



Power BI Project Challenge



# REVENUE INSIGHTS IN HOSPITALITY DOMAIN

Insights & Key Findings



[Click For Live Dashboard](#)

Created by: Urvashi Dhakate



# PROJECT SUMMARY

## Company Background

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.

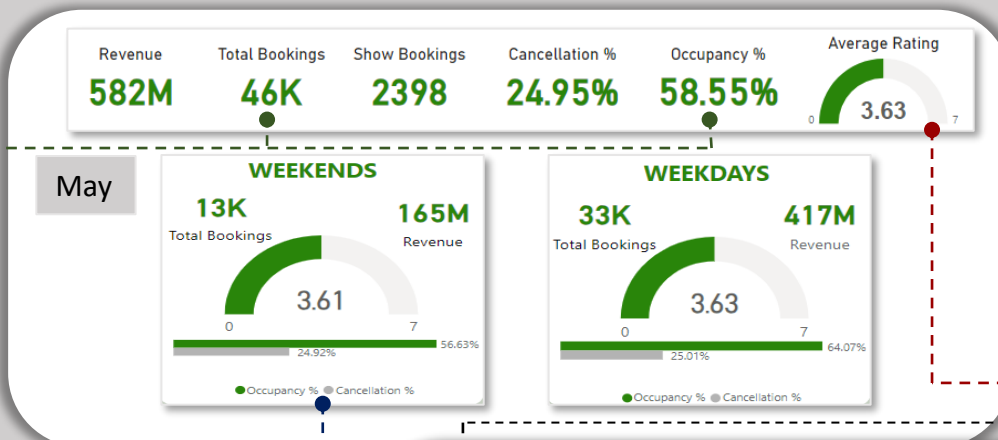
## Objective

Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are 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. However, they do not have an in-house data analytics team to provide them with these insights.

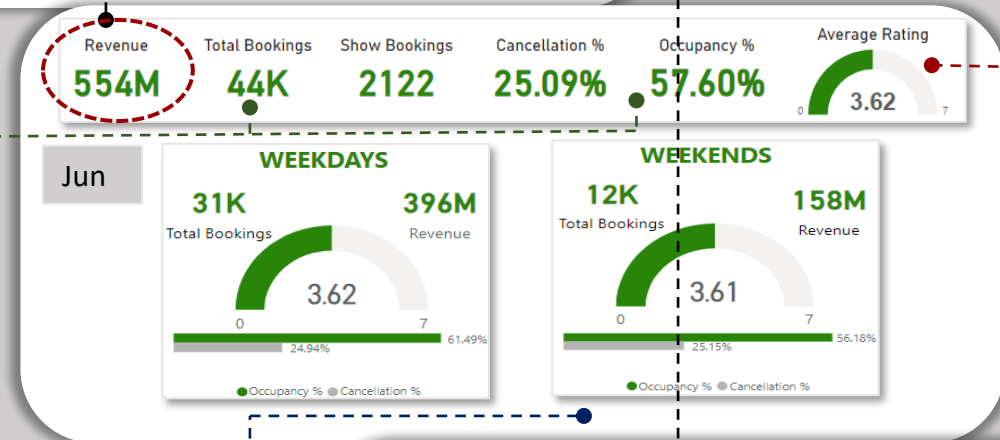
Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

## Approach

Employ data analysis tools like Excel for metric generation and design a dashboard using visualization tools such as Tableau or Power BI, aligning with stakeholders' mock-up and integrating supplementary insights from the data analysis.

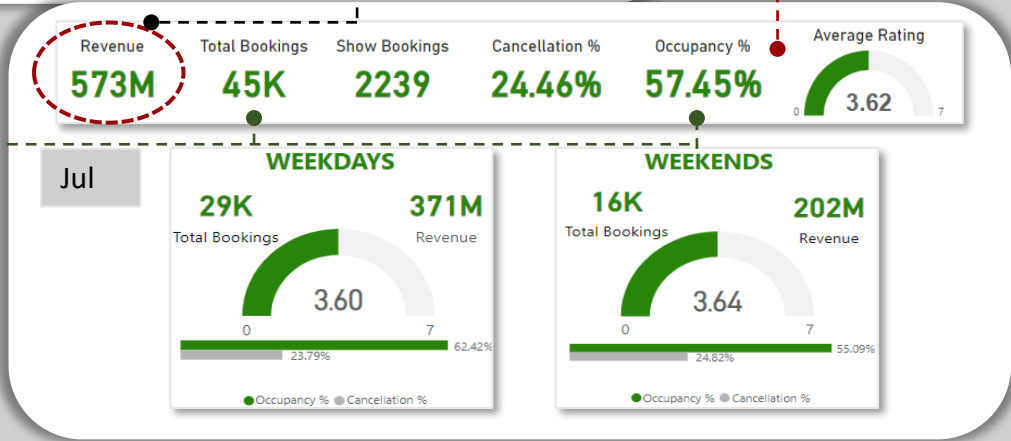


1 The majority of the month's revenue was contributed by a **4.81% decrease** in rebuilding efforts in **June**. Conversely, a **1.55% decline** in revenue was observed in **July compared to may month**. Interestingly, **cancellation rates**, consistently at **24% to 25% across all months**, do not appear to be the cause of the sudden drop in revenue.



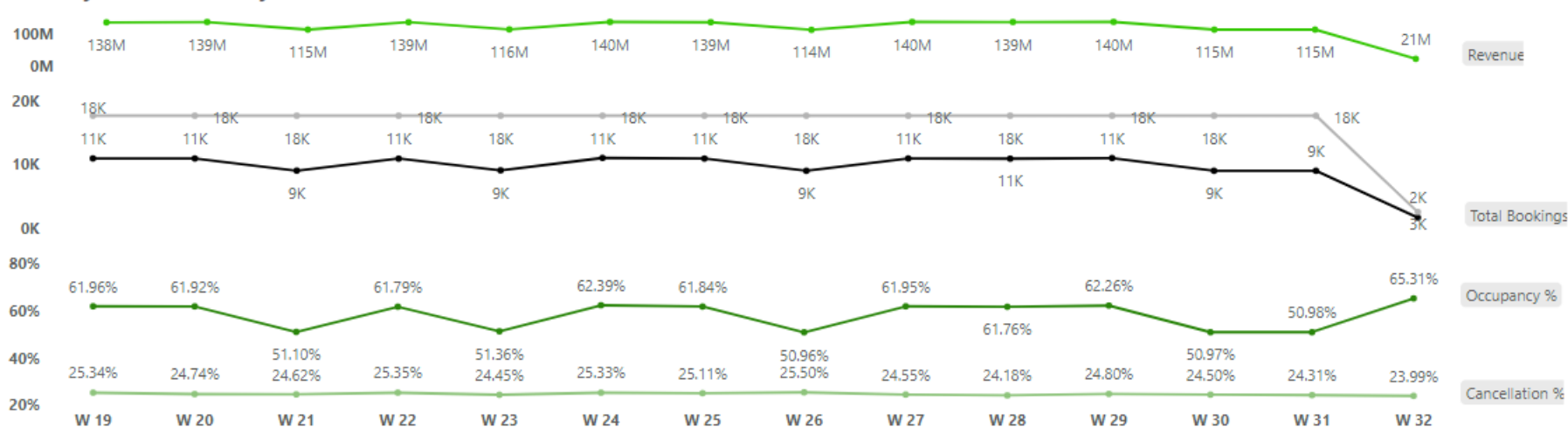
2 Overall **average rating are 3.62** and those are pretty consistent but still needs to look after a rating shown what prescription the past customers carry for your brand from their own experience at the property.

3 Similarly, **total bookings** displayed minimal variations, averaging between **44k to 46k**, while **occupancy rates** remained relatively **stable at 57% to 58%** throughout all months.



4 A notable **decrease in revenue** occurred during **weekends in May**, and similarly, a sudden decline was observed on **weekdays in June**.

## Weekly Trends for Key Metrics



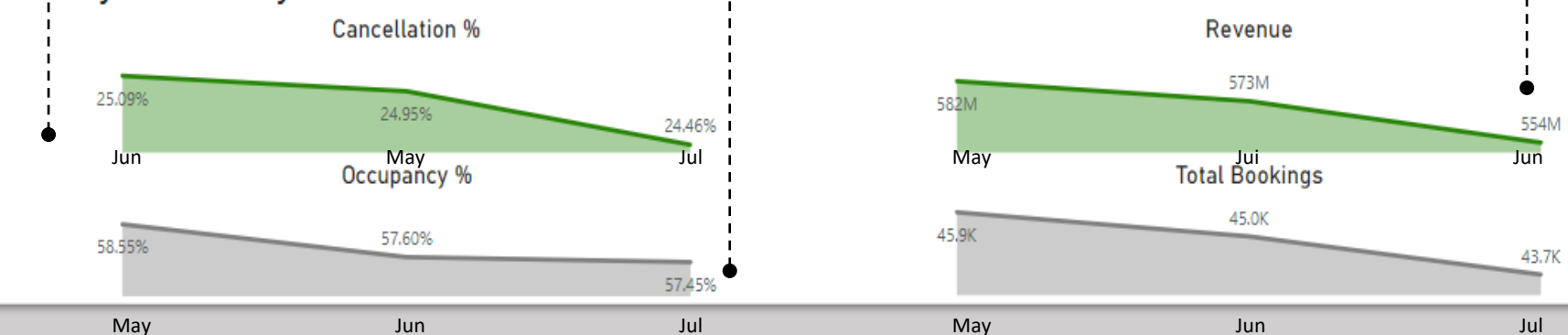
1

The weekly data on trains confirms our initial findings that the primary reason for the drop in revenue is a decrease in **booking %**, not the **cancellation %**. While the **cancellation %** should certainly be addressed, minimizing the calculations can increase both **occupancy %** and revenue. However, it is important to note that the root cause lies in the drop in **booking %**.

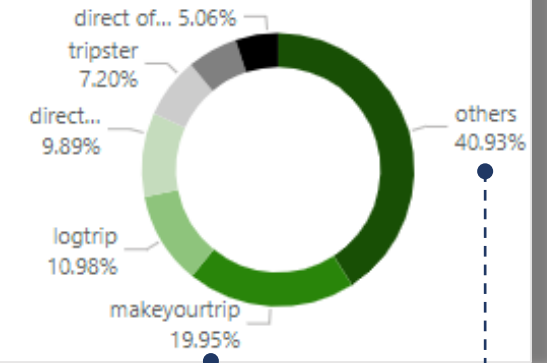
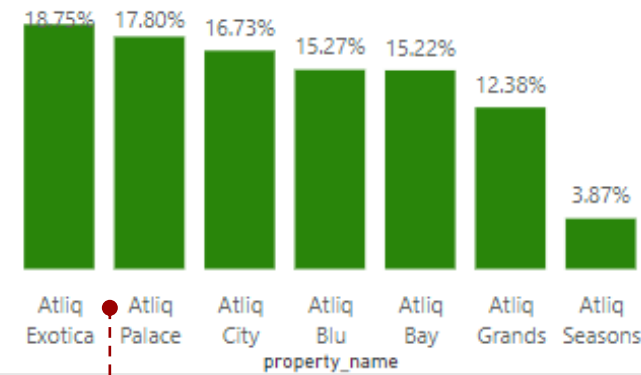
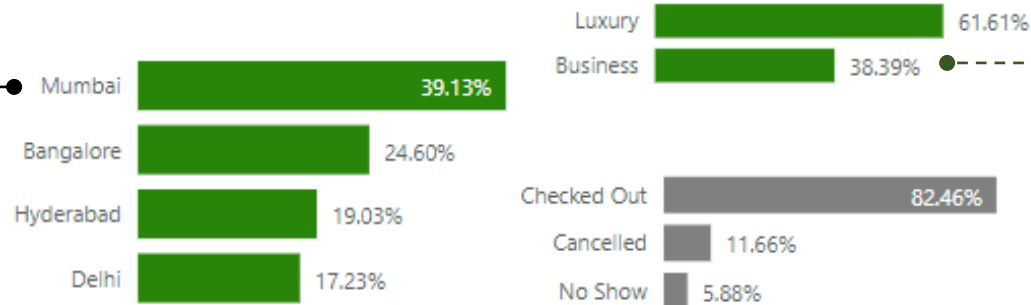
2

According to monthly trends, the **occupancy percentage and total bookings** experienced a **decline in July**, while the **cancellation percentage** reached its peak **in June**. Surprisingly, despite the highest cancellation rate in June, the **revenue** witnessed a **decrease in that same month**.

## Monthly Trends for Key Metrics



## Revenue Contributors



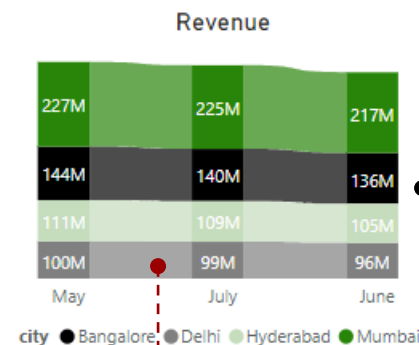
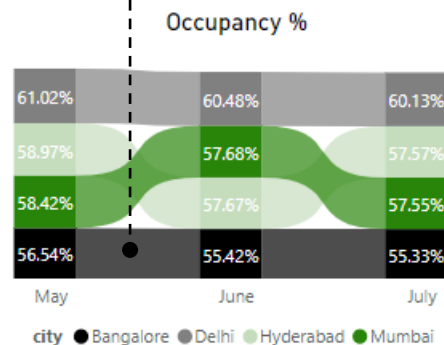
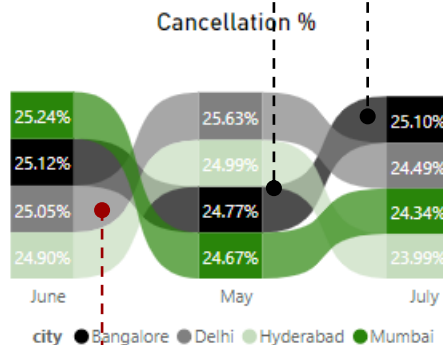
1 **MUMBAI** is the top most city through out all months.

**Atliq Palace** and **atliq exotica** are highest contributing hotels.

3 **Business hotel** contributing less to the revenue as well as their average rating is really a matter of concert essentially atliq seasons.

**Make our trip** is better channel contribution around 19 to 20% to the revenue.  
However major revenue around 40% is coming from **unrecognized source** which needs to identify for better marketing efforts.

## CITY Analytics

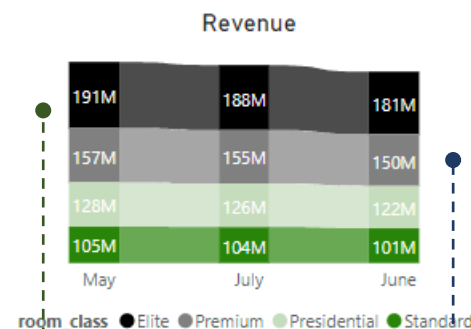
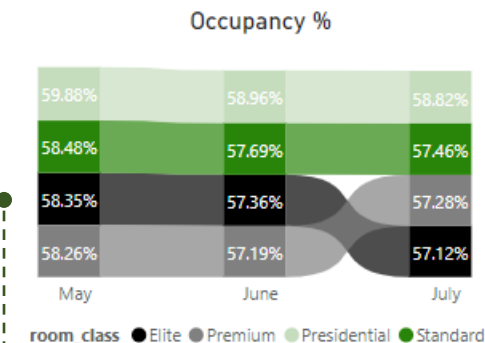
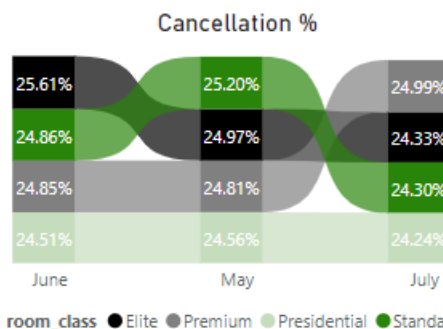


1

**Bangalore** is the city with lowest occupancy rate throughout all months, still it's the second highest city contributing to revenue.

It has noticeable lower cancellation rate as well, However in month of July 2022 its sitting on top compare to its lowest cancellation rate in May 2022.

## ROOM CLASS Analytics



2

**Delhi** is a city that has the lowest performance in terms of cancellation rate as well as revenue.

3

The **Elite class** exhibits the highest revenue contribution, yet it concurrently faces the highest cancellation rate and the lowest occupancy rate consistently throughout the months.

4

The **presidential class** ranks as the second-lowest in terms of revenue contributions.

However, it consistently maintains a higher occupancy percentage throughout all months. Another notable aspect is its cancellation rate, which stands as the lowest throughout each month.



**THANK YOU**  
For Your Attention

[Click For Live Dashboard](#)