

Hospitality Revenue Intelligence – AtliQ Grands

A Portfolio Case Study in Data Modelling & Strategic Performance Benchmarking.



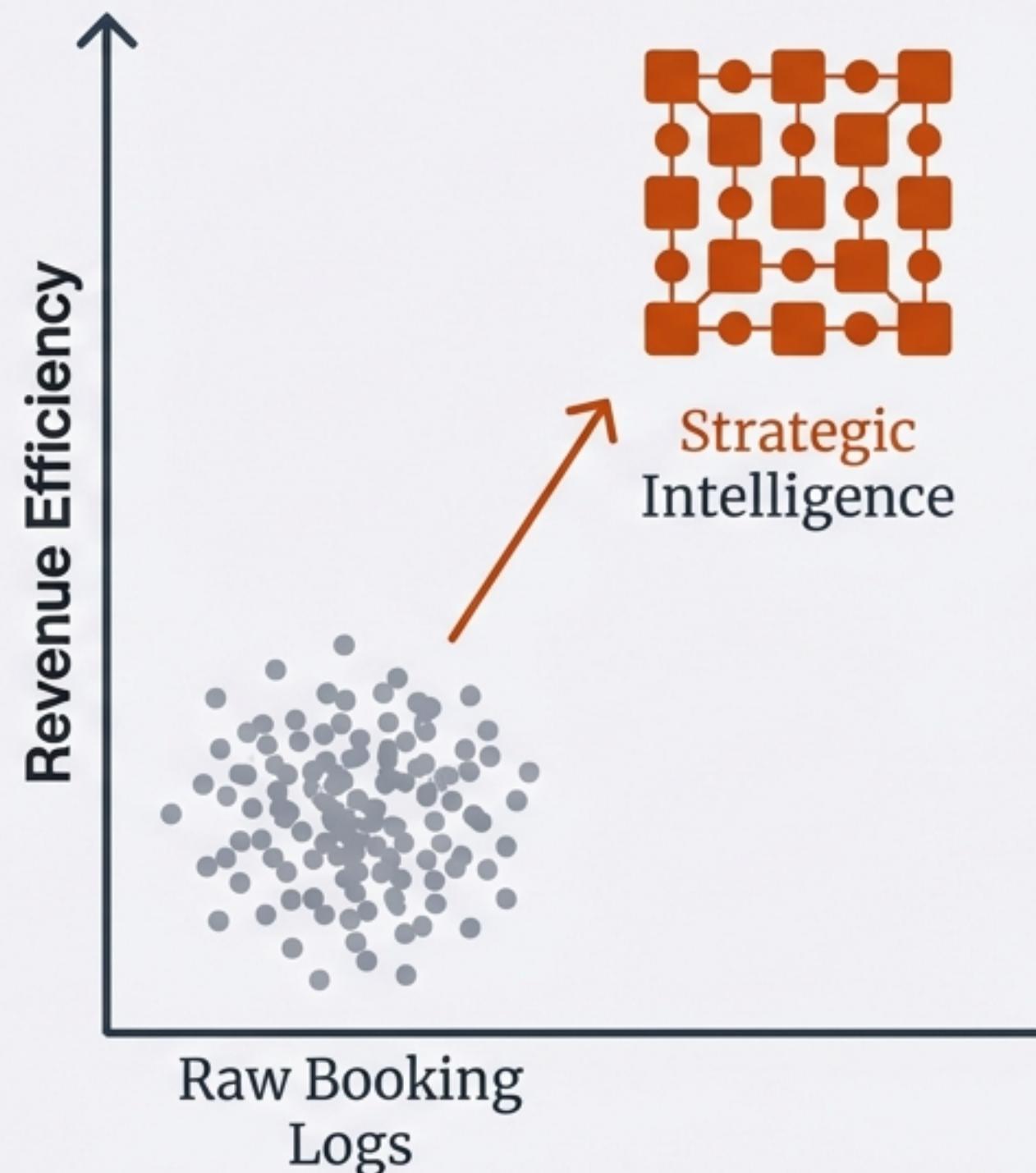
Moving from Reactive Reporting to Revenue Intelligence

Context: Revenue performance in the hospitality sector is volatile. AtIQ Grands faced a challenge where raw booking logs could not explain why performance varied drastically between properties (ranging from ₹44M to ₹117M).

The Core Problem:

- **Efficiency Gap:** High occupancy was not guaranteeing financial success.
- **The ‘Why’:** Lack of visibility into margin leakage, platform performance, and temporal demand patterns.

Analytical Goal: To consolidate isolated datasets into a structured BI model that benchmarks performance using industry-standard KPIs.



Analytical Objectives & Scope

Target Audience: Revenue Managers and Data Decision Makers

01

Consolidate Data Streams

Integrate booking-level transactions with room-level capacity and property metadata.

02

Standardise Metrics

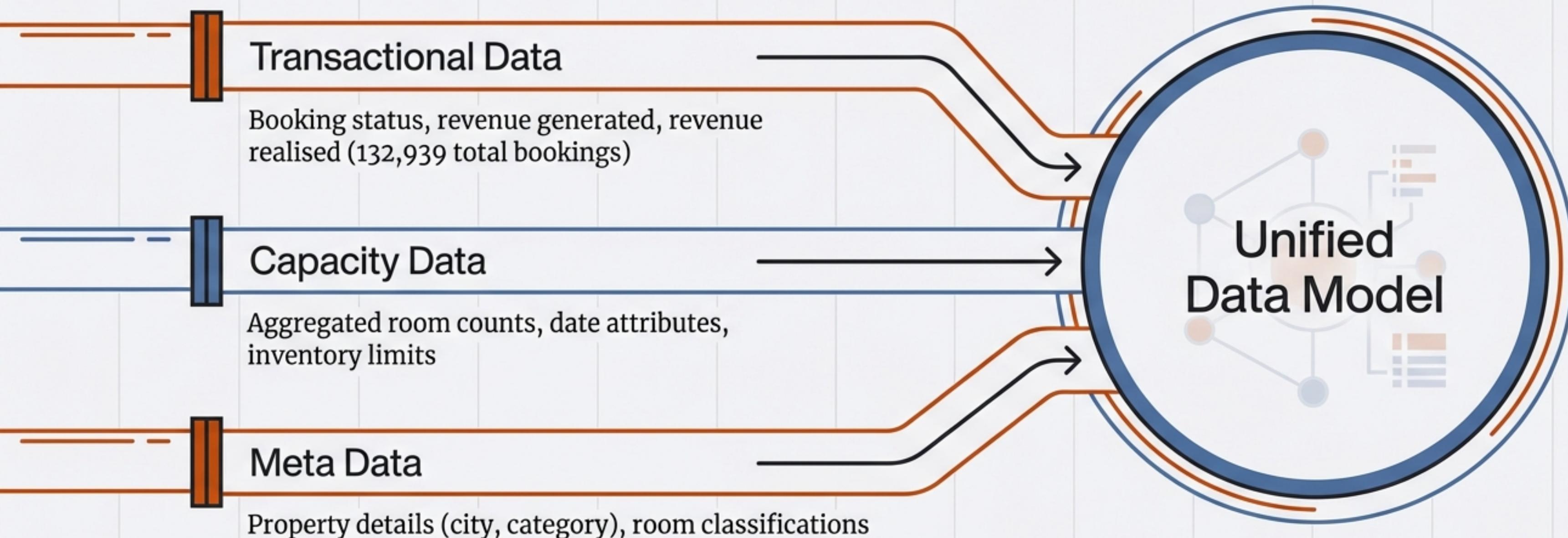
Define and calculate industry-specific KPIs (RevPAR, ADR, Realisation %) to replace generic ‘total sales’ figures.

03

Benchmark Performance

Evaluate efficiency across different dimensions—City, Property, and Room Class.

The Data Landscape



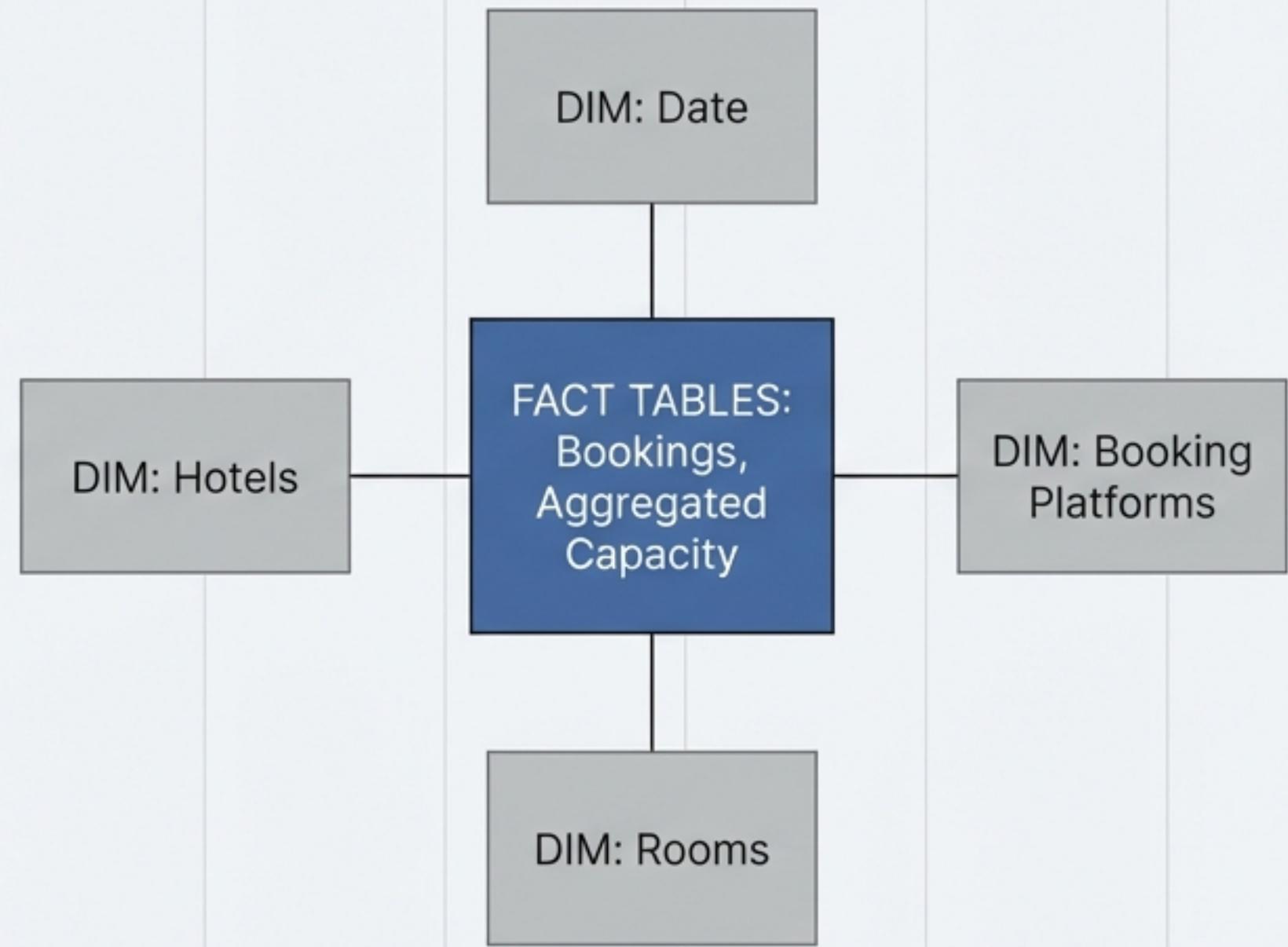
The analysis covers multiple AtliQ properties over a defined historical window, enabling both granular (room-level) and aggregated (city-level) evaluation.

Data Modelling & Transformation Strategy

Architecture: Implementation of a Star Schema design to ensure accurate aggregation and flexible slicing.

Key Transformations (Power Query):

- **Normalisation:** Standardising data types and column structures.
- **Day-Type Logic:** Algorithmic classification of dates into ‘Weekday’ vs ‘Weekend’ (Fri & Sat).
- **Unpivoting:** Restructuring raw logs to align with the relational model.



The KPI Framework.

RevPAR (Revenue Per Available Room)

The 'Hero Metric'

A measure of total inventory efficiency
(Revenue / Total Available Rooms).

ADR (Average Daily Rate)

A measure of pricing power
(Revenue / Sold Rooms).

Occupancy %

A volume metric (Total Sold
Rooms / Total Capacity).

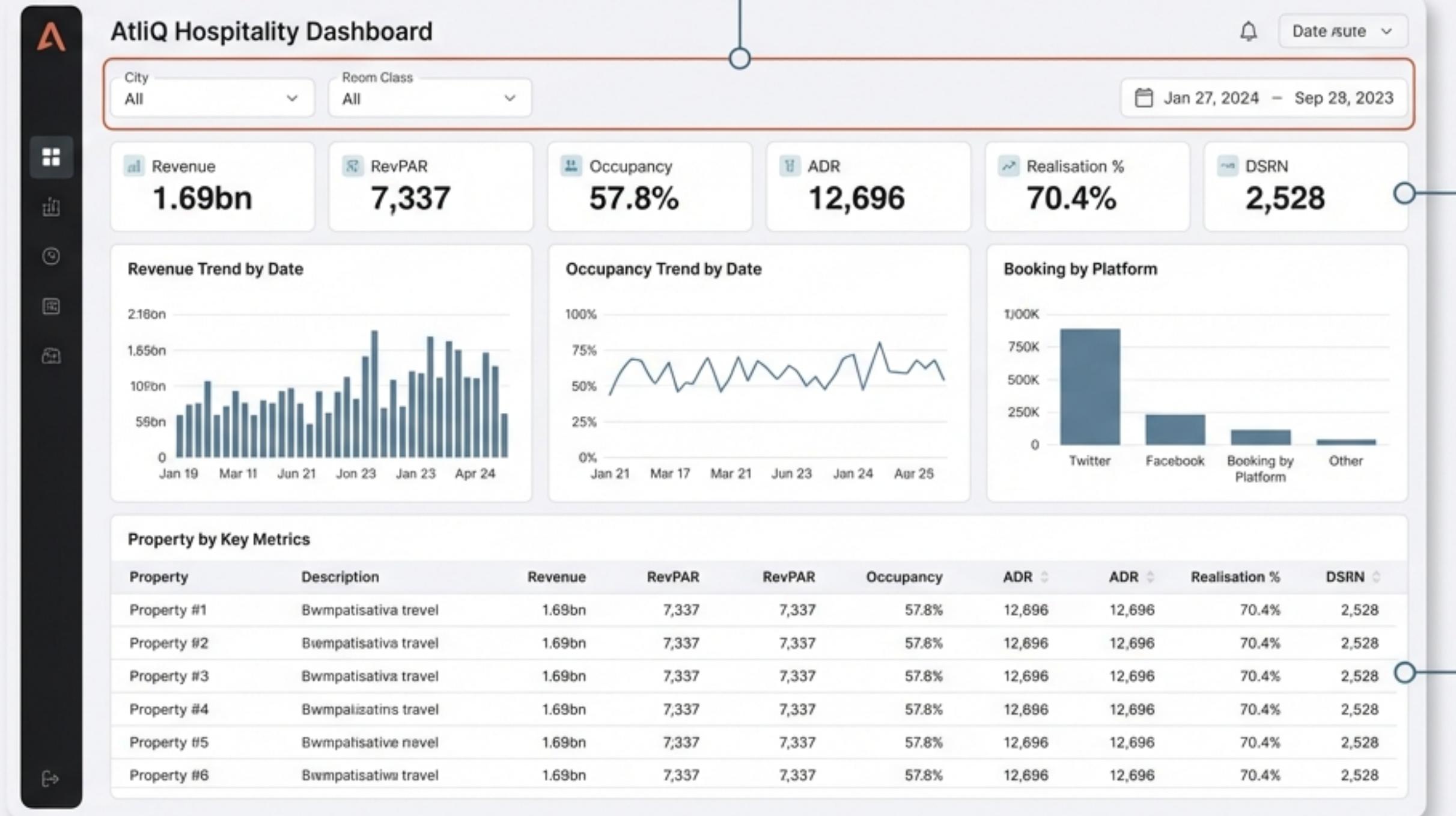
Realisation %

Operational efficiency indicating
successful 'check-ins' vs
cancellations (Successful
Bookings / Total Bookings).

DSRN

Daily Sellable Room Nights
(Total capacity).

The Dashboard Interface.



Unified View: Toggles for City and Room Class.

KPI Cards: Top-level metrics visible at a glance (RevPAR ₹7,337, Occupancy 57.8%).

Granularity: Drill down from portfolio-level to property trends.

Volume-Driven Performance Compromises Pricing Efficiency

Insight 1: High occupancy does not consistently correlate with high RevPAR

AtliQ Exotica (Mumbai)

RevPAR: ₹16,141

Occupancy: 65.9%

AtliQ Exotica (Bangalore)

RevPAR: ₹6,851

Occupancy: 53.7%

Trend: Properties with similar occupancy levels show vast disparities in revenue generation, indicating suboptimal pricing strategies.

Property Name	RevPAR	Occupancy
AtliQ Exotica (Mumbai)	₹16,141	65.9%
AtliQ Exotica (Bangalore)	₹6,851	53.7%

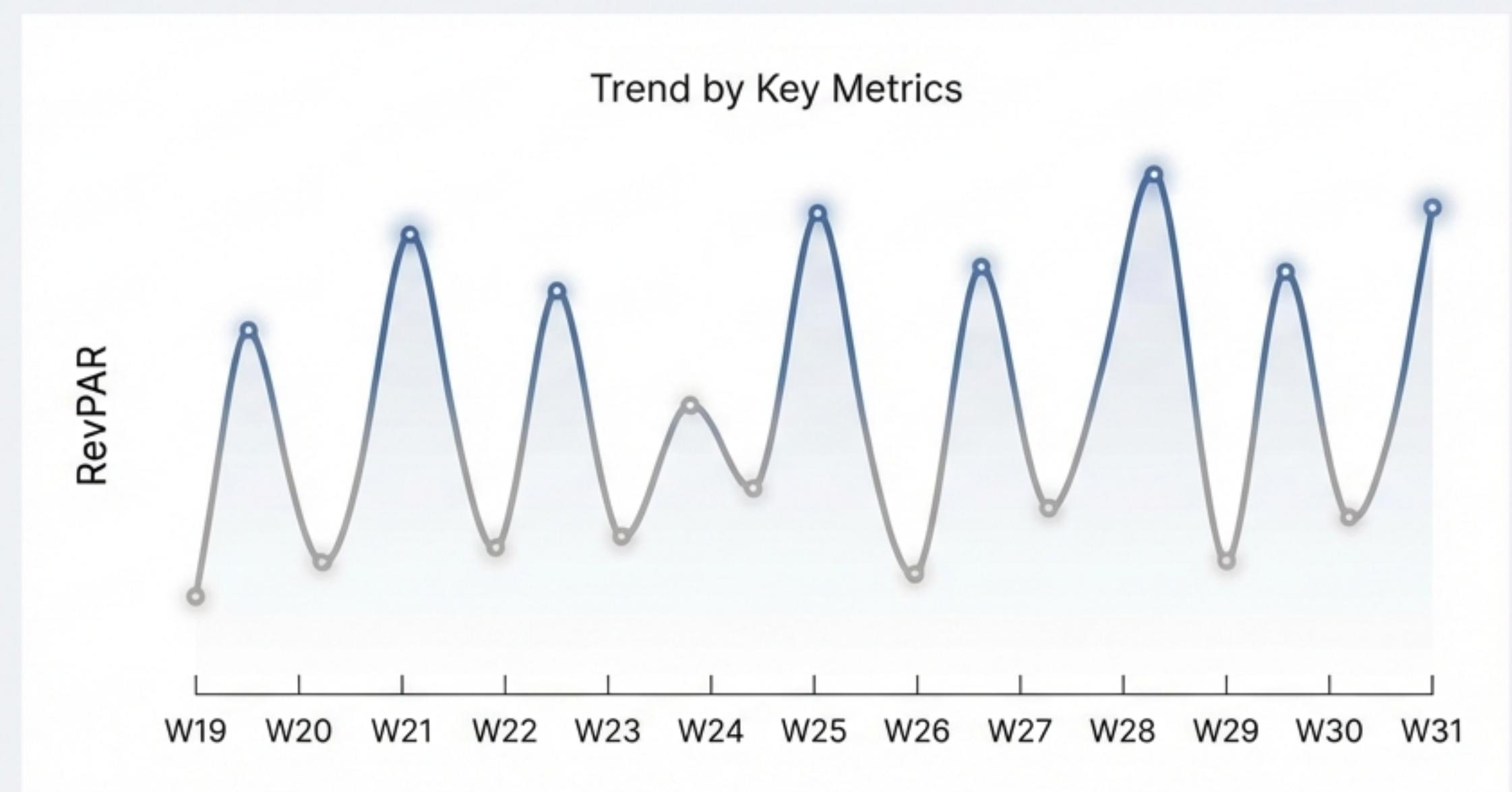
The Weekend Economy: Demand Outpaces Weekday Utilisation

Insight 2: RevPAR and Occupancy spike consistently on weekends (Friday-Saturday).

The Insight: The flat pricing strategy is failing to capitalise on high demand or stimulate low demand.

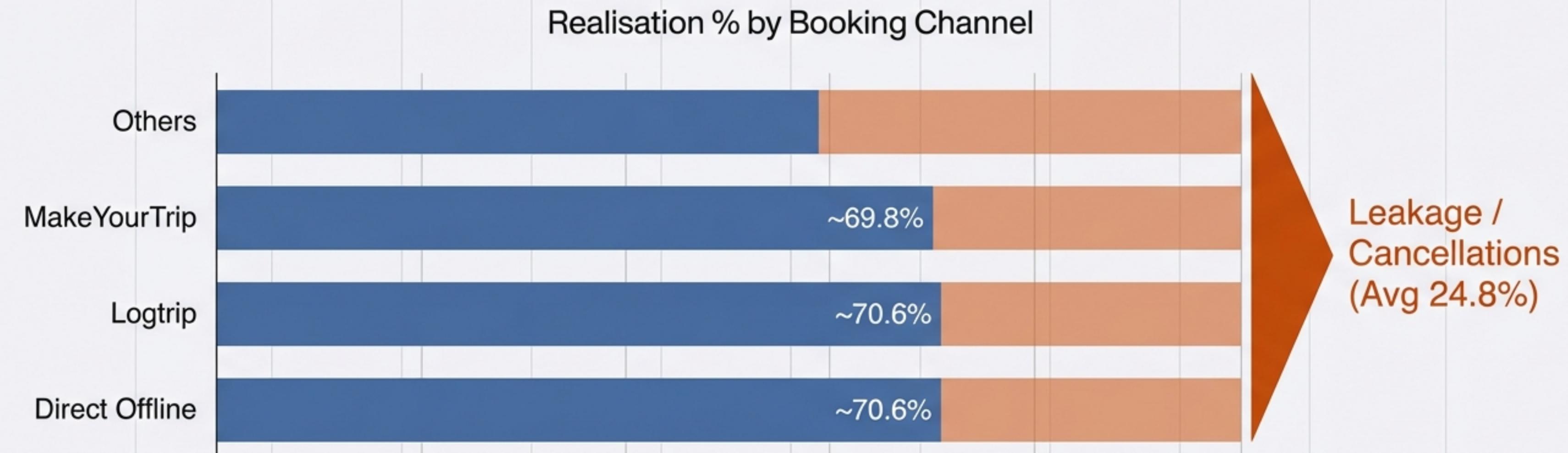
Weekend RevPAR: ₹7,972
(Occupancy 62.6%)

Weekday RevPAR: ₹7,083
(Occupancy 55.8%)



30% of Potential Revenue is Lost to Cancellations & Attrition

Insight 3: Not all booking channels deliver the same value



Portfolio Realisation Rate: ~70.1%. Channels like 'Logtrip' and 'MakeYourTrip' show specific trends indicating policy-driven attrition.

Strategic Implications & Recommendations.



Adopt Dynamic Pricing

Utilise the ADR/Occupancy gap. Increase rates during the high-demand weekend windows to capture surplus value.



Weekday Demand Shaping

Introduce corporate packages or mid-week promotions to lift the 55.8% weekday occupancy baseline.



Channel Audit

Review contracts and cancellation policies with platforms driving high cancellation rates (approx 25%) to stem margin leakage.

Limitations & Assumptions.

- **Temporal Window:** Analysis is retrospective based on a fixed historical dataset.
- **Market Context:** Competitor pricing, seasonality, and local events are not included in the dataset.
- **Data Cleaning:** Abnormal data points were excluded to prevent skewing averages.
- **Metrics:** Market share is not measured; analysis is internal-performance only.

Capability Summary.

Data Architecture

Design of Star Schema for multi-dimensional hospitality data.

Advanced DAX

Creation of compound metrics (RevPAR, Realisation %) rather than simple aggregations.

Strategic Synthesis

Ability to translate raw booking logs into actionable revenue strategy.

Deep Slate

This project is a portfolio case study based on sample hospitality data and is intended to demonstrate analytical reasoning, KPI design, and business intelligence workflows.