ATLIQ GRAND
REVENUE PERFORMANCE ANALYSIS

PRESENTED BY

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DATA ANALYST

INTRODUCTION

- **AtliQ Grands** is a prominent player in the Indian hospitality industry for the past 20 years.

- They own multiple five-star hotels across India in the **Business and Luxury Category**.

- They are facing a **declining market share and revenue** due to competition and ineffective decision-making.

- This **data analysis project** is conducted to **analyze the revenue performance** of AtliQ Grands hotel chain and provide insights and suggestions necessary to improve revenue.

- The analysis and dashboarding was done using **Python and Power BI.**

- The analysis is performed over a dataset of **3 months period (May 2022- July 2022)**

Key Metrics Used

- **Average Daily Revenue - ADR -** represents the average **revenue** earned **per occupied room/rooms sold** in a hotel over a specific period.

- **Revenue Per Available Room - RevPAR -** measures the average **revenue** generated from **each available room**, whether it is occupied or not.

- **Occupancy Rate** refers to the percentage of **available rooms** that are **occupied/sold out** during a specific time period.

Primarily 3 ways to increase revenue:

1. Optimize **pricing** to capitalize on the **Market dynamics**

2. Improve **Occupancy** of hotels – Attracting more people to our hotels and making the people stay longer.

3. Improve the revenue generating performance of **sales channels**

**1.** Optimize **pricing** to capitalize on the **Market dynamics**

1.1 Dynamic Pricing for Weekdays and Weekends

- RevPAR decreased around 900 rupees from weekends to weekdays while occupancy decreased and ADR remained almost the same.

- Flat rates are being employed on both weekends and weekdays leading to reduction in occupancy

Suggestions

- Optimize pricing by pricing dynamically for weekends and weekdays

- Augment the service offerings with respect to the hotel category.

- **Business travelers** typically dominate **weekdays**, they prioritize meeting facilities and reliable internet connectivity at the hotel.

- **Leisure travelers** are more likely to book on **weekends** . They may look for amenities like pools and dining options.

REVPAR, ADR and Occupancy Trend

● REVPAR ● ADR ● Occupancy %
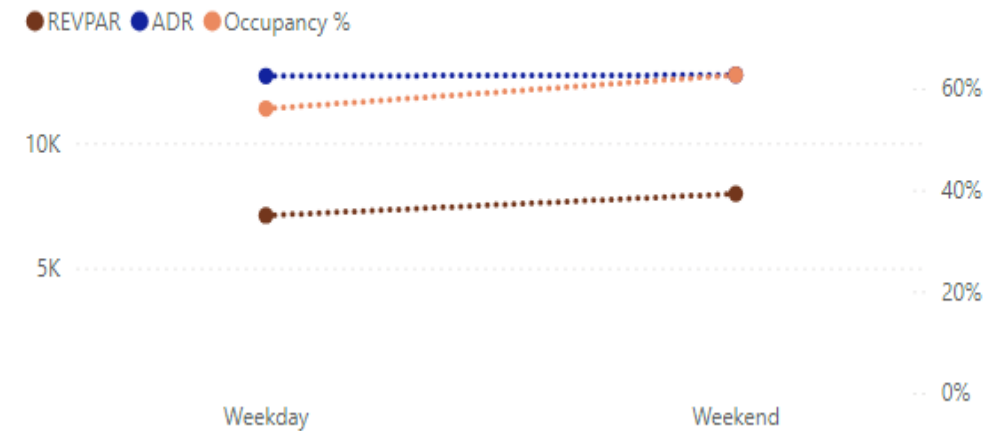
Weekday   Weekend

KEY METRICS by WEEKDAY

	ADR	Occupancy %	REVPAR	Realisation %
Weekend	12,725.49	62.64%	7,971.63	70.59%
Weekday	12,683.18	55.99%	7,101.15	69.95%
Total	**12,696.12**	**57.87%**	**7,347.15**	**70.15%**

1.2 Dynamic Pricing for season and off-seasons

- Similarly looking at the weekly trends, REVPAR is not sustained during decline of occupancy, while the ADR remains the same.

- Indicating the absence of dynamic pricing

- **Suggestions**

- Decrease the prices during off seasons and increase the price during seasons to capitalize the market dynamics.
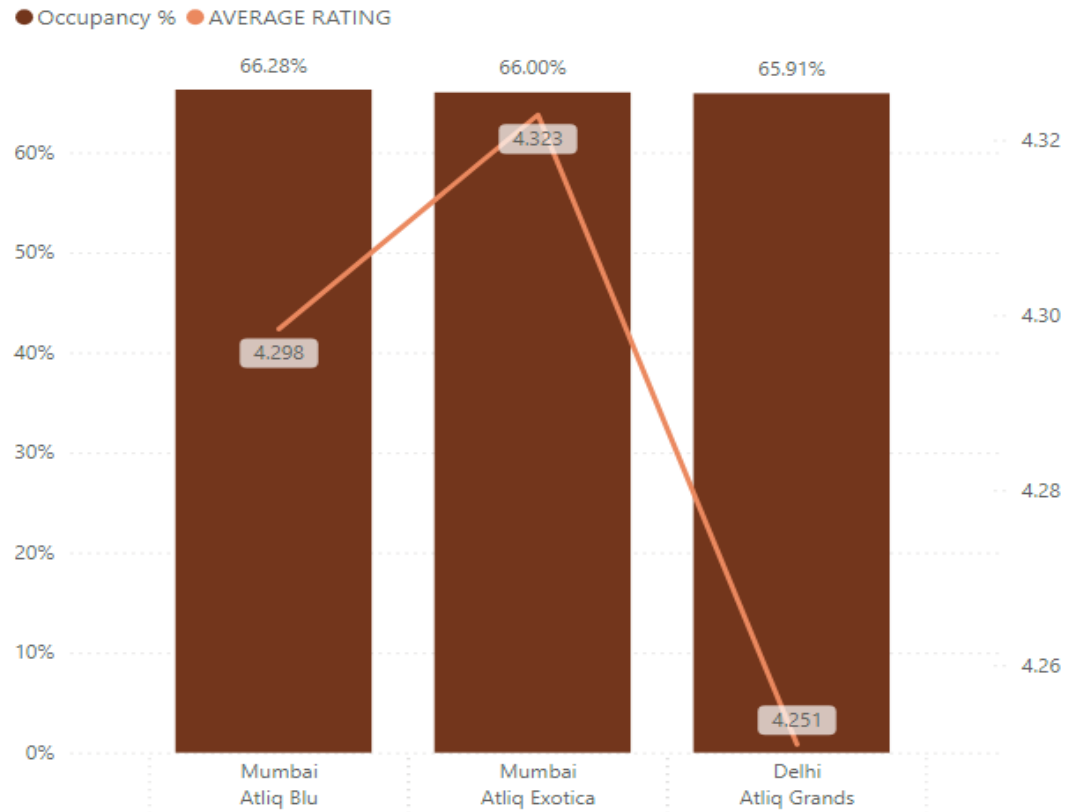

REVPAR, ADR and Occupancy Trend
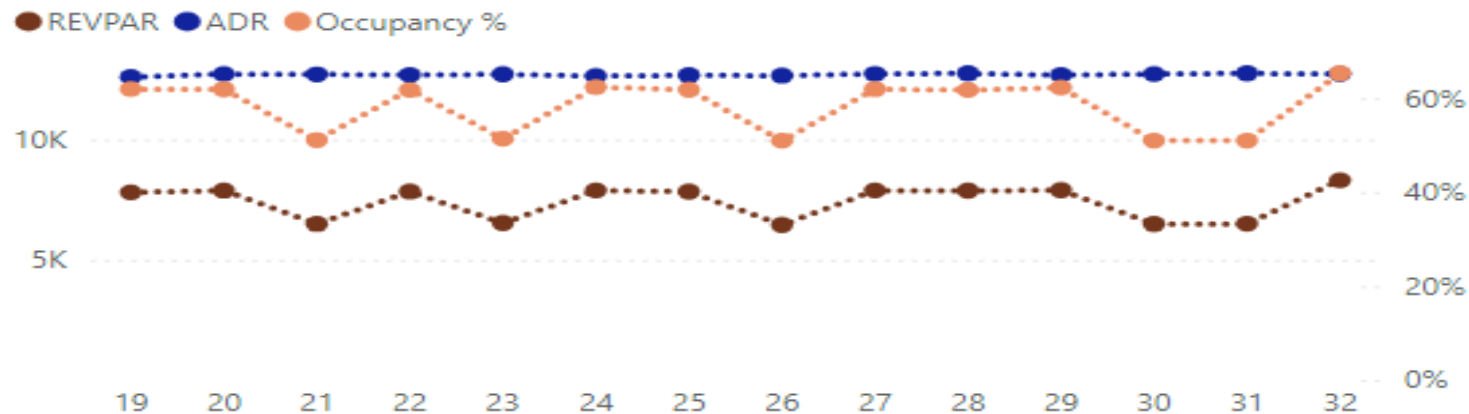
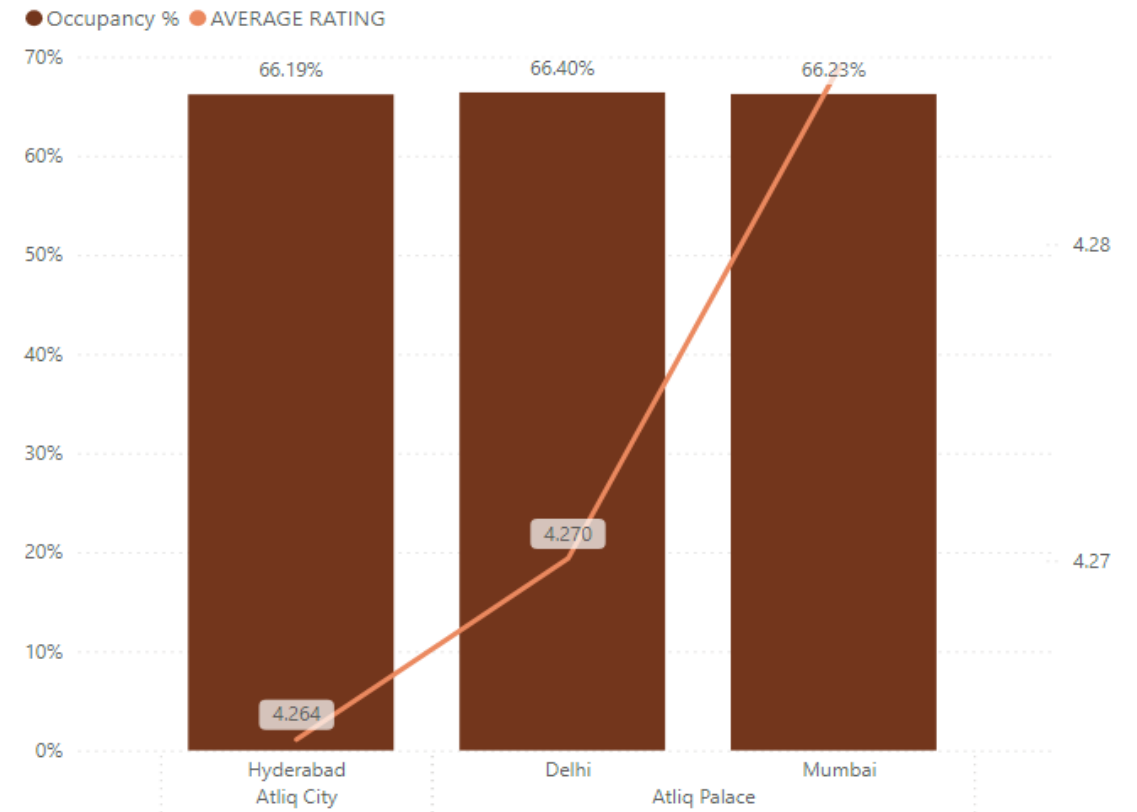**2.** Improve **Occupancy** of hotels

2.1 Most sought after hotels

- Benchmark the best service features

LUXURY

● Occupancy % ● AVERAGE RATING

66.28%	66.00%	65.91%

4.323
4.298
4.251

Mumbai
Atliq Blu

Mumbai
Atliq Exotica

Delhi
Atliq Grands

BUSINESS

● Occupancy % ● AVERAGE RATING

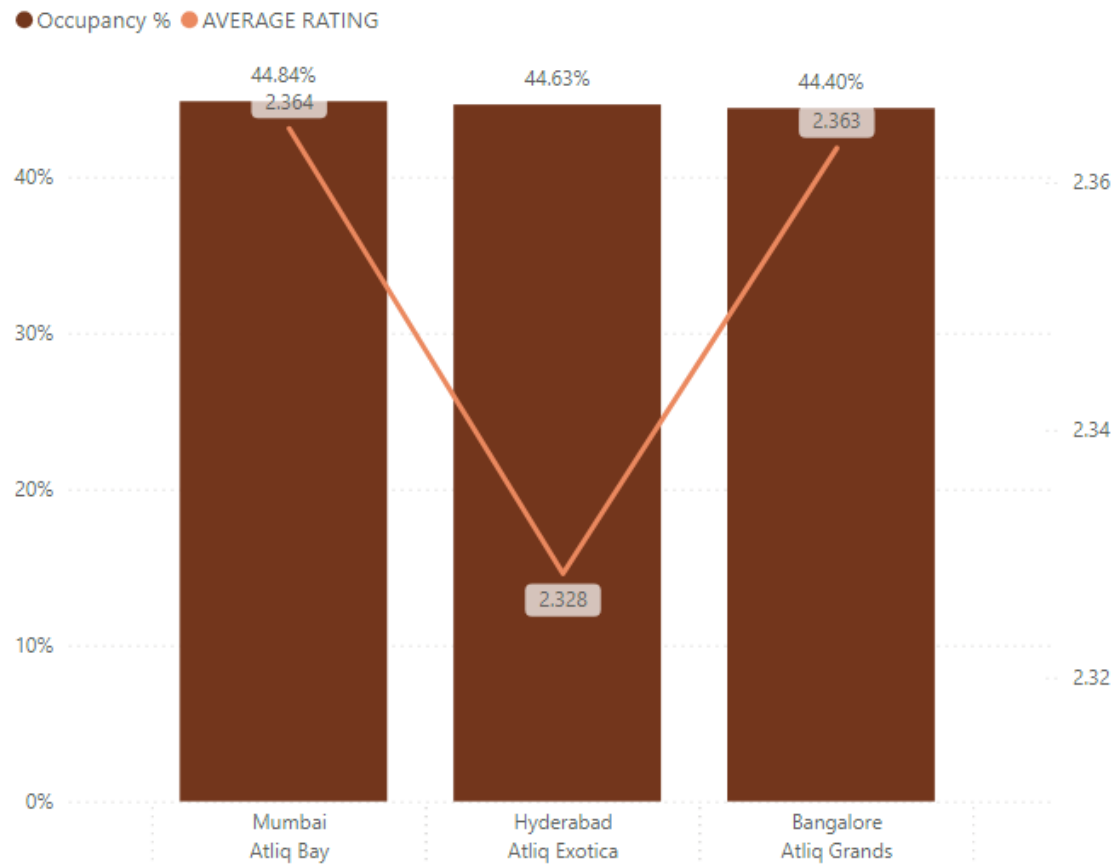|		
66.19%	66.40%	66.23%

4.270
4.264

Hyderabad
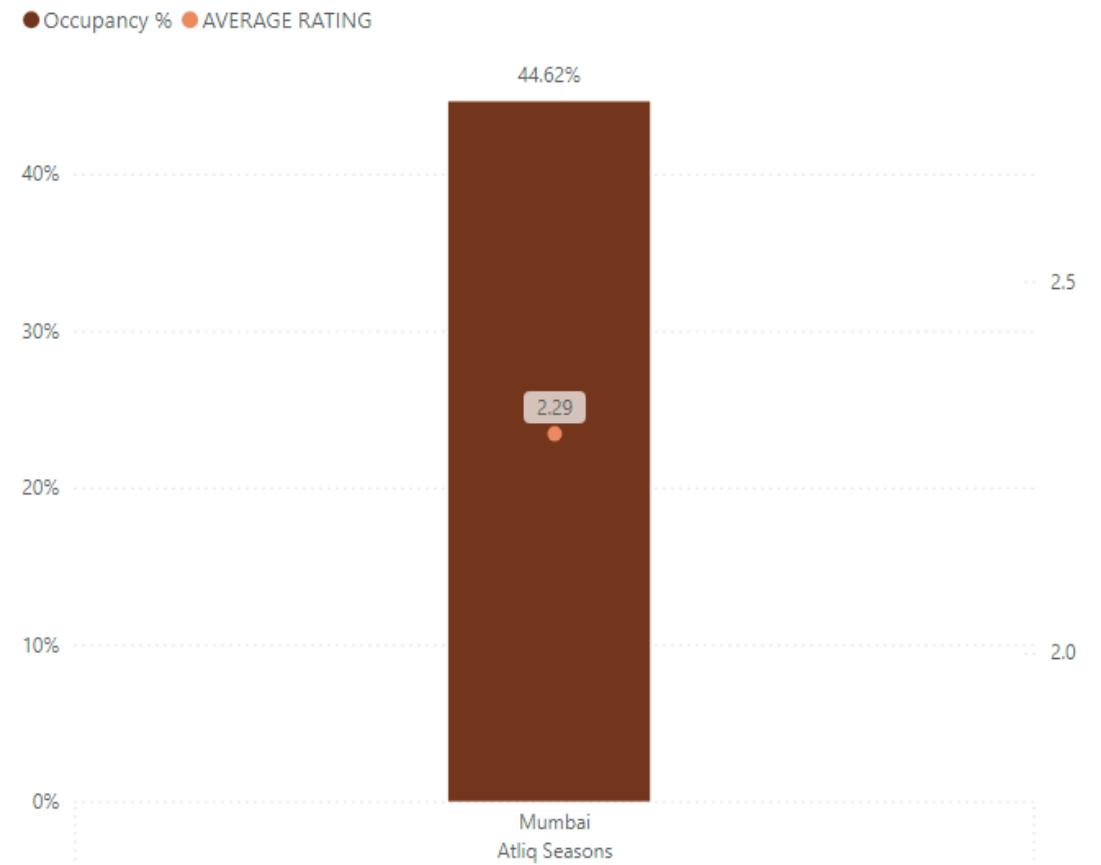Atliq City

Delhi
Atliq Palace

Mumbai

2.2 Hotels with the least Demand

- The hotels that need urgent attention

- The hotels with an occupancy of less than 50%, and average rating less than 3.

LUXURY

● Occupancy % ● AVERAGE RATING

44.84%	44.63%	44.40%
2.364		2.363
	2.328	
Mumbai Atliq Bay	Hyderabad Atliq Exotica	Bangalore Atliq Grands

BUSINESS

● Occupancy % ● AVERAGE RATING

44.62%
2.29
Mumbai Atliq Seasons

- Occupation has a High and Positive correlation with Average Ratings

- Very important to improve the ratings to improve the occupancy.

Suggestions

- Improve and Augment the services to meets the demands

of time.

- Improve marketing communications by updating the platforms

with neat and latest pictures of the hotels to increase the ratings.

- Make customers stay longer:
    - Attractive packages offering better value for longer stays
    - Loyalty programs that offer redeemable points for longer stays
    - Partnering with local businesses to offer cultural/adventure activities

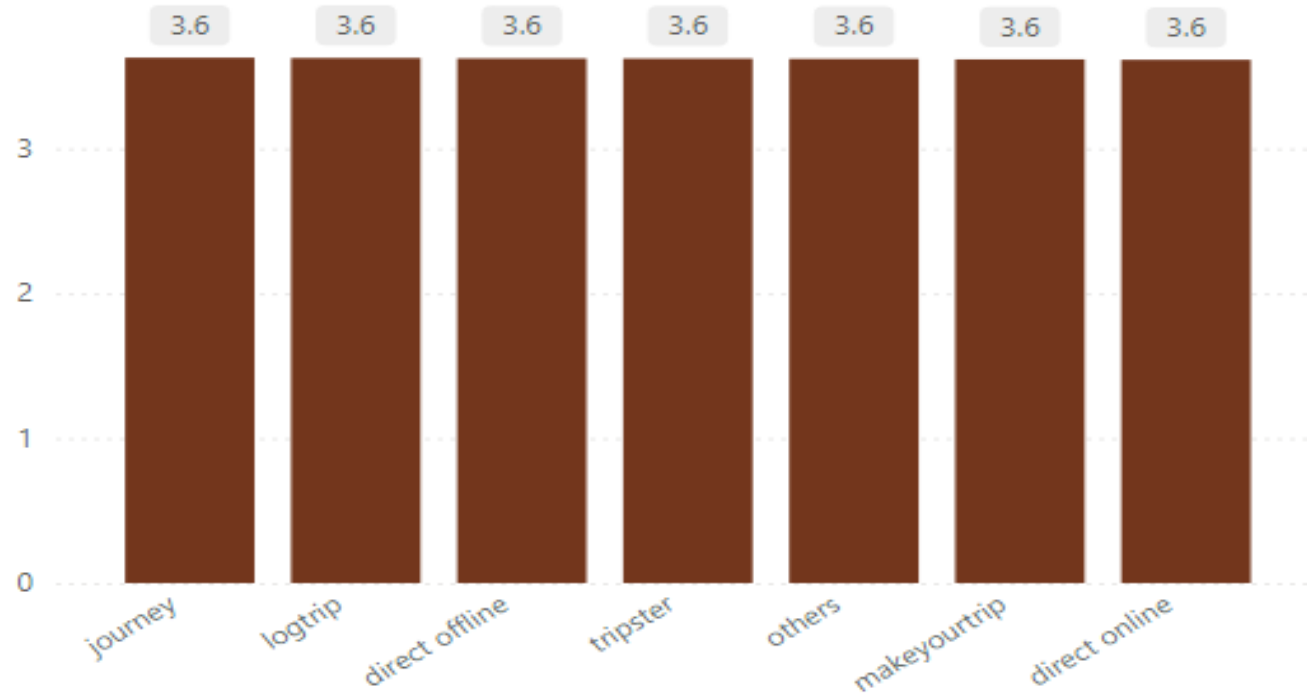Correlation of Occupancy % with Average Rating
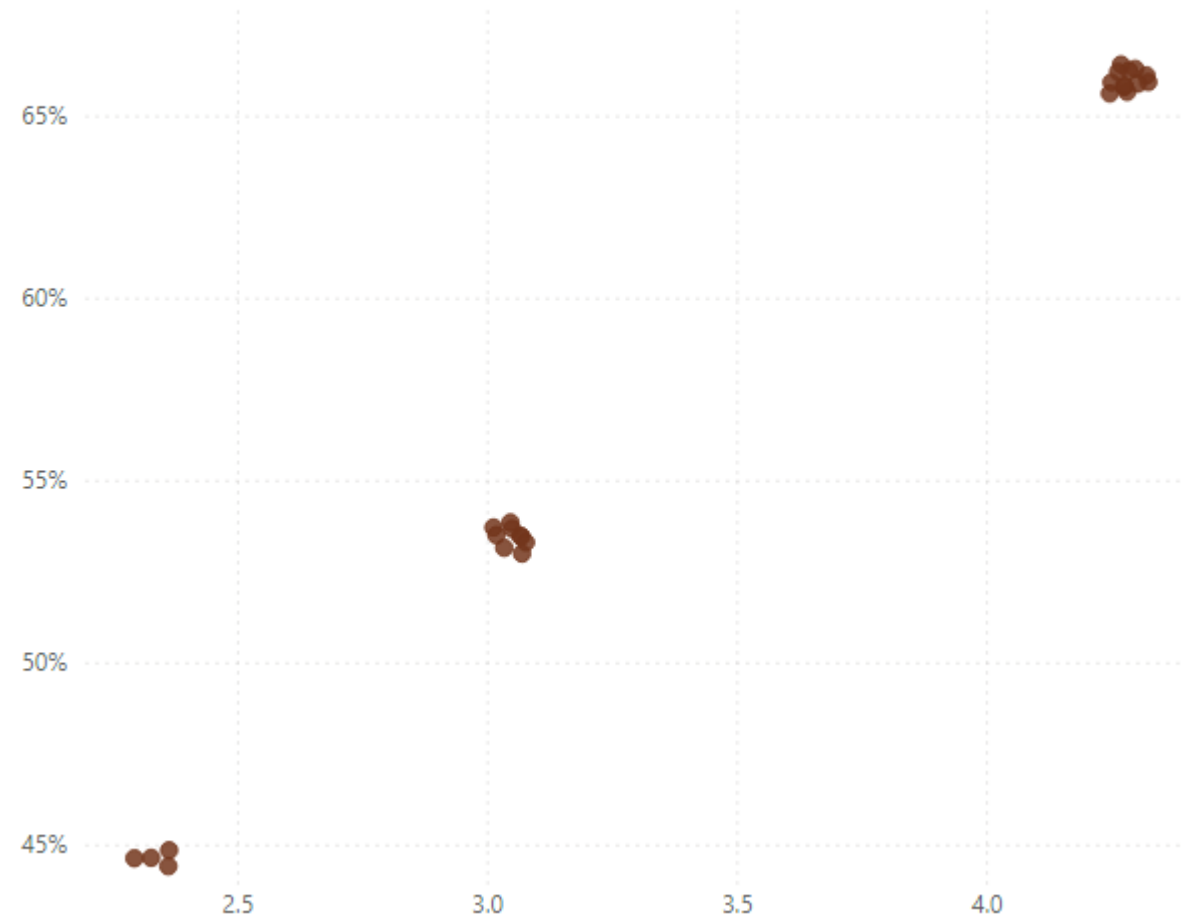
3. Improve the revenue generating performance of **sales channels**
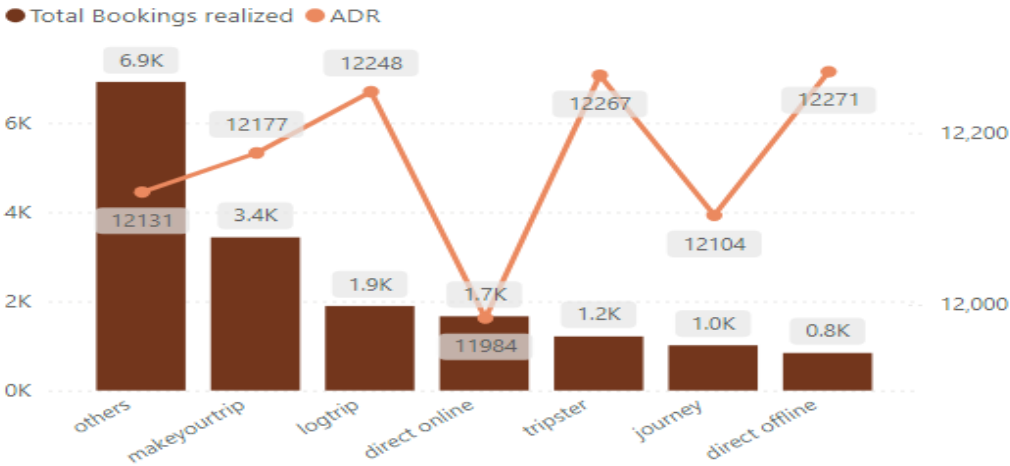
3.1 Rating across platforms

- The Average rating is the same across all the platforms
- The presence of rating degrading bots can be ignored

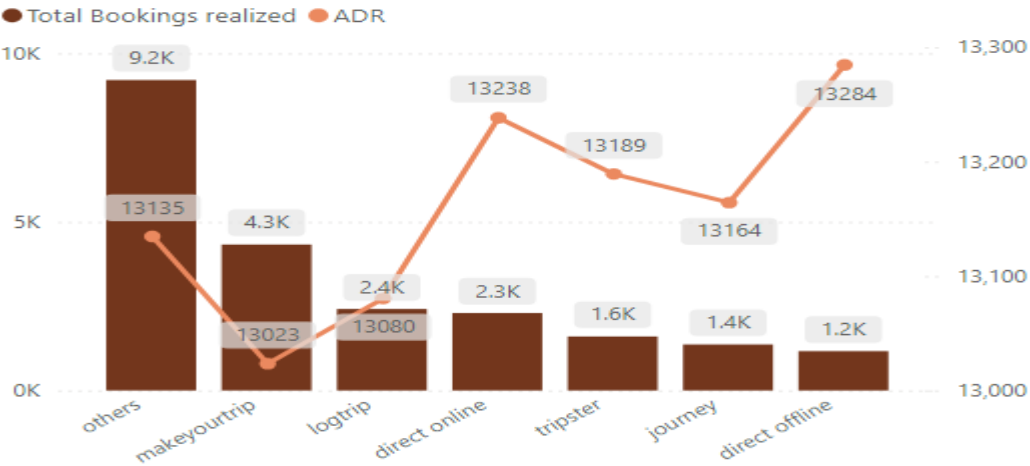Realized Bookings and ADR by BOOKING PLATFORM
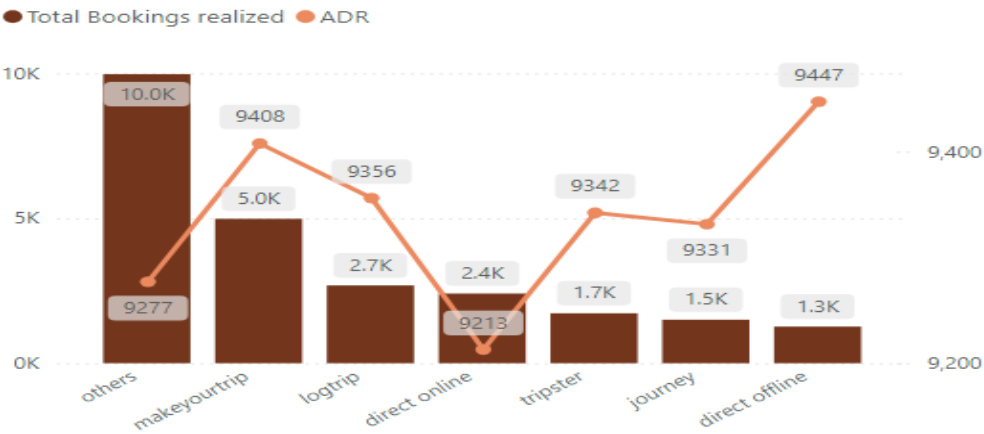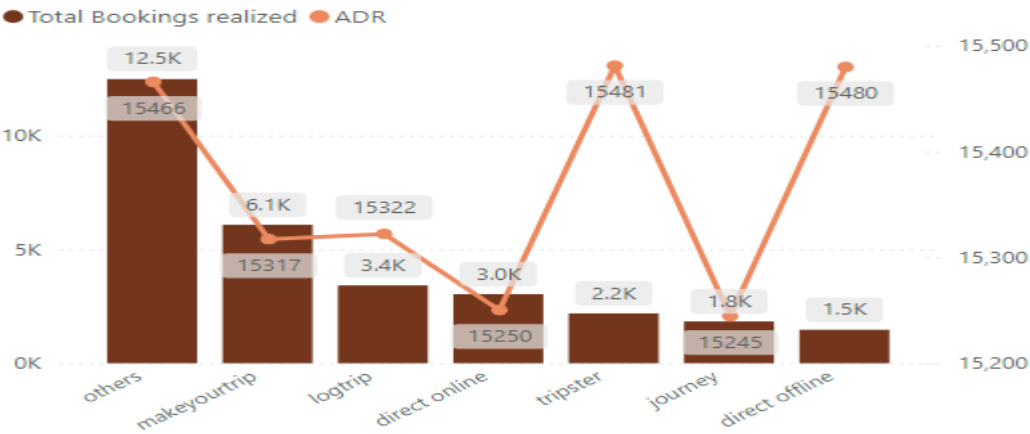
3.2 City Wise Channel Performance

DELHI

Legend: ● Total Bookings realized ● ADR

Channel	Total Bookings realized	ADR
others	6.9K	12131
makeyourtrip	3.4K	12177
logtrip	1.9K	12248
direct online	1.7K	11984
tripster	1.2K	12267
journey	1.0K	12104
direct offline	0.8K	12271

BANGALORE

Legend: ● Total Bookings realized ● ADR

Channel	Total Bookings realized	ADR
others	9.2K	13135
makeyourtrip	4.3K	13023
logtrip	2.4K	13080
direct online	2.3K	13238
tripster	1.6K	13189
journey	1.4K	13164
direct offline	1.2K	13284

HYDERABAD

Legend: ● Total Bookings realized ● ADR

Channel	Total Bookings realized	ADR
others	10.0K	9277
makeyourtrip	5.0K	9408
logtrip	2.7K	9356
direct online	2.4K	9213
tripster	1.7K	9342
journey	1.5K	9331
direct offline	1.3K	9447

MUMBAI

Legend: ● Total Bookings realized ● ADR

Channel	Total Bookings realized	ADR
others	12.5K	15466
makeyourtrip	6.1K	15317
logtrip	3.4K	15322
direct online	3.0K	15250
tripster	2.2K	15481
journey	1.8K	15245
direct offline	1.5K	15480

3.2 City Wise Channel Performance

- The channel preference is the same across different cities

- In **Bangalore, highest ADR indicates a high price** from **direct online** –opportunity for **price optimization- decrease the price** a little

increase sales

- As Increasing sales through our own platforms increases the most revenue due to absence of commissions

- But Lowering prices on our own channels directly is discouraged to avoid intentional degradation of hotel rating by competing channels, leading to low visibility

- Give login coupons at checkout to get around these bots

- Also make sure to communicate these promotion but not aggressively.

- In other cities, the **ADR** for **direct online** is the **least** among other platforms **probably** indicating a **very low price**

- Make sure to **optimize the price** in our platform so that it is **not too low** compared to other platform's and is **maintained** to receive an **ADR at par or slightly above other platforms.**

- As too much **price decrease** wont make much difference due to **lower visibility** of our direct platforms compared to others.

- In general**, Improve marketing communications** by updating the platforms with neat and latest pictures of the hotels to increase the ratings.

THANK YOU WATCHING