



# ATLIQ GRANDS

## HOSPITALITY

## ANALYSIS

Overall Performance

Revenue Analysis

Booking Analysis

### Abbreviations

R&O=Revenue & Occupancy Contributors | B & AR = Booking & Average Rating Contributors(page)

RevPAR=Revenue per available room | DSRN= Daily sellable room nights

ADR= Average Daily Rate | DBRN= Daily Booked Room Nights | DURN - Daily Utilized Room Nights

Designed By - Komal Dixit

Filter By City

All ▼

May Jun Jul 19 20 21 22 23 24 25 26 27 28 29 30 31 32

Revenue

**1.7bn**

RevPAR

**7.3K**

Realisation %

**70.1%**

Occupancy %

**57.9%**

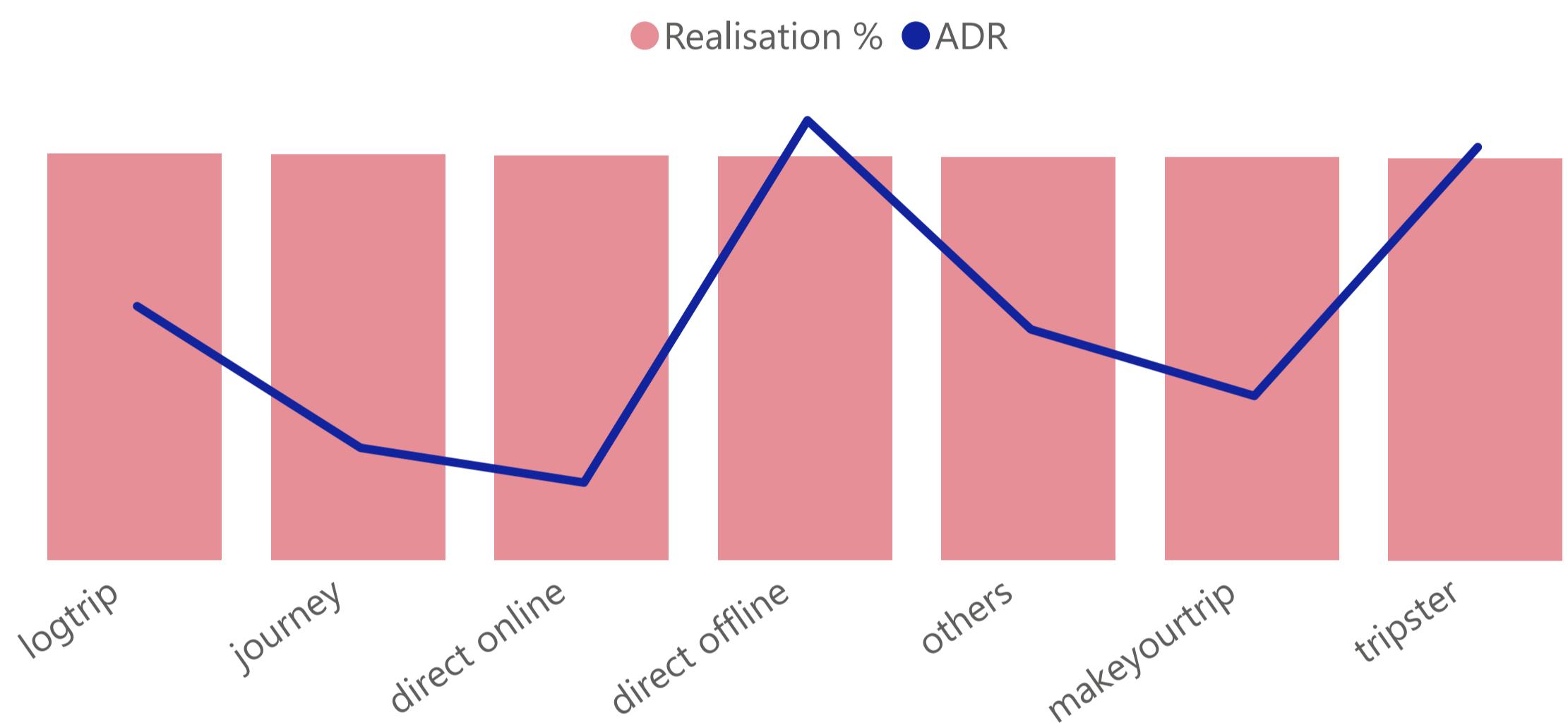
ADR

**12.7K**

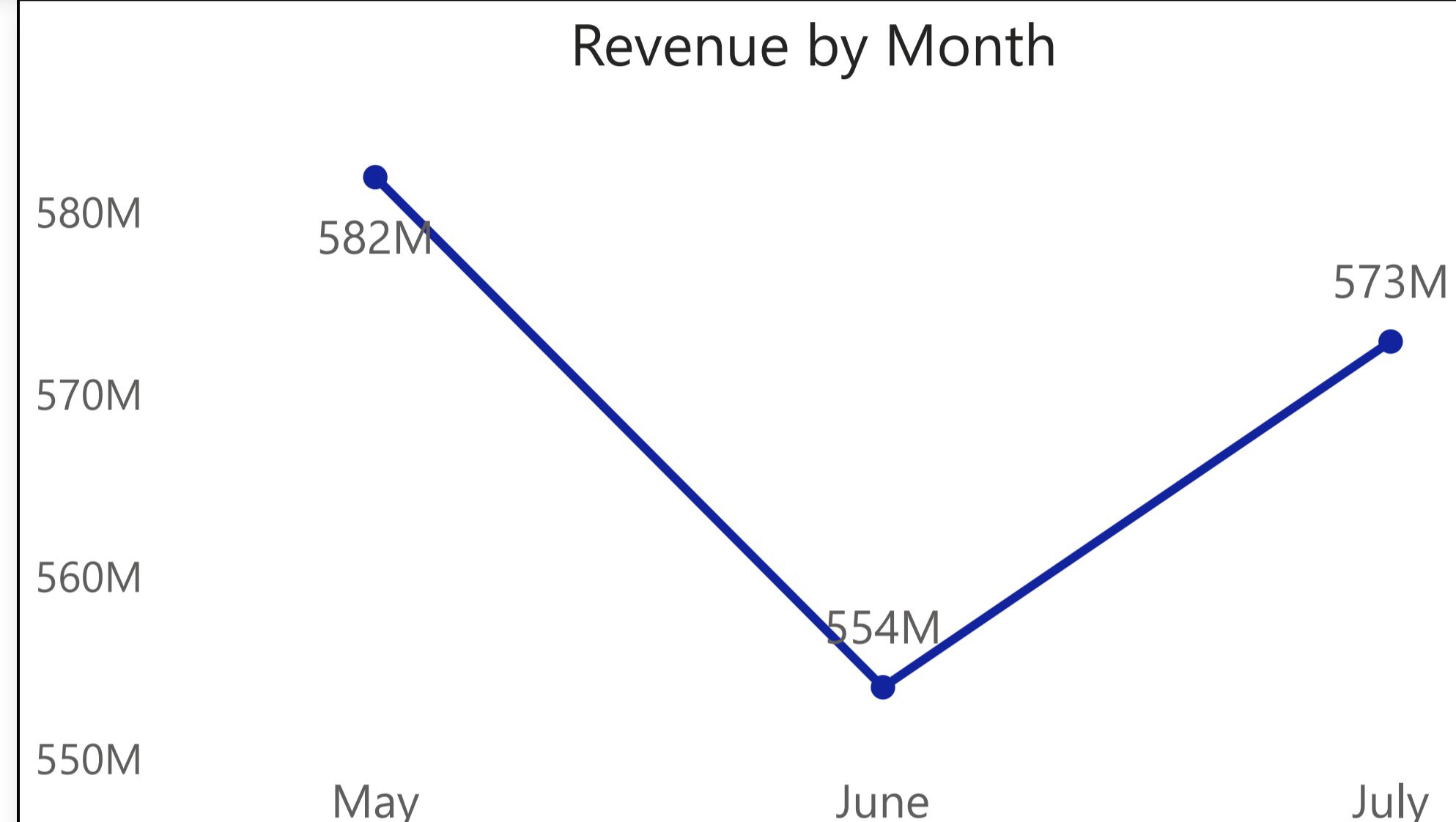
DBRN

**1.5K**

Realisation % and ADR by Platform



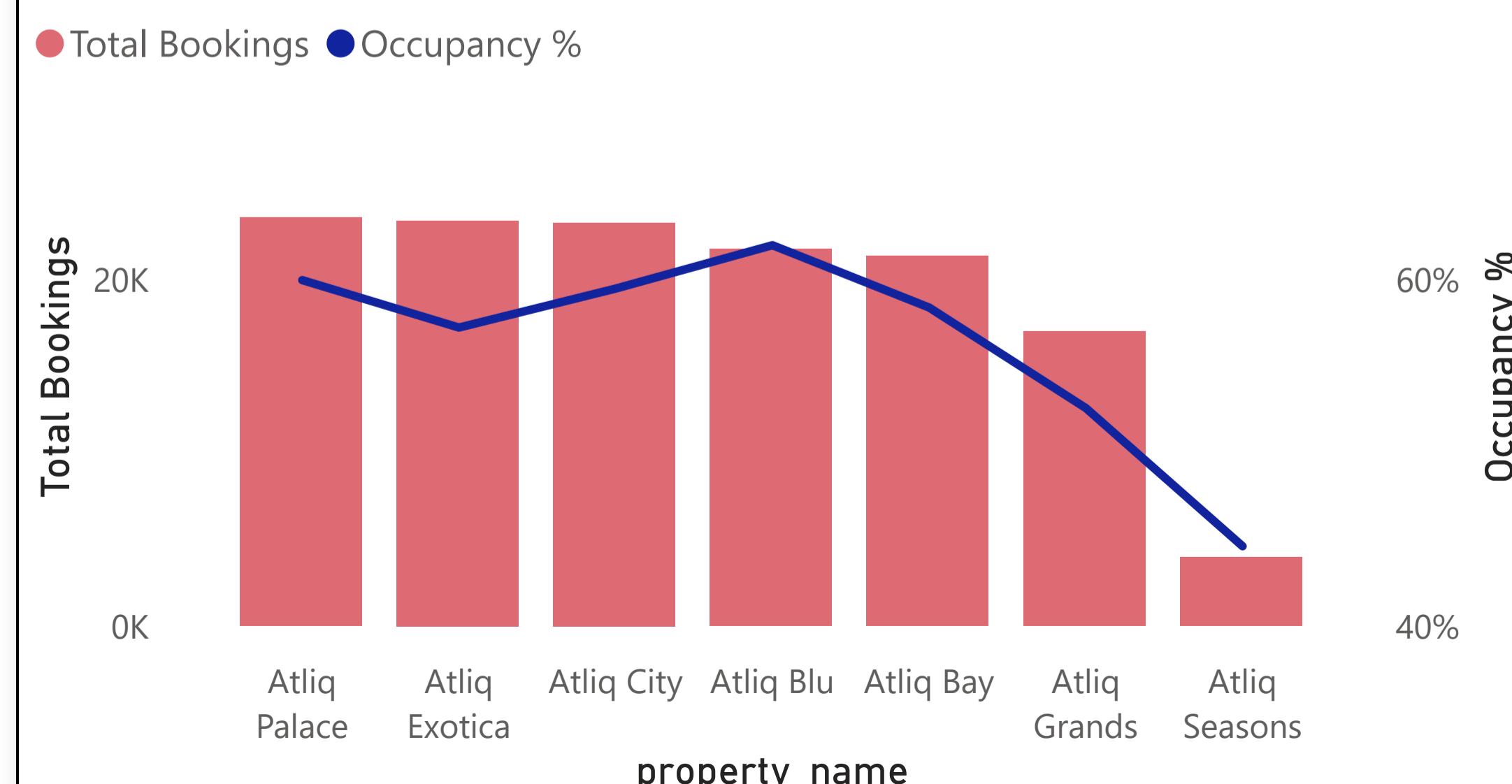
Revenue by Month



property_name	Revenue	RevPAR	ADR	Occupancy %	Cancellation %	Realisation %	Avg Rating
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Atliq Bay	260M	7.10K	12.16K	58%	25%	70%	3.7
Atliq Blu	261M	7.42K	11.97K	62%	25%	70%	4.0
Atliq City	286M	7.29K	12.25K	60%	25%	70%	3.7
Atliq Exotica	320M	7.82K	13.66K	57%	24%	71%	3.6
Atliq Grands	212M	6.53K	12.42K	53%	25%	70%	3.1
Atliq Palace	304M	7.72K	12.87K	60%	25%	70%	3.7
Atliq Seasons	66M	7.41K	16.61K	45%	25%	71%	2.3

Bookings and Occupancy % by Property



Filter By City

All



May

Jun

Jul

19

20

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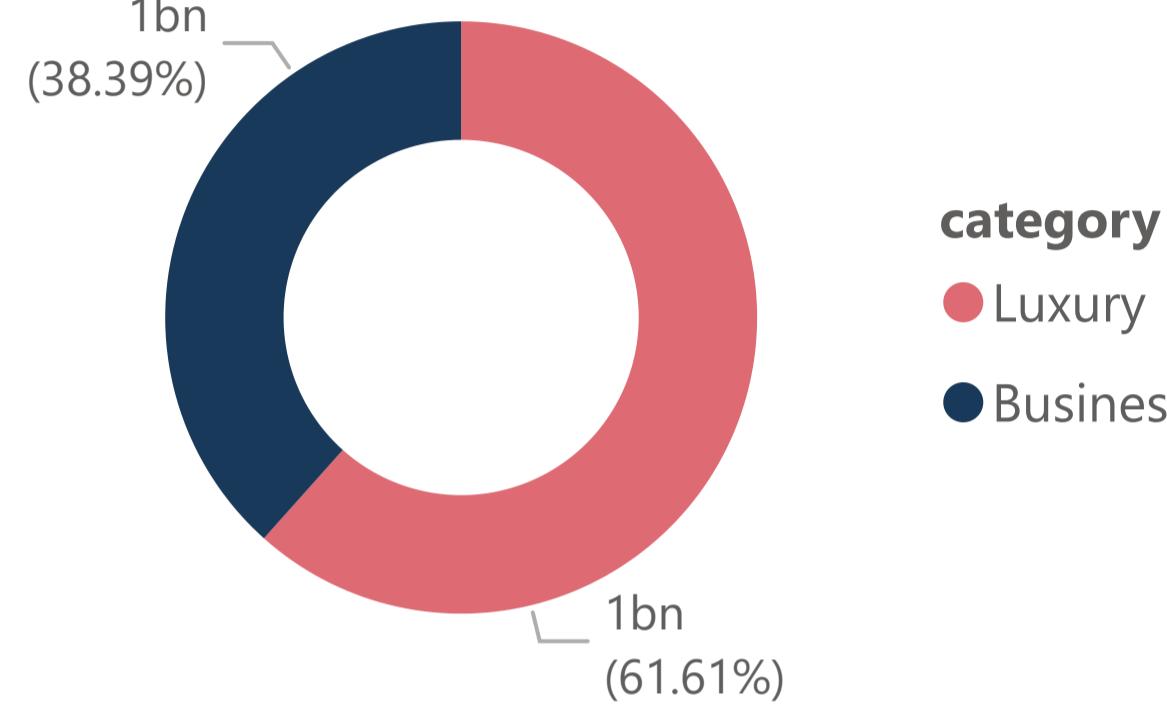
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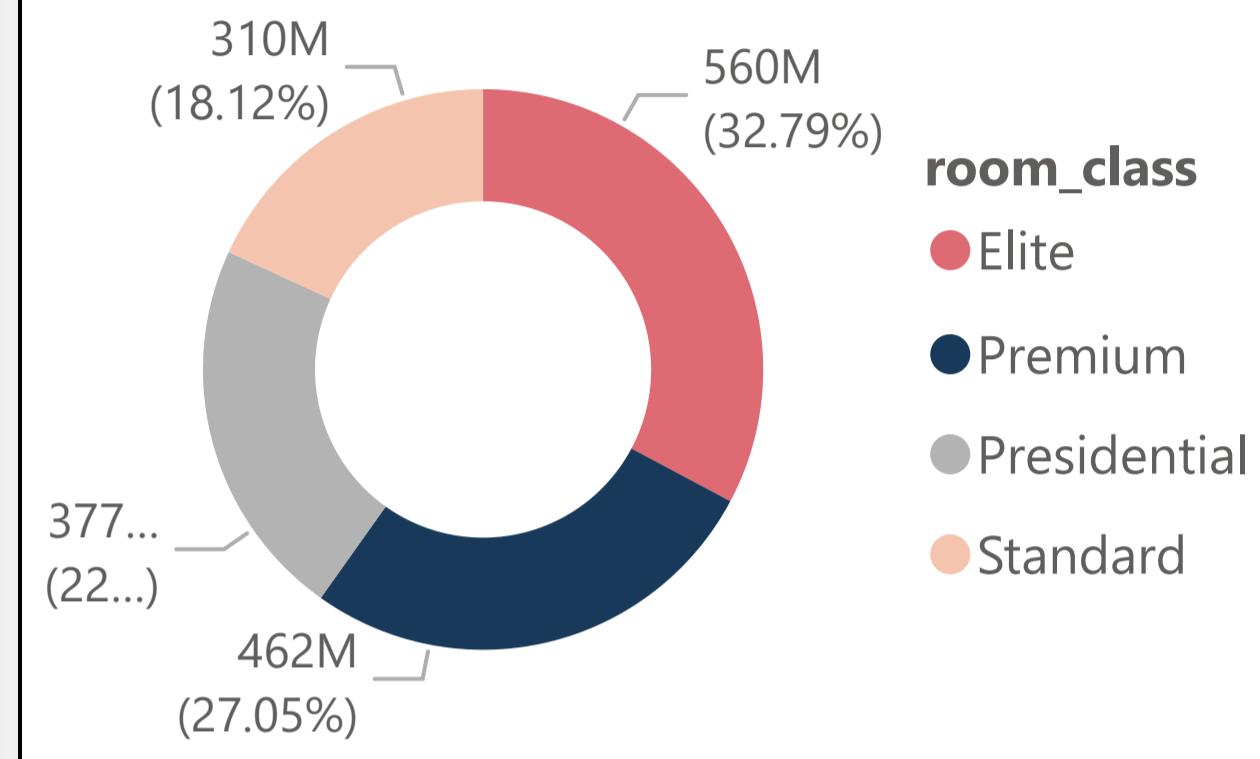
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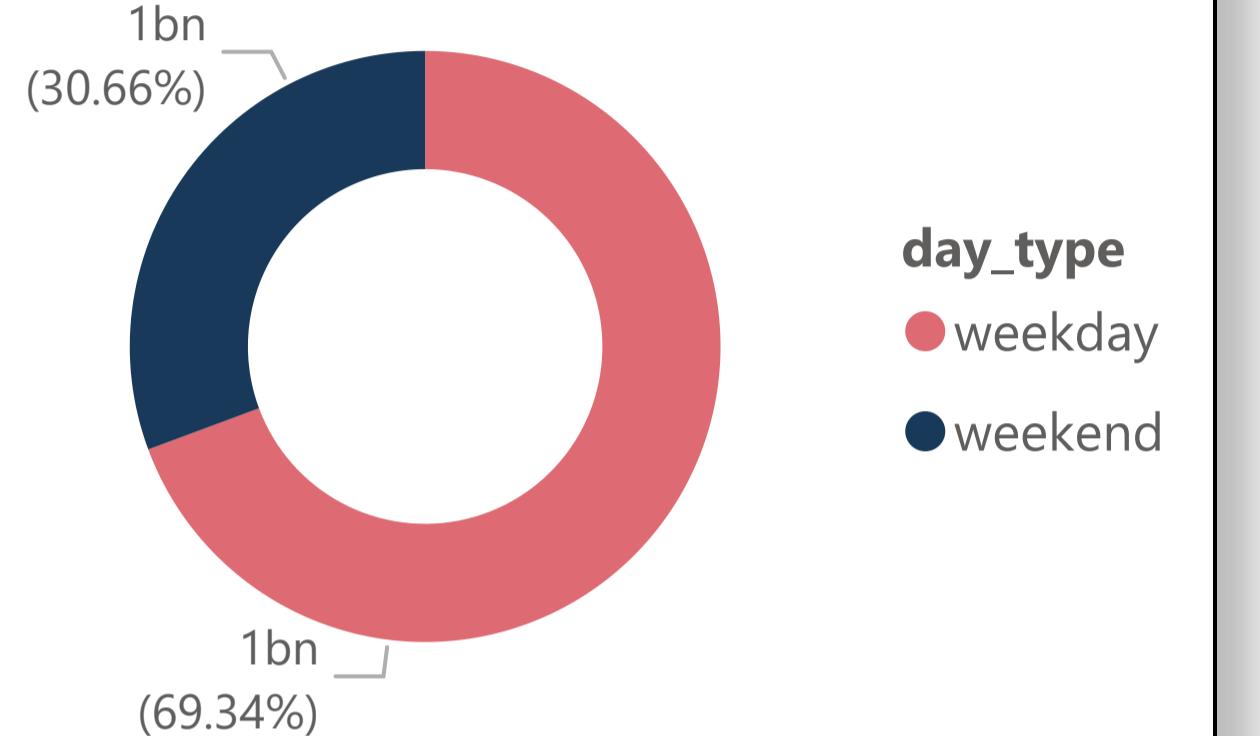
Revenue by Category



Revenue by Room\_Class



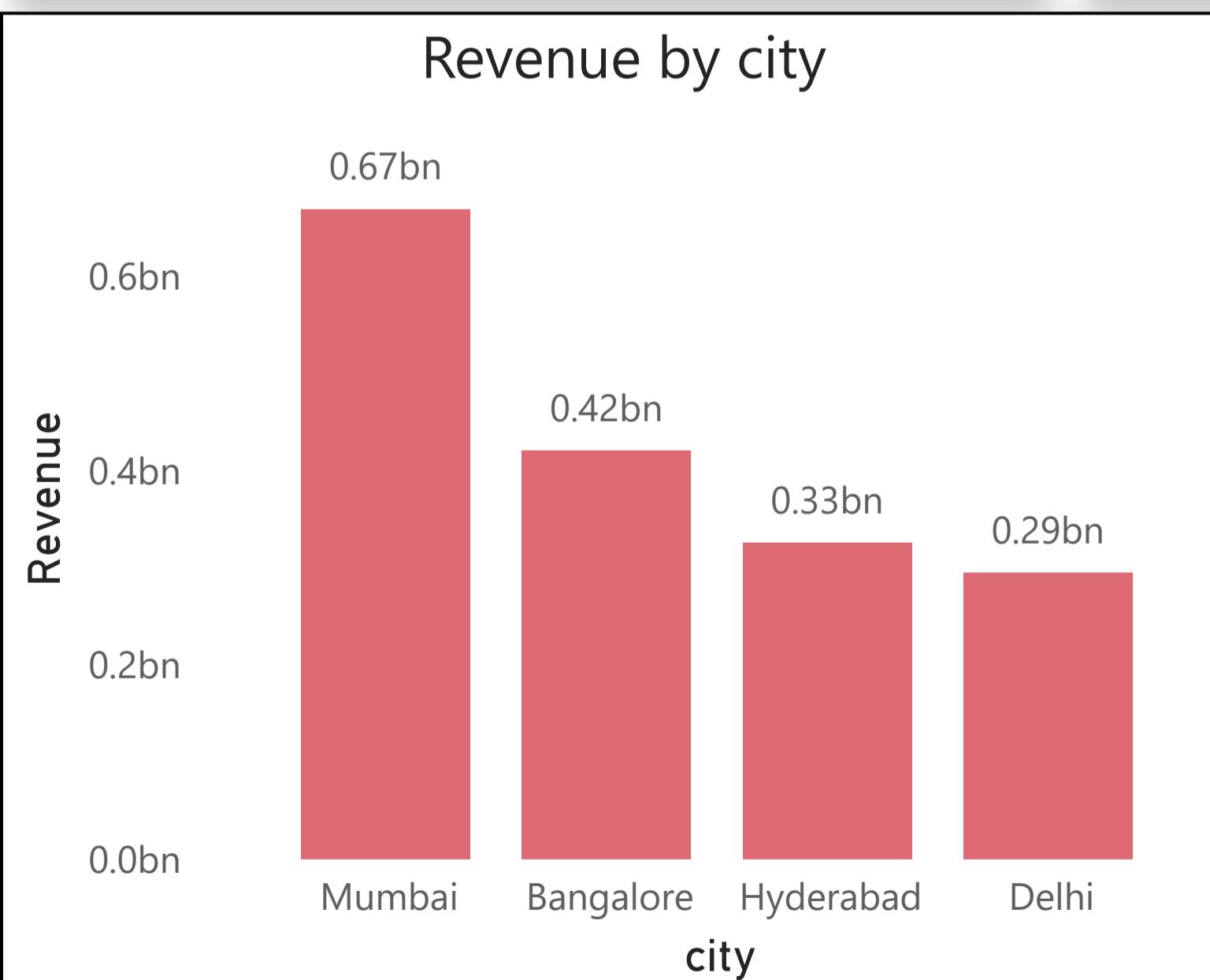
Revenue by day\_type



Month Revenue

Month	Revenue
May	581930666
June	553932355
July	572908208

Revenue by city



Revenue by property\_name



Filter By City

All

May

Jun

Jul

19

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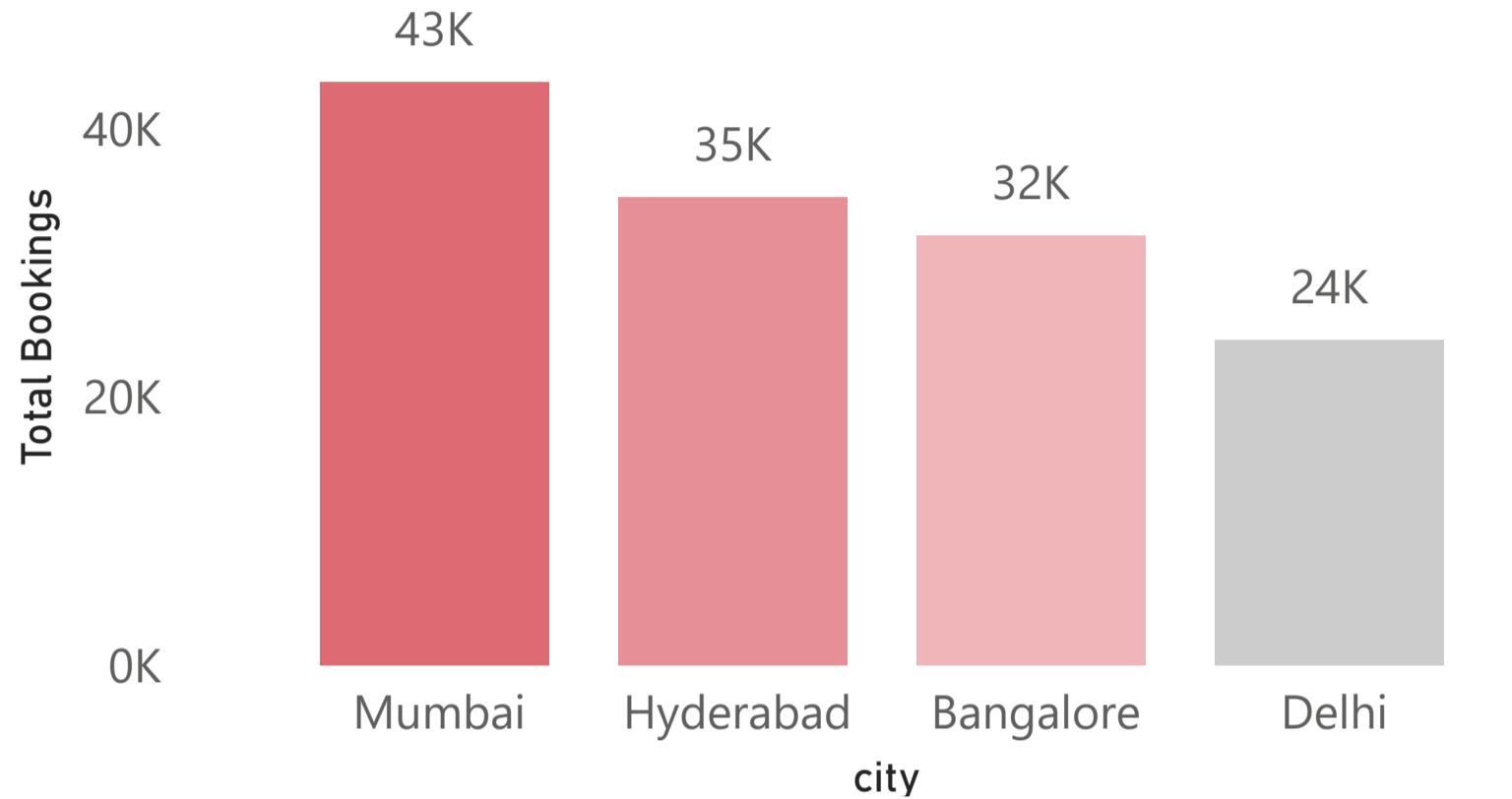
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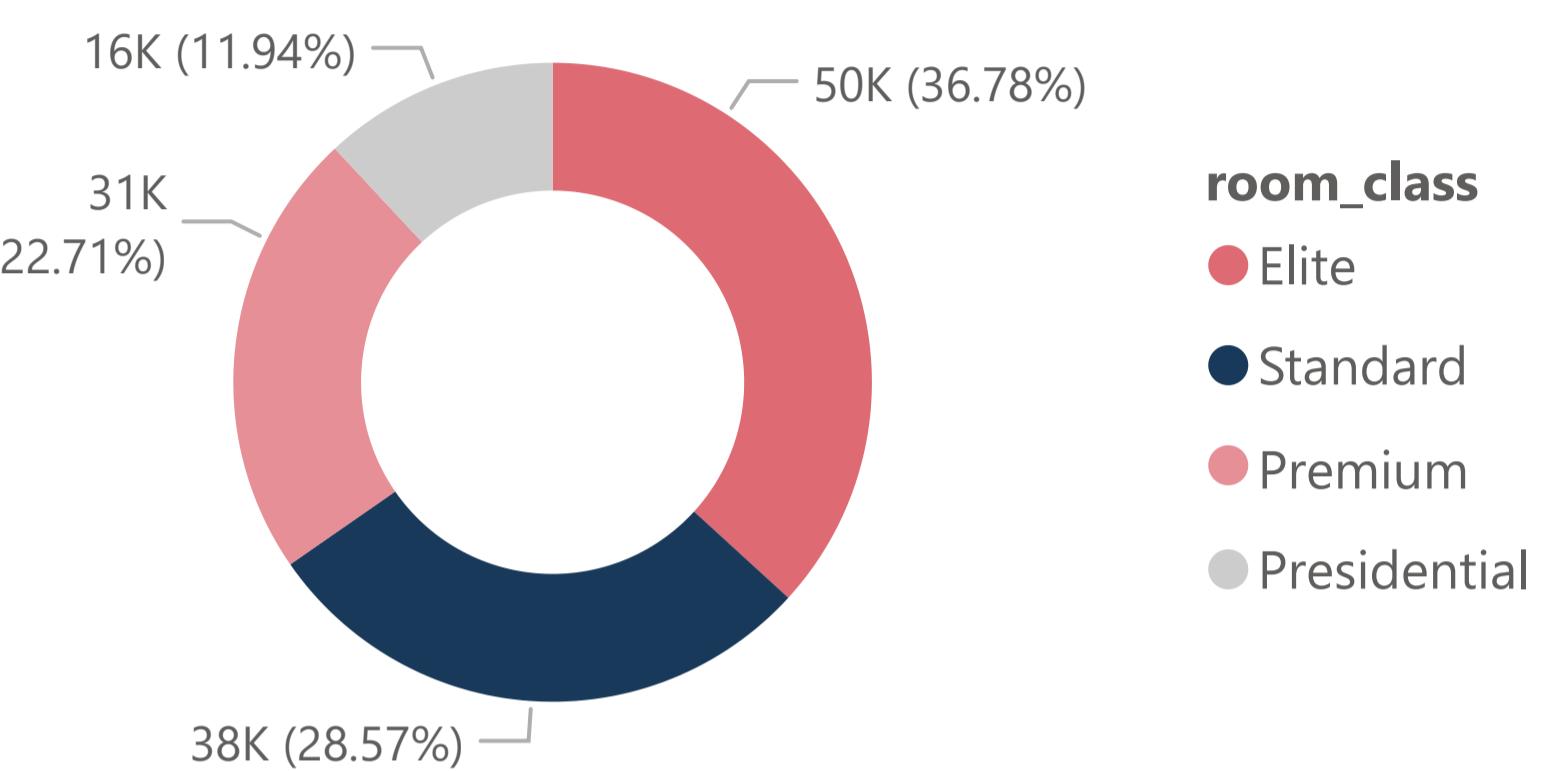
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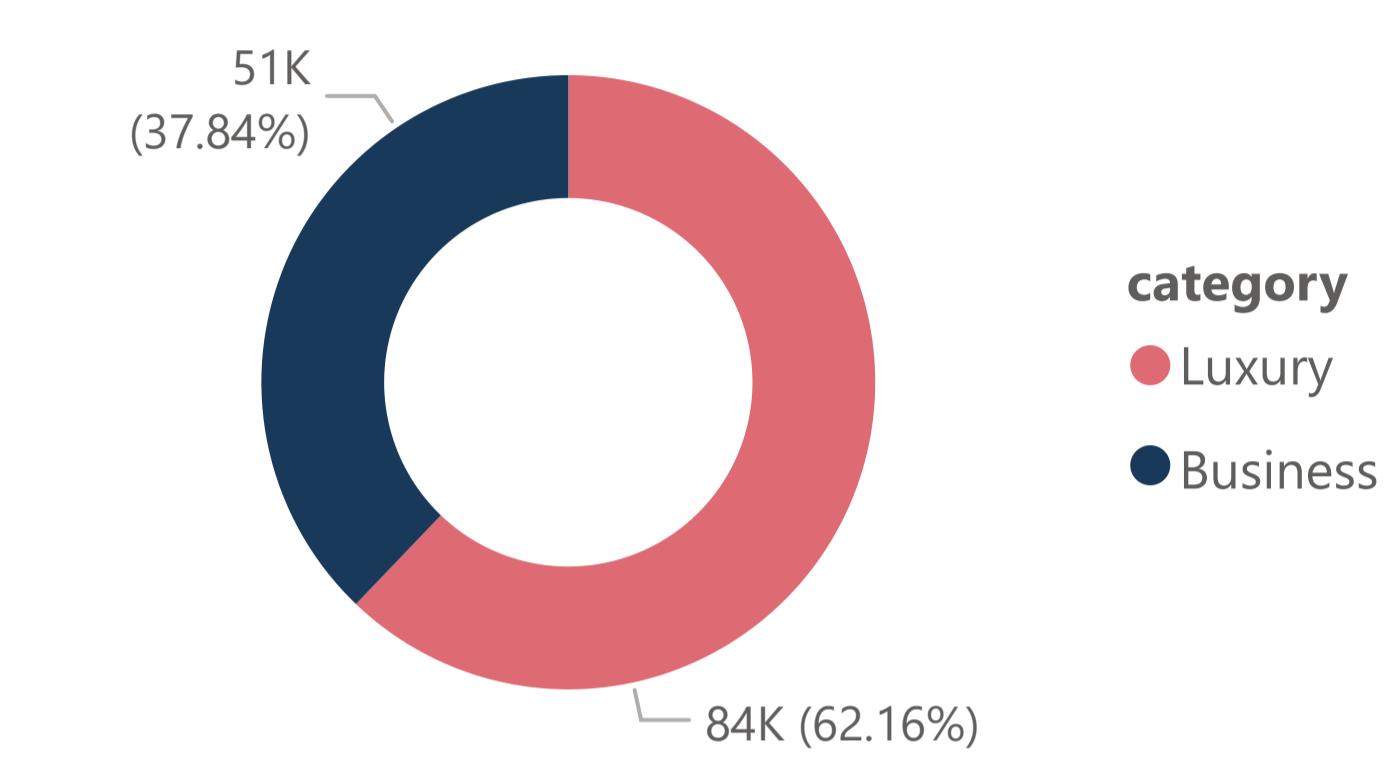
### Total Bookings by city



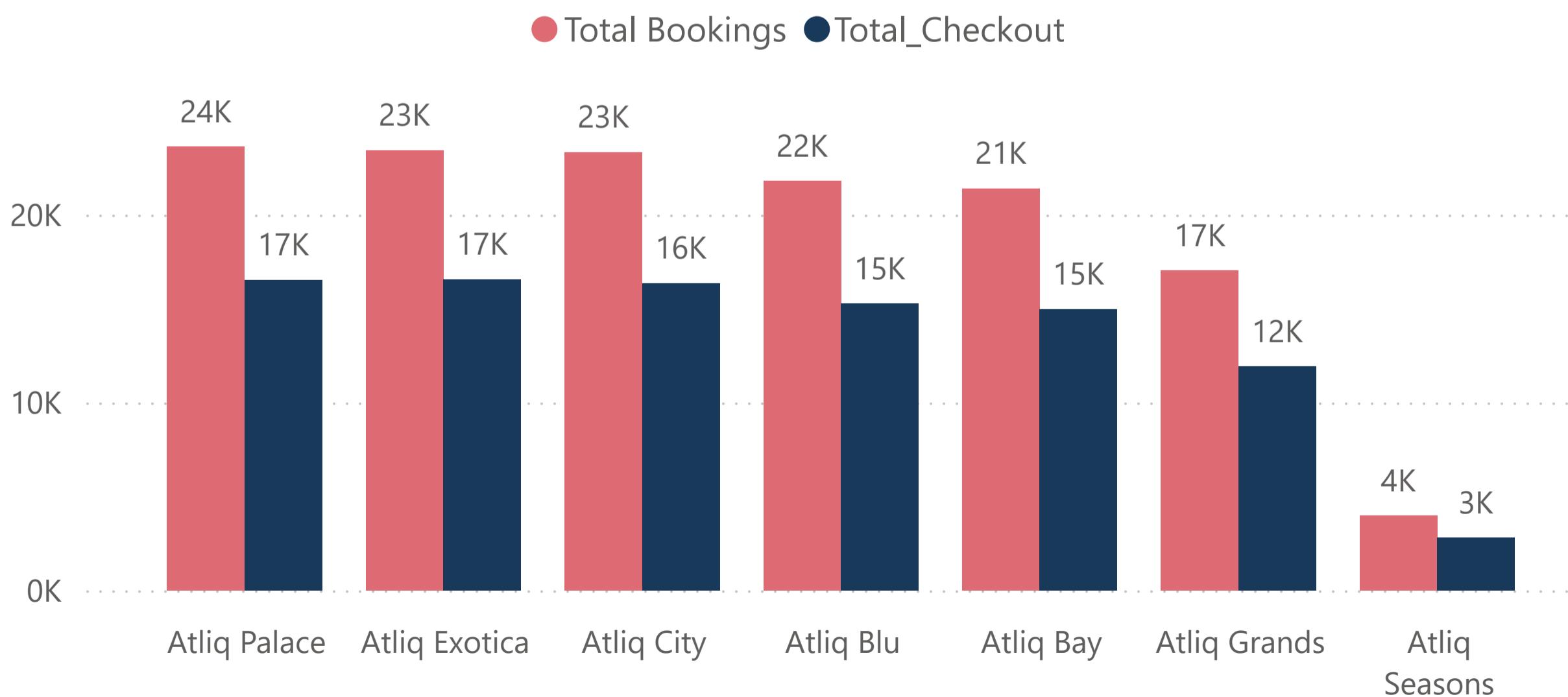
### Successful\_bookings by room\_class



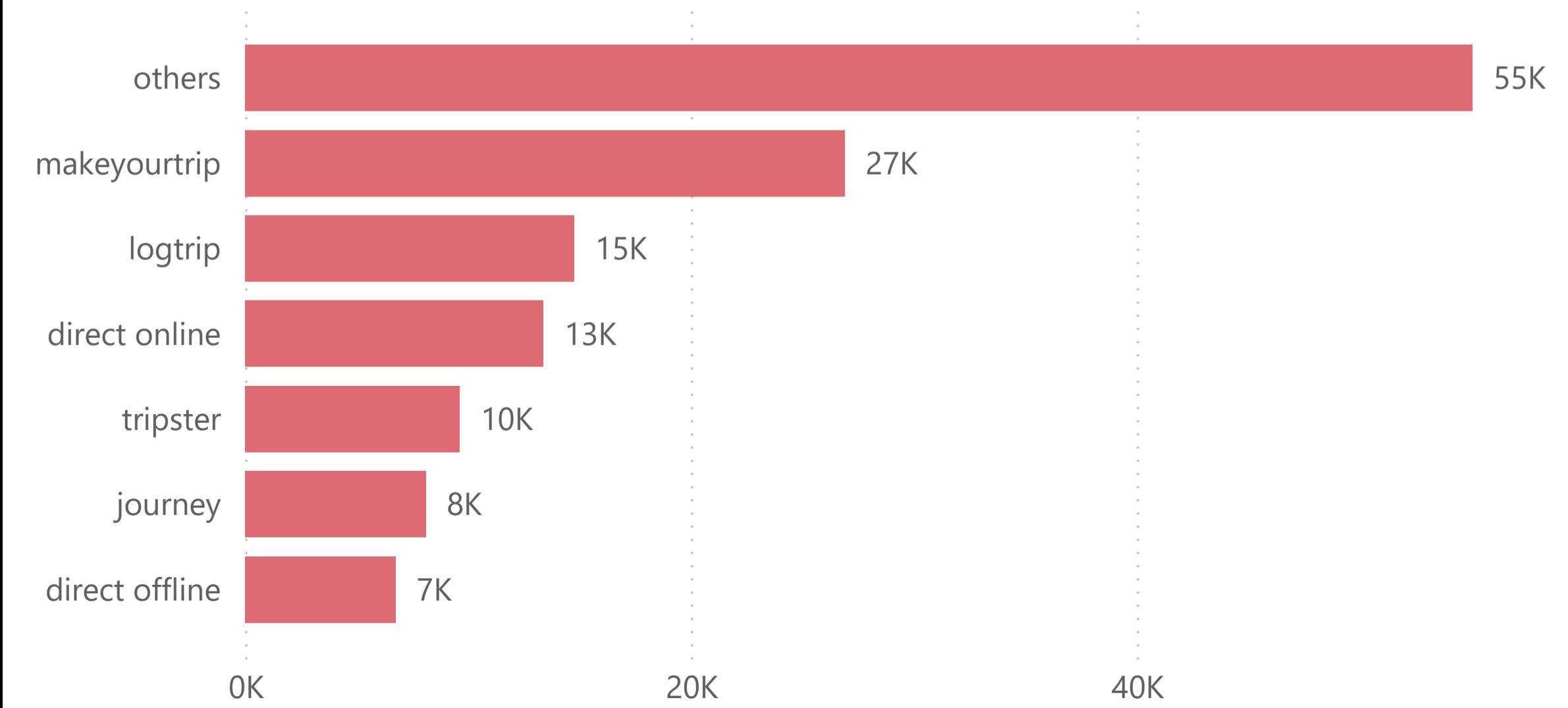
### Total Bookings by category



### Bookings and Checkout by property\_name



### Total Bookings by booking\_platform



# *Introducing* **AtliQ Grands**

AtliQ Grands, a revered name in the hospitality industry with an impressive legacy spanning two decades. With a strong presence in major Indian cities such as Delhi, Mumbai, Bangalore, and Hyderabad, AtliQ Grands proudly owns a collection of five-star hotels. Their commitment to excellence is reflected in the luxurious accommodations and services they offer, setting the stage for unforgettable guest experiences. As we embark on this journey together, let's explore the world of hospitality redefined by AtliQ Grands.



Designed By - Komal Dixit

# Problem Statement

Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate "Business and Data Intelligence" to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

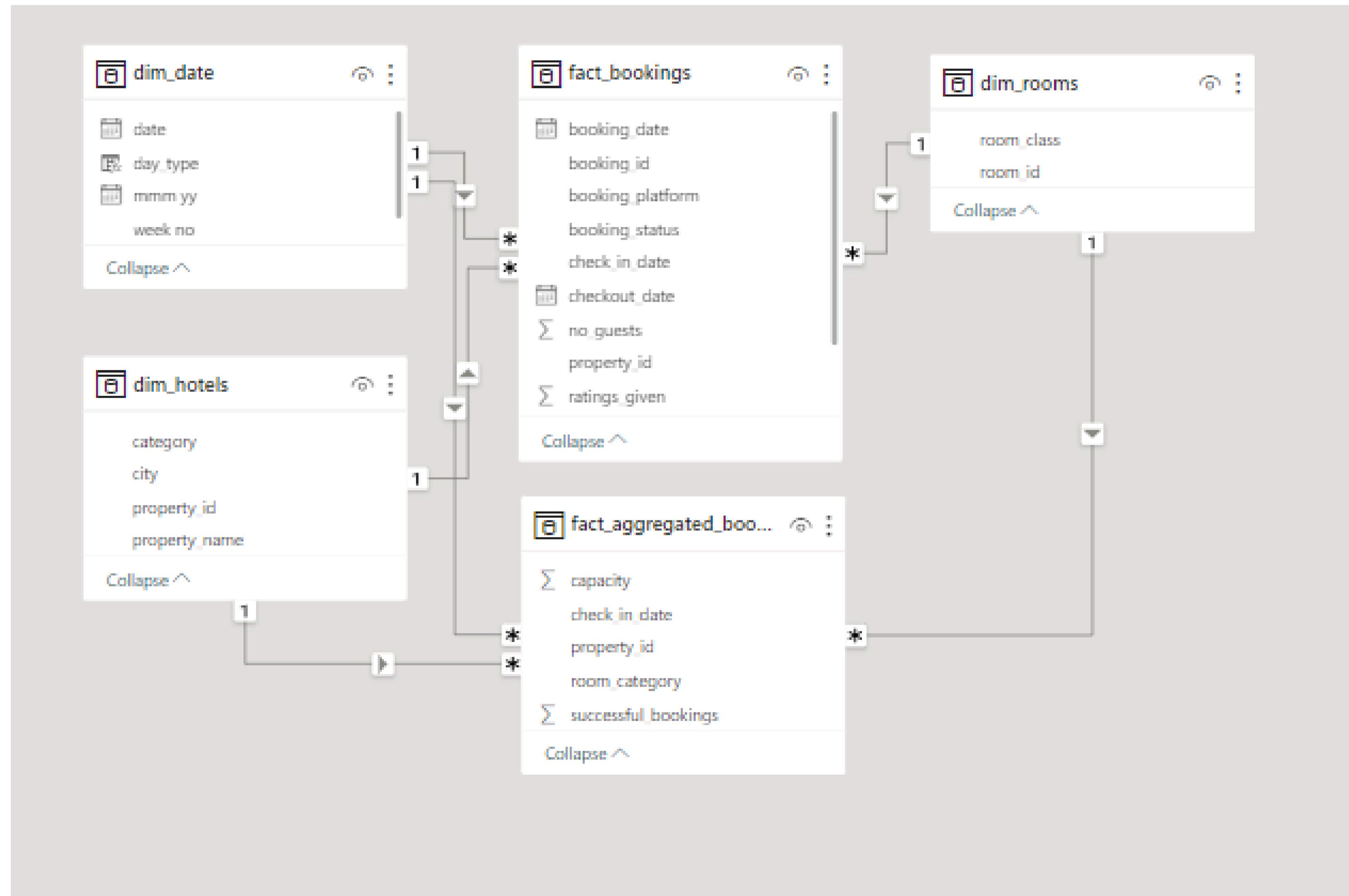


# DATA SET PROVIDED:

We have been provided with 5 CSV files:

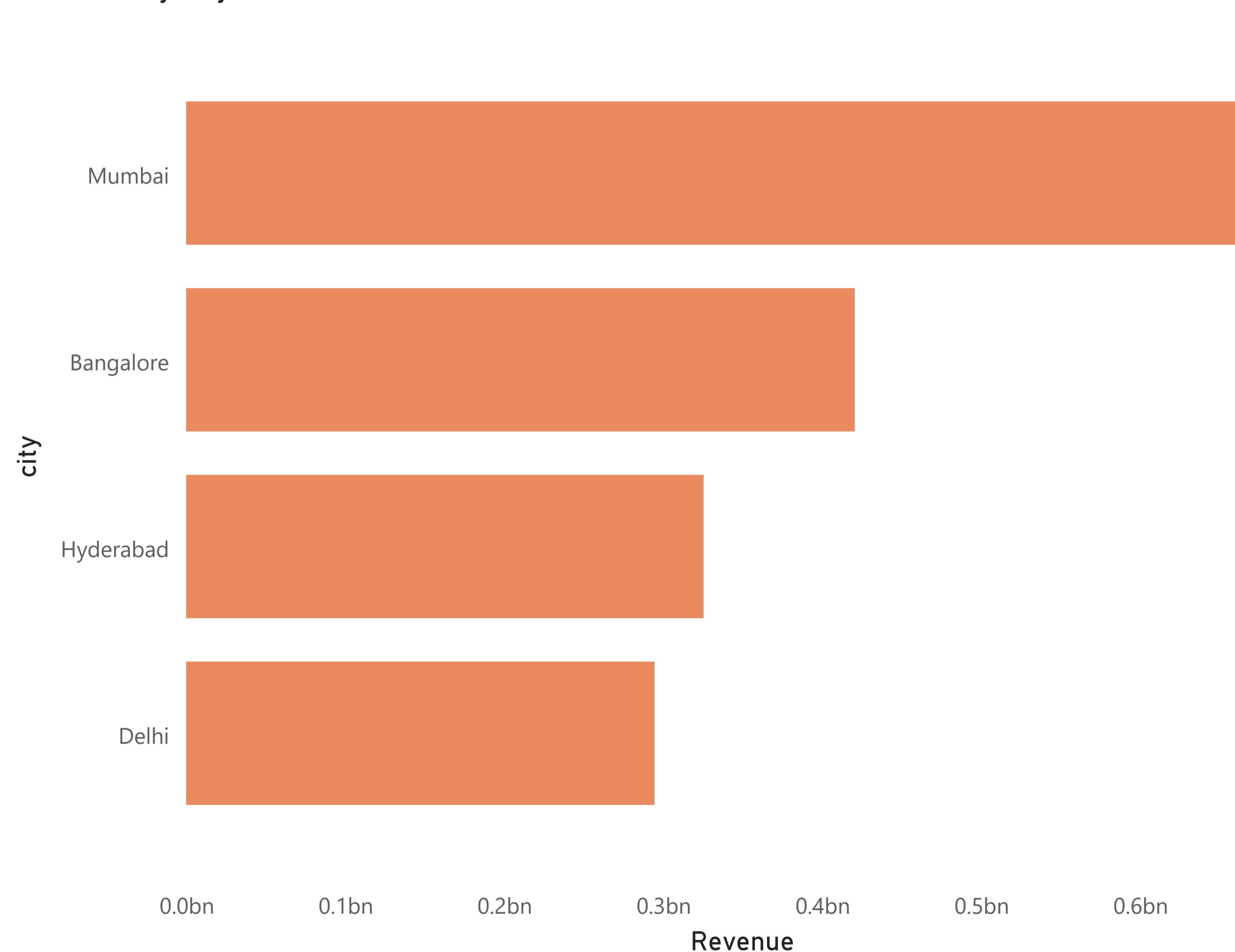
1. **dim\_date**: This dimension table consists of date, month, week number and day\_type
2. **dim\_hotels**: This dimension table consists about the hotels information like their id, name , category and city
3. **dim\_rooms**: This dimension table comprises about room\_id and room\_class
4. **fact\_aggregated\_bookings**: property\_id, check\_in\_date, room\_category ,successful\_bookings and capacity
5. **fact\_bookings**: This table consists the information about bookings, revenue, ratings and properties information

# Data Model



# 1.What is the revenue breakdown on a city-by-city basis?

Revenue by city

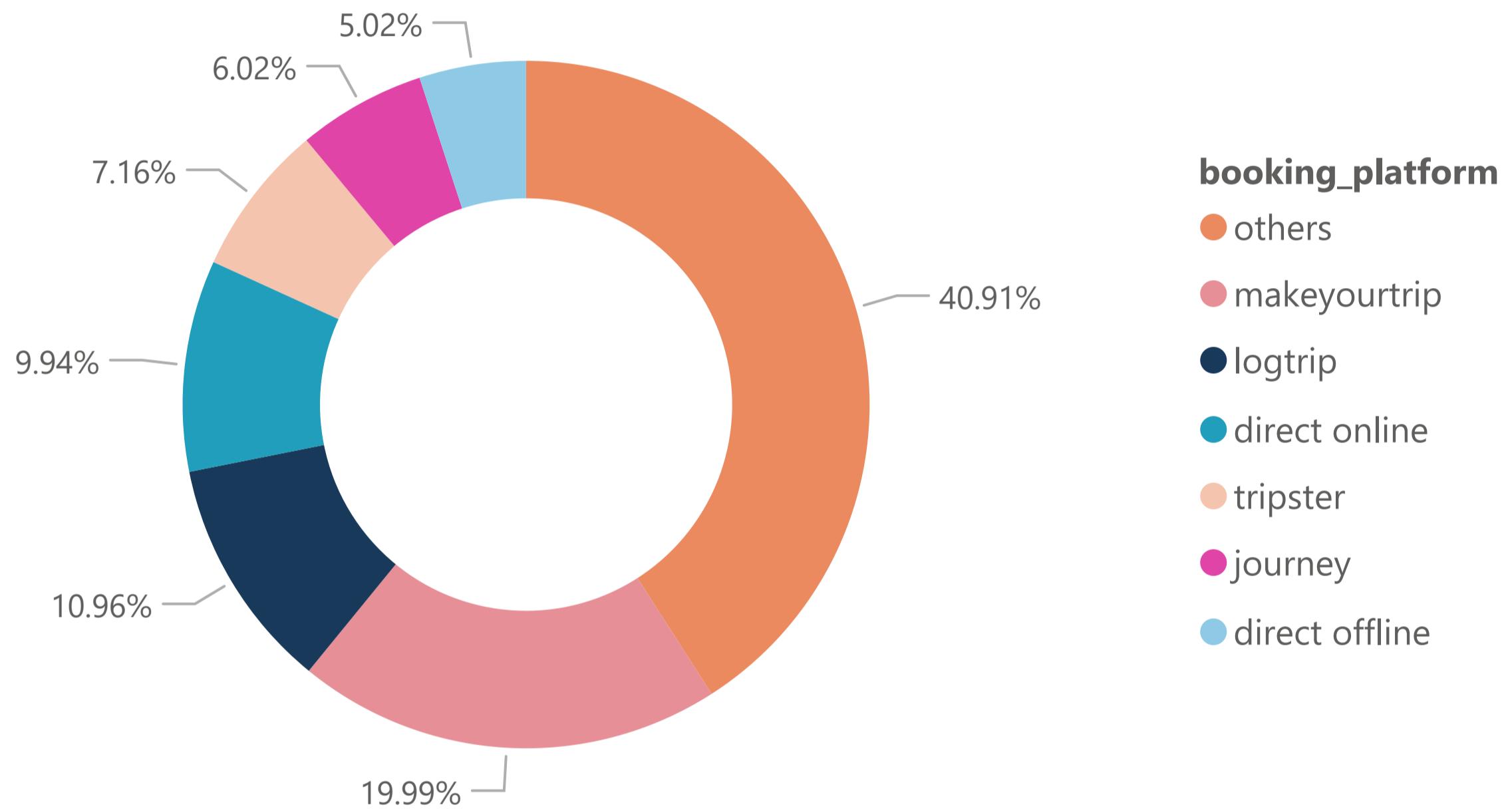


city	Revenue
Mumbai	669M
Bangalore	420M
Hyderabad	325M
Delhi	295M
<b>Total</b>	<b>1709M</b>

It is evident from the visual representation that **Mumbai** consistently outperforms other cities in terms of revenue generation, making it the highest revenue-generating city among all.

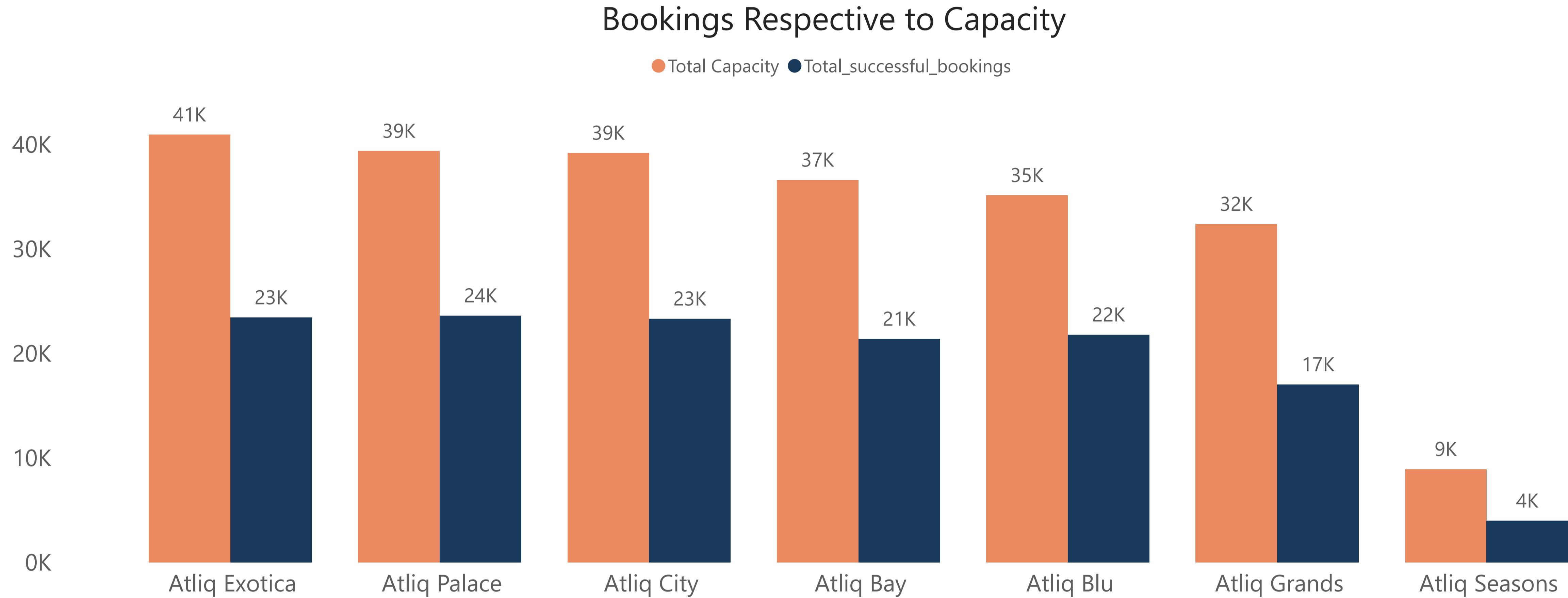
## 2.Which booking platform sees the highest usage for hotel bookings

Bookings by booking\_platform



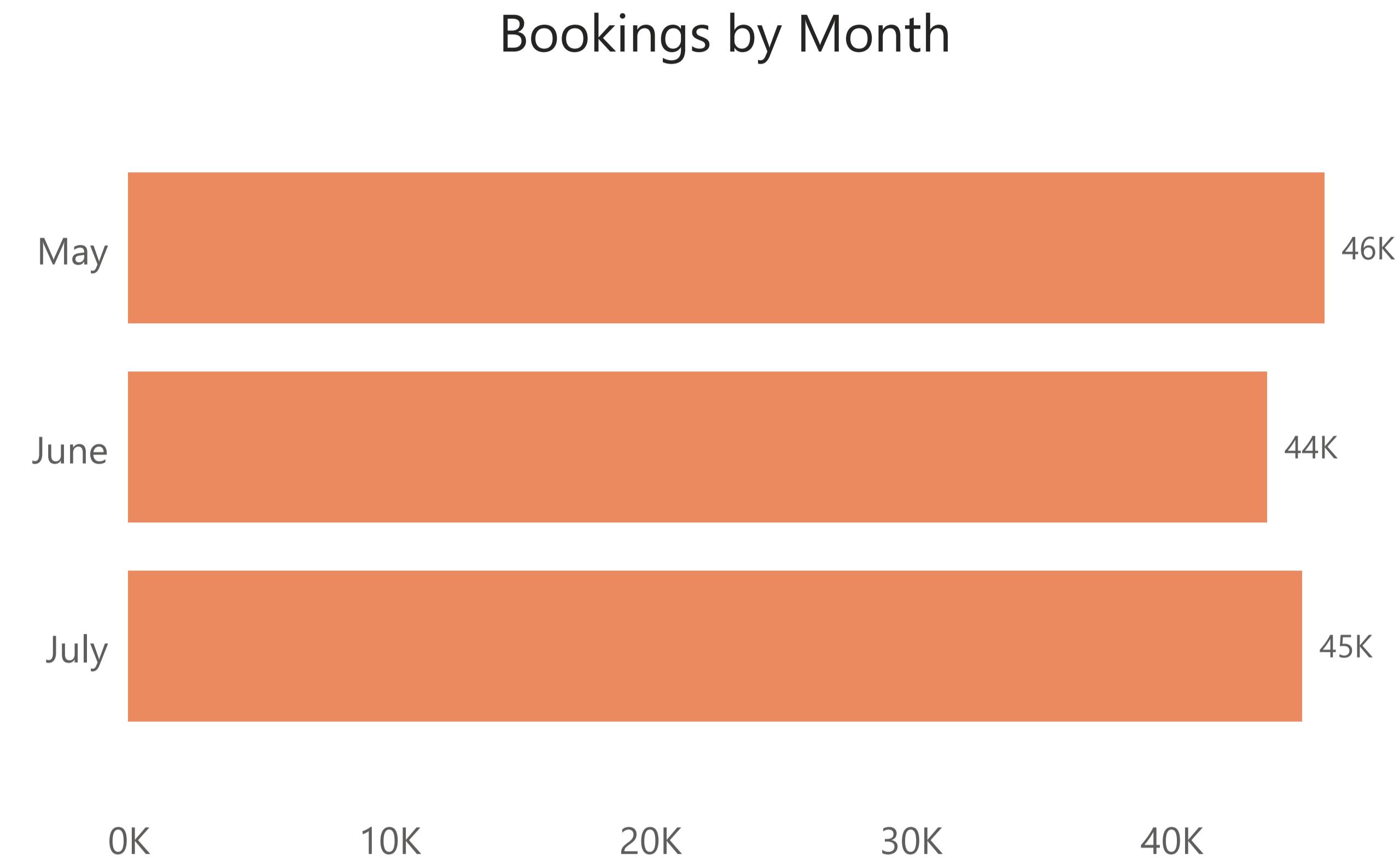
When it comes to hotel reservations, excluding other platforms MakeMyTrip takes the lead among all other platforms .

### 3.What's the total number of bookings for each hotel, considering their capacity?



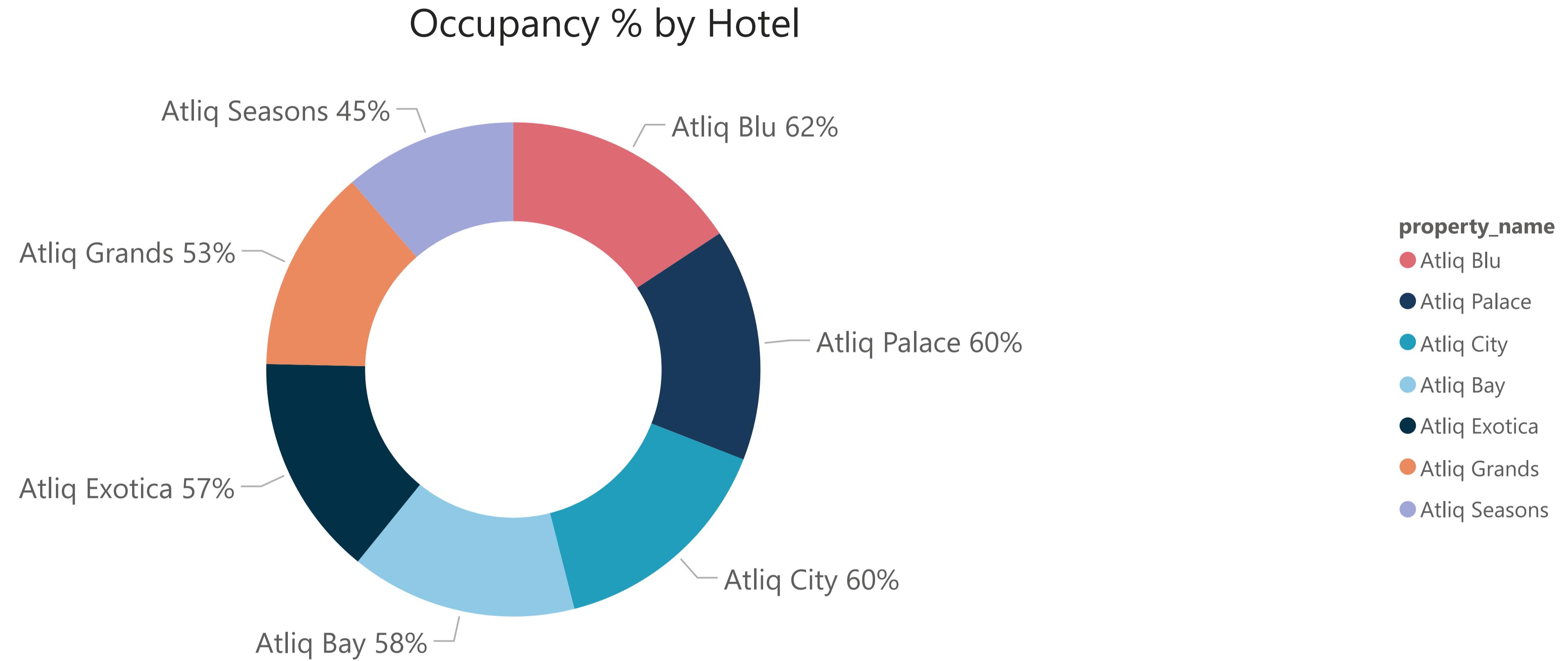
Atliq Exotica and Atliq Palace are the top two hotels which are occupying more capacity when compared with other hotels

## 4.What is the total count of bookings for each month?



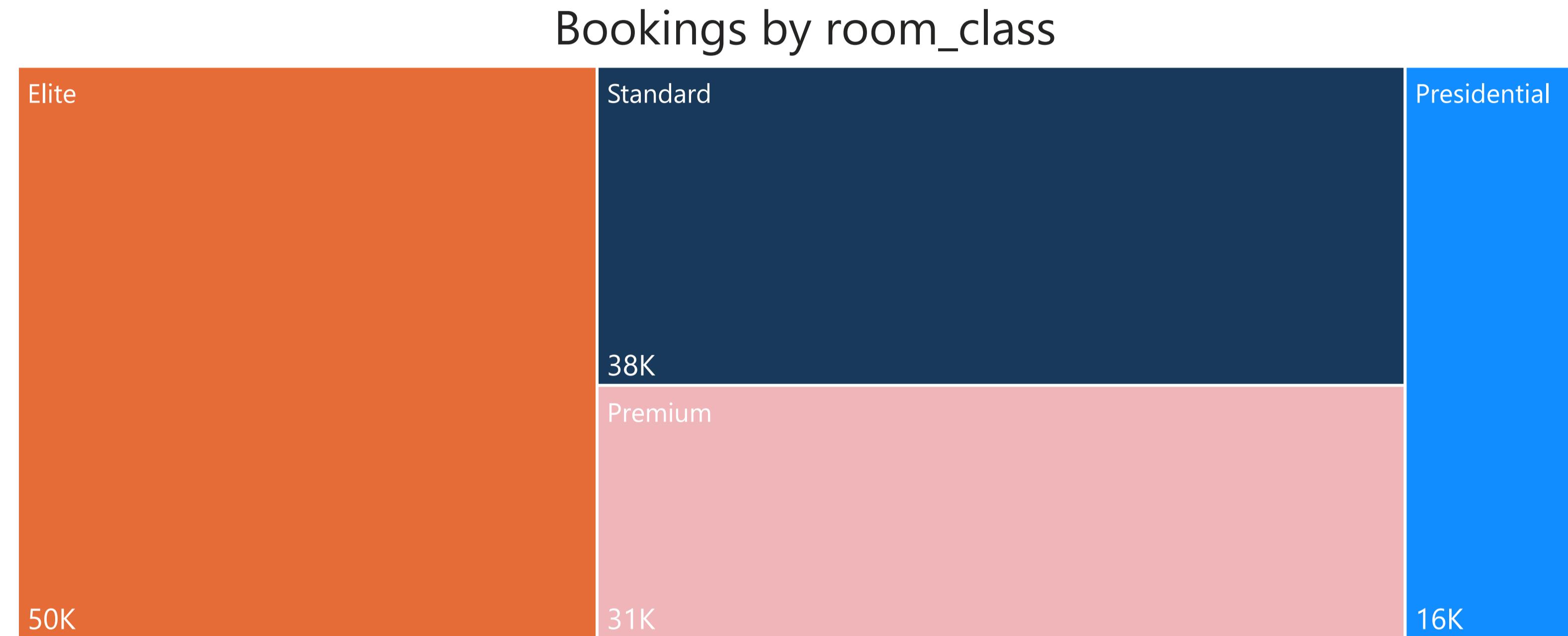
Based on the visual representation, it is perceived that May consistently records the highest number of bookings in comparison to other months.

## 5.What is the occupancy percentage of each property?



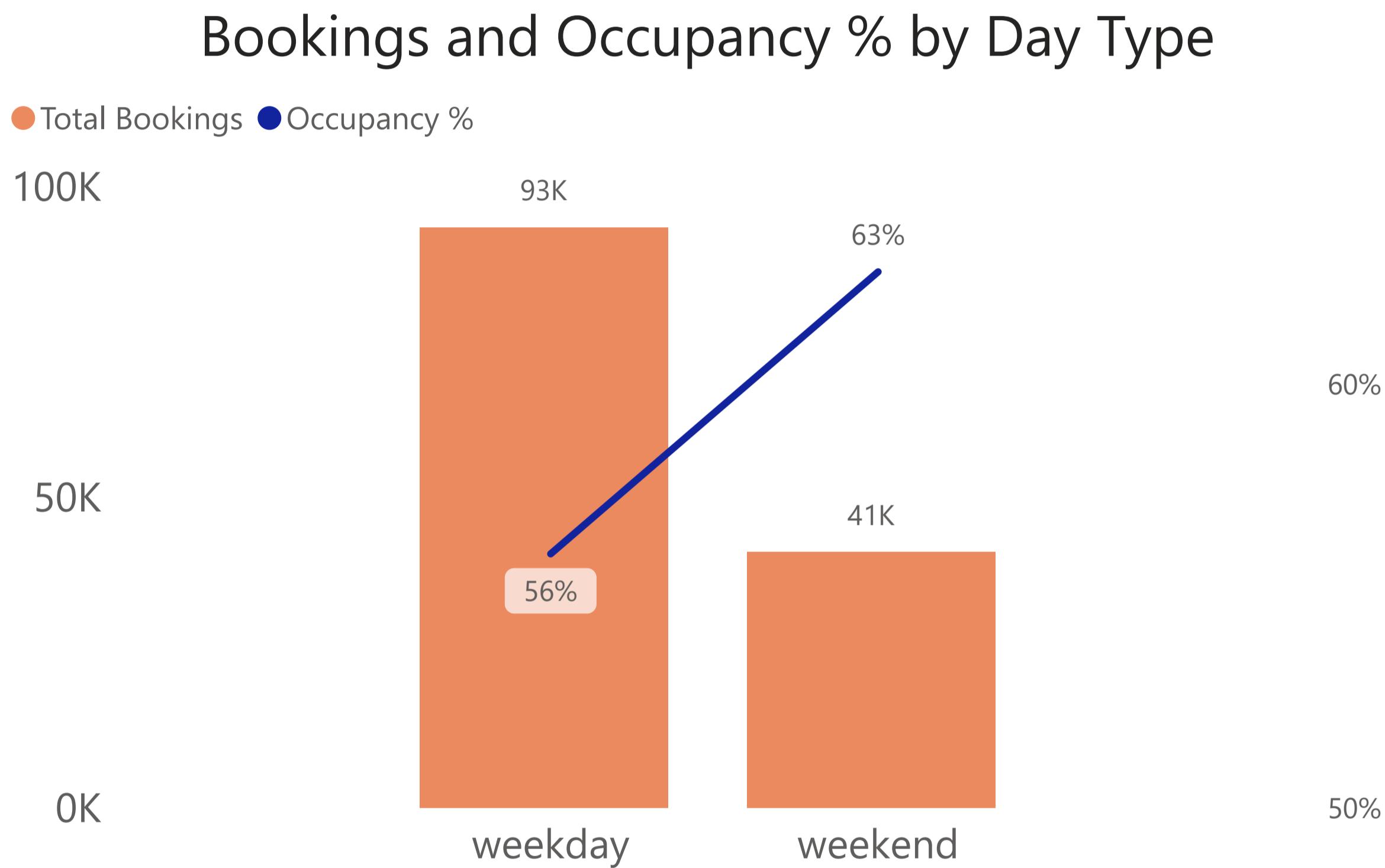
It is apparent that the Atliq Blu Hotel boasts the highest occupancy rate in comparison to the other hotels, while Atliq Seasons exhibits the lowest occupancy rate.

## 6.What is the count of total booking placed based on room class?



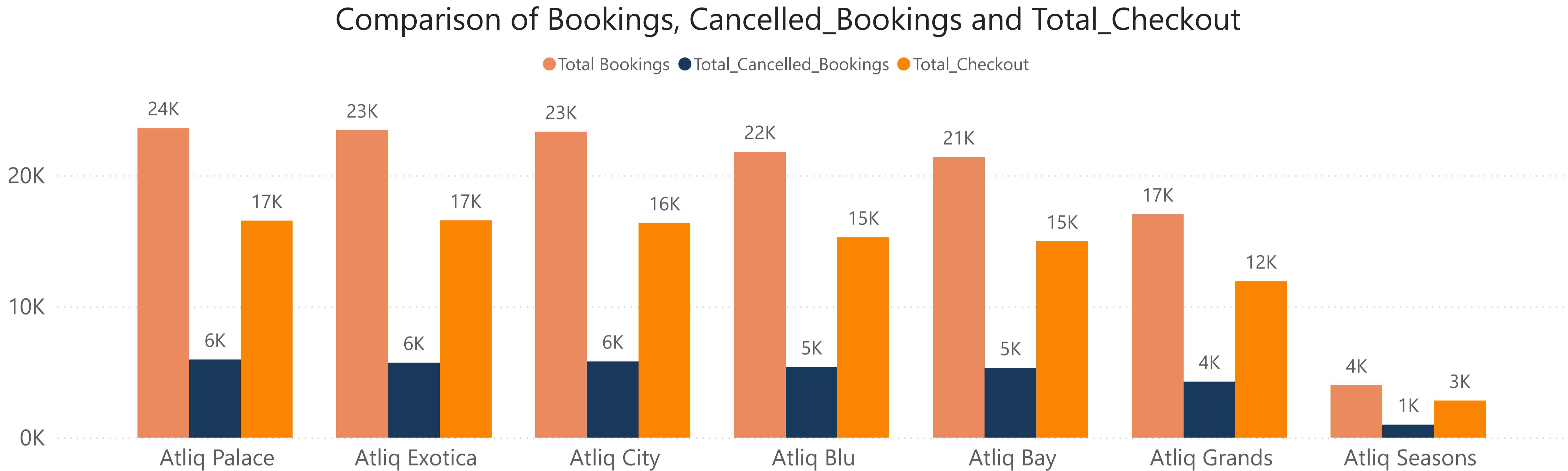
It is evident that there is a greater inclination among individuals toward the Elite Room Class as compared to other room classes such as Standard, Premium, and Presidential.

## 7.What is the count of total bookings and occupancy percentage for the day-type



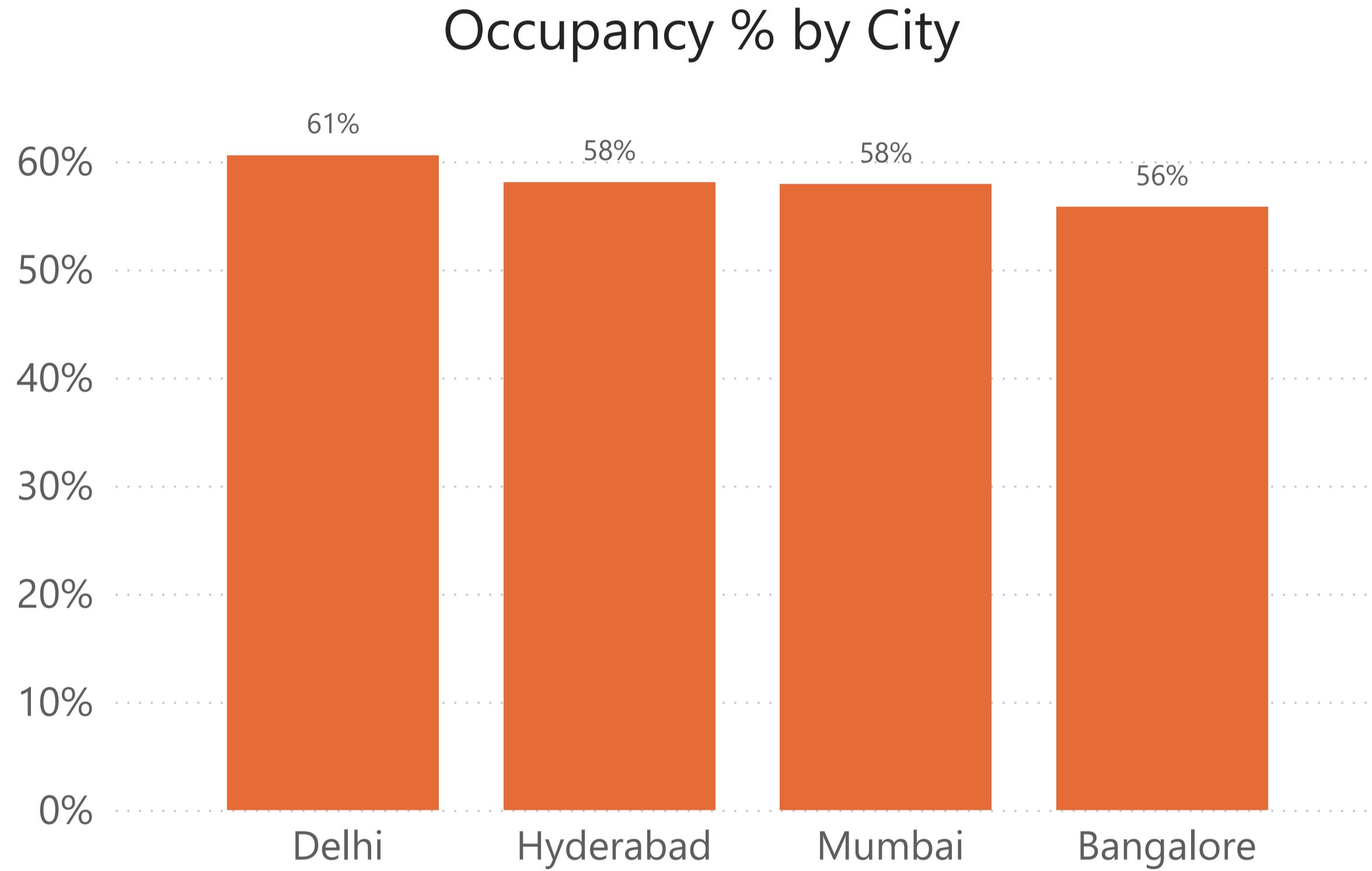
We can observe that while the total bookings during weekdays exceed those during weekends, the occupancy rate is lower on weekdays. Conversely, during weekends, although the total bookings are lower, the occupancy rate is significantly higher.

## 8. Show the comparison between total bookings, total checkout and cancellation.



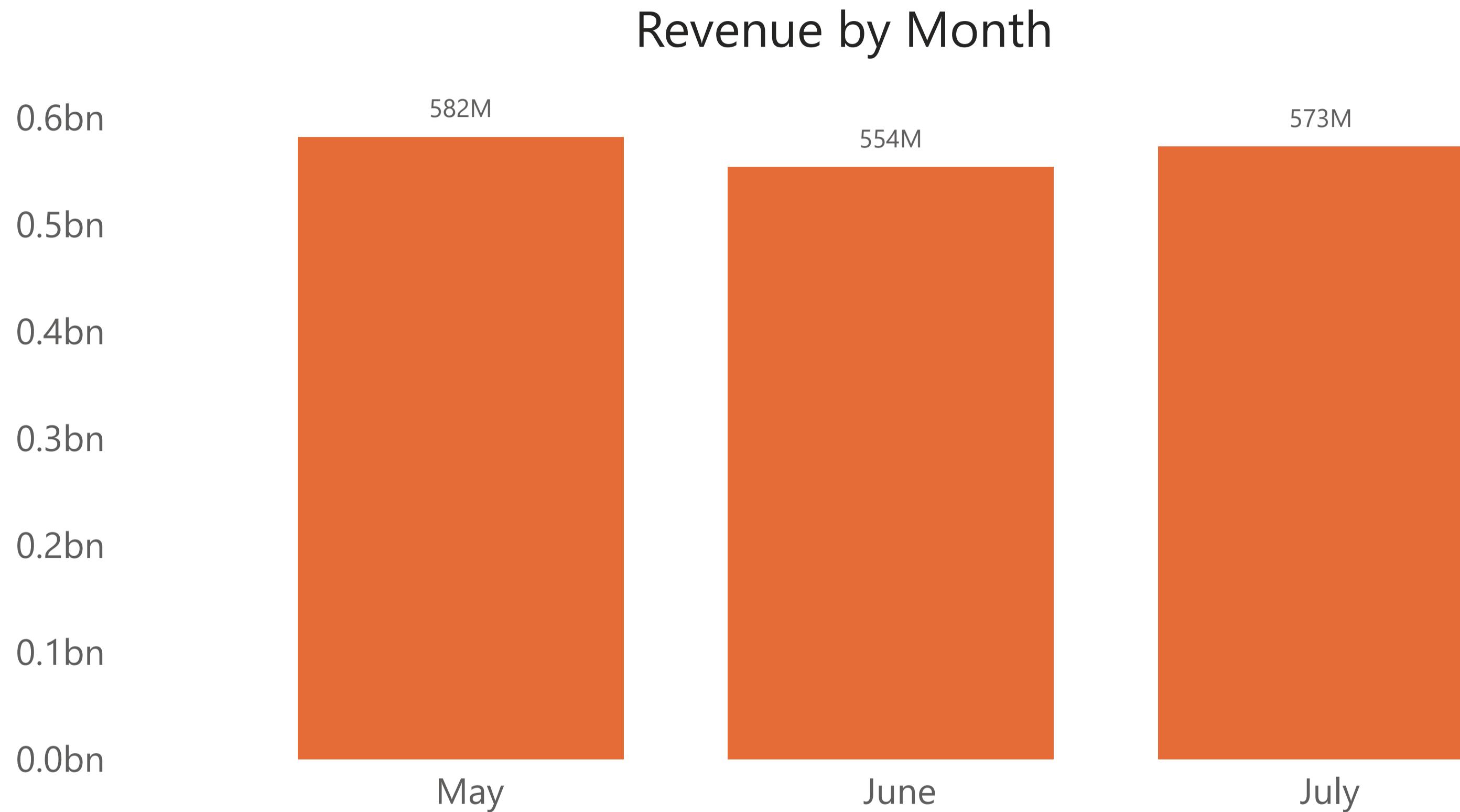
Upon visual analysis, it is evident that Atliq Palace consistently ranks first in all three aspects: bookings, cancellations, and checkouts. Conversely, Atliq Seasons consistently holds the last position in each of these metrics.

## 9.What is the occupancy percentage by each city?



It can be observed that Delhi City maintains the highest occupancy rate among all the cities, although there isn't a substantial variance in occupancy percentages across the cities.

## 10. How much amount of revenue is generated per each month?



It is noteworthy that the highest revenue is generated in the month of May when compared to June and July, with a total amount of 58.2 crores.

## **CONCLUSION:**

In conclusion, our analysis has revealed that Mumbai stands out as the city with the **highest revenue** generation, surpassing cities like Hyderabad, Bangalore, and Delhi.

Delhi, on the other hand, boasts the **highest occupancy** rate among these cities, with only marginal differences in occupancy percentages.

Notably, the month of **May emerges as the peak period** for bookings, and there is a clear preference for elite rooms over other room classes. Additionally, it's worth noting that weekends exhibit a higher occupancy percentage compared to weekdays.

## **Recommendations:**

- 1. Revenue Optimization:** Given Mumbai's strong revenue performance, it would be prudent to explore strategies to further maximize revenue in this city. This could involve targeted marketing campaigns or special promotions.
- 2. Occupancy Management:** While Delhi leads in occupancy, it's essential to maintain this competitive edge. Continue to focus on customer satisfaction and service quality to retain and attract guests.
- 3. May Booking Promotion:** Recognizing May as the peak booking month, consider offering incentives or packages during this period to capitalize on the increased demand.
- 4. Elite Room Promotion:** Since there is a preference for elite rooms, consider tailoring marketing efforts and pricing strategies to promote these room types.
- 5. Weekend Packages:** Given the higher weekend occupancy percentages, create enticing weekend packages to attract more weekend bookings.