

Hospitality Data Analysis

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Project vision and mission

This project aims to create an integrated data management system for this hotel called "**Atliq**" leveraging various tables to efficiently handle hotel operations and enhance guest experiences. This system will enable hotels to streamline their processes, make data-driven decisions, and provide exceptional service to their guests.

01.

Enhance operational efficiency by centralizing and automating data management.
Improve guest satisfaction through personalized services and timely responses to feedback.

02.

Increase revenue by optimizing room pricing and upselling additional services.
Provide valuable insights for strategic decision-making using data analytics.

03.

It seeks to create a holistic and robust data management system that optimizes all aspects of hotel operations, ultimately enhancing both operational efficiency and guest satisfaction.

Problem Statement

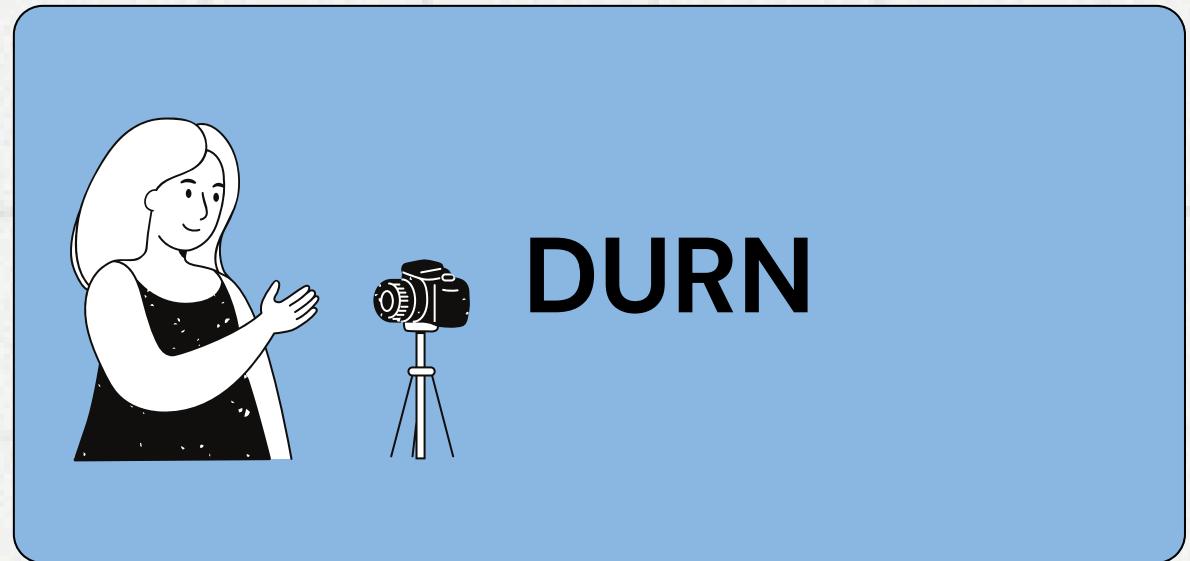
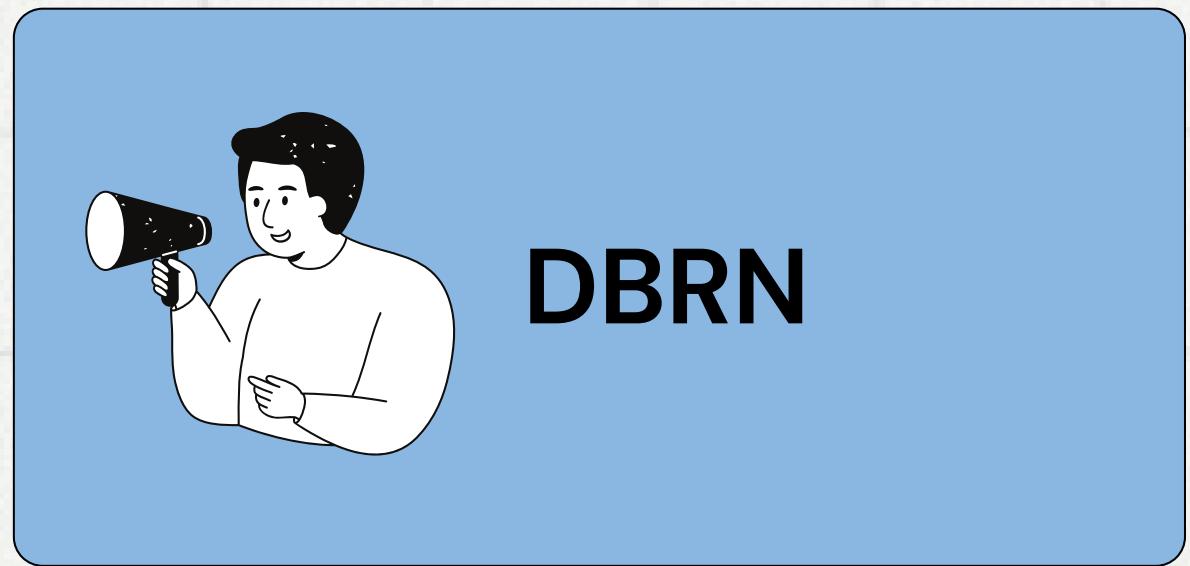
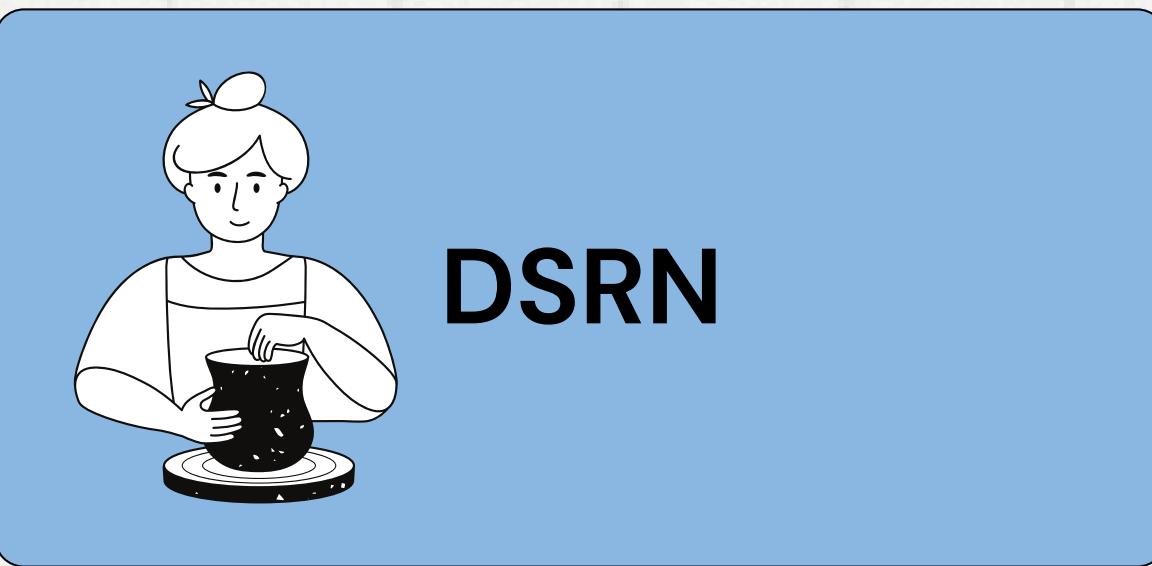
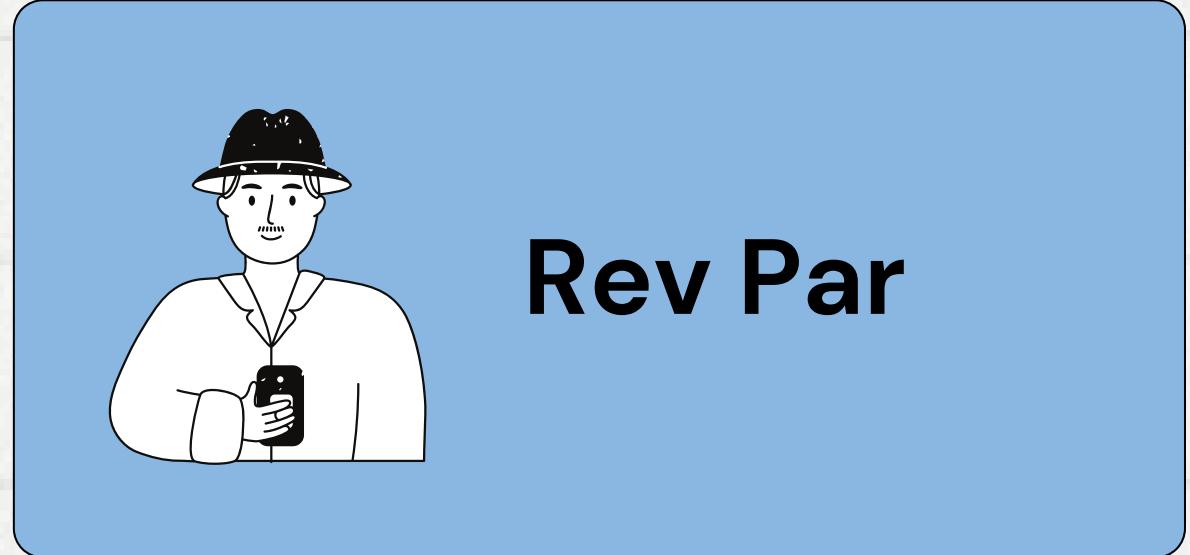
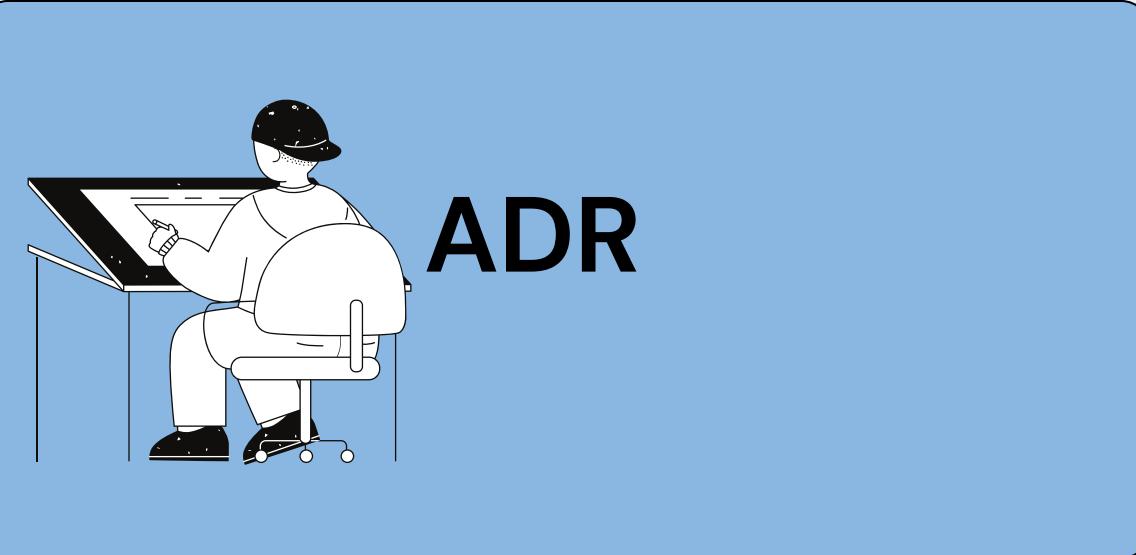
You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task.

1. Create the metrics according to the metric list.
2. Create a dashboard according to the mock-up provided by stakeholders.
3. Create relevant insights that are not provided in the metric list/mock-up dashboard



Key Metrics

Terminologies



Interpretation of the data

Now after cleaning and analyzing the data we interpret the given data and discuss about the crucial insights which we extract from the data.



Total Revenue

Total revenue generated by Atliq Grands is 1.71 billion in 3 months.

Total Revenue

1.71 bn



Average Rating given by the customer

As shown in this given rating KPI on an average 3.62 is the rating given by the customer to the hotel.



Average Rating



3.62

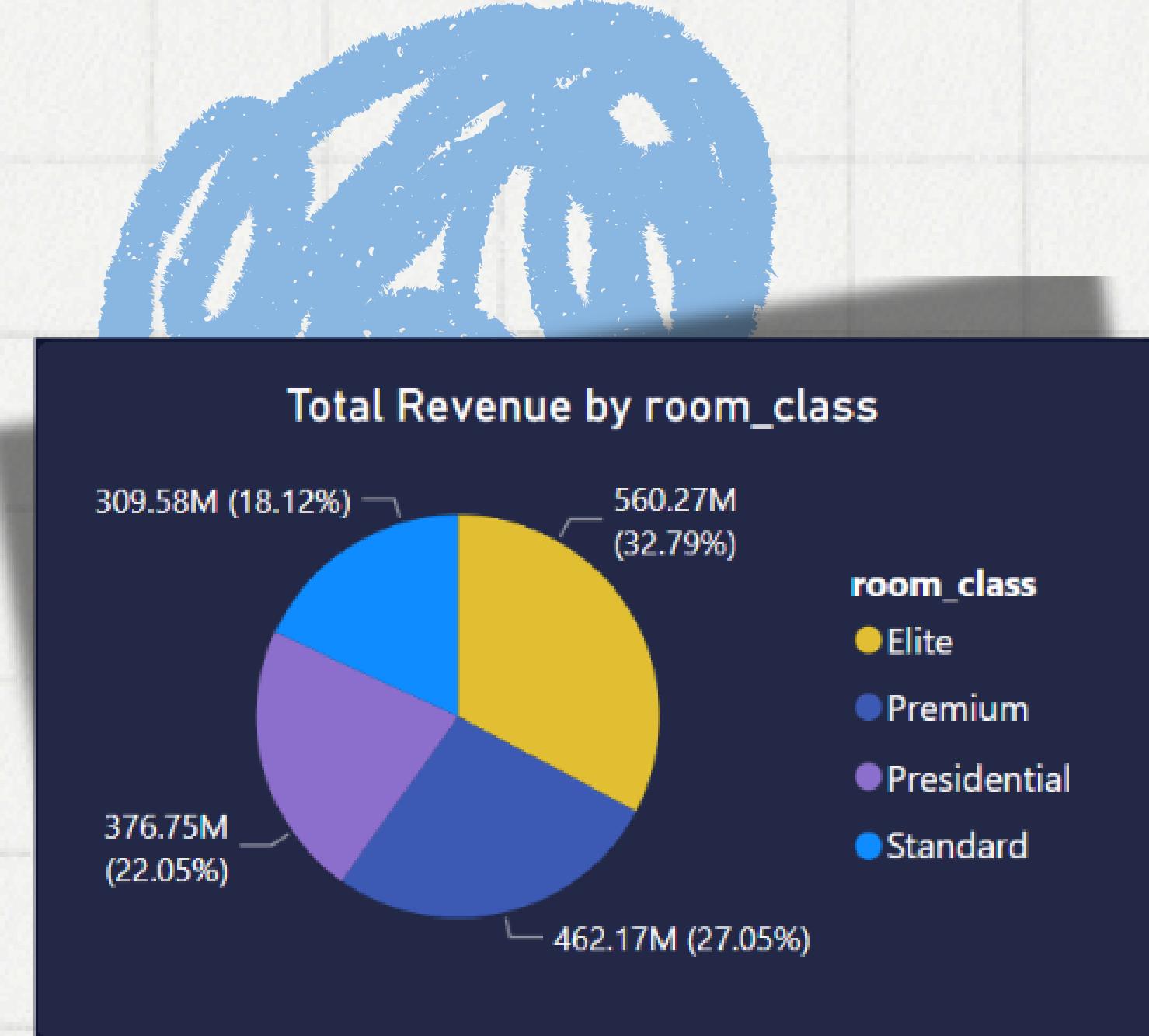
Booking Status

As per the visual the cancellation % of the Atiliq Grands is 24.83% means people are not able to show on the reservation date or maybe change in travel plans, whereas the occupancy rate of the hotels are 57.87% half of the rooms of the hotels are fully occupied and the realisation rate is 70.15% mean more than half of the people successfully checked out.



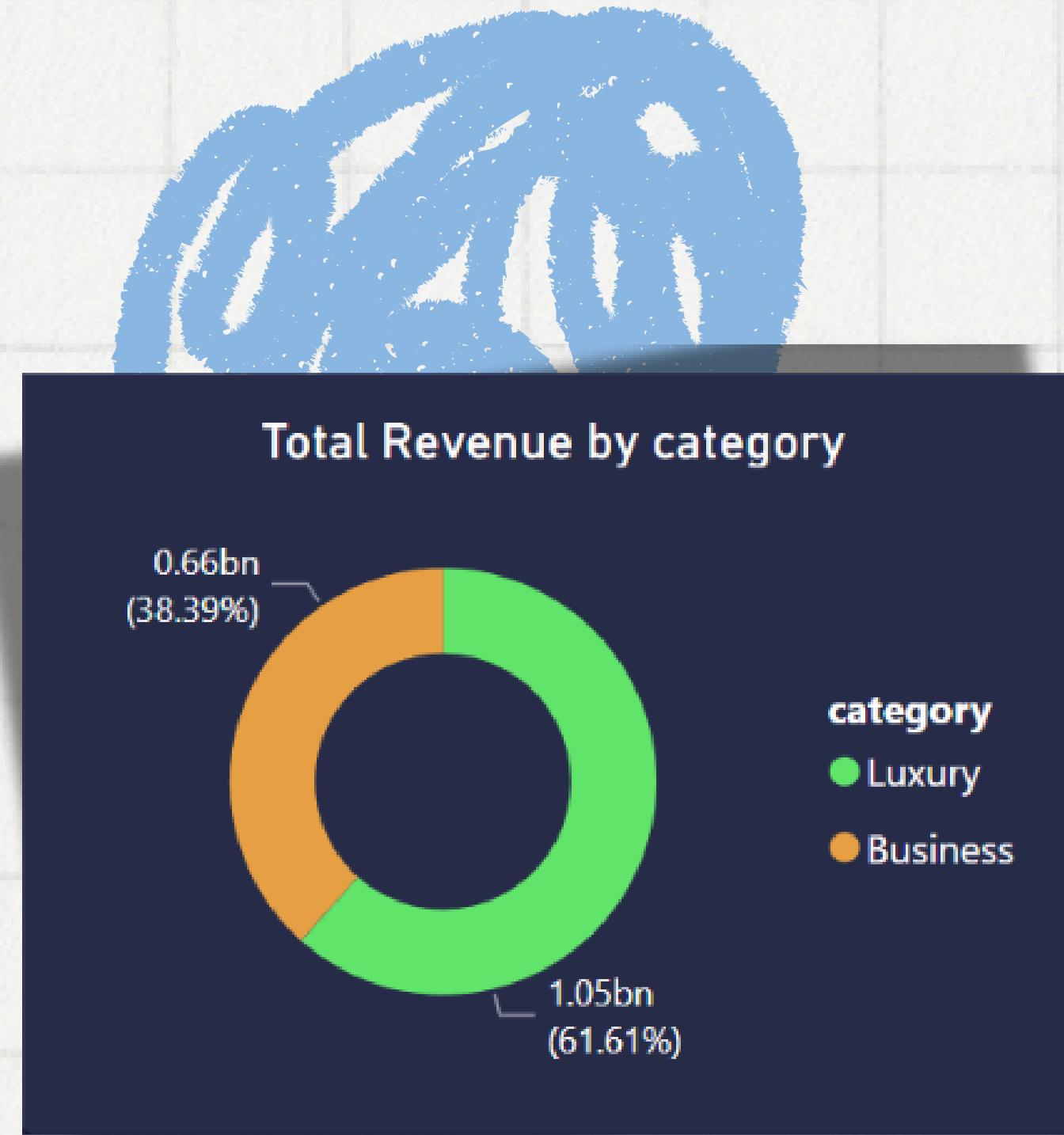
Room class wise revenue

As shown in this given pie chart, the Elite class are generating highest revenue with 560.27 million continuing with Premium class with 462.17 million, Presidential class generating 376.75 million and last Standard class generating the least revenue with 309.58 million



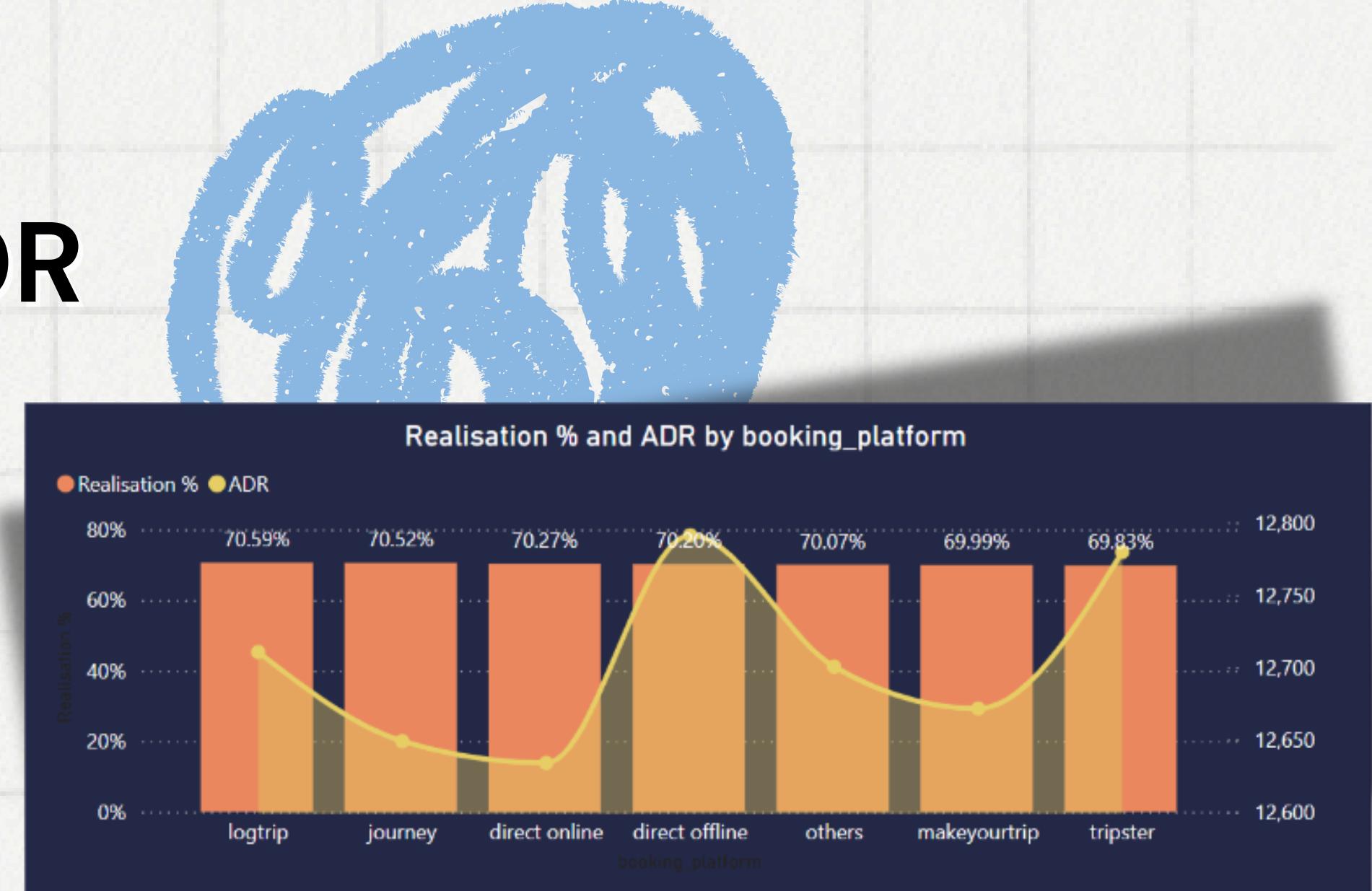
Category wise revenue

As shown in this given pie chart, the Elite class are generating highest revenue with 360.27 million continuing with Premium class with 462.17 million, Presidential class generating 376.75 million and last Standard class generating the least revenue with 309.58 million



Realization % and ADR by booking platform

As per the given chart it shows that realisation % is almost equal at every platform whereas the ADR seems to fluctuation. Direct offline is the only platform where ADR is highest whereas tripster is the second highest with the highest realisation percentage.



Property by key metrics

This metric shows all the information related with the properties in terms of Average Revenue, ADR, DSRN, DBRN, DURN, Total Revenue and RevPar.

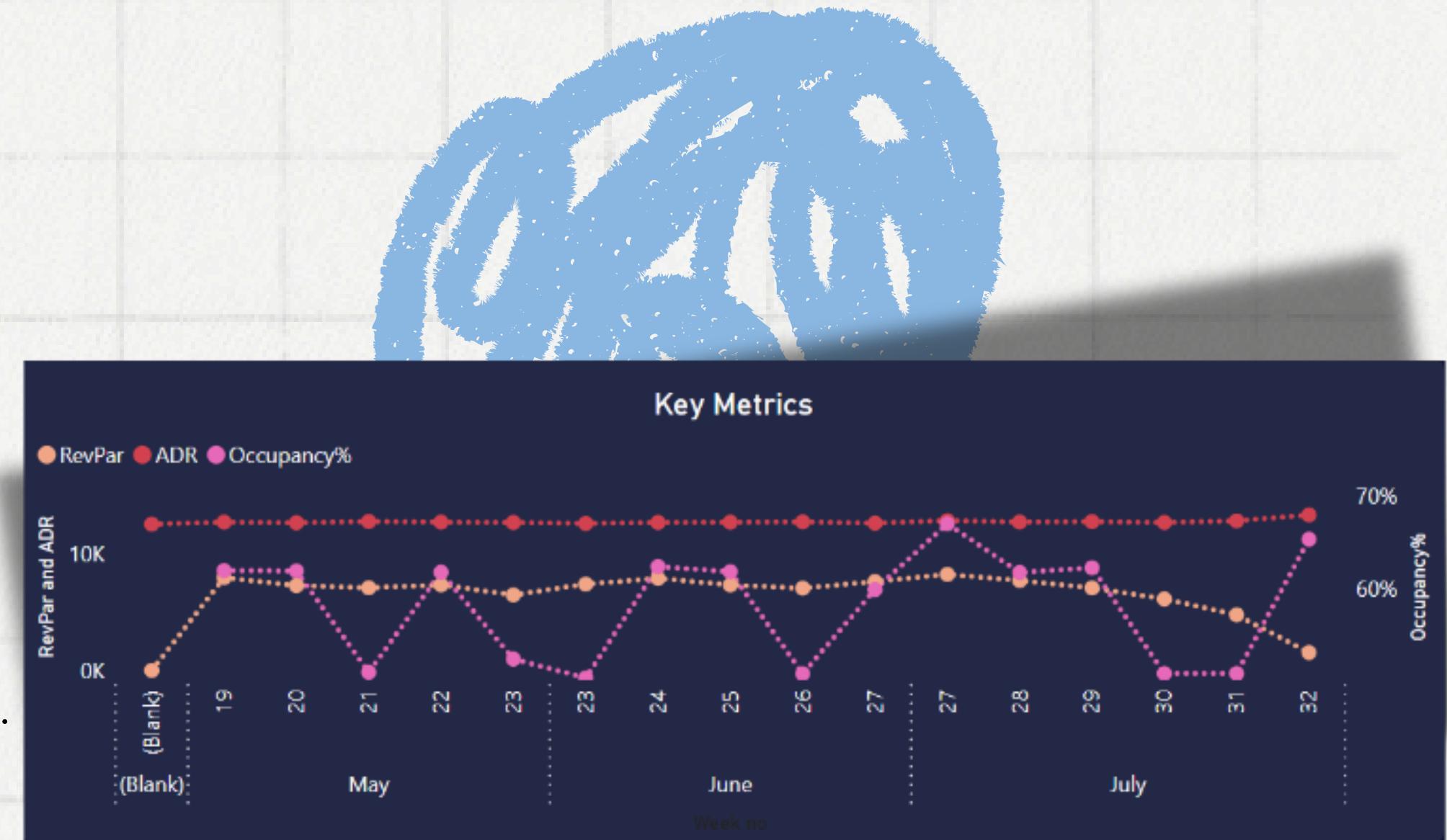
Atiliq Exotica generate highest revenue but according to the average rating most of the properties have the same pace.



Property by Key Metrics										
property_id	property_name	city	Average Rating	ADR	DSRN	DBRN	DURN	Total Revenue	RevPar	
16559	Atiliq Exotica	Mumbai	4.32	16,142	122	81	57	11,84,48,418	10,640	
17563	Atiliq Palace	Mumbai	4.29	16,019	105	70	49	10,15,11,080	10,609	
17559	Atiliq Exotica	Mumbai	4.32	15,304	102	67	48	9,39,96,570	10,116	
17561	Atiliq Blu	Mumbai	4.30	14,262	86	57	40	7,39,18,312	9,452	
19562	Atiliq Bay	Bangalore	4.28	14,185	97	64	45	8,24,43,540	9,335	
19560	Atiliq City	Bangalore	4.28	13,694	100	66	45	8,18,76,345	8,989	
16561	Atiliq Blu	Delhi	4.28	13,113	74	49	34	5,79,33,400	8,626	
16563	Atiliq Palace	Delhi	4.27	12,472	118	79	55	8,91,35,998	8,281	
17558	Atiliq Grands	Mumbai	3.05	14,839	103	55	39	7,47,30,742	7,964	
17560	Atiliq City	Mumbai	3.04	14,634	124	66	46	8,79,96,216	7,776	
16558	Atiliq Grands	Delhi	4.25	11,437	53	35	24	3,60,61,172	7,538	
17564	Atiliq Seasons	Mumbai	2.29	16,606	98	44	31	6,61,25,495	7,410	
19559	Atiliq Exotica	Bangalore	3.05	12,757	96	52	37	6,00,23,460	6,868	
17562	Atiliq Bay	Mumbai	2.36	15,162	84	38	26	5,19,14,158	6,799	
19561	Atiliq Blu	Bangalore	3.08	12,720	118	63	44	7,29,53,360	6,778	
Total			3.62	12,696	2,556	1,479	1,037	1,70,87,71,229	7,347	

Interpretation of the data

This metrics shows the data of May, June, July. Where ADR is constant in nature, Rev par is also constant but at the end of July it dipped. And Occupancy% dipped 6 times in these three months.



Conclusion

Upon completing the analysis of 'Atliq Grands' hospitality performance, several key insights emerged. The total revenue exhibited a positive growth trajectory, reflecting the hotel's strong market presence and effective pricing strategies. Customer ratings, a crucial metric of satisfaction, were predominantly high, indicating an overall positive guest experience, although occasional lower ratings highlighted areas for potential improvement. Analyzing booking status revealed consistent demand, with peak seasons showing near-full occupancy, emphasizing the importance of efficient resource allocation during these periods. Room-wise revenue analysis indicated that premium categories contributed significantly to the overall revenue, suggesting a preference for higher-end accommodations among guests. Furthermore, the category-wise revenue breakdown underscored the importance of diversifying room offerings to cater to varying customer preferences. Other key metrics, such as ancillary service revenue and customer demographics, provided valuable insights into guest behavior and preferences, guiding future marketing and operational strategies. Overall, the analysis underscores Atliq Grands' robust performance and identifies opportunities for continued growth and enhancement of guest satisfaction.



Dashboard



Thank you very much!

Contact with me?



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