

# Strategic Hospitality Revenue Insights Dashboard

Power BI Dashboard for AtliQ Grands

**By: Akash Kumar**

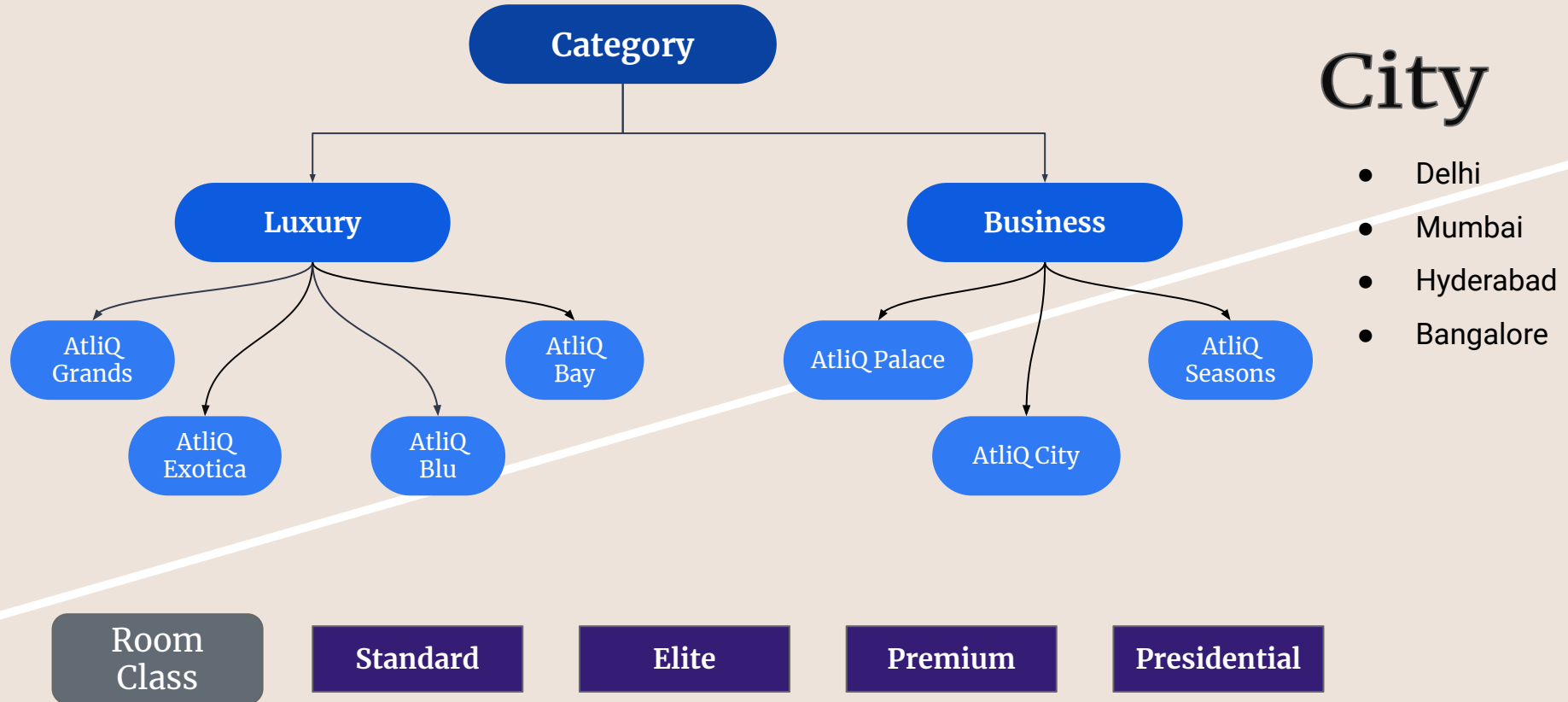
# Overview of AtliQ Grands:

**Brief History:** Established over 20 years ago, AtliQ Grands is renowned for its luxury and business hotel services across India.

**Current Challenges:** Facing a significant decline in market share and revenue due to aggressive competitor strategies and ineffective management decisions.



# Business Model



# Project Objectives

## Main Goals:

- **Analyze Revenue and Booking Patterns:** Uncover trends and patterns to support strategic decision-making.
- **Provide Actionable Insights:** Empower the revenue management team with critical data insights.
- **Support Data-Driven Decisions:** Utilize data analytics to inform and enhance business strategies.

# Data Preparation

## Data Sources:

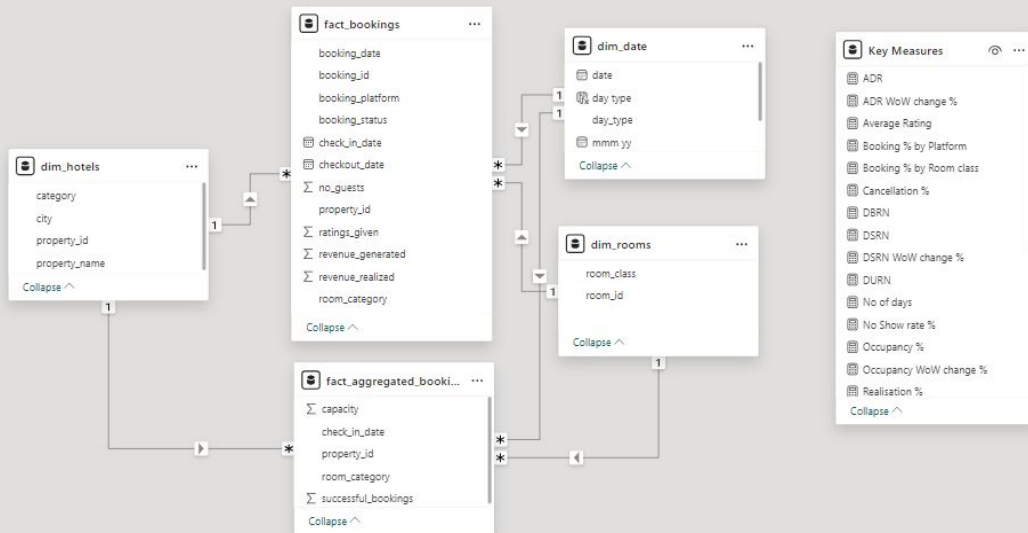
- The data is stored in **Excel** files in the form **tables**, which are as follows:
  - Dim\_date
  - Dim\_rooms
  - Dim\_hotels
  - Fact\_bookings
  - Fact\_aggregated\_bookings
- **Historical Data:** Detailed records including revenue, bookings, customer demographics, and many more.
- **Data Migration:** Performed ETL(extract transform load) using **Power Query** and loaded the dataset into Power BI for further analysis.

# Data Modeling

**Structure Overview:** The data model consists of 3 dimension and 2 fact tables arranged in a star schema type model.

**Key Relationships:** Dimension tables are connected to fact tables using one-to-many relationships.

**Measures:** Created 15+ DAX measures which is used in the analysis for building visuals.



# Key Metrics

Some of the key metrics related to hospitality domain used in the report are as follows:

1. **Realisation %** = The percentage of successful "checked out" bookings over all bookings made.
2. **Occupancy %** = The ratio of total successful bookings to the total rooms available (capacity).
3. **No Show rate %** = The percentage of customers who neither cancelled nor attended their booked rooms.
4. **ADR(Average Daily Rate)** = The ratio of revenue to the total rooms booked or sold.
5. **RevPAR(Revenue Per Available Room)** = The revenue generated per available room, whether or not they are occupied.
6. **DBRN(Daily Booked Room Nights)** = The average number of rooms booked per day over a specific time period.
7. **DURN(Daily Utilized Room Nights)** = The average number of rooms successfully utilized by customers per day over a specific time period.
8. **DSRN(Daily Sellable Room Nights)** = The average number of rooms ready to sell per day over a specific time period.





## Strategic Hospitality Revenue Insights Dashboard



Executive view



Revenue analysis



Booking analysis



Insights &  
Recommendations



**134.6K**

Total Bookings

**1.7bn**

Revenue

**58%**

Occupancy %

**7347**

RevPAR

**1463**

DBRN

**3.6**

Average Rating



city

All

property\_name

All

booking\_status

All

booking\_platform

All

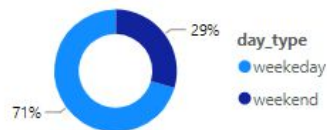
week no

All

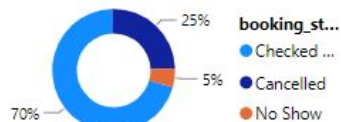
Month

All

## Bookings by day type



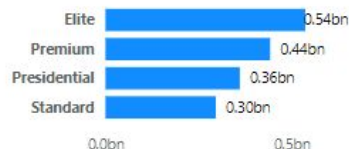
## Bookings status



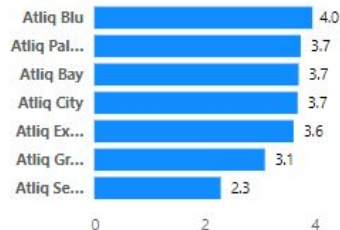
## Revenue by city



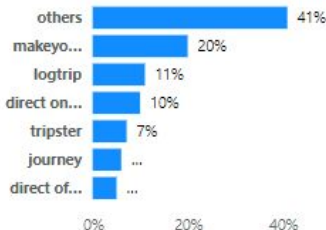
## Revenue by room class



## Avg rating



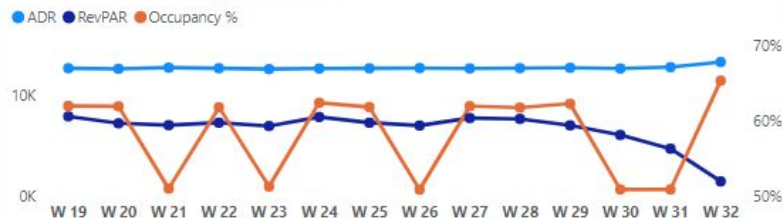
## Booking by platform



## Key metrics by property

property_id	property_name	city	Revenue	Occupancy %	RevPAR	DBRN	Average Rating
16559	AtliQ Exotica	Mumbai	118.4M	66%	10640	80	4.3 ↑
17563	AtliQ Palace	Mumbai	101.5M	66%	10609	69	4.3 ↑
17559	AtliQ Exotica	Mumbai	94.0M	66%	10116	67	4.3 ↑
16563	AtliQ Palace	Delhi	89.1M	66%	8281	78	4.3 ↑
17560	AtliQ City	Mumbai	88.0M	53%	7776	65	3.0 →
19562	AtliQ Bay	Bangalore	82.4M	66%	9335	63	4.3 ↑
19560	AtliQ City	Bangalore	81.9M	66%	8989	65	4.3 ↑
17558	AtliQ Grands	Mumbai	74.7M	54%	7964	55	3.1 →
17561	AtliQ Blu	Mumbai	73.9M	66%	9452	56	4.3 ↑
Total			1708.8M	58%	7347	1463	3.6

## Trend chart - Booking & Occupancy



**1.7bn**

Revenue

**80.2%**

Realisation %

**12.7K**

ADR

**7347**

RevPAR



city

All

property\_name

All

booking\_status

All

booking\_platform

All

week no

All

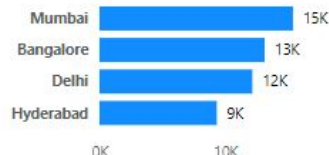
Month

All

## Revenue by city



## ADR by city



## Revenue by category

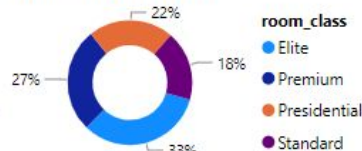


category

Luxury

Business

## Revenue by room class



room\_class

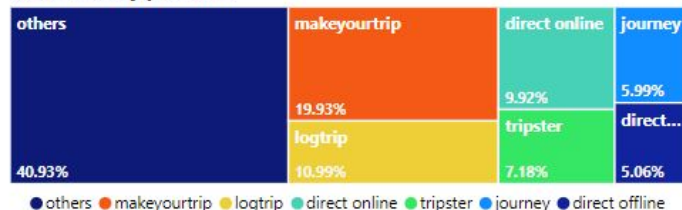
Elite

Premium

Presidential

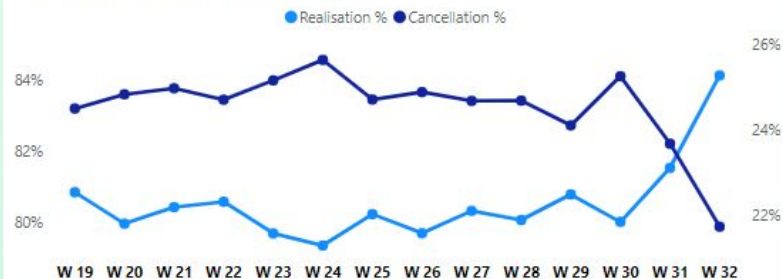
Standard

## Revenue % by platform



● others ● makeyourtrip ● logtrip ● direct online ● tripster ● journey ● direct offline

## Trend chart - Revenue & Realization



## Trend chart - Bookings, ADR, RevPAR





# AtliQ Grands: Hospitality Insights

[Home](#)[Executive View](#)[Revenue Analysis](#)[Booking Analysis](#)**232.6K**

Total Capacity

**58%**

Occupancy %

**1463**

DBRN

**1026**

DURN

**2528**

DSRN

**5.0%**

No Show rate %



city

All

property\_name

All

booking\_status

All

booking\_platform

All

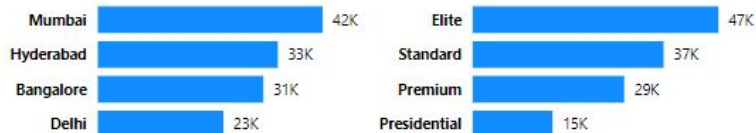
week no

All

Month

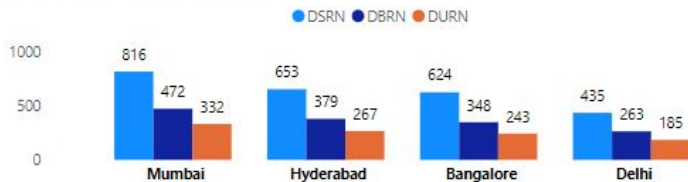
All

## Bookings by city

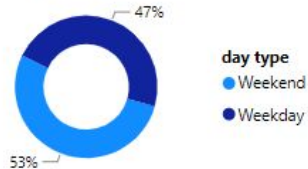


## Bookings by room class

## DSRN, DBRN, DURN by city



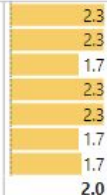
## Occupancy by day type



## property\_name

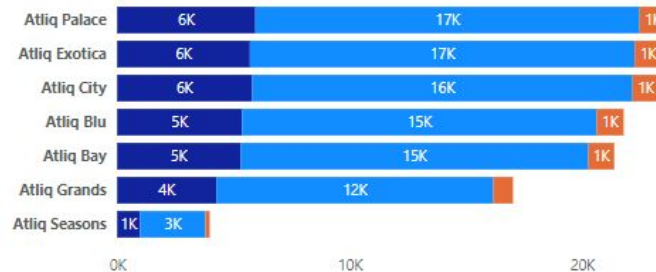
- AtliQ Bay
- AtliQ Blu
- AtliQ City
- AtliQ Exotica
- AtliQ Grands
- AtliQ Palace
- AtliQ Seasons
- Total

## Avg guests



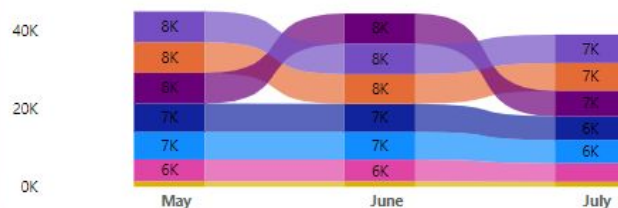
## Booking status distribution

Cancelled Checked Out No Show



## Trend chart - Booking

AtliQ Bay AtliQ Blu AtliQ City AtliQ Exotica AtliQ Grands AtliQ Palace AtliQ Seasons



DBRN = Daily booked room nights, DURN = Daily utilized room nights, DSRN = daily sellable room nights

# Project Insights

- 1) **Booking Patterns:** 71% of bookings occur on weekdays, while weekends boast the highest occupancy rate at 53%.
- 2) **Booking Outcomes:** 70% of bookings result in successful checkouts, with the remaining 30% either cancelled or unattended.
- 3) **Revenue Performance:** Mumbai leads as the top revenue-generating city with ₹640 million, surpassing the combined revenue of Hyderabad and Delhi, with Delhi being the lowest at ₹280 million.
- 4) **Top Performing Hotels:** Four out of the top five revenue-generating hotels are located in Mumbai.
- 5) **Popular Room Classes:** The elite room class is the most popular, with 47,000 bookings and generating ₹540 million in revenue.
- 6) **Hotel Ratings and Revenue:** AtliQ Blu boasts the highest average rating across the chain, while AtliQ Exotica is both the highest-rated and the top revenue-generating hotel.
- 7) **Booking Channels:** The majority of bookings (41%) are made through other channels, followed by MakeMyTrip at 20%. The company's website handles 10% of bookings, with direct offline channels contributing the least.
- 8) **Revenue by Category:** The luxury category dominates revenue generation with 61%, compared to 39% from the business category.
- 9) **Average Daily Rate (ADR):** Mumbai has the highest ADR, whereas Hyderabad has the lowest.
- 10) **No-Show Rate:** The overall no-show rate is 5%



# RECOMMENDATIONS

- 1) **Targeted Promotions:** Introduce attractive weekday promotions and packages to balance the high weekend occupancy with increased weekday bookings.
- 2) **Website Enhancements & Digital Marketing:** Improve the user experience and booking process on the company's website to increase the current 10% booking share. Also, invest in targeted digital marketing campaigns to drive traffic to the company's website and reduce reliance on third-party channels.
- 3) **Flexible Booking Policies:** Introduce more flexible booking and cancellation policies to reduce the current 5% no-show rate, providing guests with peace of mind and encouraging more bookings.
- 4) **Loyalty Rewards:** Implement loyalty programs that offer incentives for repeat stays in elite rooms, encouraging guests to choose this category more frequently.
- 5) **Customer Feedback Systems:** Implement robust customer feedback systems to gather insights and continually improve service quality, particularly focusing on enhancing the guest experience at hotels whose average rating is below 3.

THANK YOU