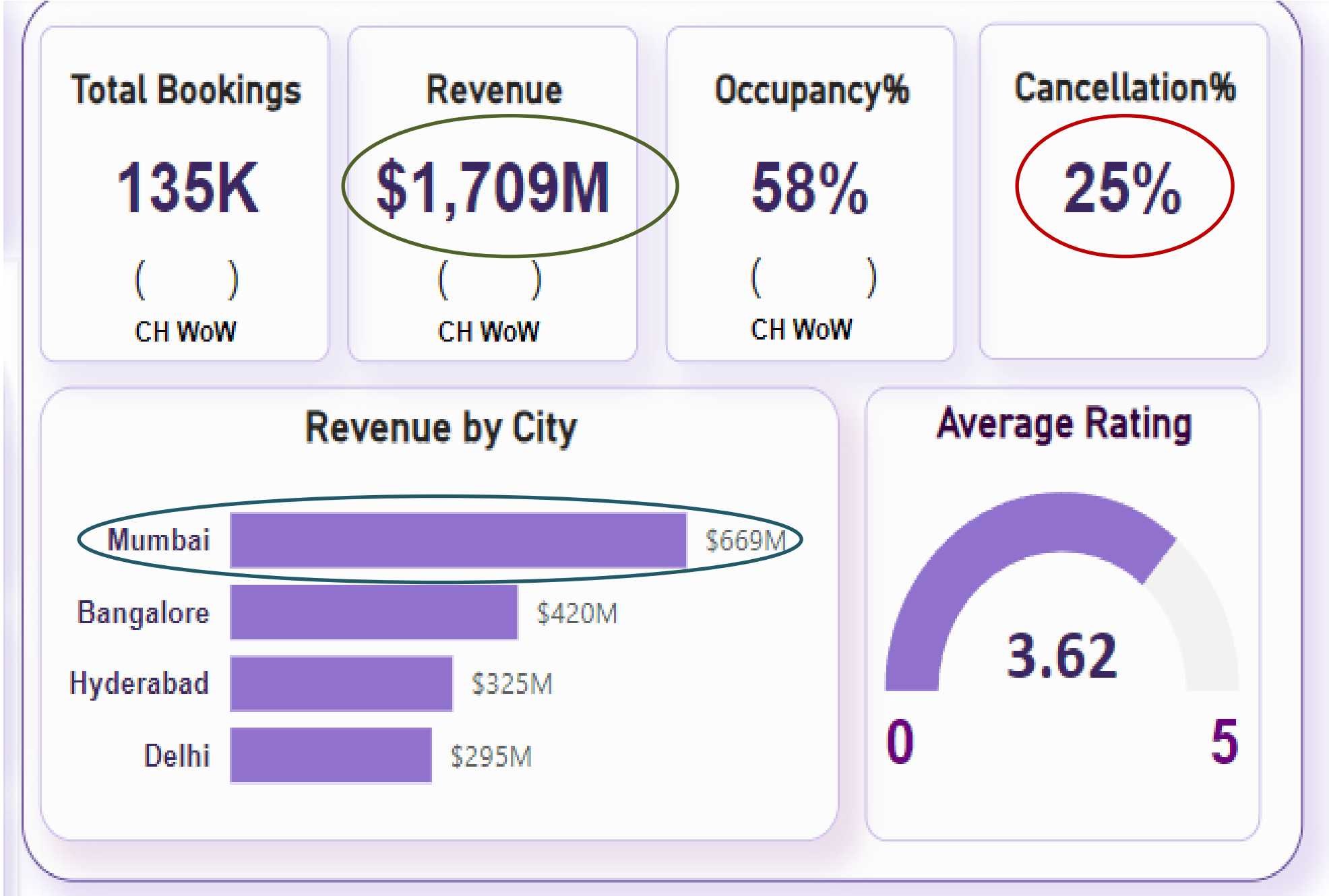


Key Metrics and Recommendations



Total Revenue	Total Revenue for all Bookings
	\$ 1, 790, 000, 000
Top City	Mumbai
	\$ 669, 000, 000
Cancellation	Cancellation is High

25% of the Total Bookings



Checked Out

Weekday

of Bookings: 60, 000

Checked Out

Weekend

of Bookings: 26, 400

Cancellation

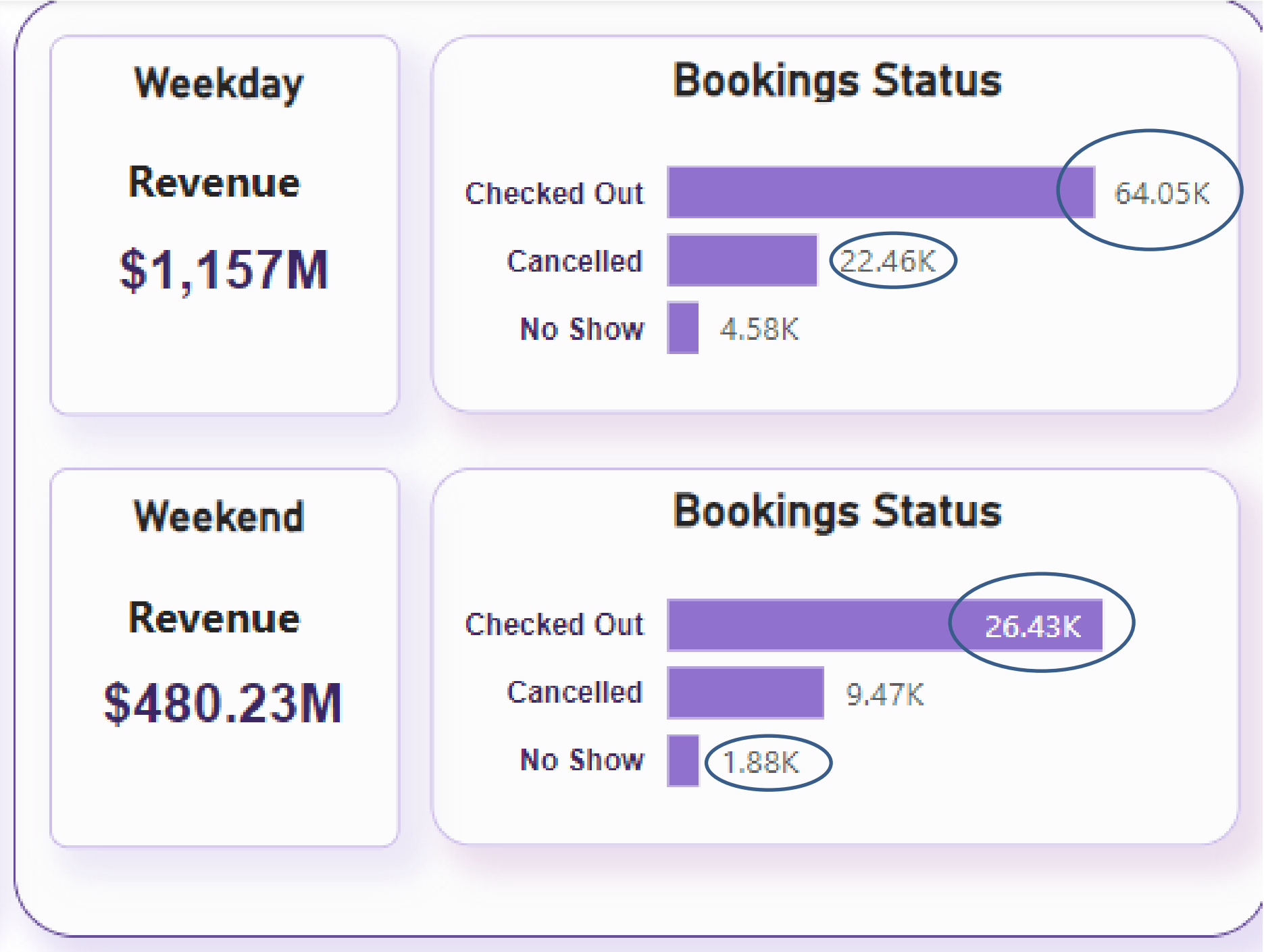
Weekday

4, 580

Cancellation

Weekend

1, 880



Week 24

Occupancy and Revenue are **High**

Occupancy: 64%

Revenue: increased 11%

Week 31

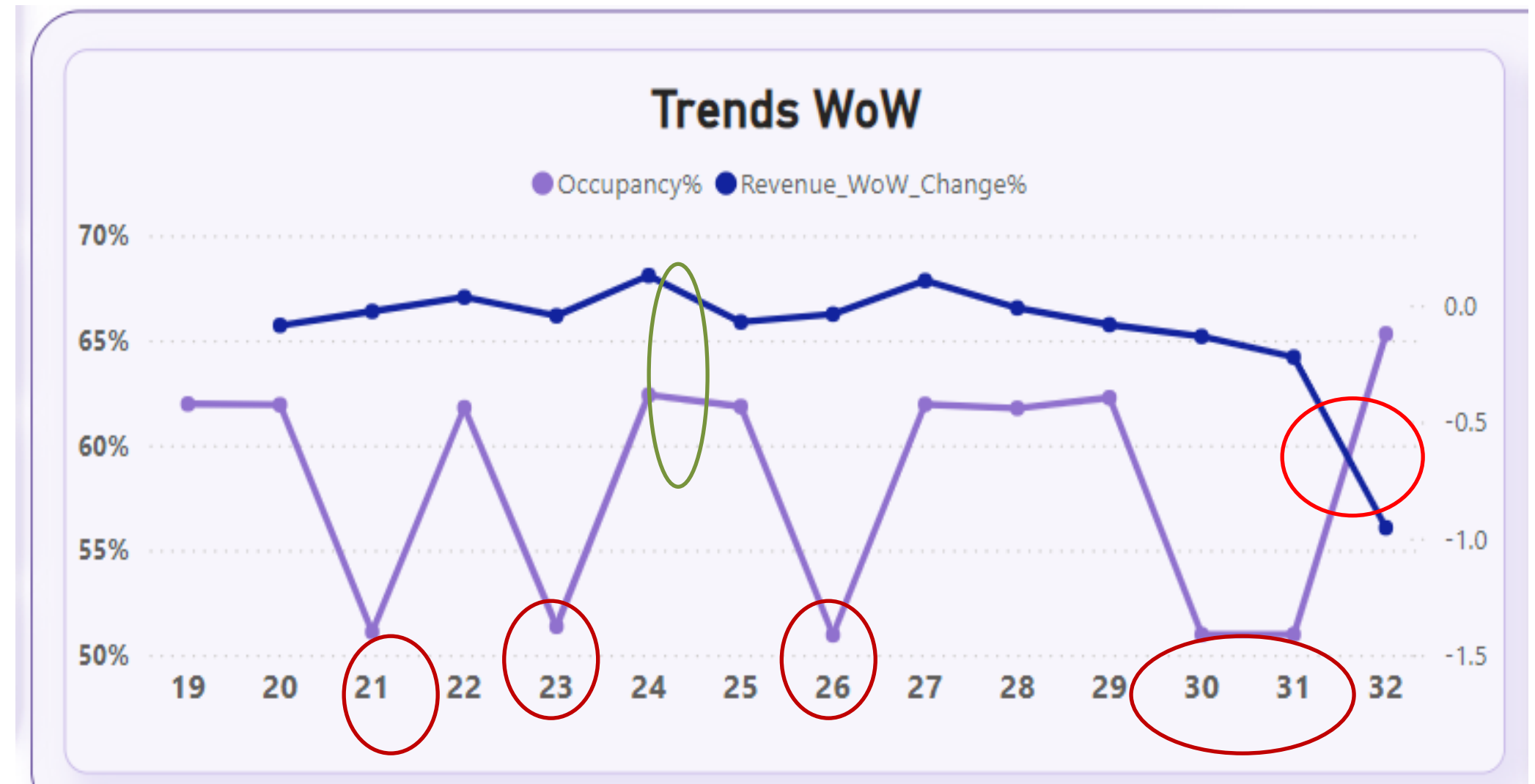
Unpredictable

Despite the Occupancy **increase**, The Revenue **decreased**.

Week 21,
23, 26

Occupancy are **low**

Approximately 50%



Top 3 Hotels

Revenue

Atliq Exotica: \$ 320, 312, 468
Atliq Palace: \$ 304, 081, 863
Atliq City: \$ 285, 811, 939

Top Average
Rate

Hotel

Atliq Palace: 3.75

Top Occupancy

Hotel

Atliq Blue: 62%

property_name	Total_Bookings	Revenue	RevPAR	ADR	Occupancy%	DSRN	DBRN	Average_Rating	DURN
Atliq Exotica	23,441	↑ \$320,312,468	7,823.95	\$13,664.62471737554	57.26%	445.00	254.79	3.62	180
Atliq Palace	23,625	↑ \$304,081,863	7,722.52	\$12,871.18996825397	60.00%	428.00	256.79	3.75	180
Atliq City	23,323	↑ \$285,811,939	7,292.61	\$12,254.51009732882	59.51%	426.00	253.51	3.69	178
Atliq Blu	21,795	↗ \$260,855,522	7,422.48	\$11,968.59472356045	62.02%	382.00	236.90	3.96	166
Atliq Bay	21,389	↗ \$260,051,178	7,102.12	\$12,158.17373416242	58.41%	398.00	232.49	3.71	163
Atliq Grands	17,035	→ \$211,532,764	6,532.01	\$12,417.53824479014	52.60%	352.00	185.16	3.10	130
Atliq Seasons	3,982	↓ \$66,125,495	7,409.85	\$16,606.10120542441	44.62%	97.00	43.28	2.29	31

Revenue Management

Dynamic Pricing: Implement dynamic pricing strategies to adjust room rates based on demand, seasonality, and competitor pricing. Utilize predictive analytics to forecast demand and optimize pricing.

Promotional Offers: Develop targeted promotional offers and packages during low occupancy periods to attract more guests. This can include discounts, value-added services, and partnership deals.

Occupancy and Booking Management

Increase Direct Bookings: Encourage direct bookings through the hotel's website by offering exclusive discounts, loyalty programs, and a user-friendly booking experience.

Reduce Cancellations and No-shows: Implement flexible booking policies, send automated reminders, and offer incentives for early check-in or non-refundable bookings to reduce cancellations and no-shows.