

## **AtliQ Grands Analysis**

**Aim** – Provide insights to revenue team in hospitality domain

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**Description** - 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” 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.

**Key Metrics** - RevPAR & ADR Analysis

Occupancy Trends

Revenue by Category

Cancellation Rate

Realization % by Platform

ToolTips Provided

**Insights** –

1. Revenue Contribution by Category:

- The majority of revenue comes from the Business category (61.5%) compared to Luxury (38.5%). This suggests that business travelers form a significant portion of customers.
- The hotel chain can focus more on business traveler needs—like corporate tie-ups, workspaces, and extended stay discounts.

2. Occupancy Trends & Weekday vs. Weekend Performance:

- Occupancy on weekends is higher (61.49%) than on weekdays (56.18%), but ADR (Average Daily Rate) remains constant.
- A dynamic pricing model should be introduced to increase prices during high-demand weekends to maximize profits.

3. RevPAR Decline Over Weeks:

- The RevPAR (Revenue per Available Room) is decreasing over the weeks, which suggests a drop in demand or ineffective marketing.

- There is a need to investigate the reason for this decline—possible causes could be seasonality, poor promotions, or competitor performance.

#### 4. Cancellation Rate Concern:

- The cancellation rate is around 25.09%, which is quite high.
- Possible reasons:
  - High prices without added value
  - Poor refund policies or lack of flexibility
- Hotels should introduce better cancellation policies, early bird discounts, or refundable options to reduce cancellations.

#### 5. Realization % by Platform:

- The bar chart shows fluctuations in realization percentage across different booking platforms.
- Some platforms might be charging higher commissions or attracting less loyal customers.
- The hotel chain should focus on increasing direct bookings through its own website by offering discounts, loyalty points, or exclusive deals.

**Recommendations -** 1. Implement **dynamic pricing** for better revenue.

2. Improve **customer ratings** through enhanced services.

3. Offer discounts and loyalty programs to **reduce cancellations**.

4. Optimize direct booking strategy to **increase revenue**

**Images of Dashboard –**



