



BUSINESS REPORT

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ABOUT THE TECHNOLOGY COMPANY

AtliQ Grands is a prominent player in the hospitality industry in India. With a rich history spanning over two decades, the company has established a strong presence in the luxury hotel segment. They own multiple five-star hotels across various locations in India, catering to a diverse clientele that includes both domestic and international guests.

Their commitment to excellence and customer satisfaction has been a cornerstone of their operations. Over the years, they have consistently strived to deliver top-notch services and create memorable experiences for their guests. Their hotels are known for their exquisite architecture, luxurious accommodations, world-class amenities, and exceptional service.

PROBLEM STATEMENT

AtliQ Grands, a renowned hospitality company in India, is currently facing a significant challenge. Despite owning multiple five-star hotels across the country and having a strong presence in the luxury hotel segment, the company is losing its market share and revenue. This downturn is attributed to strategic moves from competitors and ineffective decision-making within the company's management.

PROPOSED SOLUTION

In response to this challenge, the managing director of AtliQ Grands has proposed a strategic move to incorporate "Business and Data Intelligence" into their operations. The goal is to leverage data-driven insights to make more informed decisions, optimize operations, enhance customer service, and ultimately regain their market share and revenue.

However, AtliQ Grands does not have an in-house data analytics team capable of providing these insights. Therefore, they have decided to hire a 3rd party service provider to analyze their historical data and provide actionable insights. This collaboration aims to harness the power of data to drive strategic decision-making and improve business outcomes.





COMPANY STATS

Company Statistics are the main way we can check that where the company is lacking.

We need to look on some statistics mentioned below:

- **Occupancy Rates**: Measure the percentage of occupied rooms over a specific period to understand demand and utilization.
- **Average Daily Rate (ADR)**: Calculate the average price paid per room to assess pricing strategies and revenue.
- **Revenue Per Available Room (RevPAR)**: Combine occupancy and ADR to evaluate overall financial performance of the hotel properties.
- **Customer Satisfaction Scores**: Analyze feedback and ratings from guests to gauge service quality and identify areas for improvement.

- **Market Share**: Compare AtliQ Grands' performance with competitors to understand their position in the market.
- **Competitive Pricing Analysis**: Look at competitors' pricing strategies to ensure AtliQ Grands remains competitive while maximizing revenue.
- **Booking Channels Analysis**: Determine which channels (e.g., direct, OTAs, travel agents) are most effective in generating bookings.
- **Customer Demographics**: Understand the profile of guests staying at AtliQ Grands' hotels to tailor marketing and services.
- **Seasonal Trends**: Identify peak and off-peak periods to optimize pricing and promotions.
- **Cost Analysis**: Review operational costs to identify areas where efficiency can be improved.

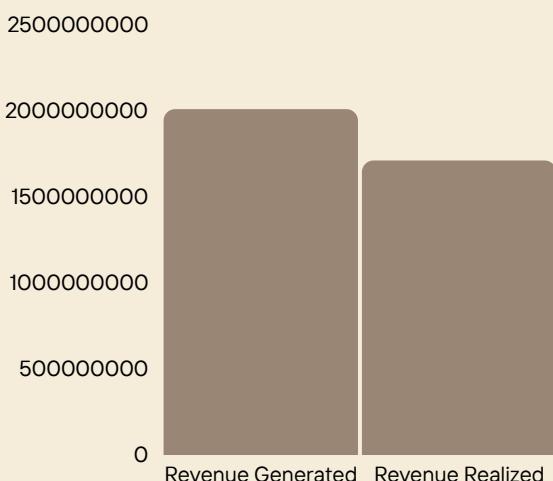


**2Bn
7Mn
546K**

**1Bn
708Mn
771K**

Total Revenue Generated by Company

Total Revenue Realized by Company



Total Revenue Generated by Company is the amount of money generated by the hotel from a particular customer.

Total Revenue Realized by Company is the final amount of money that goes to the hotel based on booking status. If the booking status is cancelled, then 40% of the revenue generated is deducted and the remaining is refunded to the customer. If the booking status is Checked Out/No show, then full revenue generated will go to hotels.



58%

is the **Occupancy %** of the hotels. Occupancy % is calculated by Total Bookings divided by Total Capacity of the Hotels.

3.6/5

is the **Average Rating** given by the customer for hotel services.

25%

is the **Cancellation %** of the hotel bookings. Cancellation % is the percentage of customers cancelled their bookings.



5%

is the **No Show %** of the hotels.
No Show % is the percentage of
customers booked a room but
not stayed in it.

12,696

is the **Average Revenue
generated from each Booking.**

70%

is the **Realization %** of the hotel
bookings. Realization % is the
percentage of customers
successfully checked out.



7,347

is the **Average Revenue**
generated from each room.

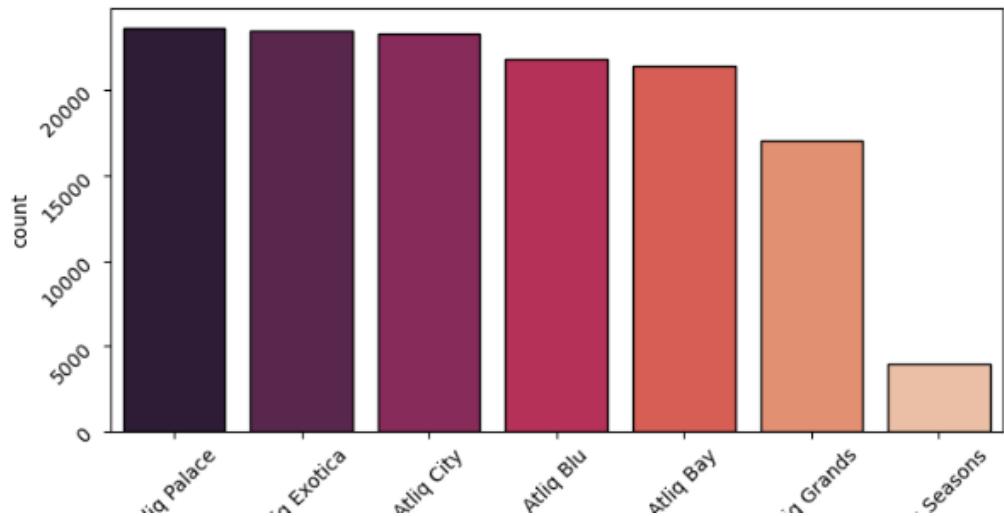
1,463

are the **average rooms booked**
every night.

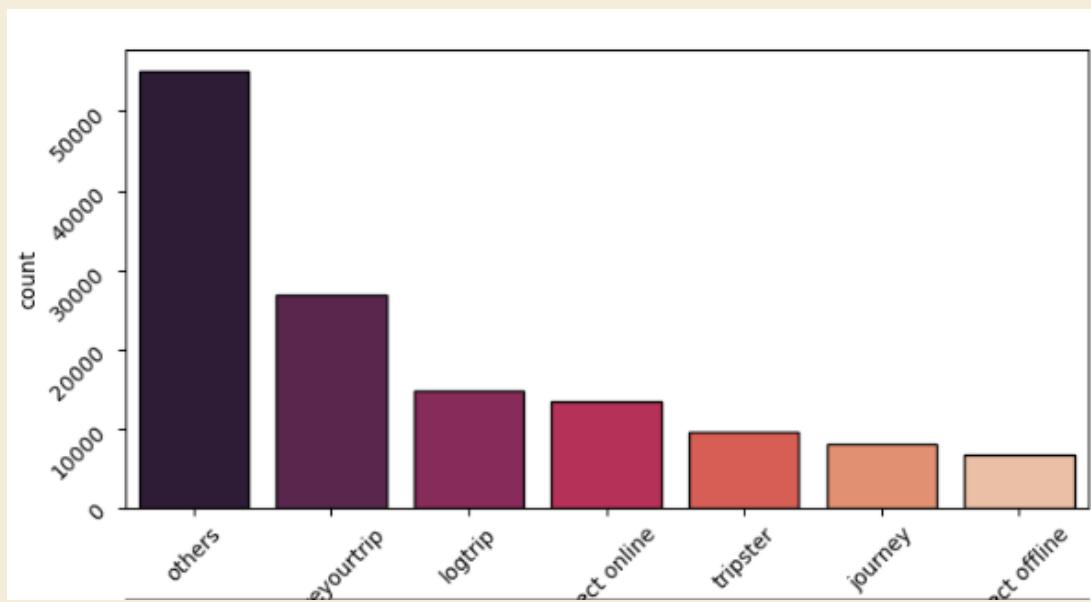
1,026

are the **average rooms actually**
used by the customers every
night.

STATS RELATED TO BOOKINGS

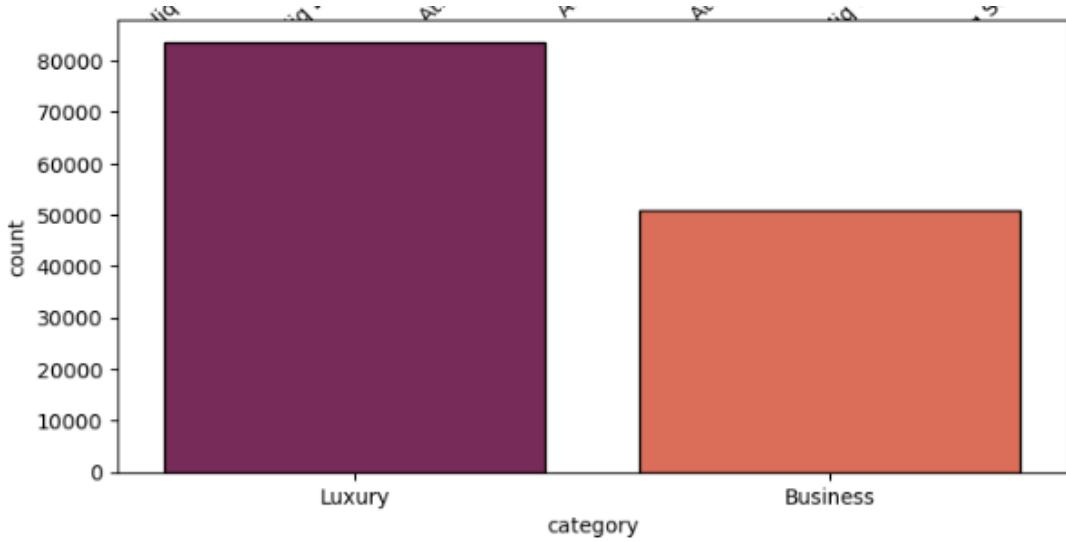


Atliq Palace, Atliq Exotica and Atliq City have most of the bookings.

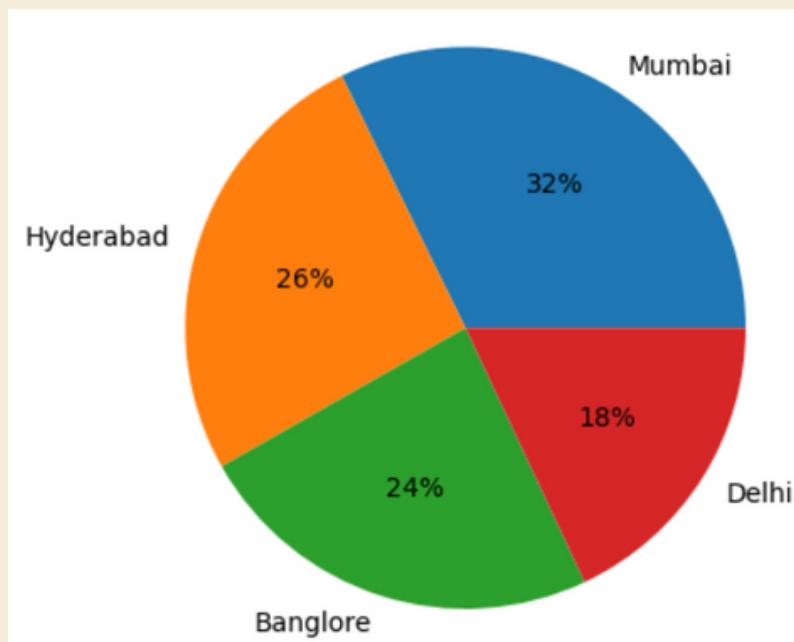


Others, MakeYourTrip and LogTrip acquire most of the customers.

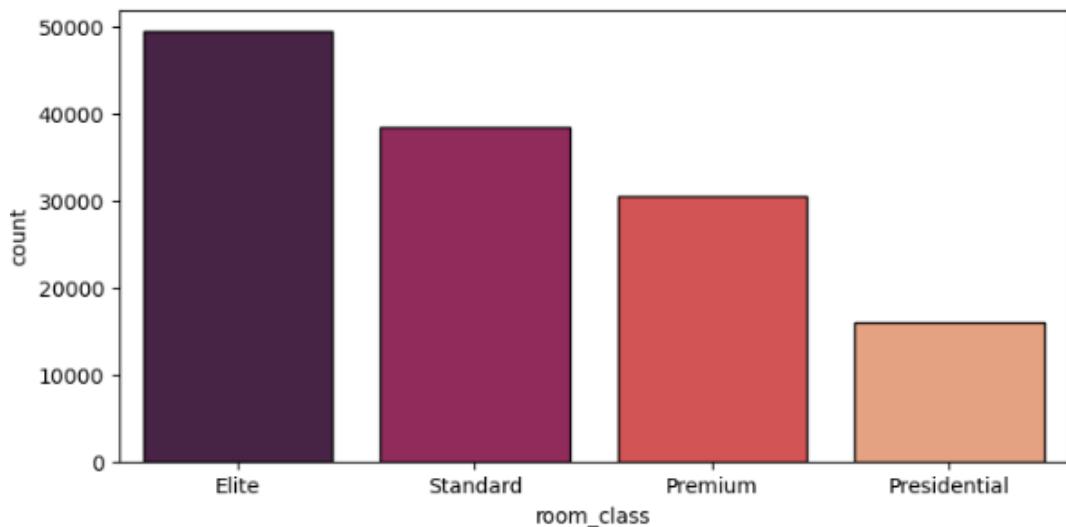
ATLIQ GRANDS



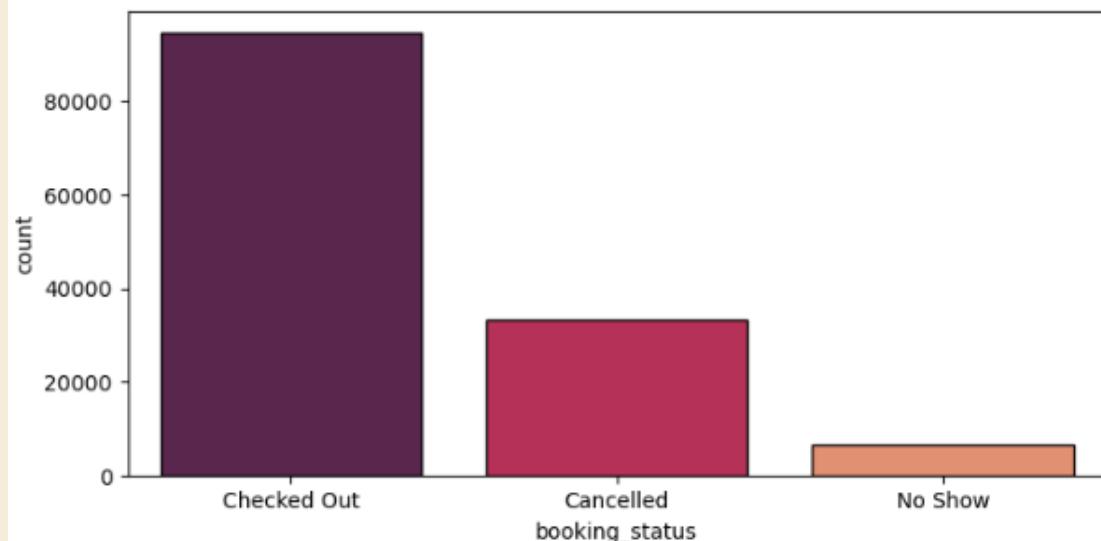
Customers are most likely to book **luxury hotel** rather than business.



Most of the bookings were from **Mumbai**, followed by Hyderabad, Bangalore and Delhi.

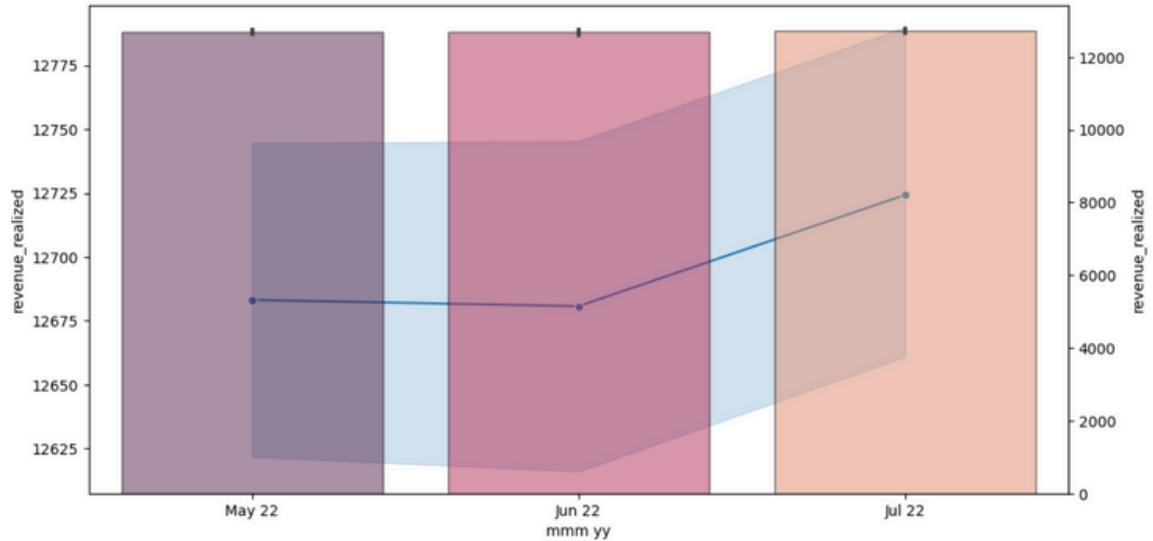


Customers are more likely to book an **Elite room**, followed by Standard, Premium and Presidential.

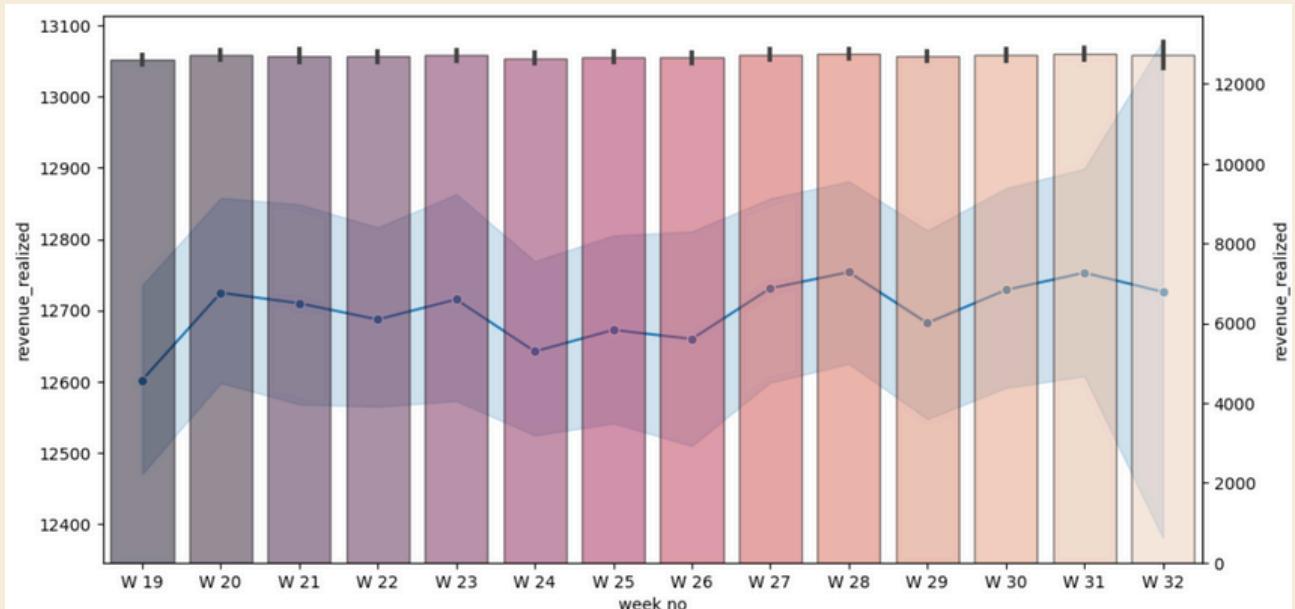


70% of the customers **successfully checked out**.

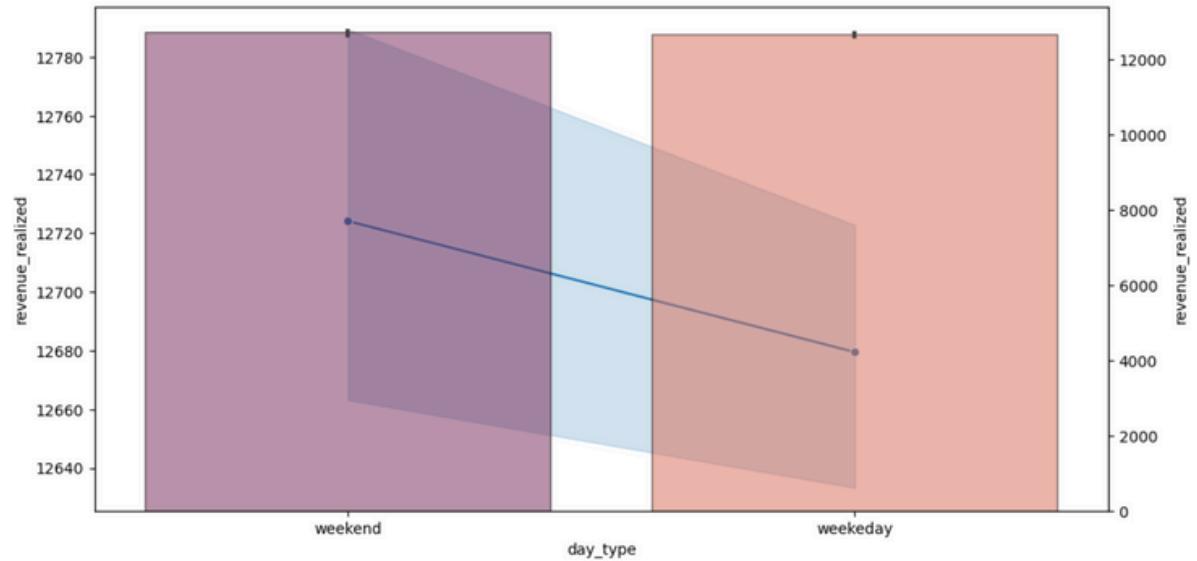
STATS RELATED TO REVENUE



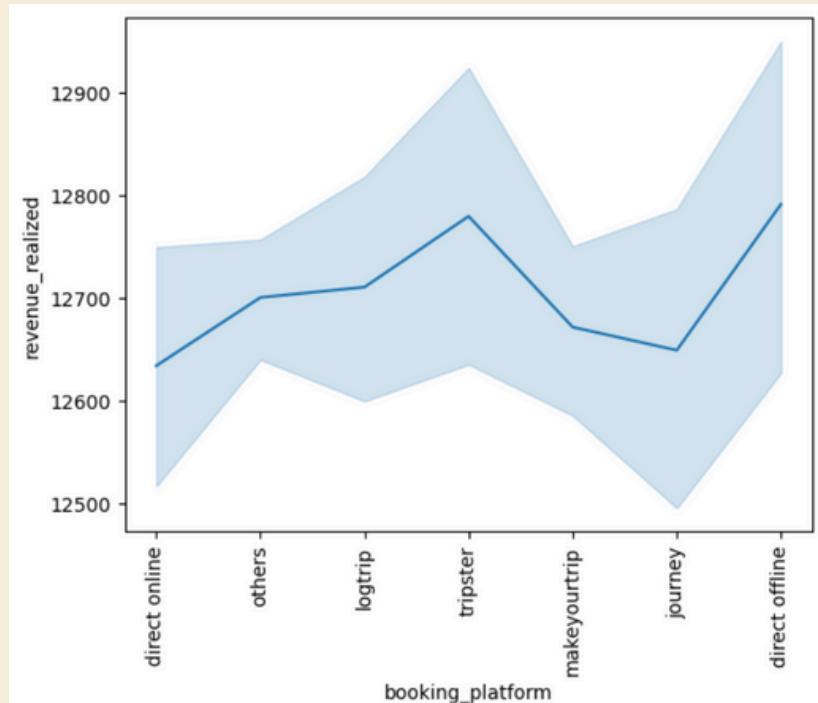
Revenue stayed almost same on May and June, but we clearly see a spike after June. **Revenue rised in July 22.**



Revenue variated week on, we can't make a statement on week on week revenue change.

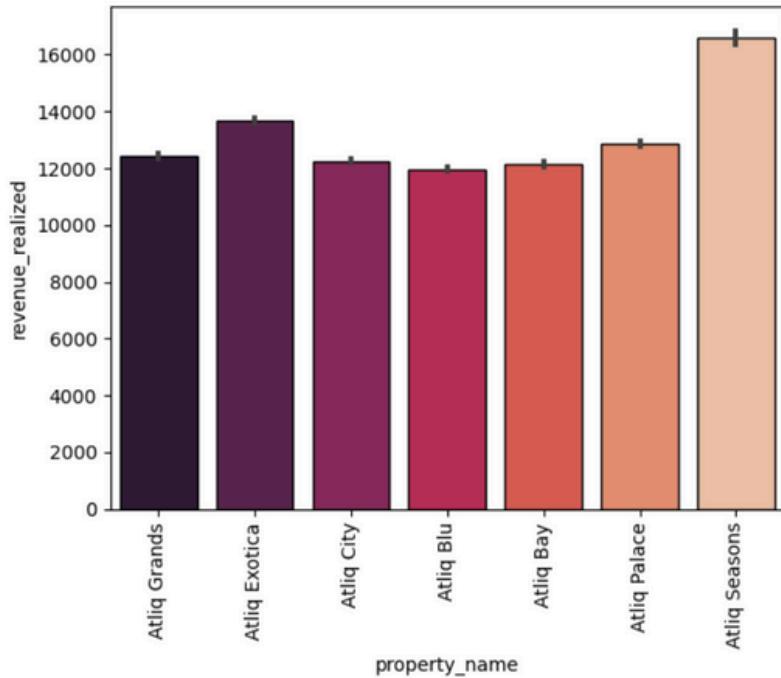


Most of the revenue is generated on **weekends**.

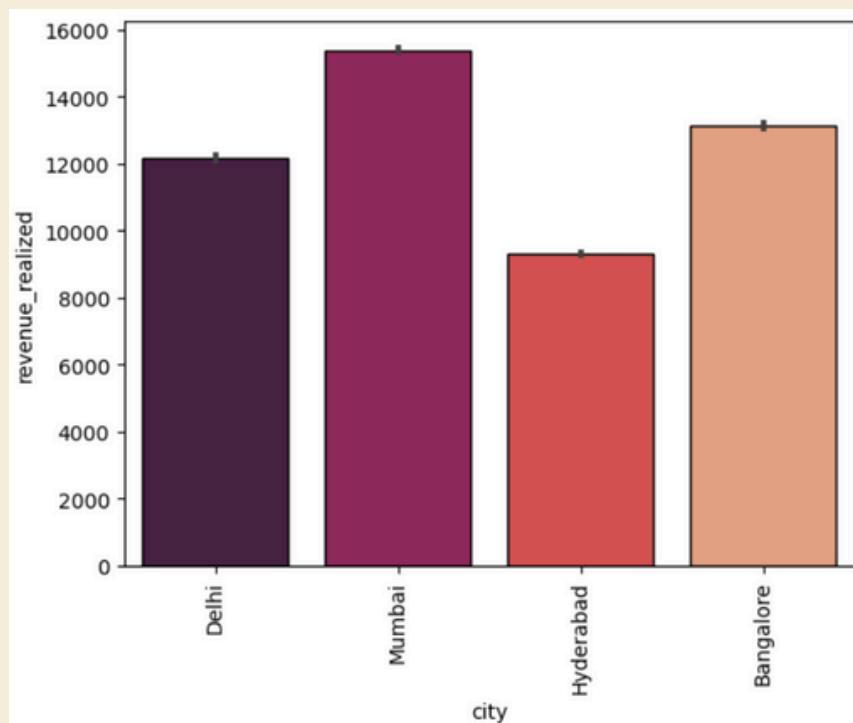


Since, MakeYourTrip, LogTrip and Others are attracting more customers but most of the revenue is generated from **Tripster** and **Direct Offline**.

ATLIQ GRANDS



Largest chunk of Revenue is generated from **Atliq Seasons**, followed by **Atliq Exotica**.



Most of the revenue was generated from **Mumbai**, followed by Bangalore, Delhi and Hyderabad.

CONCLUSION

Main problem lies in the difference between revenue generated and revenue realized. The main reason of this difference is due to the cancellation of bookings.

Following are the main objectives on which company should focus on:

- **Acquiring more customers**
- **Maintaining loyalty of the customers**
- **Increasing the revenue.**

Below are the points where the company is lacking:

- **42% of the hotel rooms are unoccupied.**
- **Average rating from the customers** is about **3.6/5**.
- **25% of the customers cancel their bookings.**
- **Total rooms available** every night are **2,32,576** and only **1,463 rooms are booked every night on average**, almost **2,31,113 rooms are not booked**.
- Only **1,026 rooms are actually used every night on average**, almost **2,31,550 are empty**.

Below are some ways from which company can overcome these challenges:

- **Enhanced Marketing:** Implement targeted marketing campaigns to reach potential guests through social media, email marketing, and online advertising.

- **Customer Service Excellence:** Provide exceptional service to encourage repeat business and positive word-of-mouth referrals.
- **Competitive Pricing:** Analyze competitor's pricing and adjust rates to offer better value without compromising revenue.
- **Special Packages and Promotions:** Create attractive packages for holidays, special events, or off-peak times to entice bookings.
- **Loyalty Programs:** Develop a loyalty program to reward repeat guests and encourage frequent stays.
- **Amenities Improvements:** Invest in property upgrades and amenities to enhance the guest experience.
- **Local Partnerships:** Collaborate with local attractions and businesses to offer guests unique experiences.
- **Flexible Policies:** Implement flexible booking and cancellation policies to make it easier for guests to choose your hotel.
- **Data-Driven Decisions:** Use data to understand guest preferences and tailor services accordingly.