

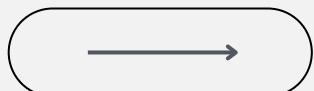
**AtliQ Grands**  
Hospitality Insights



Digits N Dreams

# AtliQ Grands

**Hospitality Insights**  
**POWER BI REPORT**



by  
**Limesh Mahial**

# TABLE OF CONTENTS

**01****PROBLEM STATEMENT**

Presentation are communication tools that can be used as demonstrations.

**02****BUSINESS CASE AND MODEL**

Presentation are communication tools that can be used as demonstrations.

**03****MEASUREMENT PLAN**

Presentation are communication tools that can be used as demonstrations.

**04****COLLECT, UNDERSTAND, AND PREPARE DATA**

Presentation are communication tools that can be used as demonstrations.

**05****ANALYZE & VISUALIZE DATA**

Presentation are communication tools that can be used as demonstrations.

**06****INSIGHTS**

Presentation are communication tools that can be used as demonstrations.

**07****RECOMMENDATIONS**

Presentation are communication tools that can be used as demonstrations.

**08****LAUNCH, TEST AND OPTIMIZE**

Presentation are communication tools that can be used as demonstrations.



01

## Problem Statement



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 hotel's 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.

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



# Business Model



## ROOM CATEGORIES

Standard  
Elite  
Premium  
Presidential

## HOTEL PORTFOLIO

AtliQ Grands  
AtliQ Bay  
AtliQ Blu  
AtliQ City  
AtliQ Exotica  
AtliQ Palace  
AtliQ Seasons

## GEO LOCATIONS

Delhi  
Bangalore  
Mumbai  
Hyderabad

## Business Case Objective

### Market Share & Revenue Recovery:

Analyze reasons for declining market share and explore strategies to reclaim revenue and strengthen brand presence.

## Stakeholder Needs

**Management:** Revenue insights and strategic growth opportunities.

**Operations:** Occupancy, efficiency, and guest satisfaction data.

**Marketing:** Insights on guest experience, booking trends, and competitive analysis.





## Importance of **Weekday** and **Weekend** Strategy in Hospitality Domain

Managing weekday and weekend strategies effectively helps hotels meet diverse guest needs, maximize revenue, manage costs, and enhance guest satisfaction. This day-based differentiation is essential for boosting both financial and operational success in the hospitality industry.

## Measurement Plan

**Key metrics (KPIs) identified with stakeholders to track performance:**

**Revenue:** Total income from bookings and services; a core indicator of financial health.

**RevPAR (Revenue Per Available Room):** Revenue generated per available room, combining rate and occupancy insights. Guides pricing and revenue strategies.

**DSRN (Daily Sellable Room Nights):** Total room nights available, highlighting potential revenue capacity.

**Occupancy %:** Percentage of occupied rooms, indicating demand and inventory utilization.

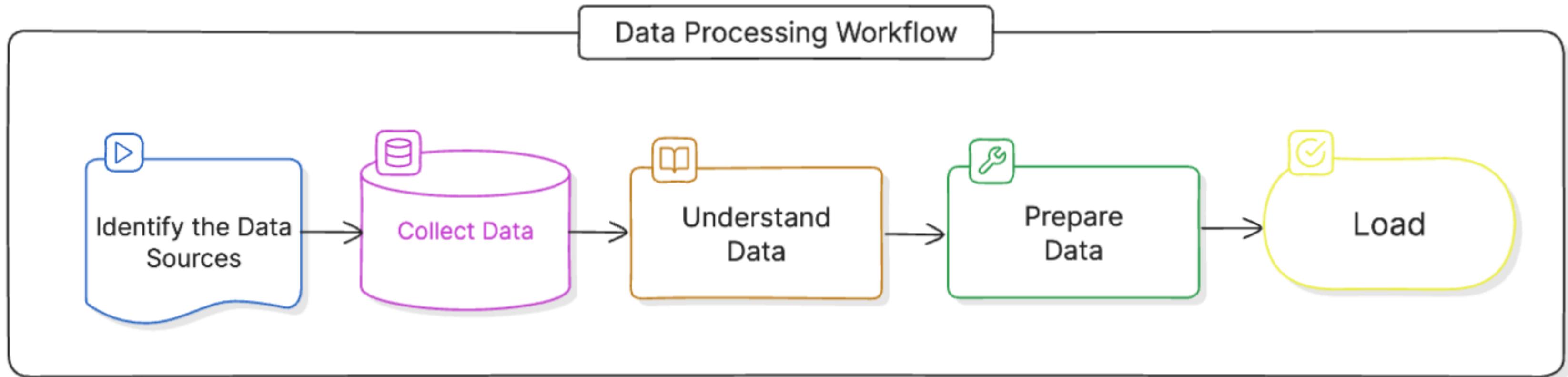
**ADR (Average Daily Rate):** Average revenue per occupied room, informing pricing power.

**DBRN & DURN:** Daily Booked vs. Daily Utilized room nights, tracking demand and cancellations.

**Realization %:** Percentage of booked rooms actually used; identifies cancellation/no-show impact.



# Collect, Understand, and Prepare Data



Identify relevant data sources, such as booking systems, customer reviews data, point-of-sale data, and CRM data.

ETL Processes: Plan for data extraction, transformation, and loading (ETL) to clean and standardize data for consistency and accuracy.

Examine data characteristics, identify potential data gaps or areas needing further refinement, implement quality assurance steps to handle duplicates, standardize values, and address missing information.



# Collect, Understand, and Prepare Data

**Dimensions** are tables that provide descriptive context (like time, hotels, or rooms) to the data in your fact tables. They typically contain attributes used for filtering, grouping, or categorizing data in reports and analyses.

**dim\_date**: This dimension includes date-related information, like the day, week, month, quarter, and year. It's essential for analyzing trends over time.

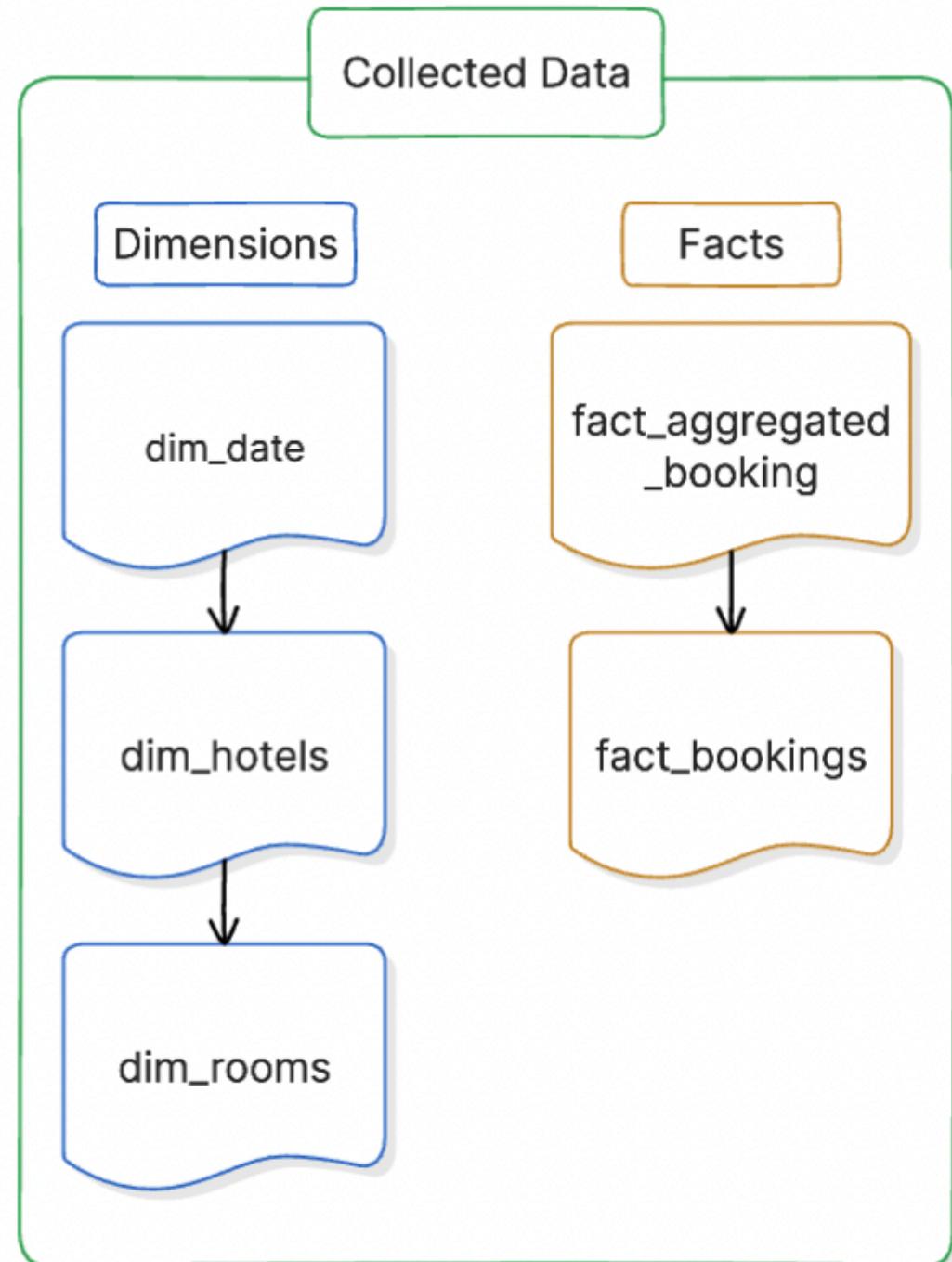
**dim\_hotels**: Contains details about hotels, such as hotel name, location, and category. This helps in breaking down data by hotel for comparative analysis.

**dim\_rooms**: Holds information about different room types (e.g., Standard, Premium, Presidential). It enables analysis based on room types or categories.

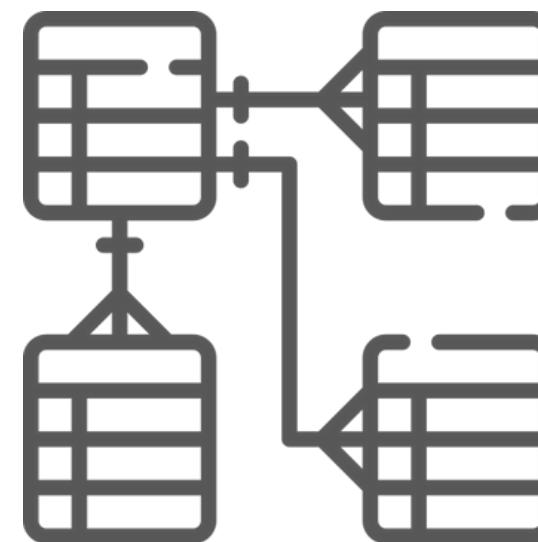
**Facts** are tables that store measurable, quantitative data, often related to business processes or transactions. They typically include foreign keys pointing to the dimensions, along with numeric values or metrics to be analyzed.

**fact\_aggregated\_booking**: This fact table likely stores summarized booking data, such as property, room category, successful bookings, and capacity at daily levels.

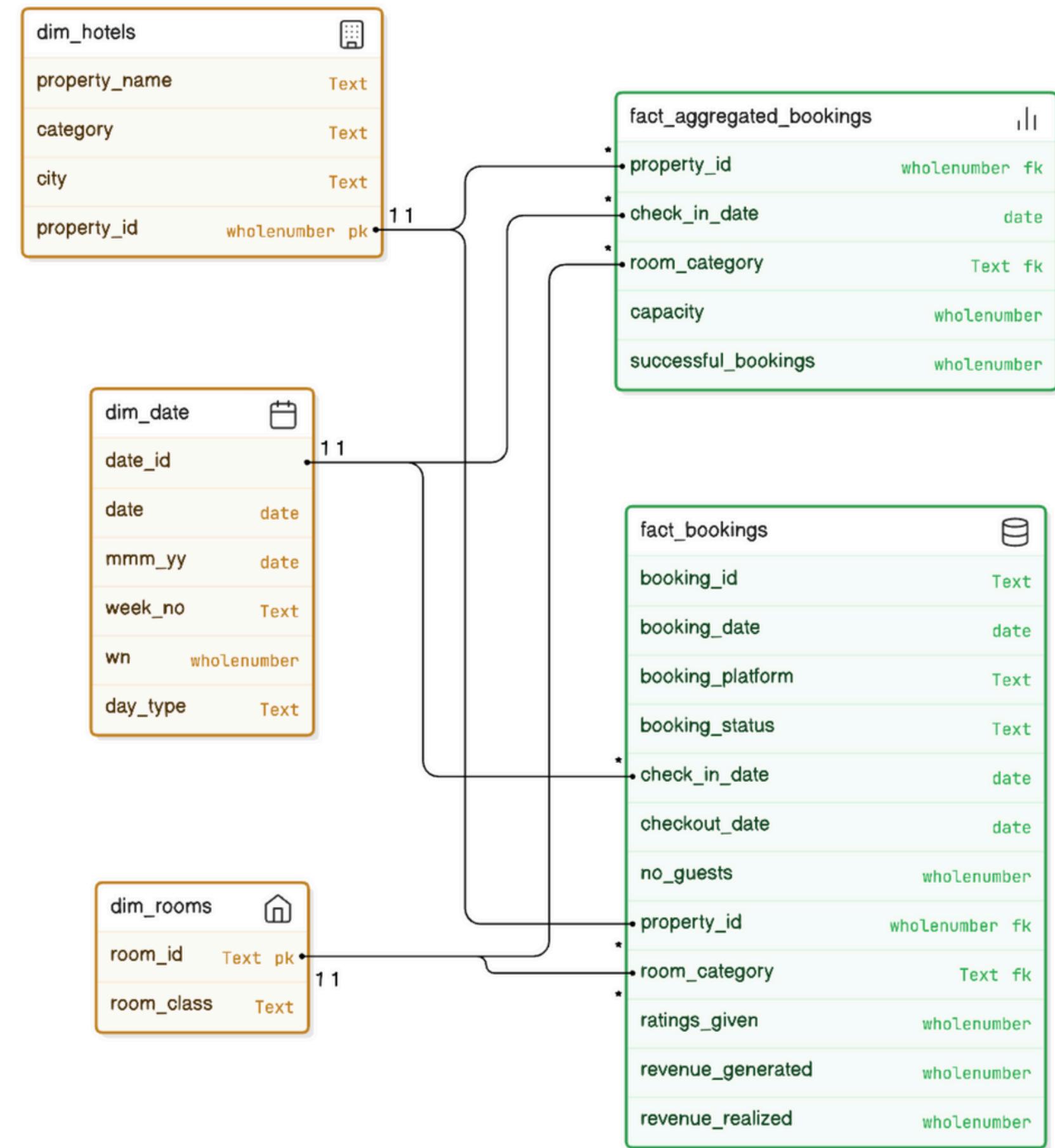
**fact\_bookings**: Stores individual booking records, including details like booking date, check-in and check-out dates, room type, booking platform, ratings provided, and revenue generated on daily levels. It offers a more detailed view and allows for drill-down analysis.



# Data Model



## DATA MODEL



# Analyze and Visualize



## Hospitality Insights Center

**Filters ▼**

**Revenue**  
**1.69bn**  
▲ 0.2%

**Occupancy %**  
**57.8%**  
▲ 0.01%

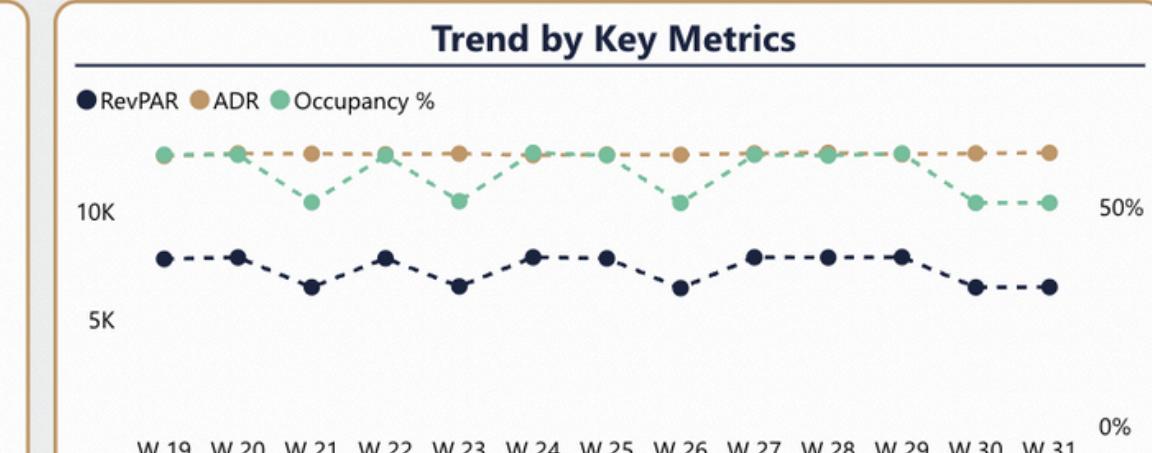
**RevPAR**  
**7,337**  
▲ 0.2%

**ADR**  
**12.70K**  
▲ 0.19%

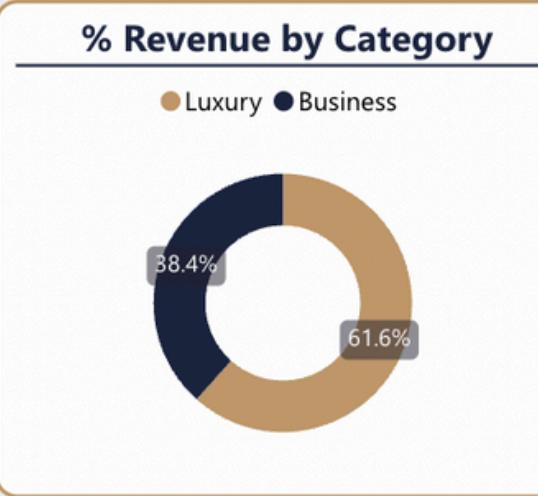
**DSRN**  
**2528**  
0.0%

**Realisation %**  
**70.1%**  
▼ -0.03%

**Trend by Key Metrics**



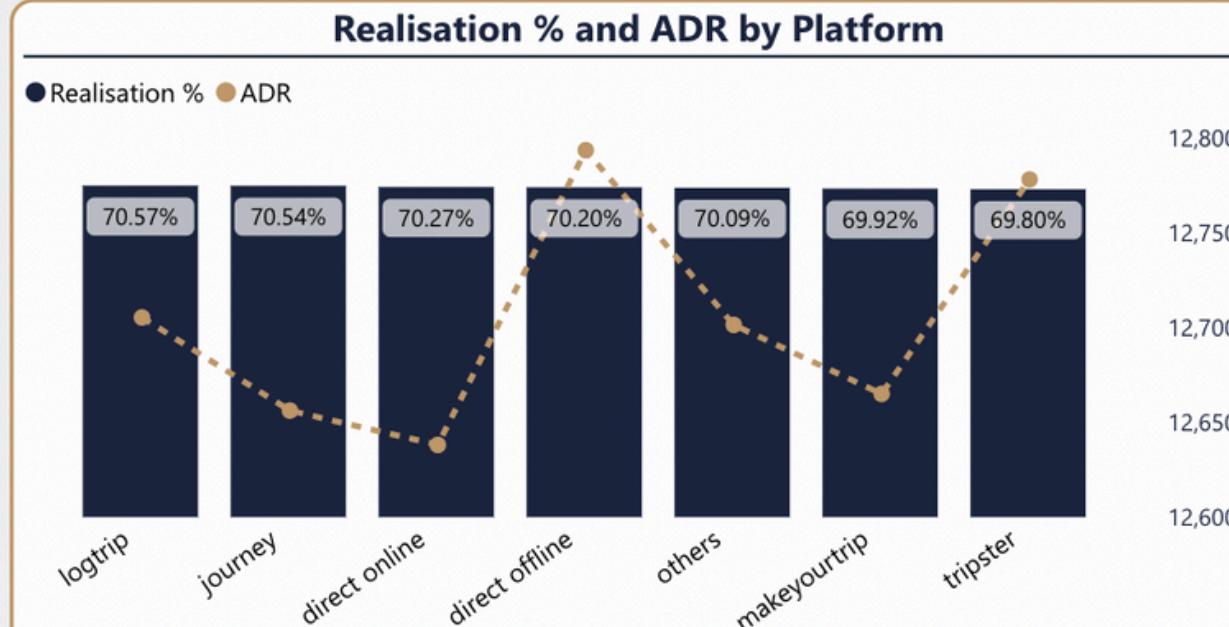
**% Revenue by Category**



**Day Type**

Day Type	RevPAR	Occupancy %	ADR	Realisation %
Weekend	7,972	62.6%	12,725	70.6%
Weekday	7,083	55.8%	12,682	69.9%
<b>Total</b>	<b>7,337</b>	<b>57.8%</b>	<b>12,696</b>	<b>70.1%</b>

**Realisation % and ADR by Platform**



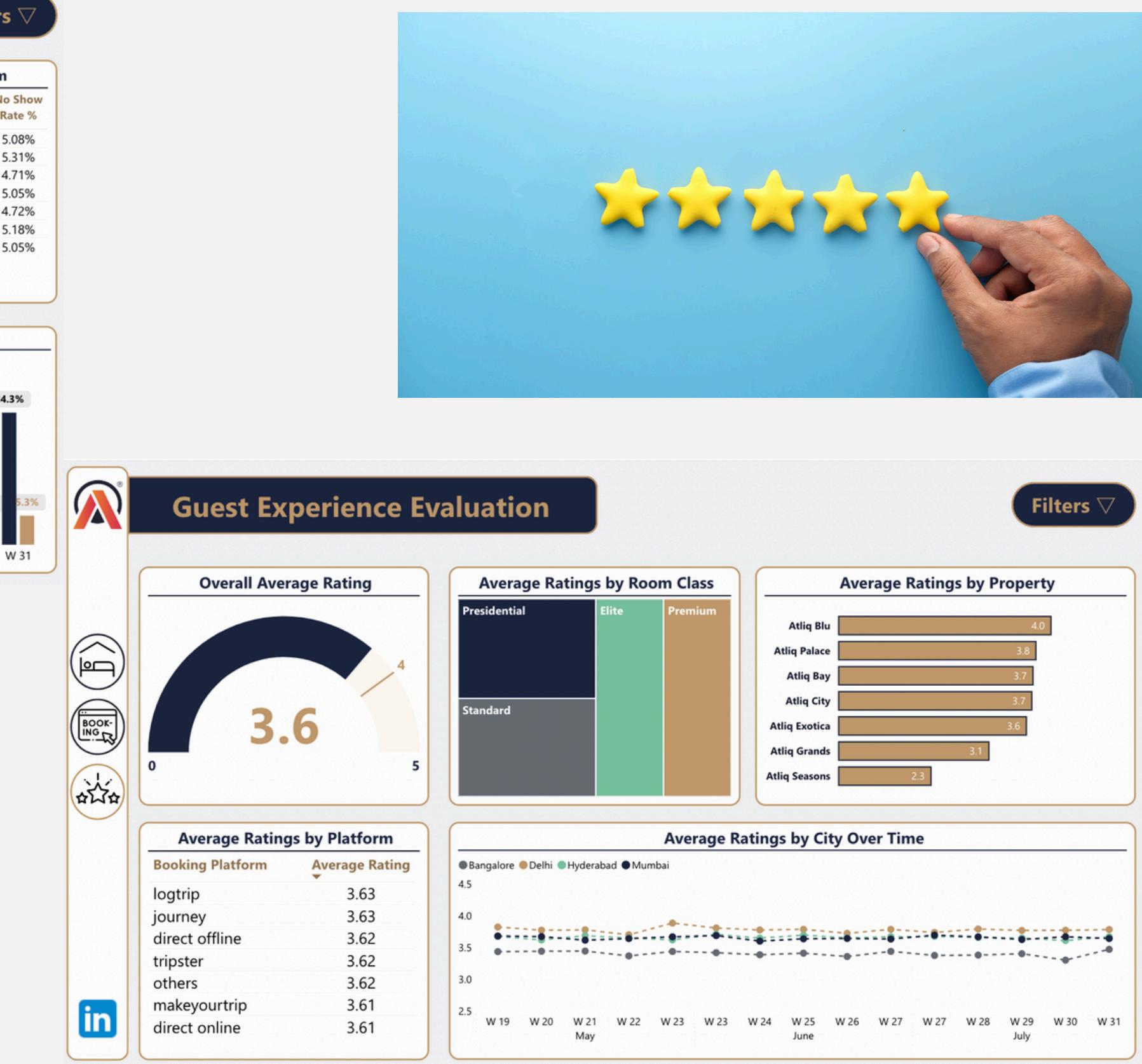
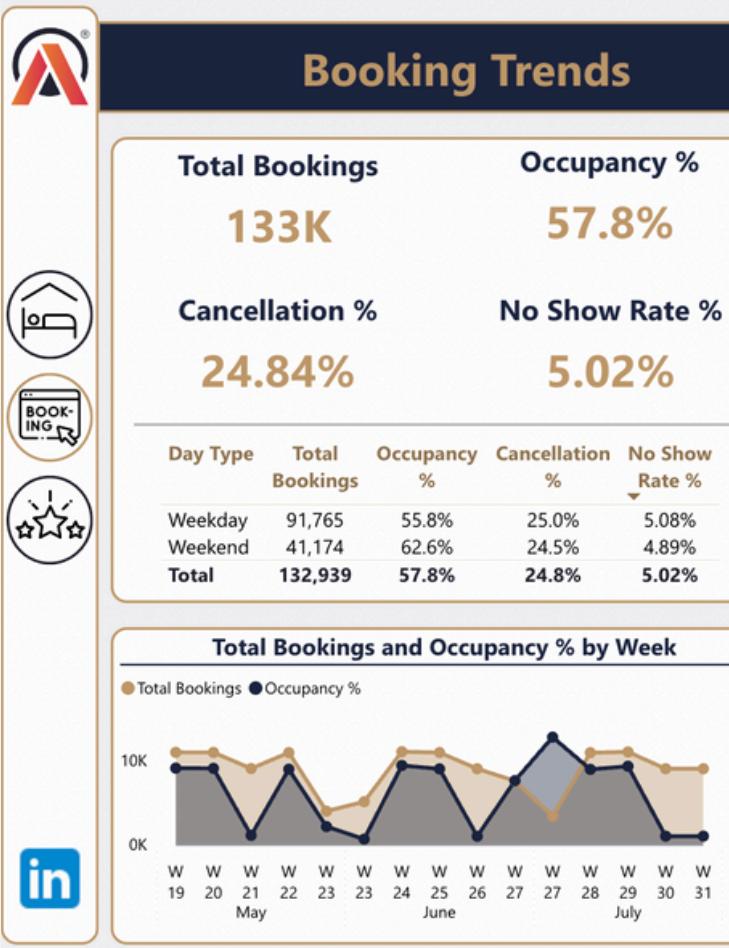
**Property by Key Metrics**

P-ID	Property	City	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Avg. Rating
16559	Atliq Exotica	Mumbai	117M	10,629	65.9%	16,141	121	80	56	70.4%	24.6%	4.3 ★
17563	Atliq Palace	Mumbai	100M	10,592	66.1%	16,016	104	69	49	70.7%	24.4%	4.3 ★
17559	Atliq Exotica	Mumbai	93M	10,107	66.1%	15,293	101	67	47	70.8%	24.0%	4.3 ★
16563	Atliq Palace	Delhi	88M	8,269	66.3%	12,480	117	78	54	70.0%	25.2%	4.3 ★
17560	Atliq City	Mumbai	87M	7,763	53.1%	14,629	123	65	45	69.5%	25.1%	3.0 ★
19562	Atliq Bay	Bangalore	81M	9,312	65.7%	14,183	96	63	44	70.5%	24.3%	4.3 ★
19560	Atliq City	Bangalore	81M	8,965	65.5%	13,680	99	65	45	69.0%	26.5%	4.3 ★
17558	Atliq Grands	Mumbai	74M	7,953	53.6%	14,839	102	55	38	69.9%	25.7%	3.1 ★
17561	Atliq Blu	Mumbai	73M	9,447	66.2%	14,271	85	56	39	70.1%	24.4%	4.3 ★
19561	Atliq Blu	Bangalore	72M	6,774	53.2%	12,722	117	62	43	69.8%	24.6%	3.1 ★
18562	Atliq Bay	Hyderabad	68M	6,216	65.8%	9,446	121	80	56	70.2%	24.7%	4.3 ★
19563	Atliq Palace	Bangalore	68M	6,768	53.4%	12,670	110	59	41	69.5%	25.4%	3.0 ★
17564	Atliq Seasons	Mumbai	65M	7,397	44.6%	16,597	97	43	31	70.6%	24.8%	2.3 ★
18560	Atliq City	Hyderabad	60M	6,068	66.1%	9,185	109	72	51	70.9%	24.1%	4.3 ★
19559	Atliq Exotica	Bangalore	59M	6,851	53.7%	12,751	95	51	36	70.8%	24.5%	3.0 ★
16561	Atliq Blu	Delhi	57M	8,612	65.7%	13,115	73	48	33	69.9%	25.6%	4.3 ★
<b>Total</b>			<b>1,688M</b>	<b>7,337</b>	<b>57.8%</b>	<b>12,696</b>	<b>2528</b>	<b>1,461</b>	<b>1,025</b>	<b>70.1%</b>	<b>24.8%</b>	<b>3.6</b>

RevPAR - Revenue Per Available Room | DSRN - Daily Sellable Room Nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights



# Analyze and Visualize



## Insights

**Stable KPIs:** Slight weekly growth observed in Revenue, Occupancy %, RevPAR, and ADR, though growth remains limited.

**Weekend Demand:** Higher weekend occupancy (62.6%) and realization (70.6%), likely driven by leisure travelers.

**Platform Realization Rates:** Logtrip and Journey perform best, reducing cancellation-related revenue losses.

**High ADR on Direct Bookings:** Direct offline bookings (e.g., walk-ins) show a higher ADR, suggesting a premium on immediacy.

**Revenue Split:** 61.6% from luxury travelers vs. 38.4% from business travelers, showing potential to grow business segment.

**Stable Performance Trends:** Minor fluctuations in RevPAR, ADR, and occupancy indicate seasonality or external influence.

**Top-Performing Properties:** Atliq Exotica and Atliq Palace in Mumbai lead in revenue, while Atliq Grands in Delhi has high ratings but low revenue.

**Cancellation Rate (24.8%):** High cancellations result in revenue leakage, with opportunities to refine policies.

**Room Type Preferences:** Elite rooms are popular, while presidential rooms see lower demand.

**Direct Bookings:** Lower cancellation rates suggest a growth opportunity for direct channels.

**Occupancy Potential:** Overall occupancy rate of 57.8% indicates room for growth.

**Guest Ratings:** Average rating of 3.6 stars shows room for service improvement, with Atliq Seasons needing focus due to low ratings.



# Recommendations

## Targeted Promotions for Weekdays and Weekends

Increase weekday bookings with business-focused packages, and leverage weekend leisure demand by offering family or vacationer packages.

## Strengthen Partnerships with High-Realization Platforms

Focus on Logtrip and Journey to reduce cancellations; consider incentives to boost completion rates on other platforms.

## Encourage Direct Bookings

Promote direct channels (e.g., website, phone) with loyalty benefits and exclusive perks to capture higher ADR and reduce cancellations.

## Expand Business Segment

Develop attractive weekday packages and services tailored to business travelers, such as meeting room access or corporate discounts.

## Invest in High-Performing Locations

Expand and upgrade offerings in Mumbai properties to capitalize on strong demand; explore demand-boosting initiatives for Hyderabad.

## Optimize Revenue at Atliq Grands in Delhi

Consider adding luxury room options or premium services to increase revenue while maintaining high guest satisfaction.

## Refine Cancellation Policies

Implement stricter policies or incentives for non-cancellable bookings to minimize revenue leakage.

## Upsell Presidential Rooms

Enhance booking appeal for presidential suites with value-added services or exclusive promotions to increase occupancy.

## Boost Occupancy Rates

Drive additional bookings through seasonal promotions, targeted discounts, and partnerships with local event organizers.

## Service Quality Improvements

Enhance guest satisfaction by implementing service training, gathering guest feedback, and focusing on low-rated properties like Atliq Seasons.



# Thank You!

**Powering AtliQ Grands to Lead in Hospitality  
with Data-Driven Decisions**

**Access the Full Power BI Dashboard**

**Let's Connect! If you're interested in data  
analytics.**

**Limesh Mahial**  
[linkedin.com/in/lmahial](https://linkedin.com/in/lmahial)

**Let's Connect**