

AtliQ Grands Hospitality Insights Report

- **Data-Driven Strategies to Optimize Revenue & Regain Market Share**

❖ Problem Statement

- AtliQ Grands, a luxury hotel chain, is facing declining market share and revenue due to competitive pressures and ineffective management decisions. This report leverages historical data analytics to identify revenue trends, occupancy performance, and pricing strategies to drive business growth.

Key Insights

City-Level Performance

1. Delhi (60.55%) and Hyderabad (58.07%) exhibit the highest occupancy rates, indicating strong demand.
 2. Mumbai generates the highest total revenue (\$669M) despite moderate occupancy (57.88%), driven by higher ADR.
 3. Bangalore (420M) and Hyderabad(325M) follow Mumbai in revenue, while Delhi lags (\$295M).
- **Action:** Prioritize dynamic pricing in high-demand cities (Delhi/Hyderabad) and focus on boosting occupancy in Mumbai/Bangalore through targeted promotions.

Revenue Segmentation

4. Luxury Rooms dominate revenue (61.61%), while Business Rooms contribute 38.39%.
 5. Elite Rooms (32.7%), Premium Rooms (27.05%), and Presidential Suites (22.05%) collectively drive ~82% of revenue.
 6. Standard Rooms contribute the least (18.12%).
- **Action:** Bundle mid-tier rooms (Elite/Premium) with value-added services to justify pricing. Explore redesigning Standard Rooms for budget travelers.



Property Performance

7. Top Performers:

- AtliQ Exotica: Highest revenue (316.47M) and RevPAR(7,814.96).
- AtliQ Palace: Second-highest revenue (\$300.29M) & RevPAR (\$7,710.08).

8. Underperformers:

- AtliQ Season: Lowest revenue (\$65.29M) & occupancy (44.57%).
- AtliQ Blu: Highest occupancy (61.92%) but lowest ADR (\$11,972.04).
- Guest Ratings: AtliQ Blu (3.96/5) leads, while AtliQ Season (2.30/5) lags.
- **Action:** Replicate AtliQ Exotica's success in other properties. Address service quality issues at AtliQ Season and optimize pricing for AtliQ Blu.



Demand & Pricing Trends

- 09.** ADR Stability: Steady at ~\$13K despite demand fluctuations.
- 10.** Low-Demand Weeks: W21, W23, W26, W30, and W31 show the lowest occupancy and RevPAR.
- 11.** Peak Weeks: W19, W20, W22, W24, and W27 have the highest occupancy and RevPAR.
- **Action:** Implement dynamic pricing for low-demand weeks (e.g., discounts) and maximize revenue during peak weeks with non-refundable rates.



Booking Platform Analysis

12. Top Platforms:

- "Others" (highest ADR & RevPAR), Makeyoutrip (19.99% share, RevPAR: \$5.1K).

13. Low Performers:

- Logtrip, Tripster, Journey, Direct Online/Offline (ADR: \$12.6K–\$12.8K, RevPAR: \$0.4K–\$0.8K).

14. Booking Share:

- Others (~40%), Makeyoutrip (~19.99%), Logtrip (~10.6%).
- Direct Offline has the lowest share (5.02%).
- **Action:** Strengthen high-performing partnerships & incentivize direct bookings with loyalty programs.

Room Class & Guest Behavior

15. Most Booked: Elite Rooms (DSRN:934, DBRN:538, DURN:377).

16. Least Booked: Presidential Suites (DSRN:295, DBRN:175, DURN:123).

- **Action:** Market Presidential Suites to luxury/corporate clients. Promote Elite Rooms as "best value" in campaigns.



Operational Efficiency

17. Cancellation & No-Show Rates:

- Checked Out: ~70% (May–July).
- Cancelled: ~25% (May–July).
- No-Show: ~5% (consistent across months).

18. Room Class Consistency:

- All room classes show similar Checked Out (~70%), Cancelled (~5%), and No-Show (~25%) rates.
- **Action:** Introduce stricter cancellation policies (e.g., non-refundable deposits) and send pre-arrival reminders to reduce no-shows.