

HOSPITALITY_ ANALYSIS

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Problem Statement



PROBLEM STATEMENT

- ◆ Atliq Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. 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” in order 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 insights from their historical data.

AtliQ





AtliQ

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graph TD; AtliQ([AtliQ]) --> Bangalore[Bangalore]; AtliQ --> Mumbai[Mumbai]; AtliQ --> Hyderabad[Hyderabad]; AtliQ --> Delhi[Delhi]; Bangalore --> BangaloreList[Atliq Bay<br/>Atliq Blu<br/>Atliq City<br/>Atliq Exotica<br/>Atliq Grands<br/>Atliq Palace]; Mumbai --> MumbaiList[Atliq Bay<br/>Atliq Blu<br/>Atliq City<br/>Atliq Exotica<br/>Atliq Grands<br/>Atliq Palace<br/>Atliq Seasons]; Hyderabad --> HyderabadList[Atliq Bay<br/>Atliq Blu<br/>Atliq City<br/>Atliq Exotica<br/>Atliq Grands<br/>Atliq Palace]; Delhi --> DelhiList[Atliq Bay<br/>Atliq Blu<br/>Atliq City<br/>Atliq Grands<br/>Atliq Palace];
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Bangalore

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace

Mumbai

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace
Atliq Seasons

Hyderabad

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace

Delhi

Atliq Bay
Atliq Blu
Atliq City
Atliq Grands
Atliq Palace

Dataset Details

- ◆ We are provided 3 months booking details data of all the atliq hotels.
- ◆ Dataset contains 5 excel files.
 - ◆ Dim_date
 - ◆ Dim_hotels
 - ◆ Dim_rooms
 - ◆ Fact_aggregated_bookings
 - ◆ Fact_bookings
- ◆ Metric list excel file
- ◆ Mock-up Dashboard

Expected outcome after this analysis?



Regain their market share in the luxury/business hotels category.

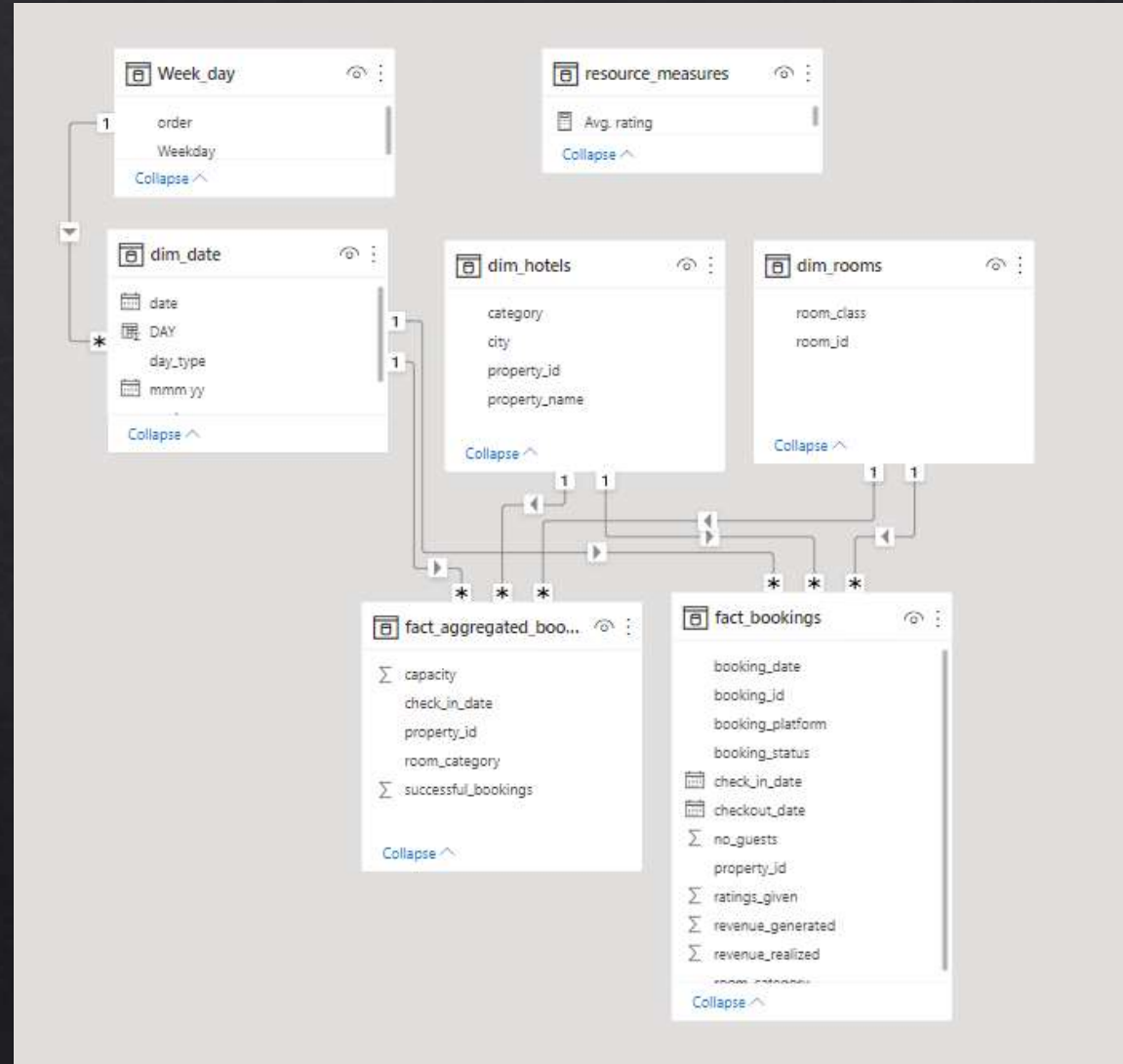


Understanding the revenue trend by week/month/day



To get insights where business is failing and what can be done to tackle them

Data Model





AtliQ Hospitality Analysis



Property Name

All

City

All

booking_status

All

Platform

All

Month

All

week no

All

1.7bn

Revenue

58%

Occupancy



Avg. rating

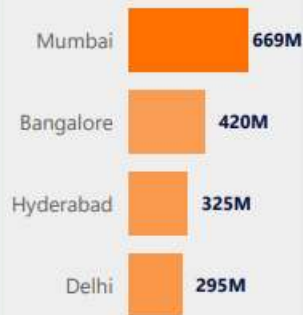
24.8%

CR

298.8M

LDC/PDC

Revenue by City



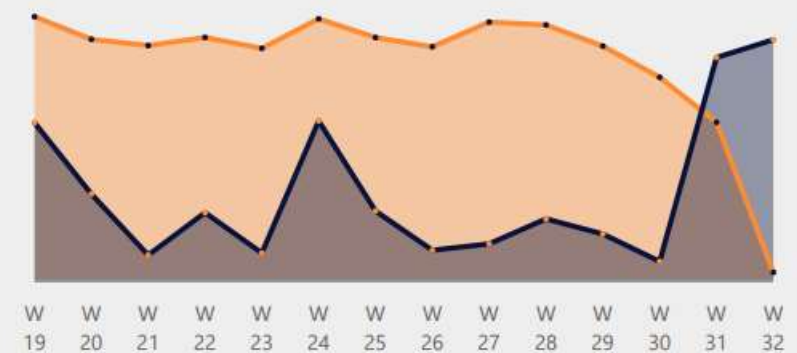
Occupancy % by City



Avg. rating by City



Weekly Trend (Revenue & Rating)

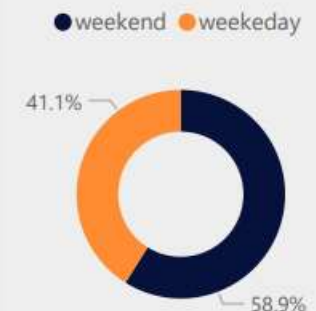


Property Name	Revenue	Avg. rating	Occupancy %	Total bookings	CR	CB	Total capacity
AtliQ Seasons	66M	2.29	45%	3982	24.8%	987	8924
AtliQ Grands	212M	3.10	53%	17035	25.1%	4273	32384
AtliQ Bay	260M	3.71	58%	21389	24.8%	5314	36616
AtliQ Blu	261M	3.96	62%	21795	24.7%	5373	35144
AtliQ City	286M	3.69	60%	23323	24.9%	5811	39192
AtliQ Palace	304M	3.75	60%	23625	25.2%	5949	39376
AtliQ Exotica	320M	3.62	57%	23441	24.4%	5713	40940
Total	1709M	3.62	58%	134590	24.8%	33420	232576

Bookings by Platform



Occupancy Raio



NA - Not Applicable, CR - Cancellation rate, CB - Cancelled Bookings count, LDC/PDC - Profit/Loss Due to Cancellation

Insights from the Dashboard

- Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi
- AtliQ Exotica performs better compared to all 7 type of properties with 320 Million revenue, rating 3.62, occupancy percentage 57 and cancellation rate as 24.4%.
- AtliQ Bay has the highest occupancy of 66%
- Week 24 recorded the highest revenue among all, which is 139.6 Million
- Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai, Bangalore
- AtliQ lost around 298 Million in cancellation
- Elite type rooms has the most booking and as well higher cancellation rate



thank you!