

## **Dashboarding Project Proposal: AtliQ Grands**

### **1. Executive Summary**

This project aims to develop interactive dashboards using Tableau/Power BI for AtliQ Grands, a luxury hotel chain, to enable data-driven decision-making. The dashboards will provide a visual representation of critical metrics such as revenue, occupancy trends, and customer satisfaction. These insights will help AtliQ Grands regain market share and optimize revenue in the competitive hospitality sector.

### **2. Problem Statement**

#### **Background:**

AtliQ Grands, a five-star luxury hotel chain operating in India, is losing market share due to increasing competition and ineffective strategic decision-making.

#### **Objective:**

Create intuitive dashboards to monitor and analyze critical performance metrics, identify growth opportunities, and improve operational efficiency.

#### **Scope:**

- Focus on metrics such as revenue realized, occupancy trends, booking platform analysis, and room category performance.
- Address additional KPIs like average daily rate (ADR), cancellation trends, and guest satisfaction based on ratings.
- Provide insights beyond the dataset by incorporating calculated metrics like revenue per available room (RevPAR).

### **3. Data Sources**

- **Data:** codebasics.com
  - **fact\_bookings:** Booking details such as booking date, revenue realized, booking status, and room category.
  - **dim\_hotels:** Hotel metadata including property names and city locations.
  - **dim\_rooms:** Room classifications and identifiers.
  - **dim\_date:** Date attributes for time-based analysis.
  - **fact\_aggregated\_bookings:** Aggregated capacity and booking details by date and room category.

### **4. Methodology**

#### **1. Data Preparation:**

- Integrate data from the tables (fact\_bookings, dim\_hotels, dim\_rooms, dim\_date, fact\_aggregated\_bookings) for a comprehensive data model.

- Ensure data consistency and accuracy by validating relationships between dimensions and facts.

## 2. Dashboard Design:

- Design dashboards based on stakeholder inputs while incorporating additional insights like RevPAR and cancellation analysis.
- Utilize intuitive charts, KPIs, and interactivity for drill-downs.

## 3. Interactivity:

- Enable filtering by property, room category, and time range.
- Include drill-down capabilities for revenue and booking trend analysis.

## 5. Expected Outcomes

- **Enhanced Decision-Making:**  
Dashboards will provide clear, actionable insights into performance metrics like revenue, occupancy, and booking trends.
- **Improved Revenue Optimization:**  
Identification of high-performing properties and strategies to minimize cancellations.
- **Stakeholder Engagement:**  
Intuitive dashboards will improve data accessibility and collaboration.

## 6. Tools and Technologies

- **Power BI** for data visualization.
- **CSV** for raw data storage and preprocessing.
- Collaboration tools for feedback and iteration.

## 7. Risks and Challenges

- Data quality and integration issues due to complex relationships.
- Training needs for stakeholders unfamiliar with visualization tools.

## 8. Conclusion

This project will empower AtliQ Grands to harness their data for better decision-making, ultimately driving revenue recovery and operational efficiency. The tailored dashboards will align with business goals, providing a user-friendly experience and fostering a culture of data-driven strategies.