**key insights**

1. On weekdays, luxury revenue surpasses business revenue, with luxury generating 717.9 million compared to 445.9 million for business. Conversely, on weekends, luxury revenue remains higher than business revenue, with luxury earning 322.1 million compared to 201.8 million for business.
2. The average daily rate is higher during weekends i.e 12725 million whereas 12682 million during weekdays.
3. No discrimination strategies have been put in place since the occupancy percentage and revenue per available room (RevPAR) are correlated.
4. Identifying the platform "others" which generated substantial revenue of 690 million and attained a 48% booking rate is crucial for refining marketing tactics.
5. Mumbai generated the highest revenue of 660.64 million across all months, including May, June, and July, while Delhi had the lowest revenue at 290.92 million.
6. Atliq Exotica is the top contributor both in the overall property and within the luxury segment, while Atliq Palace leads in the business segment.