Analysis of Insights:

1. Revenue Analysis:

- The generated revenue of 2.008 billion exceeds the total revenue of 1.709 billion, indicating revenue loss due to cancellations.
- Revenue loss of 299 million due to cancellations represents a significant portion (24.83%) of total revenue.
- With an occupancy rate of 58.31%, there is room for improvement in maximizing revenue through increased occupancy.
- Average Revenue Per Available Room (RevPAR) of $869 million provides insight into the efficiency of revenue generation per available room.

2. Property Performance:

- AtliQ Exotica and AtliQ Palace emerge as the top revenue earners, followed by AtliQ Season in Mumbai.
- Significant revenue contributions are observed from properties in different cities, indicating diversified revenue streams.

3. Revenue by City and Category:

- Mumbai emerges as the top revenue-generating city, followed by Bengaluru and Delhi, reflecting regional revenue distribution.
- Revenue analysis by business category highlights higher revenue from luxury properties compared to business category properties.

4. Revenue by Weekday vs. Weekend:

- Comparable Average Daily Rates (ADRs) and RevPARs between weekdays and weekends suggest consistent revenue performance throughout the week.

5. Revenue by Room Class:

- Premium room classes demonstrate higher ADRs and RevPARs compared to other room classes, contributing significantly to overall revenue.

6. Booking Trends

- Booking cancellations peaked on April 23, 2022, indicating potential issues with booking management or external factors impacting customer behavior.
- Discounts offered before April 23 led to increased bookings, highlighting the effectiveness of promotional strategies in stimulating demand.

7. Occupancy Analysis

- The average occupancy rate of 58.31% indicates room for improvement in optimizing occupancy levels to maximize revenue.
- Blu and Palace properties demonstrate higher occupancy rates, suggesting effective management strategies or popularity among guests.

8. Average Rating by Property

- Properties with higher average ratings may attract more guests and potentially command higher room rates, contributing to overall revenue.

Key Insights:

- 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.

Suggestions for Business Improvement:

1. Enhance Booking Management:

- Implement dynamic pricing strategies to optimize revenue and minimize revenue loss due to cancellations.
- Introduce flexible cancellation policies tailored to customer segments to reduce booking cancellations.

2. Optimize Revenue Streams:

- Explore opportunities to diversify revenue streams beyond room bookings, such as food and beverage sales, spa services, and event hosting.
- Leverage data analytics to identify high-margin revenue channels and capitalize on emerging trends in the hospitality market.

3. Maximize Property Performance:

- Invest in property upgrades and amenities to enhance guest experience and attract higher-paying customers.
- Conduct regular property audits to identify operational inefficiencies and implement cost-saving measures without compromising service quality.

4. Targeted Marketing Strategies:

- Develop targeted marketing campaigns to promote unique selling propositions of each property and attract specific customer segments.
- Utilize customer feedback and satisfaction metrics to tailor marketing messages and enhance brand perception in the market.

5. Improve Occupancy Management:

- Utilize revenue management tools to forecast demand accurately and adjust pricing and inventory strategies accordingly to optimize occupancy rates.
- Implement targeted promotions and packages to stimulate demand during off-peak periods and maximize revenue potential.