



AtliQ Hospitality Project Report

Comprehensive Power BI Dashboard Analysis

 May - July 2022

 4 Cities • 24 Properties

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Project Overview



₹1.69B

Total Revenue



132,939

Total Bookings



₹7,337

RevPAR



₹12,696

ADR



57.8%

Occupancy



70.1%

Realisation



4 Cities

Delhi, Mumbai, Bangalore, Hyderabad



24 Properties

Luxury & Business Categories



3 Months

May - July 2022

Data Scope & Preparation

☰ Data Scope



Time Period

May–July 2022



Properties

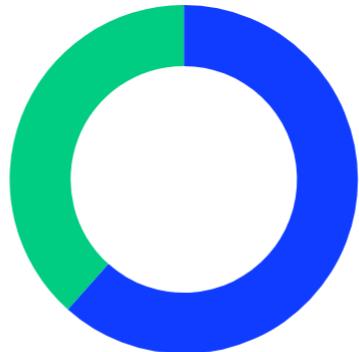
24 Hotels



Cities

4 Cities

Category Distribution



● Luxury ● Business

⚙️ Preparation



Standardized

Property categories



Normalized

Room classes



Ensured

Data consistency

Dashboard Design

KPIs Tracked

-  Revenue
-  ADR
-  Realisation %
-  Ratings
-  RevPAR
-  Occupancy %
-  Cancellation %

Visual Components

-  Revenue trends
-  Property tables
-  Category split
-  Platform comparison

Interactivity

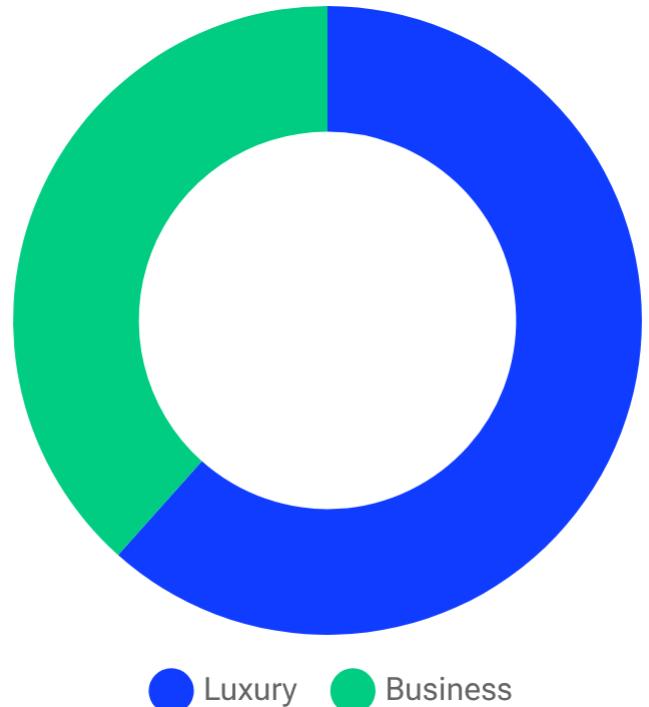
-  City filters
-  Property filters
-  Room class filters
-  Platform filters



Note: For interactive exploration and drill-down analysis, please refer to the live dashboard linked on my LinkedIn and GitHub.

Key Insights: Performance Analysis

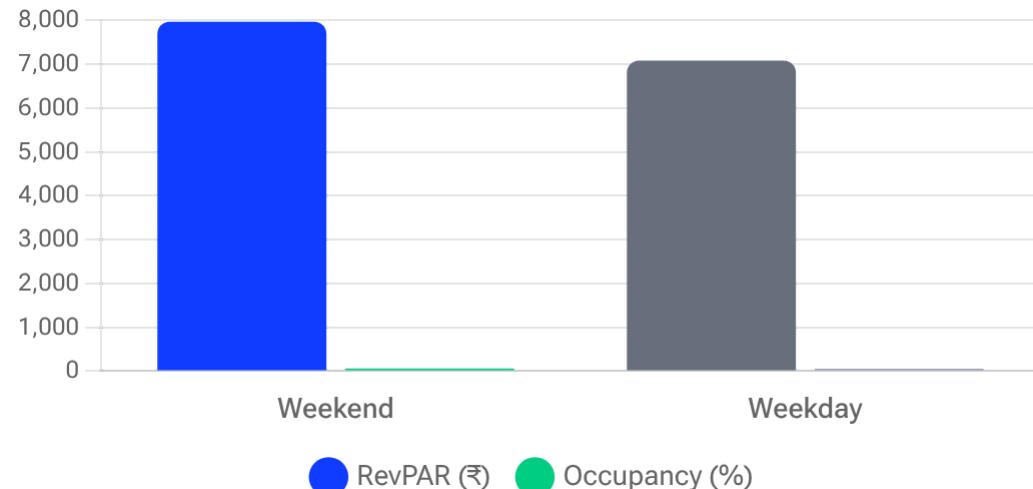
Category Performance



Luxury
61.6%

Business
38.4%

Day Type Comparison



Weekend
RevPAR
Occupancy

₹7,972
62.6%

Weekday
RevPAR
Occupancy

₹7,083
55.8%

Key Insights: City Leaders

Mumbai Exotica

Total Revenue

₹117M

Average Daily Rate

₹16,141

Occupancy Rate

62.8%

Bangalore City

Total Revenue

₹89M

Average Daily Rate

₹13,692

Occupancy Rate

65.5%

Hyderabad Bay

Total Revenue

₹68M

Average Daily Rate

₹10,335

Occupancy Rate

65.8%

Key Insights: Platforms & Trends

Booking Platforms

Direct Online

Highest ADR

₹12,794

↗ Premium Pricing

Trend Analysis



Logtrip

Best Realisation

70.6%



High Conversion

Occupancy Range

50-67%

Peak Period

July (W27-29)

Business Impact & Strategic Recommendations

Revenue Strategy

Focus Areas

Mumbai Bangalore

Prioritize **Luxury properties** in key growth markets

Operational Strategy

Current Weekday

55.8%

Target Weekend

62.6%

Lift **weekday occupancy** closer to weekend performance

Platform Strategy

Key Trade-offs

- **Direct Online** → Highest ADR (₹12,794)
- **Logtrip** → Best Realisation (70.6%)

Balance **ADR gains** with high-realisation platforms

Customer Strategy

Current Rating

3.0-3.2

Target

3.5+

Reduce **cancellations (24-25%)** and improve ratings

Tools & Skills Demonstrated



Power BI

≡ Data Modeling

Σ DAX Functions

👉 Interactive Dashboards



Hospitality KPIs

- RevPAR
- ADR
- Occupancy Rate
- Realisation %



Data Storytelling

↗ Business Intelligence Insights

📊 Data Visualization

Future Improvements



Forecasting Models

- Predictive occupancy rates
- Revenue forecasting algorithms
- Seasonal demand patterns

Data-driven decisions



Real-time Integration

- Live booking platform sync
- Instant data updates
- Automated reporting

24/7 connectivity



Customer Segmentation

- Behavioral analysis
- Targeted marketing campaigns
- Personalized offers

Customer-centric approach

Conclusion



Luxury dominance in revenue



Mumbai & Bangalore as key growth drivers



Weekend strength over weekdays



Platform differences in ADR & realisation

Actionable strategies for revenue growth and customer experience in hospitality.



Prepared by

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