



ATLIQ GRANDS

ATLIQ GRANDS (HOSPITALITY DOMAIN) ANALYTICS PRESENTATION



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PROBLEM STATEMENT



- AtliQ Grands is a hotel chain that operates in various cities in India
- AtliQ Grands is grappling with a downturn in revenue and market share. In a proactive response to this challenge, they opt for a more data-driven strategy, harnessing the power of Data Analytics to address and overcome these issues.
- The project's main goal is to analyze booking data gathered from the company's diverse sources. Through this analysis, our focus is to uncover opportunities for revenue growth and strengthen market competitiveness.

Business Overview

AtliQ Grands operates in four major cities in India

DELHI

MUMBAI

BANGALORE

HYDERABAD

AtliQ Grands operates two categories of hotels

LUXURY

Under the luxury category,
we have four hotels



BUSINESS

Under the business category,
we have three hotels

ATLIQ
GRANDS

ATLIQ
EXOTICA

ATLIQ
BAY

ATLIQ
BLUE

ATLIQ
CITY

ATLIQ
PALACE

ATLIQ
SEASONS

STANDARD

ELITE

PREMIUM

PRESIDENTIAL

Each hotel has four room classes



↓

↓

Data Sources

There are a total of five CSV files from which data is been pulled from to perform this project



- dim_date.csv: This dataset contains the data on the booking dates of rooms in the hotel and other information to know whether the rooms were booked during weekdays or weekends.
- dim_hotels.csv: This dataset contains the data on the hotel names, their category, and their location.
- dim_rooms.csv: This dataset contains the data on the room type and their class.
- fact_aggregated_bookings.csv: This dataset contains the data on the successful bookings of the rooms, their capacities, and so on.
- fact_bookings.csv: This dataset contains the data on the date the rooms were booked, the check-in date of the customers, their checkout dates, the platform the room was booked, the ratings given, revenue generated and revenue realized.

DATA ANALYTICS STEPS TAKEN WHILE PERFORMING THIS PROJECT



- Data exploration: In this step, the datasets are investigated to understand their structure, identify trends, and gain insights.
- Data cleaning: This step involves addressing issues in the dataset, such as missing values, outliers, or inaccuracies to get accurate results and avoid misleading information.
- Data transformation: This step involves converting and modifying the dataset to make it more suitable for analysis like creating new columns.
- Insights generation: This is the ultimate goal of the data analysis process. This step involves identifying patterns, trends, and relationships within the dataset.

INSIGHTS GENERATED

1. What is an average occupancy rate in each of the room categories?

REPORT

```
df.groupby("room_class")["occ_pct"].mean()
```

```
room_class
Elite           58.009756
Premium         58.028213
Presidential    59.277925
Standard        57.889643
Name: occ_pct, dtype: float64
```

INSIGHTS

- The presidential room class has the highest average occupancy rate of 59.27%.
- The room with the lowest average occupancy rate is the standard room with an average of 57.88%.

2. Print average occupancy rate per city

REPORT

```
df.groupby("city")["occ_pct"].mean()
```

```
city
Bangalore      56.332376
Delhi          61.507341
Hyderabad      58.120652
Mumbai          57.909181
Name: occ_pct, dtype: float64
```

INSIGHTS

- Delhi is the city with the highest average occupancy rate with an average of 61.51%.
- Bangalore is the city with the lowest average occupancy rate with an average of 56.33%.

3. When was the occupancy better? Weekday or Weekend?

REPORT

```
df.groupby("day_type")["occ_pct"].mean().round(2)
```

```
day_type
weekday      50.88
weekend      72.34
Name: occ_pct, dtype: float64
```

INSIGHTS

- The weekend had a better occupancy rate with an average of 72.34% compared to the weekdays with an average of 50.88%.
- The higher weekend occupancy rate in the hotel dataset may be attributed to increased leisure travel and recreational activities during weekends, contrasting with the lower weekday rate, influenced by business-related stays.

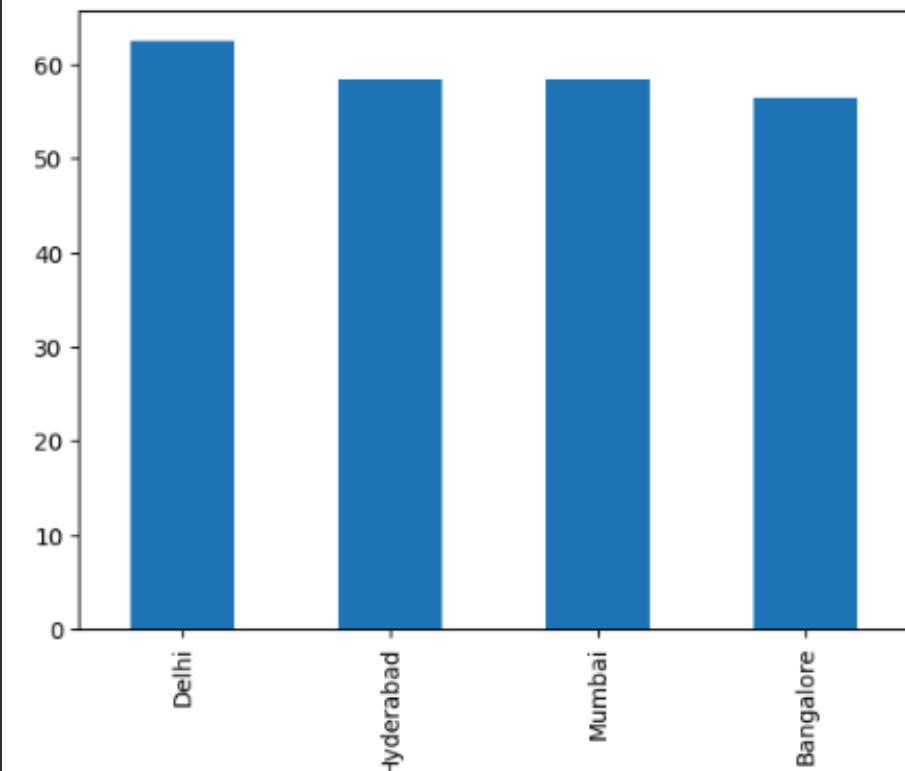
4: In the month of June, what is the occupancy for different cities REPORT

```
df_june_22.groupby('city')['occ_pct'].mean().round(2).sort_values(ascending=False)
```

```
city
Delhi      62.47
Hyderabad  58.46
Mumbai     58.38
Bangalore   56.44
Name: occ_pct, dtype: float64
```

```
df_june_22.groupby('city')['occ_pct'].mean().round(2).sort_values(ascending=False).plot(kind="bar")
```

```
<AxesSubplot: xlabel='city'>
```



INSIGHTS

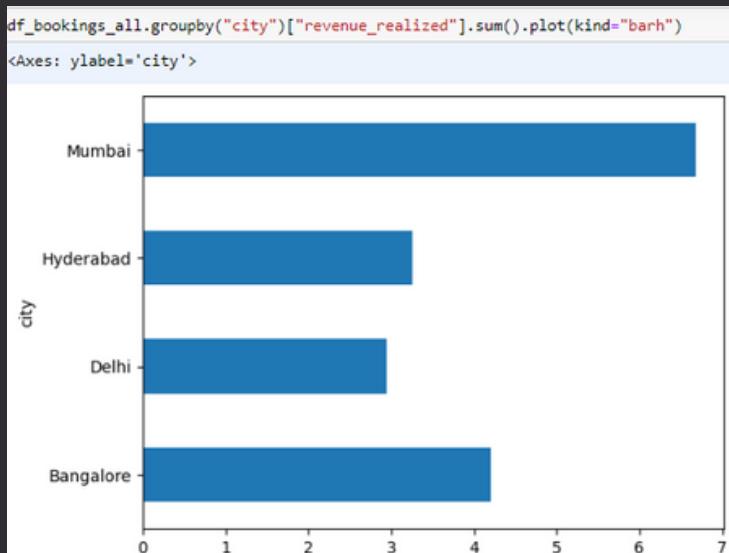
- In June, Delhi had the highest occupancy with 62.47% with Bangalore having the lowest with 56.44%

5. Print revenue realized per city REPORT

```
df_bookings_all.groupby("city")["revenue_realized"].sum()
```

```
city
Bangalore    420383550
Delhi        294404488
Hyderabad    325179310
Mumbai       668569251
Name: revenue_realized, dtype: int64
```

VISUAL



INSIGHTS

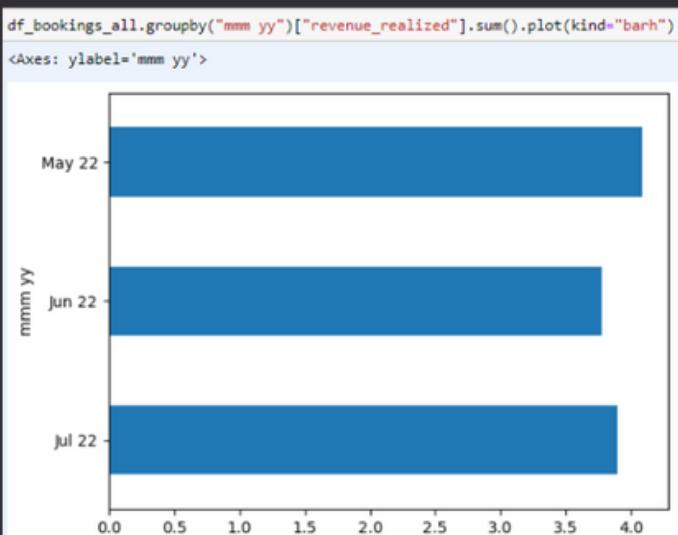
- Mumbai is the city with the most revenue realized with 668 million INR in revenue.
- Delhi is the city with the least revenue realized with 294 million INR in revenue.

6. Print month by month revenue REPORT

```
df_bookings_all.groupby("mmm yy")["revenue_realized"].sum()
```

```
mmm yy
Jul 22    389940912
Jun 22    377191229
May 22    408375641
Name: revenue_realized, dtype: int64
```

VISUAL



INSIGHTS

- In May, 408 million INR was generated which is the most in all months.
- In June, 377 million INR was generated which is the least in all months.

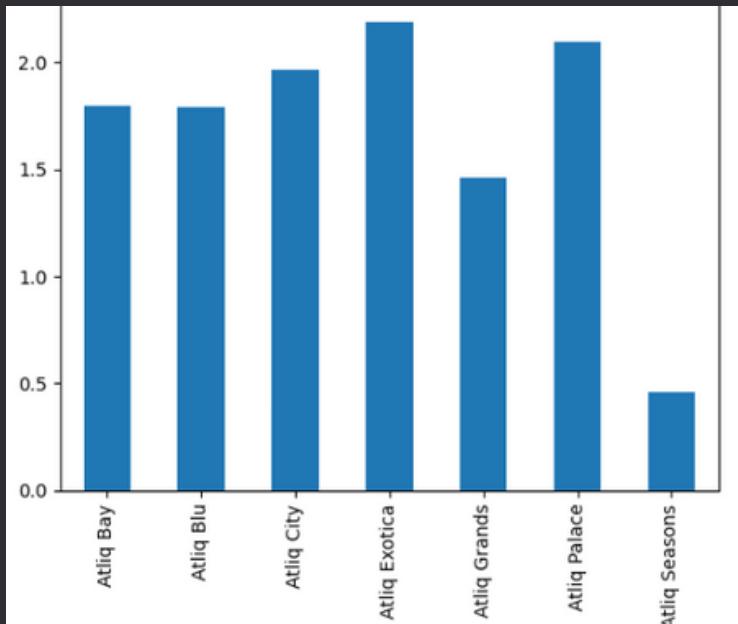
7. Print revenue realized per hotel type

REPORT

```
df_bookings_all.groupby("property_name")["revenue_realized"].sum().round(2).sort_values()
```

```
property_name
Atliq Seasons      66086735
Atliq Grands       211462134
Atliq Bay           259996918
Atliq Blu            260851922
Atliq City          285798439
Atliq Palace         304081863
Atliq Exotica        320258588
Name: revenue_realized, dtype: int64
```

VISUAL



INSIGHTS

- The hotel with the most revenue is ATLIQ EXOTICA with 320 million INR.
- The hotel with the least revenue is ATLIQ SEASONS with 66 million INR.
- ATLIQ SEASONS is lagging in revenue compared to other hotels

8. Print average rating per city

REPORT

```
df_bookings_all.groupby("city")["ratings_given"].mean().round(2)
```

```
city
Bangalore    3.41
Delhi        3.78
Hyderabad    3.66
Mumbai       3.65
Name: ratings_given, dtype: float64
```

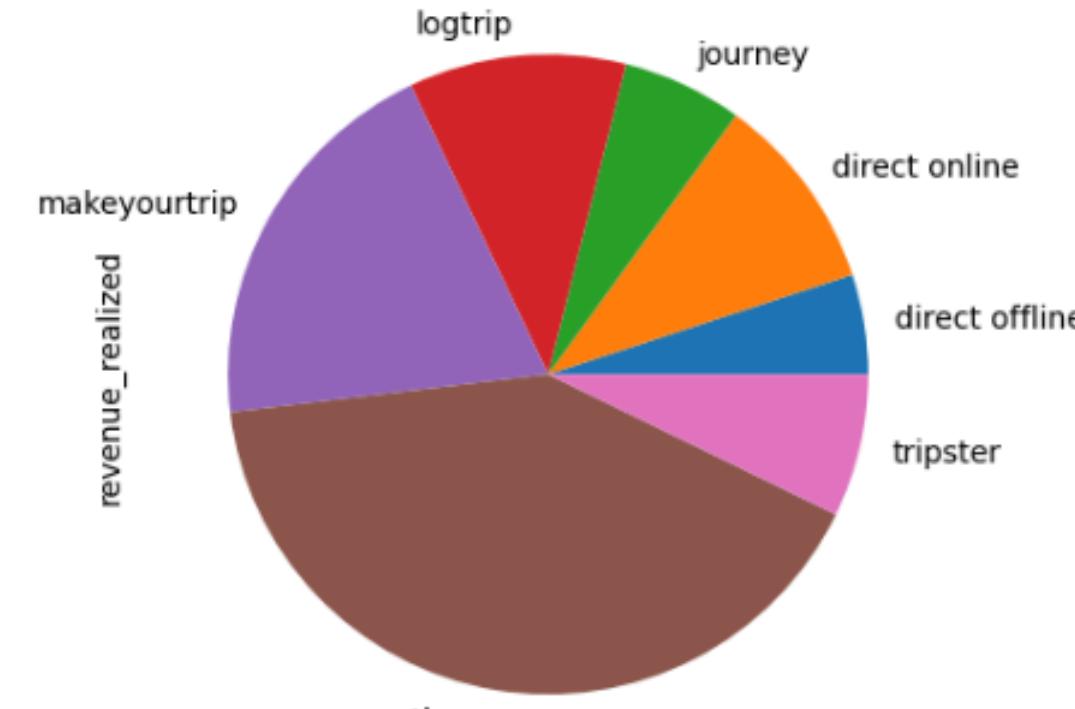
INSIGHTS

- Delhi is the city with the most average rating of 3.78.
- Bangalore is the city with the least average rating of 3.41

9. Print a pie chart of revenue realized per booking platform

REPORT

```
df_bookings_all.groupby("booking_platform")["revenue_realized"].sum().plot(kind="pie")  
<AxesSubplot: ylabel='revenue_realized'>
```



INSIGHTS

- The OTHER booking platform has the most revenue realized of all booking platforms.
- Platforms like JOURNEY, DIRECT OFFLINE, and TRIPSTER are lacking in revenue realized compared to others.



Thank You for watching

And a huge thanks to Sir Dhaval Patel and Sir Hemanand Vadivel as well as the CodeBasics team and community.