

Project – AtliQ Hospitality Analysis

Akash Shital Patil
UM.ID. – UMIP5670

Conclusion and Documentation:

Summary of Findings:

- Revenue loss due to cancellations underscores the importance of effective booking management and customer retention strategies.
- Diversified revenue sources across properties and cities mitigate risk and contribute to overall revenue stability.
- Premium room classes and luxury properties demonstrate higher revenue potential, emphasizing the importance of product differentiation and targeting affluent customer segments.
- Booking trends highlight the impact of promotional activities on demand generation and revenue performance.
- Optimization of occupancy levels and enhancement of guest experience are critical for driving revenue growth and maintaining competitive advantage in the hospitality industry.

Conclusions:

- Data-driven decision-making is crucial for improving business performance and maintaining competitiveness in the hospitality industry.
- -By leveraging data analytics and business intelligence techniques, Atliq can optimize revenue streams, enhance customer satisfaction, and improve operational efficiency.
- -Actionable recommendations derived from data insights can guide strategic decision-making and drive sustainable growth.

Documentation:

- Workflow: The project workflow involved data preprocessing, analysis, and visualization using Python and Tableau.
- Data Sources: Five datasets were utilized, including dim_date, dim_rooms, dim_hotels, fact_aggregated_bookings, and fact_bookings.
- Preprocessing: Data preprocessing steps included data cleaning, merging, and feature engineering to ensure data consistency and integrity.
- Analysis: Exploratory data analysis (EDA) techniques were applied to uncover insights related to revenue, occupancy, customer satisfaction, and booking patterns.
- Visualization: Tableau was used to create interactive dashboards and visualizations for clear data representation and exploration.
- Insights: Key insights were derived from data analysis, highlighting revenue trends, occupancy patterns, and customer satisfaction ratings.
- Reports : Project reports and documentation were prepared to summarize findings, conclusions, and recommendations for future reference.