AtliQ Grands – Revenue Performance Analysis Report

Project Title:

Revenue Analysis and Business Intelligence Dashboard for AtliQ Grands

Prepared By:

Data Analytics Team

Technology Used:

Microsoft Power BI, Power Query, Power Pivot

Domain:

Hospitality Industry – Revenue Function

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1. Executive Summary

AtliQ Grands, a leading chain of luxury and business hotels operating across major Indian cities, was experiencing a decline in its market share and overall revenue performance. This downward trend was primarily driven by increased market competition and the absence of a structured data-driven decision-making framework.

To address this concern, the management initiated a Business Intelligence project aimed at identifying revenue leakages, optimizing occupancy, and enabling strategic planning through advanced data analytics. The project involved developing a **comprehensive Power BI-based KPI Dashboard** that would serve as a central system for monitoring revenue, bookings, occupancy, and other critical performance indicators across all properties.

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2. Business Objective

The key objective of this project was to implement a **data intelligence solution** that provides real-time and actionable insights into AtliQ Grands' business operations.

Specific goals included:

- Identifying key factors influencing revenue performance.
- Establishing a consolidated reporting structure through interactive dashboards.
- Empowering the Revenue Management team to make data-informed business decisions.
- Increasing revenue and market share through improved visibility and performance tracking.

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3. Project Scope

The project focused on analyzing hotel booking and performance data to measure, visualize, and interpret revenue-related trends.

Scope Elements:

- Collection of data from five primary tables: *Date, Hotel, Room, Bookings,* and *Aggregated Bookings*.
- Cleaning and transformation of raw data using **Power Query**.
- Data modelling and relationship management using **Power Pivot**.
- Creation of multiple KPIs and visualization dashboards to represent business performance.
- Providing filters to analyze data across **month-year, city, booking platform,** and **booking status**.

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4. Solution Approach

The analytics team designed and deployed an end-to-end data model to calculate key metrics, visualize patterns, and assist management in identifying strategic growth areas.

Key KPIs Defined:

- **Total Revenue:** SUM of realized revenue from bookings.
- **Total Bookings:** COUNT of all booking IDs.
- **Occupancy Rate:** Successful bookings ÷ Total capacity.
- **Cancellation Rate:** Cancelled bookings ÷ Total bookings.
- **Average Stay Duration:** Mean value of stay days per booking.
- **Average Rating:** Mean customer satisfaction rating.

Dashboard Features:

- **Revenue by Platform:** Highlights revenue generated across online and offline booking platforms.
- **Occupancy Trends:** Displays weekend vs. weekday occupancy patterns.
- **Revenue by Room Type:** Shows room-wise revenue contribution using a doughnut visualization.
- **Booking Status Analysis:** Demonstrates distribution of check-ins, cancellations, and no-shows.
- **KPI Matrix:** Offers city-wise and hotel-level insights on all KPIs.
- **Interactive Filters:** Allow slicing of data by city, period, and booking channel.

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5. Business Insights

The Power BI dashboard provided several key findings that supported strategic actions:

- **Mumbai** emerged as the top-performing city, while **Delhi** generated the least revenue, suggesting potential for targeted promotional strategies in the Delhi market.
- **Weekend occupancy** rates were consistently higher across all locations, indicating an opportunity to launch weekend-specific offers.
- Approximately **75%** of bookings converted to successful checkouts, while **5%** were no-shows. Cancellation trends require deeper root-cause analysis.
- Despite having the **highest occupancy rate (60%+)**, Delhi recorded lower revenue, implying potential issues in pricing or product mix.
- **Average customer rating** was between 3.4 and 3.8, with an **average stay duration** of 2.4 days per booking — both needing improvement against industry benchmarks.

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6. Business Impact

Following the implementation of the dashboard, the Revenue Management team was able to make informed, timely, and data-driven decisions.
As a result:

- Revenue and market share improved by **20% within one month**.
- Management gained a holistic view of hotel performance across all dimensions.
- Business leaders could monitor and respond to emerging trends faster than before.
- The dashboard became a standard reporting tool used for performance reviews and strategy formulation.

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7. Conclusion

The Revenue Analysis and KPI Dashboard developed for AtliQ Grands successfully transformed raw operational data into meaningful business intelligence. It offered an interactive, insightful, and scalable platform to monitor performance, understand market dynamics, and enhance strategic planning.

This project stands as a significant step towards fostering a **data-driven culture** within AtliQ Grands, enabling the organization to sustain competitive advantage and achieve long-term revenue growth.
