



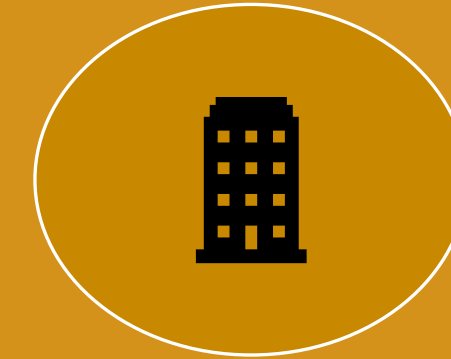
# Business Analysis & Strategy

A comprehensive overview of market challenges and strategic initiatives for Atlas Grands.

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Intern

# Atlas Grands

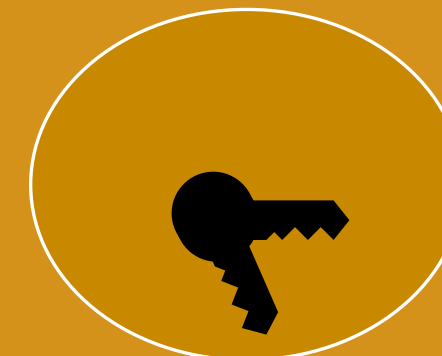
Atlas Grands is a well-established five-star hotel chain, embodying the essence of Indian Hospitality & Sustainability, with 20 years of experience in the hospitality industry.



25  
Hotels



4  
Destinations



2528  
Keys



7 Distinct  
Hotel Brands



3.62 +  
review

# Our Mission and Vision

Due to strategic moves from other competitors and ineffective decision-making in management, Atlas Grands are losing its market share and revenue in the luxury/business hotels category.



## Mission

Atlas Grands' mission is to leverage Business and Data Intelligence to regain their market share and revenue.



## Vision

The company's vision is to leverage data-driven insights to enhance decision-making, optimize business performance, and improve customer satisfaction

# Our Goals

Atlas Grands has several strategic goals aimed at regaining its market share and improving business performance.



## Goal # 1

Enhanced Customer Experience



## Goal # 2

Operational Efficiency & Strengthening its position in the hospitality industry.



## Goal # 3

Implementing analytics dashboards and key performance metrics to support strategic planning.

# Comprehensive Data Overview

## Dataset Period

- ❖ The dataset spans from **May 2022** to **July 2022**.

## Cities Covered

- ❖ Bookings are recorded from **Bangalore, Delhi, Hyderabad**, and **Mumbai**, highlighting regional diversity.

## Data Files

### ➤ Dimensional Tables

- ❖ Dim Date: represents the dates present in May, June and July.
- ❖ Dim Hotels: represents the name of each hotel and the Category (Luxury, Business)
- ❖ Dim Rooms: represents the class of rooms [Standard, Elite, Premium, Presidential]

### ➤ Fact Tables

- ❖ Fact Aggregated Booking: (9200 rows) represents the Details of rooms And check in date or successful booking.
- ❖ Fact Bookings: (1,34,590 rows) represents all details regarding booking , check in or check out, revenue, booking platform and room category.

# Technology Stack Used

TOOL	Used For
Excel	<ul style="list-style-type: none"><li>• Initial data loading &amp; validation.</li><li>• Checking nulls &amp; formatting issues.</li></ul>
SQL	<ul style="list-style-type: none"><li>• Joining &amp; filter tables.</li><li>• Aggregating dimension table.</li></ul>
Power BI	<ul style="list-style-type: none"><li>• Creating dashboards.</li></ul>
Power Point	<ul style="list-style-type: none"><li>• Presenting business context, problem &amp; recommendation.</li></ul>

# Data Audit & Cleaning

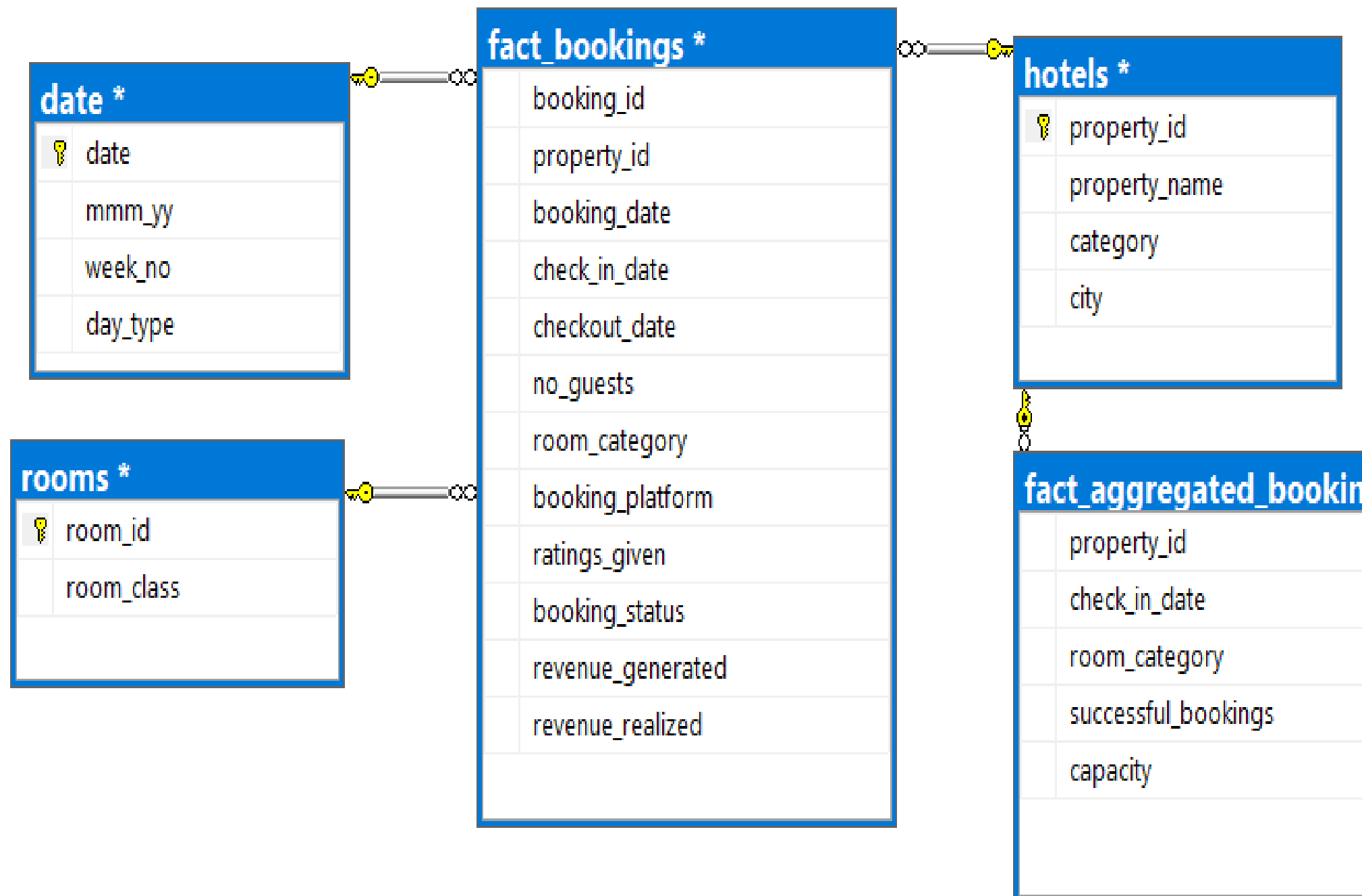
## ➤ Data Audit

- ❖ No duplicated values found, no special character found.
- ❖ No null values and 0 amount in revenue
- ❖ 4 Location, 7 Property type, 2 Business Segment (Business, Luxury).
- ❖ Total 25 Hotels, 4 types of room category (Standard, Elite, Premium, presidential).
- ❖ Fact Bookings table 77,907 reviews are missing/ Not given.
- ❖ Data from May to July, 92 Days

## ➤ Cleaning

- ❖ Replace the missing Value in review with 0

# ER Diagram



- ❑ Fact Bookings(room category) to Rooms(room id) [Mant to one]
- ❑ Fact Bookings(Property id) to Hotels(Property id) [Mant to one]
- ❑ Fact Bookings(Check in date) to date [Mant to one]
- ❑ Fact aggregated Bookings (Property id) to Hotels(Property id) [Mant to one]



# Metrics & Formulas

Metrics	Formula
Revenue	Revenue = SUM(revenue_realized)
Total Bookings	Total Bookings = COUNT(booking_id)
Total Capacity	Total Capacity = SUM(capacity)
Total Successful Bookings	Total Successful Bookings = SUM(Fact aggregated bookings[successful bookings])
Occupancy %	Occupancy % = Total Successful Bookings/Total Capacity
Average Rating	Average Rating = AVERAGE(ratings_given)
No of days	No of days = MAX(dim_date[date])-MIN(dim_date[date])
Total cancelled bookings	Total cancelled bookings = COUNT(booking_id),fact_bookings[booking_status]="Cancelled")
Cancellation %	Cancellation % =Total cancelled bookings/Total Bookings
Total Checked Out	Total Checked Out = COUNT(booking_id),fact_bookings[booking_status]="Checked Out")
Realization %	Realization % = Total Checked Out/Total Bookings
ADR	ADR = Revenue/Total Bookings
RevPAR	RevPAR =Revenue/Total Capacity
DBRN	DBRN = Total Bookings/No of days
DSRN	DSRN = Total Capacity/No of days
DURN	DURN = Total Checked Out/No of days

# Booking Dashboard Layout

Home

Booking Dashboard

Navigation

weekday

Month

City

Total Booking

Total Capacity

Occupancy

Total Room

Pie chart by category

Occupancy by room class

Booking BY platform

- 1.Investors & owners  
2. Hotel Management

# Hospitality Industry Analysis Overview

## Booking Analysis

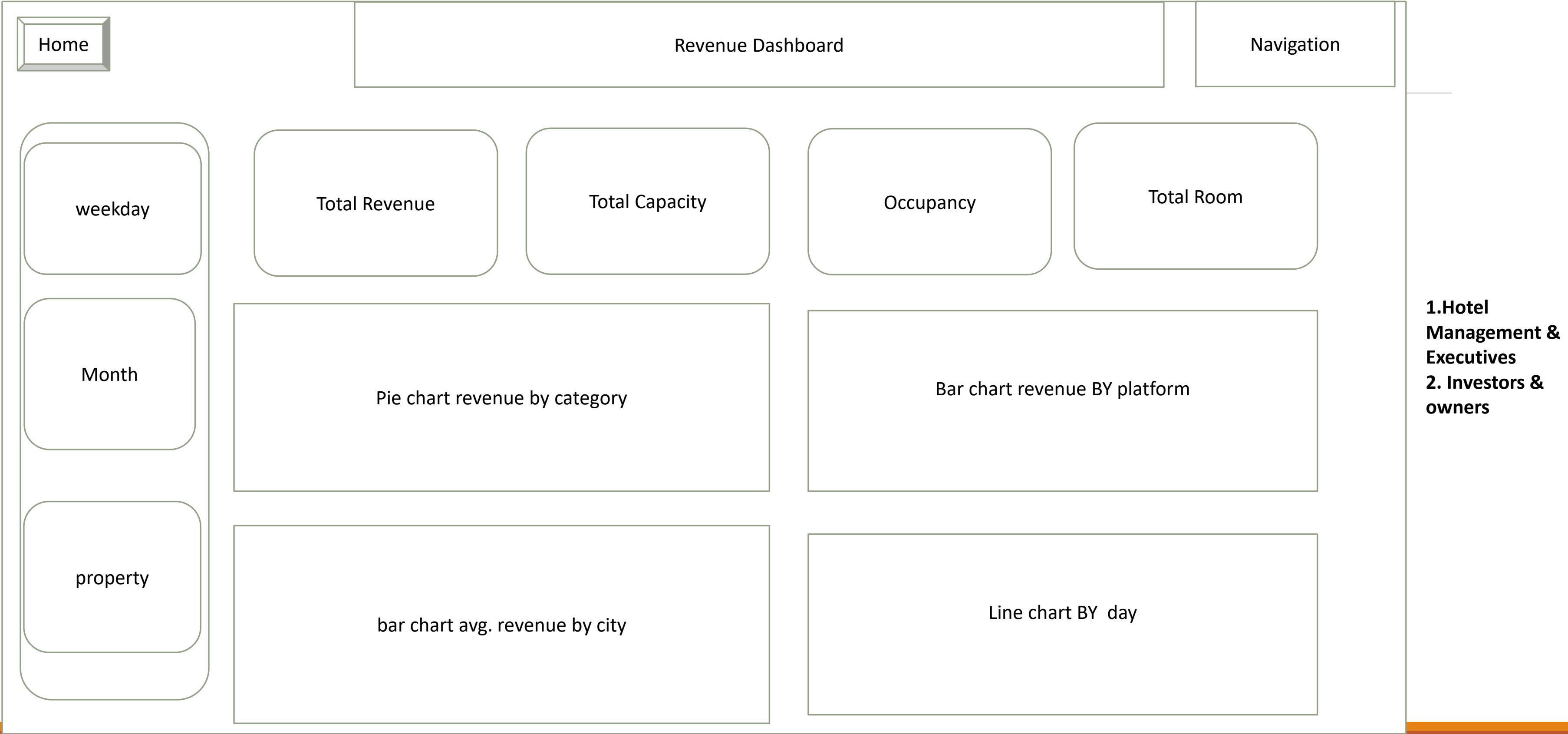
### ➤ Analysis

- ❖ Booking percentage by booking channel.
- ❖ Booking of the hotel category.
- ❖ Booking effect on Weekday and Weekend.
- ❖ Total occupancy & Booking trend.

### ➤ Impact Of Analysis

- ❖ Improves booking efficiency.
- ❖ Identifies the most effective booking channels.
- ❖ Understand Customer behavior.
- ❖ Improves customer acquisition and retention strategies.

# Revenue Dashboard Layout



# Hospitality Industry Analysis Overview

## Revenue Analysis

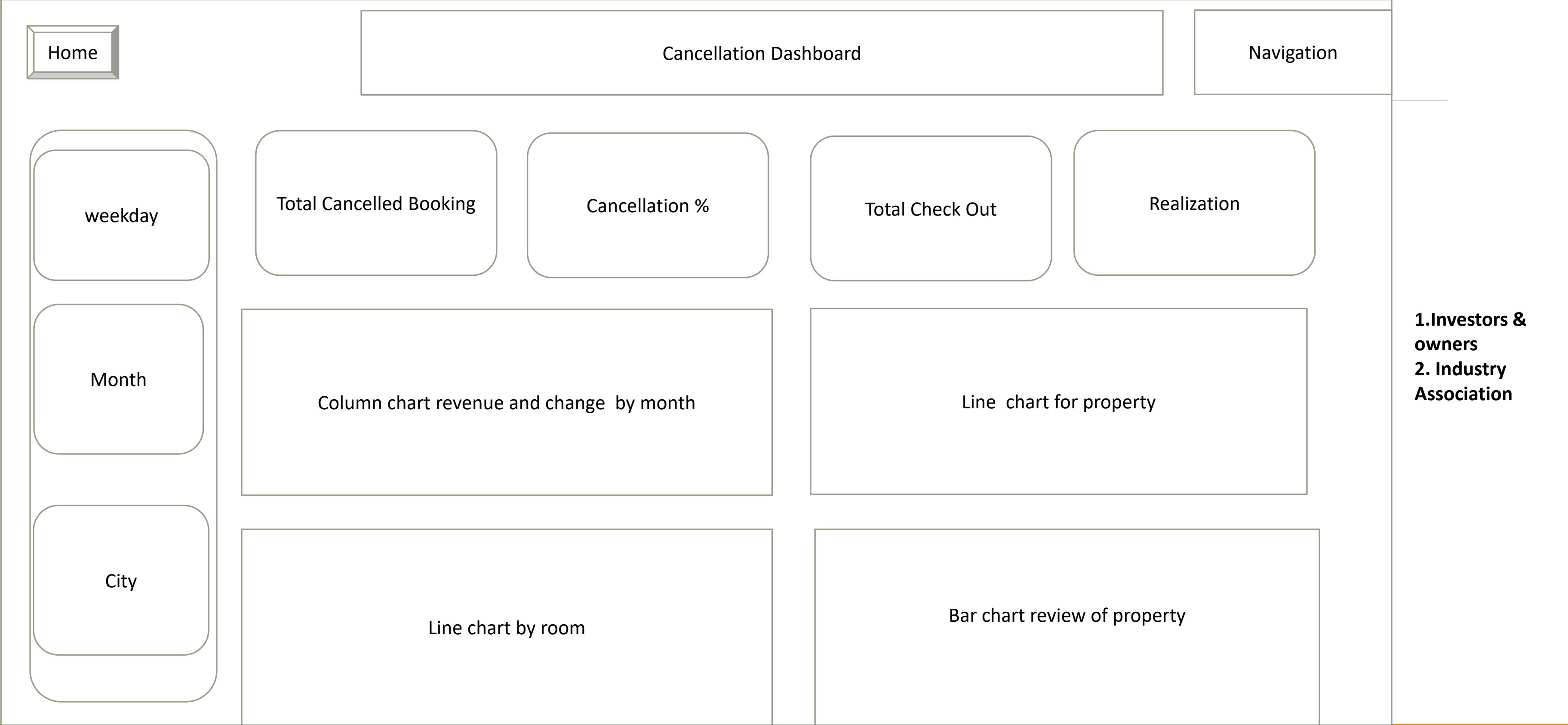
### ➤ Analysis

- ❖ Revenue contribution by booking channel.
- ❖ Revenue by hotel category & city.
- ❖ Booking effect on Weekday and Weekend.
- ❖ Total revenue & Expected revenue.

### ➤ Impact Of Analysis

- ❖ Improves revenue leakage.
- ❖ Identifies the most effective channels.
- ❖ Assesses revenue and occupancy by location.

# Cancellation Dashboard Layout



# Hospitality Industry Analysis Overview

## Cancellation Analysis

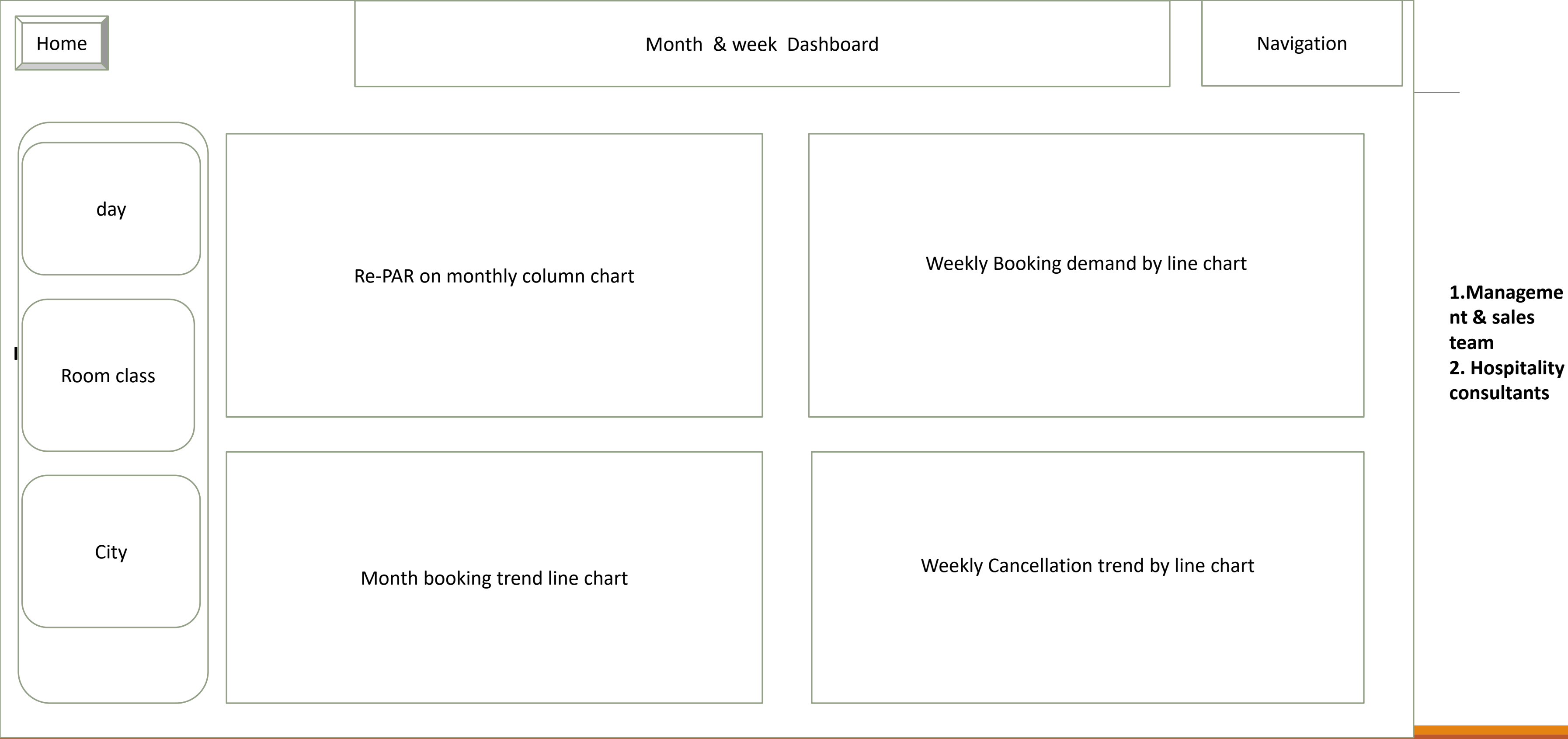
### ➤ Analysis

- ❖ Total Cancelled bookings.
- ❖ Cancelled booking by hotel category & city.
- ❖ Realization percentage and.
- ❖ Total successfully checkout.

### ➤ Impact Of Analysis

- ❖ understand the cancellations adjust policies, pricing.
- ❖ Customer engagement strategies to minimize revenue loss
- ❖ Identifies the most effective city .
- ❖ Improve Occupancy rate.

# Dashboard Layout





# Impact of Analysis

## 1. Month & Weekly trend Analysis

### ➤ Analysis

- ❖ Week on week Total revenue and change.
- ❖ Week on week Occupancy shift.
- ❖ Month on Month revenue and change.
- ❖ Total successfully checkout.

### ➤ Impact Of Analysis

- ❖ Marketing effort and price adjustment.
- ❖ Identifies peak and off-peak demand patterns.
- ❖ Adjusts pricing dynamically to maximize revenue.

# Stake Holder In The Hospitality Industry Analysis

- **Investors & owners –**
  - ✓ Provide financial backing and Business performance.
- **Industry Association –**
  - ✓ Facilitate networking and Knowledge sharing.
- **Hotel Management & Executives –**
  - ✓ To take decision.
- **Marketing & Sales team –**
  - ✓ To refine promotional strategies.
- **Hospitality Consultants –**
  - ✓ To provide insights and recommendations.

## Impact of Analysis on Business Growth

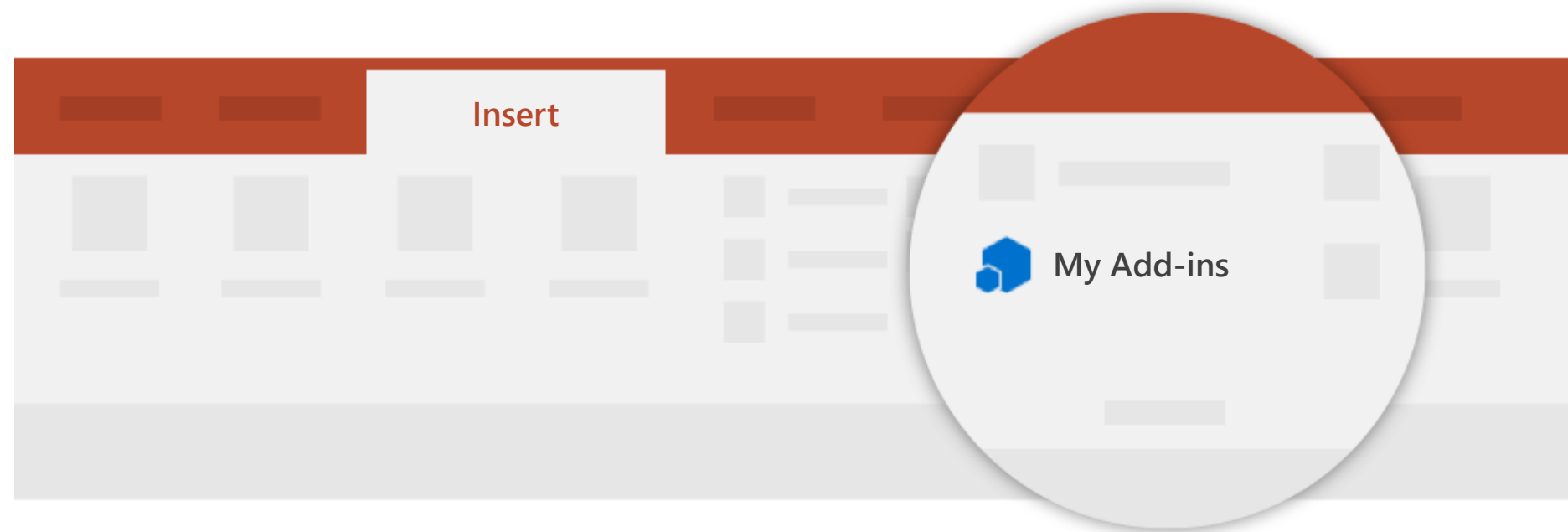
- **Strategic Decision-Making –**
  - ☐ Helps management optimize pricing, service offerings, and marketing strategies.
- **Revenue Optimization –**
  - ☐ Allows dynamic pricing adjustments and better resource allocation.
- **Enhanced Customer Experience –**
  - ☐ Personalizes services to align with guest preferences.
  - ☐ Improves customer acquisition and retention strategies.
- **Operational Efficiency –**
  - ☐ cost control, facility management.
- **Competitive Advantage –**
  - ☐ Enables benchmarking against competitors to refine market positioning.



## Relaunch the add-in

After you install the add-in, you can launch it by choosing the add-in button on the Insert tab

### On the Insert tab



### Need more help?

Return to your internet browser or copy this link into your browser:

<https://pages.store.office.com/addinsinstallpage.aspx?rs=en-US&assetid=WA200003233&isWac=True&ui=en-US&ad=US>

# Booking & Occupancy Analysis

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## ➤ Insights:

- ❖ The overall hotel occupancy rate is 57.87%, with May seeing a peak of 58.55% over the last three months.
- ❖ Luxury category Hotel are (62.16%) of total bookings making them the major revenue drive.
- ❖ Occupancy increases to 73.58% on weekends, highlighting strong demand during leisure periods
- ❖ Over 40% of bookings come from third-party platforms, potentially reducing profitability .

## ➤ Recommendation:

- ❖ Enhance visibility and marketing for properties like Atliq Seasons to improve occupancy.
- ❖ Offer targeted weekday promotions and loyalty benefits to boost demand.
- ❖ Shift more bookings to direct hotel platforms to increase margin and reduce dependency on third parties.
- ❖ Implement weekend-exclusive offers to push occupancy beyond the current 75% threshold.

# Revenue Analysis

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## ➤ Insights:

- ❖ The total revenue stands at ₹1.71 billion, indicating strong performance but room for optimization
- ❖ Luxury hotels contribute 61.61% of total revenue, showcasing their importance
- ❖ The Average Daily Rate (ADR) in Mumbai is higher than other cities, signaling premium pricing potential.
- ❖ The revenue per room remains low in certain categories despite steady ADR levels.

## ➤ Recommendations:

- ❖ Adjust pricing to optimize revenue across different locations.
- ❖ Focus on hotel-owned platforms to increase direct revenue contributions.
- ❖ Increasing Luxury category pricing could further enhance revenue.

# Cancellation & No show Analysis

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## ➤ Insights:

- ❖ A total of 33.42K bookings (24.83%) were canceled, impacting revenue by 14.88%.
- ❖ 5.02% of bookings resulted in guests not showing up.
- ❖ Cancellations were highest on weekdays (25%+) for the Luxury category.
- ❖ In June, cancellations exceeded 25.5%, likely due to weather concerns.

## ➤ Recommendations:

- ❖ Simplify reservations and provide clear confirmation processes to reduce cancellations.
- ❖ Introduce adjustable policies to retain bookings.
- ❖ Adopt controlled overbooking to mitigate losses from last-minute cancellations.
- ❖ Strengthening pre-arrival communication and offering incentives can build trust and reduce last-minute cancellations.

# Month & Week Trend Analysis

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## ➤ Insights:

- ❖ Booking volume fluctuates, following a zig-zag pattern on a weekly basis.
- ❖ Revenue Drop in June: Revenue declined by 4.81%, possibly due to seasonal factors.
- ❖ Week-by-week booking trends significantly impact occupancy.

## ➤ Recommendations:

- ❖ Implement discounted long-stay packages or seasonal promotions to counter June revenue decline.
- ❖ Address fluctuations through strategic campaign launches tied to peak periods.
- ❖ Use dynamic pricing to balance demand across low and high seasons.
- ❖ Introduce monsoon-special packages and collaborate with nearby attractions to create experience-based promotions.



# Final Strategic Focus

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- ✓ **Shift towards high-margin direct bookings rather than third-party reliance.**
- ✓ **Drive weekday engagement through specialized business packages.**
- ✓ **Reduce cancellation impact via flexible policy adjustments.**
- ✓ **Elevate digital presence with AI personalization and smart automation.**
- ✓ **Expand revenue streams beyond room rates through experiential tourism.**



Thank you