



HOTELS

AtliQ

May | 2024



Background

- AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.
- Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands is losing its market share and revenue in the luxury/business hotels category.
- As a strategic move, the managing director of AtliQ Grands wanted to incorporate "Business and Data Intelligence" to regain their market share and revenue.

Objective

- We have been provided sample data and a mock-up dashboard for the following task.
- Create the metrics according to the metric list.
- Create a dashboard according to the mock-up provided by stakeholders.
- Create relevant insights not provided in the metric list/mock-up dashboard.

Detailed Findings

AtliQ Hospitality Analysis Dashboard



Filter: City ▼ Filter: Room class ▼ Filter: Day type ▼
All ▼ All ▼ All ▼

May, 2022 June, 2022 July, 2022

W W W W W W W W W W W W W
19 20 21 22 23 24 25 26 27 28 29 30 31

Revenue

1.69bn

↑ 0.2%

RevPAR

7,337

↑ 0.2%

DSRN

2,528

→ 0.0%

Occupancy %

57.79%

↑ 0.01%

ADR

12.70K

↑ 0.2%

Realization

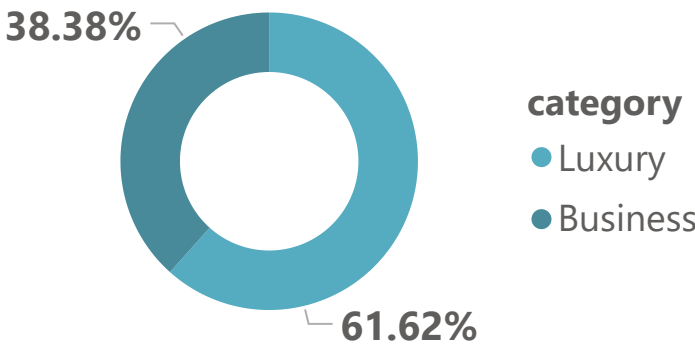
70.14%

↓ -0.0%

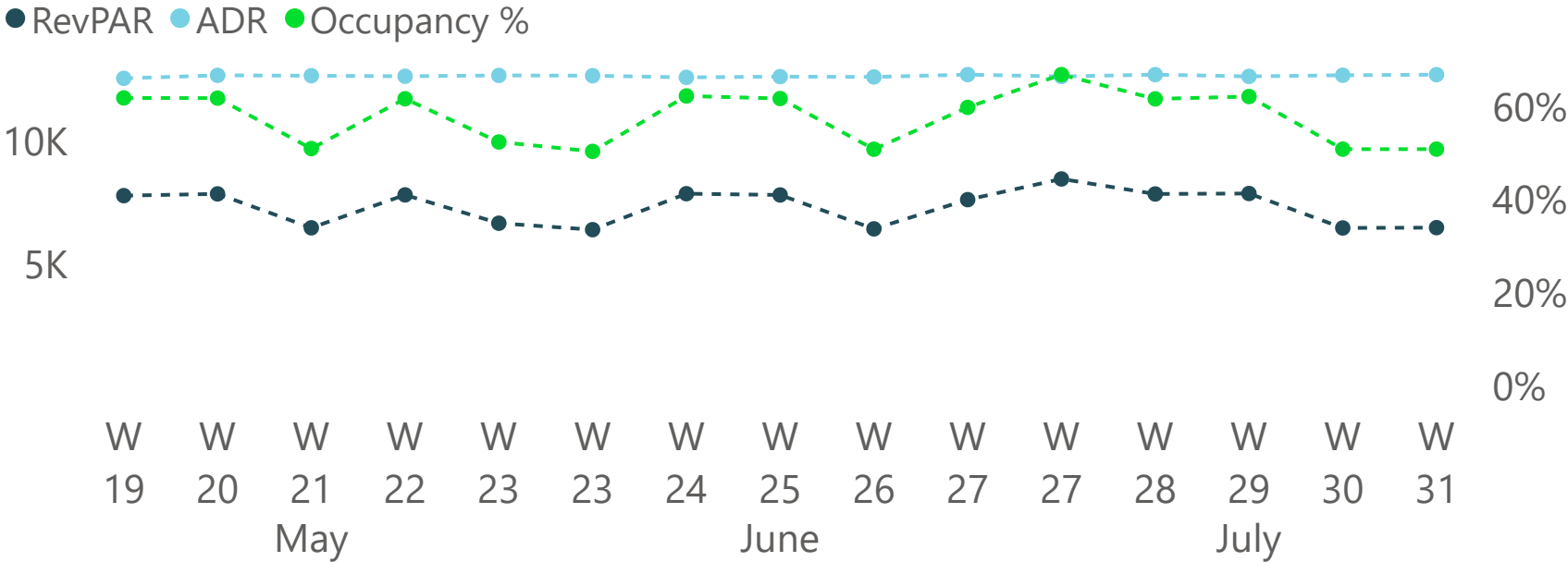
% values at bottom are on week on week change

	RevPAR	Occupancy %	ADR	Realisation %
Weekend	8K	63%	13K	71%
Weekday	7K	56%	13K	70%
Total	7K	58%	13K	70%

Revenue by category



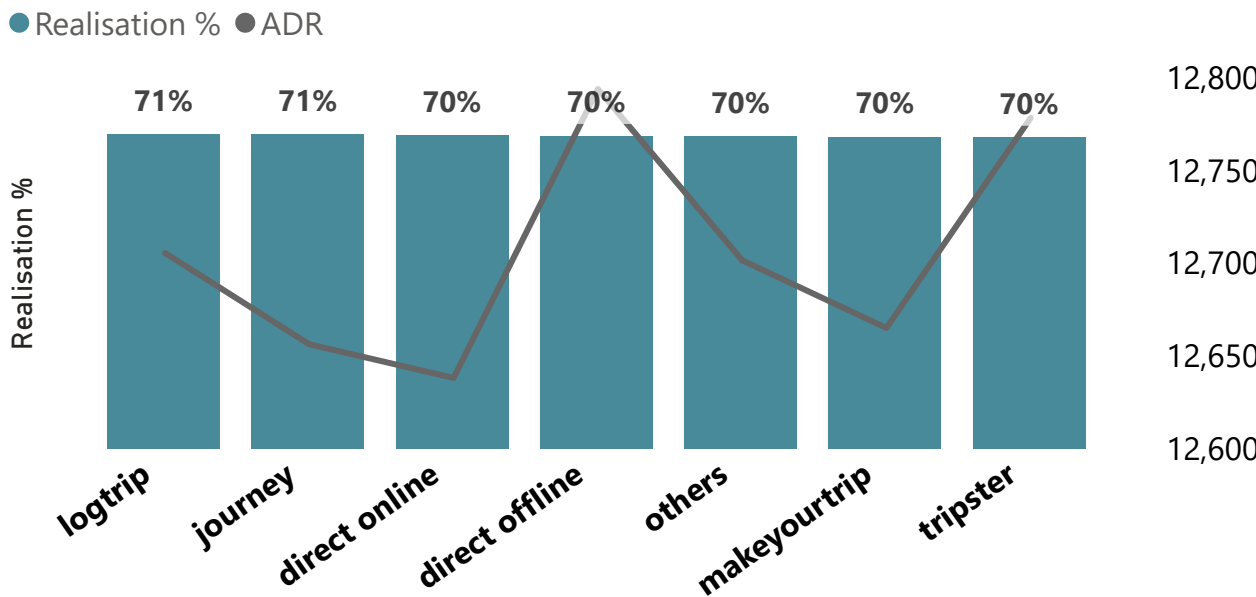
Trends by key metrics



Property by key metrics

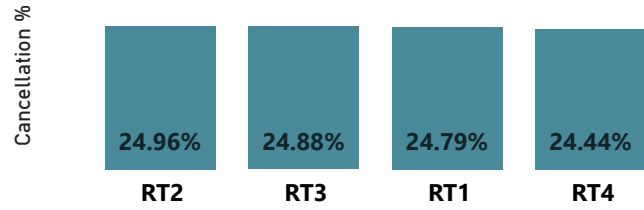
Property_id	Property_name	City	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average_rating
16559	Atliq Exotica	Mumbai	117M	10,629	65.85%	16,141	121	80	56	70.39%	24.63%	4.32
17559	Atliq Exotica	Mumbai	93M	10,107	66.09%	15,293	101	67	47	70.81%	24.04%	4.32
18562	Atliq Bay	Hyderabad	68M	6,216	65.81%	9,446	121	80	56	70.20%	24.68%	4.31
17561	Atliq Blu	Mumbai	73M	9,447	66.19%	14,271	85	56	39	70.14%	24.41%	4.30
17563	Atliq Palace	Mumbai	100M	10,592	66.13%	16,016	104	69	49	70.67%	24.38%	4.29
19560	Atliq City	Bangalore	81M	8,965	65.53%	13,680	99	65	45	69.00%	26.46%	4.28
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	14,183	96	63	44	70.47%	24.29%	4.28
16561	Atliq Blu	Delhi	57M	8,612	65.66%	13,115	73	48	33	69.85%	25.56%	4.28
16563	Atliq Palace	Delhi	88M	8,269	66.25%	12,480	117	78	54	70.02%	25.19%	4.27
18560	Atliq City	Hyderabad	60M	6,068	66.07%	9,185	109	72	51	70.91%	24.13%	4.26
16558	Atliq Grands	Delhi	36M	7,525	65.81%	11,436	52	34	24	70.01%	25.08%	4.25
18561	Atliq Blu	Hyderabad	55M	5,679	65.46%	8,676	107	70	49	70.36%	24.27%	4.25
19561	Atliq Blu	Bangalore	72M	6,774	53.25%	12,722	117	62	43	69.80%	24.64%	3.08
18563	Atliq Palace	Hyderabad	44M	5,014	52.89%	9,480	97	51	36	69.57%	26.00%	3.07
16562	Atliq Bay	Delhi	56M	6,254	53.40%	11,712	98	52	36	69.34%	25.24%	3.07
18558	Atliq Grands	Hyderabad	46M	5,514	53.38%	10,331	91	49	34	69.73%	25.07%	3.06
17558	Atliq Grands	Mumbai	74M	7,953	53.60%	14,839	102	55	38	69.91%	25.67%	3.05
18559	Atliq Exotica	Bangalore	59M	6,851	53.73%	12,751	85	51	36	70.76%	24.54%	3.04
Total			1688M	7,337	57.79%	12,696	2,528	1,461	1,025	70.14%	24.84%	3.62

Realisation % and ADR by booking_platform



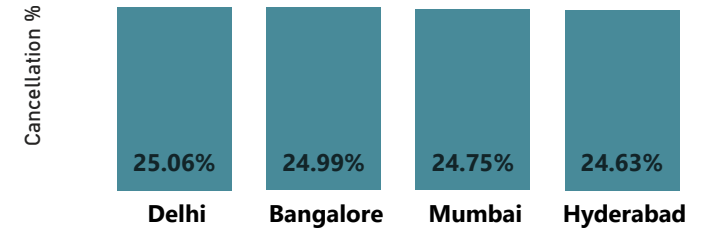
RevPAR - Revenue per available room | DSRN - Daily sellable room nights | ADR - Average daily rate | DBRN - Daily booked room nights | DURN - Daily utilized room nights

Cancellation % by room_category

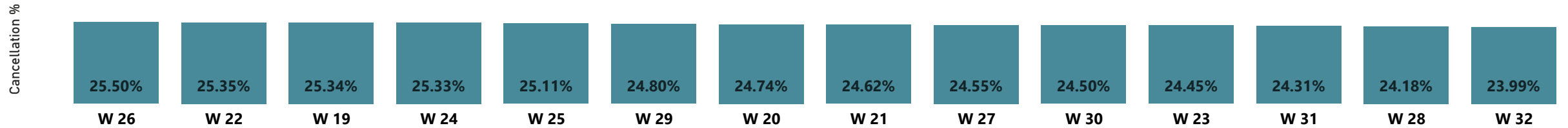


Cancellation Report

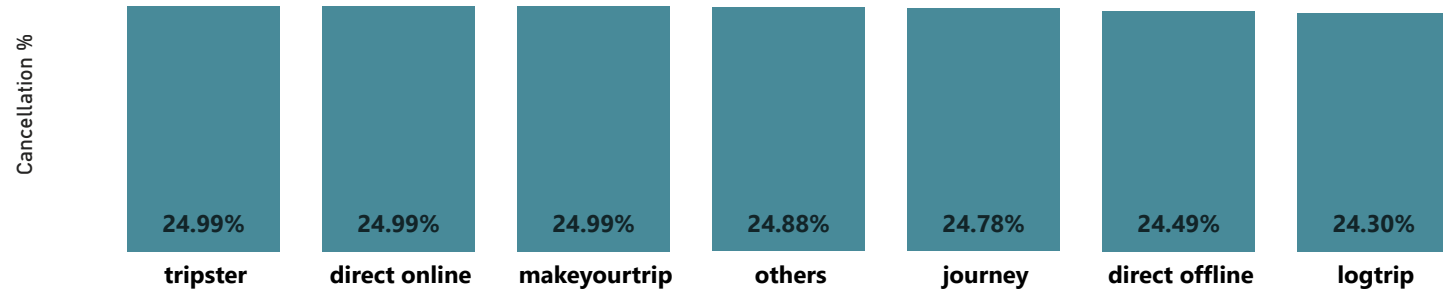
Cancellation % by city



Cancellation % by week no.



Cancellation % by booking_platform



Insights

- The total Revenue of AtliQ hotels is 1.69B, Occupancy is 57.79%, Average rating is 3.62 out of 5 and Cancelation % is 24.84 overall.
- Highest Revenue generating city is Mumbai with revenue of total 660 M. While Lowest revenue is generated by Delhi with INR 290 M.
- Luxury category hotels have generated 61.62% of total revenue compare to business category hotels which contribute only 38.38% in total revenue.
- Occupancy is Highest for Delhi hotels (60.44%), while Bangalore has lowest occupancy (55.68%).
- Month of May has roughly 30M more revenue as compare to June and July month.
- Maximum revenue is coming from the bookings through "Others" booking platform which is 40.87% (690M) and 19.96% (390M) revenue is coming from "make my trip" platform.
- While lowest revenue generating platform is "direct offline" with 85M, "direct online" generates 167M.
- Top 5 hotels in terms of revenue are

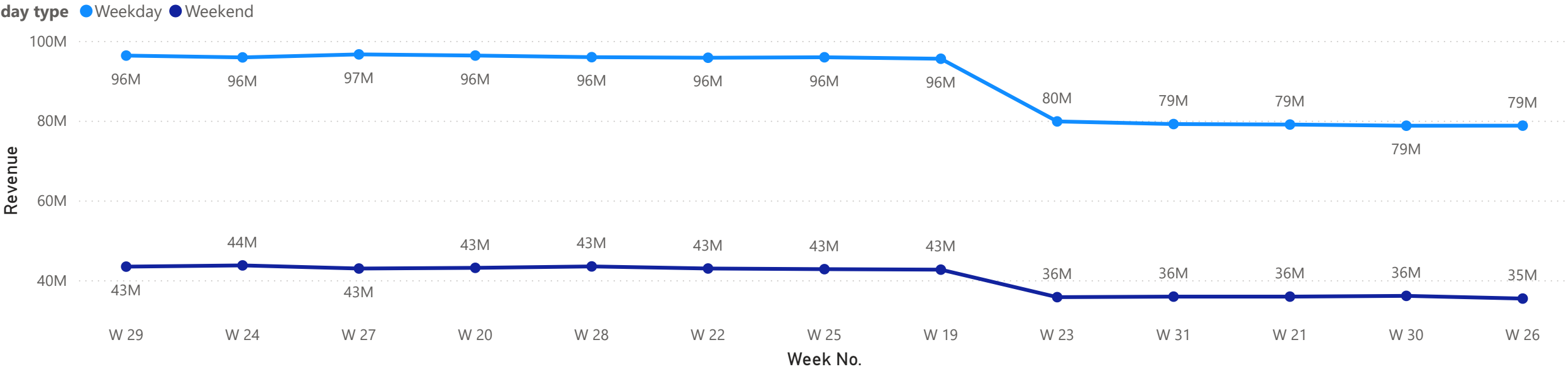
Property_name	City	Revenue
Atliq Exotica	Mumbai	117M
Atliq Palace	Mumbai	100M
Atliq Exotica	Mumbai	93M
Atliq Palace	Delhi	88M
Atliq City	Mumbai	87M

- Bottom 5 hotels in terms of revenue are

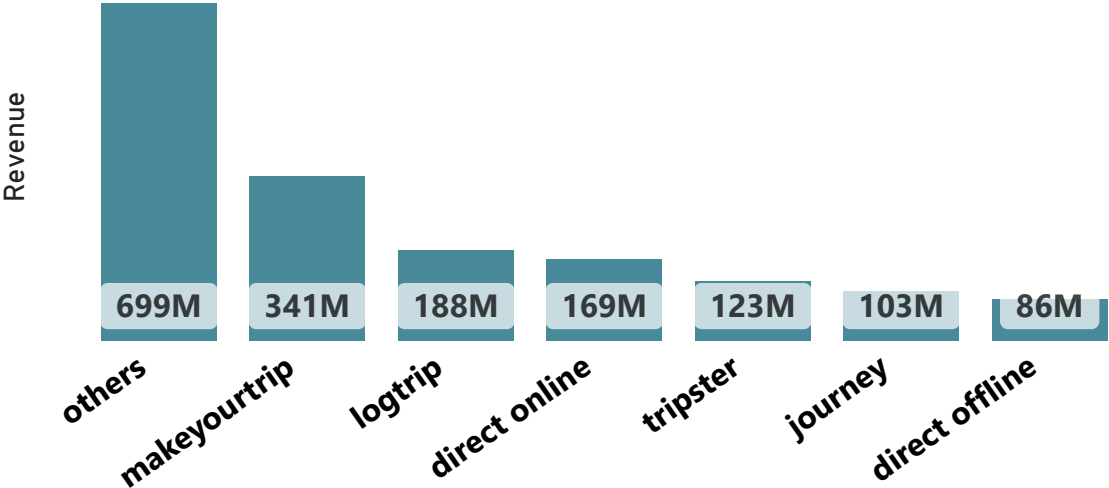
Property_name	City	Revenue
Atliq Grands	Delhi	36M
Atliq Palace	Hyderabad	44M
Atliq Grands	Hyderabad	46M
Atliq Exotica	Hyderabad	47M
Atliq Bay	Mumbai	51M

- As we can see in "Cancelation Report" we have plotted cancelation% with different entities. In all these charts we see that the variation of cancelation% is constant.
- Hence we can not identify the cancelation correlation with other metrics. To identify potential reasons for cancelation we have look at the reviews of customers on different channels. We need to do property specific analysis/inquiry to know the reason for cancelation.

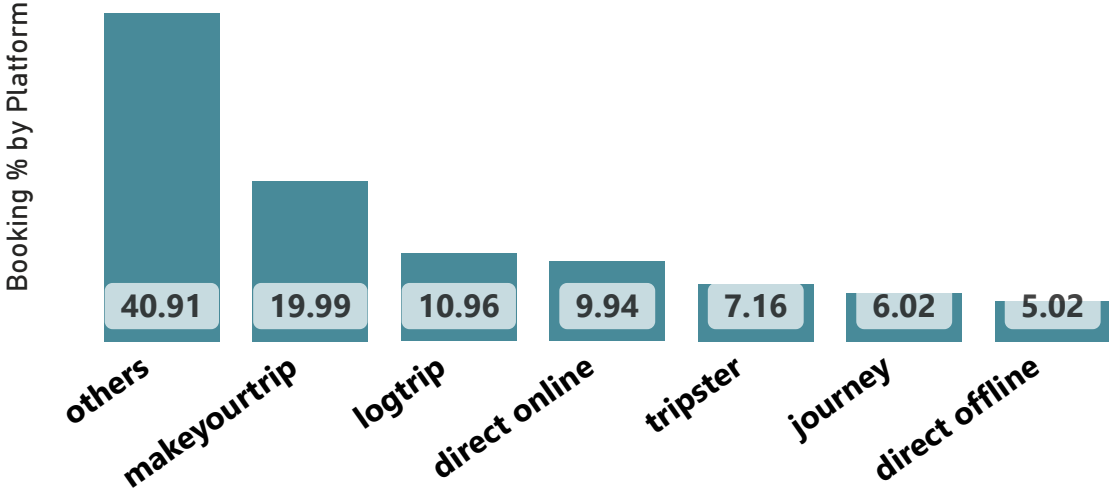
Revenue by week no. and day type



Revenue by booking_platform



Booking % by Platform by booking_platform



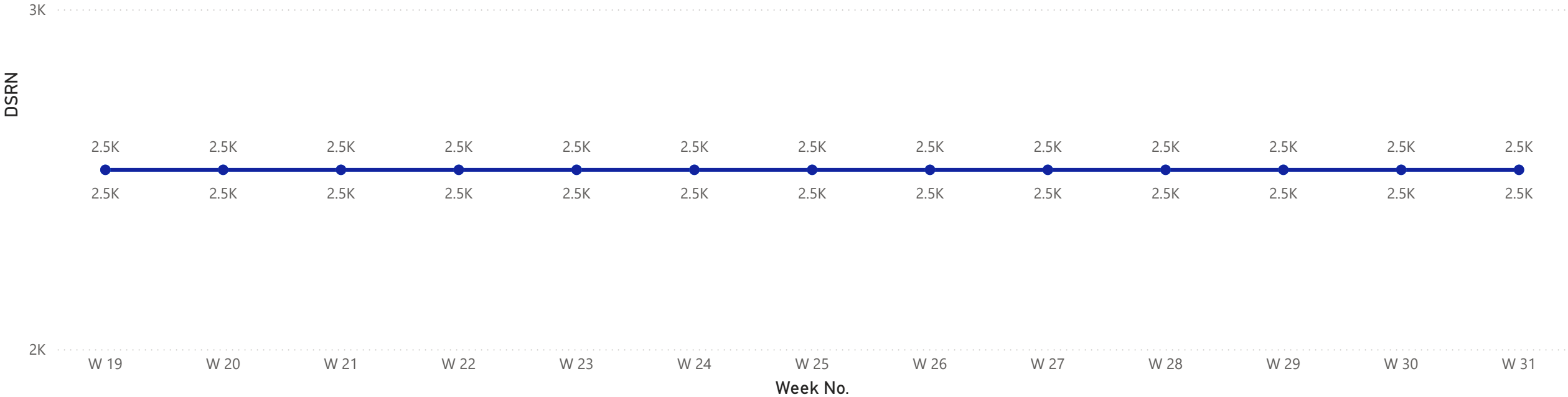
RevPAR by week no. and day type

day type ● Weekday ● Weekend



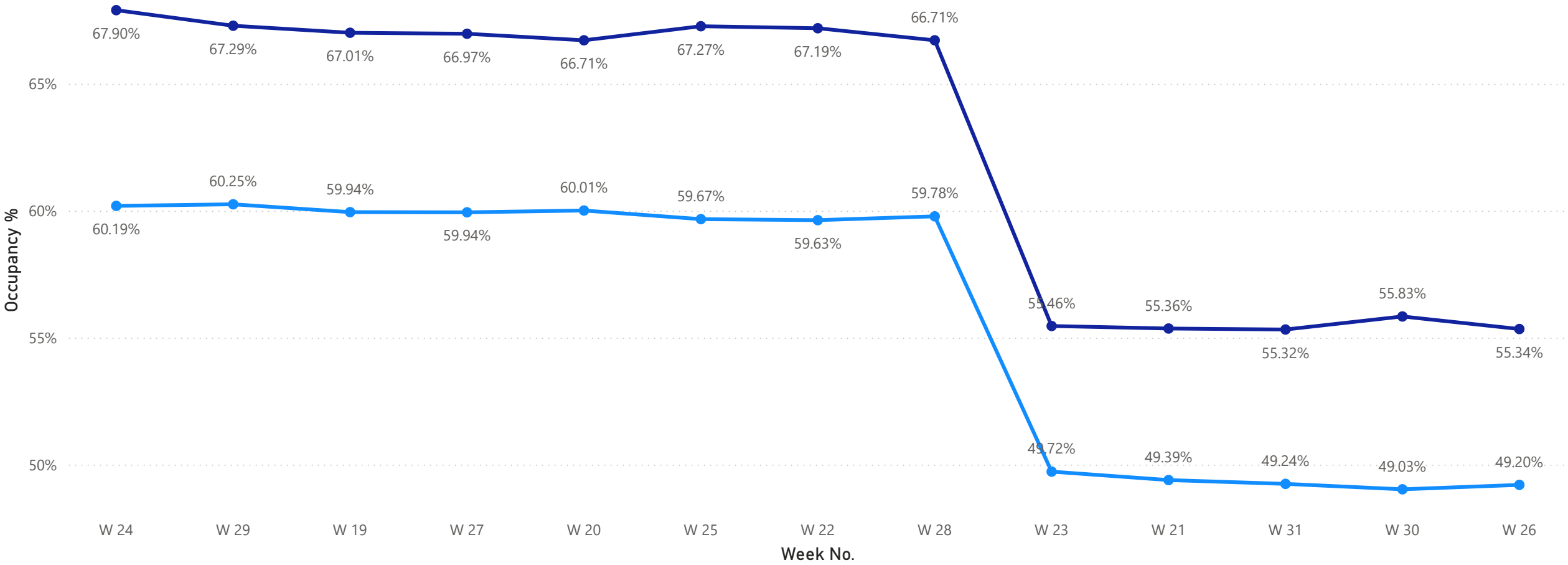
DSRN by week no. and day type

day type ● Weekday ● Weekend



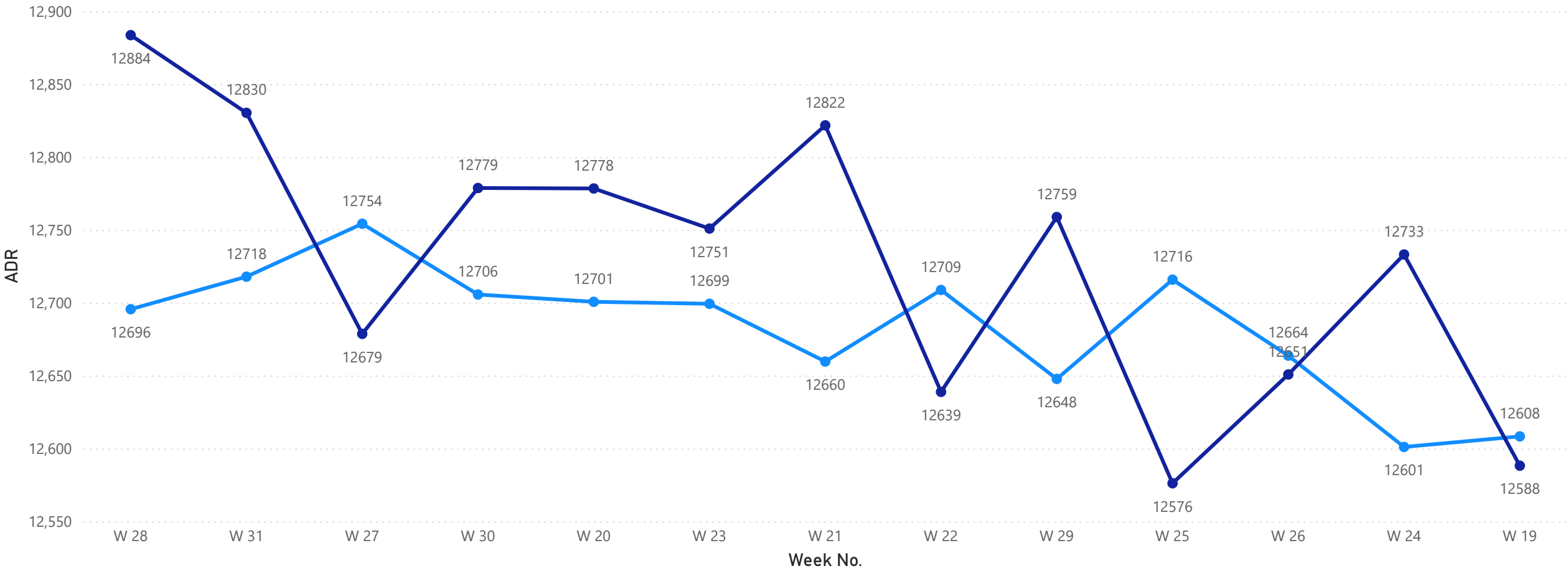
Occupancy % by week no. and day type

day type ● Weekday ● Weekend



ADR by week no. and day type

day type ● Weekday ● Weekend



Realization % by week no. and day type

day type ● Weekday ● Weekend

