

AtliQ Hospitality Performance Analysis Report

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1. Business Context & Requirement

AtliQ Hospitality aims to understand hotel performance across cities, properties, room categories, and booking platforms to optimize revenue, pricing strategy, and operational efficiency.

Business Goals:

- Improve revenue and occupancy rates
- Optimize pricing (ADR, RevPAR)
- Reduce revenue leakage (cancellations and no-shows)
- Enhance channel performance and customer satisfaction

2. Dataset & Methodology

Data Model

The analysis is built on a star schema data warehouse with:

- **Dimension Tables:** Date, Hotels, Rooms
- **Fact Tables:** Bookings and Aggregated Bookings

Key Metrics Used

- Revenue
- RevPAR (Revenue per Available Room)
- ADR (Average Daily Rate)
- Occupancy %
- Realisation %
- DSRN, DURN, DBRN
- Cancellation %
- Average Rating

Analytical Approach

- Data cleaning and validation
 - KPI computation
 - Temporal trend analysis
 - Property-level benchmarking
 - Channel and category segmentation
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3. Key Performance Metrics

Metric	Value
Total Revenue	1.69 Billion
RevPAR	7,337
ADR	12,696
Occupancy %	57.8%
Realisation %	70.1%
DSRN	2,528

Interpretation:

The business shows strong pricing power (high ADR) but moderate occupancy, indicating potential demand optimization opportunities.

4. Revenue Composition by Category

Category	Revenue Share
Luxury	61.62%
Business	38.38%

Insight:

Luxury segment dominates revenue, suggesting premium offerings drive profitability.

5. Temporal Trend Analysis

Weekly Revenue Trend

- Revenue shows fluctuations across weeks with seasonal variation.
- Peaks and dips indicate demand volatility and pricing opportunities.

Trend by Key Metrics

- RevPAR and ADR remain relatively stable**, indicating consistent pricing strategy.
- Occupancy varies**, showing demand-driven volatility.

6. Day Type Performance

Day Type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	7,972	62.6%	12,725	70.6%
Weekday	7,083	55.8%	12,682	69.9%

Insight:

Weekends outperform weekdays in both occupancy and revenue, indicating leisure-driven demand.

7. Property-Level Performance

- Top revenue-generating properties include:
 - Atliq Exotica (Mumbai)
 - Atliq City (Bangalore)
 - Atliq Bay (Hyderabad)
 - Occupancy ranges between **53%–66%**, showing uneven performance across locations.
 - Average ratings range around **3.0–4.3**, indicating moderate customer satisfaction.
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8. Channel / Platform Performance

- Booking platforms show varying Realisation % and ADR.
- Some platforms generate higher ADR but lower realisation, indicating commission or cancellation effects.

Insight:

Channel optimization can significantly improve net revenue.

9. Strategic Insights

Key Drivers

- Luxury category is the primary revenue contributor
 - Weekends generate higher demand
 - Certain cities and properties outperform others
 - Channel mix affects revenue realization
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10. Business Recommendations

Revenue Strategy

- Focus on luxury segment expansion and premium pricing optimization
- Introduce weekday promotions to improve occupancy

Operations

- Benchmark underperforming properties against top performers
- Improve customer experience to increase ratings and repeat bookings

Channel Optimization

- Prioritize platforms with high realisation and ADR
- Negotiate commissions or optimize cancellation policies

Demand Management

- Use dynamic pricing during high-demand weeks
 - Implement targeted campaigns during low-demand periods
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11. Conclusion

This analysis provides a comprehensive view of AtliQ Hospitality's revenue performance, demand patterns, property benchmarking, and channel effectiveness. Data-driven strategies can enhance occupancy, improve revenue realization, and strengthen overall profitability.