

## Problem Statement

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# Provide Insights to a Business Magazine by Analysing the Hotel Insights In the Business

**Domain:** Business Hotel

**Function:** Research Analytics

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. 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.

### Task:

Imagine you are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. You can download all relevant documents from the download section.:

1. Begin your analysis by referring to the provided datasets, you can make these datasets more structured and cleaner as required for your analysis. Please refer to the “data sources” document to understand the data in depth.
  - dim\_date.xlsx
  - dim\_hotels.xlsx
  - dim\_rooms.xlsx
  - fact\_aggregated\_bookings.xlsx
  - fact\_bookings.xlsx

You can use any tool of your choice (Python, SQL, Power BI, Tableau, Excel, PowerPoint) to analyse and answer these questions.

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