

Insights to Atliq Hospitality





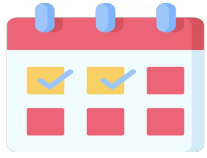
About AtliQ

- AtliQ Grands owns multiple five star hotels over India.They have been in the hospitality industry for past 20 years.
- They operates their business in India's top 4 big cities. Those are Mumbai,Bangalore, Hyderabad and Delhi.
- The hotels of AtliQ are Atliq Bay, Atliq Blu, Atliq City, Atliq Exotica, Atliq Grands, Atliq Palace, Atliq Seasons.



Problem Statement

AtliQ Grands is currently experiencing a decline in market share and revenue within the luxury/business hotels category, attributed to strategic maneuvers by competitors and perceived inefficiencies in management decision-making.



Task

Main task is to analyze the data provided by AtliQ and share insights to the managing Director of AtliQ Grands to regain market share and revenue.

To do this task we divided total tasks into three small parts.

- Revenue Analysis
- Occupancy Analysis
- Bookings Analysis



Revenue Analysis

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. AtliQ has 7 hotels in 4 cities of India.

Mumbai

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace
- Atliq Seasons

Bangalore

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace

Hyderabad

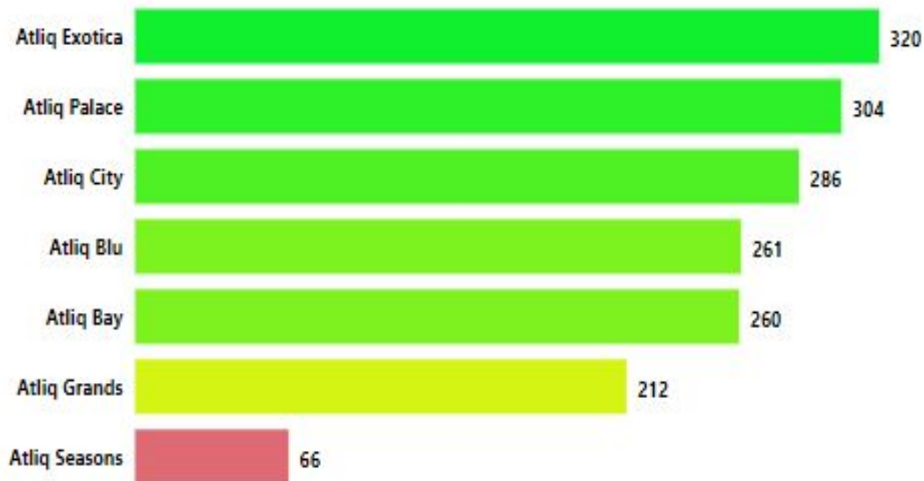
- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Exotica
- Atliq Grands
- Atliq Palace

Delhi

- Atliq Bay
- Atliq Blu
- Atliq City
- Atliq Grands
- Atliq Palace

1. Hotel wise Revenue

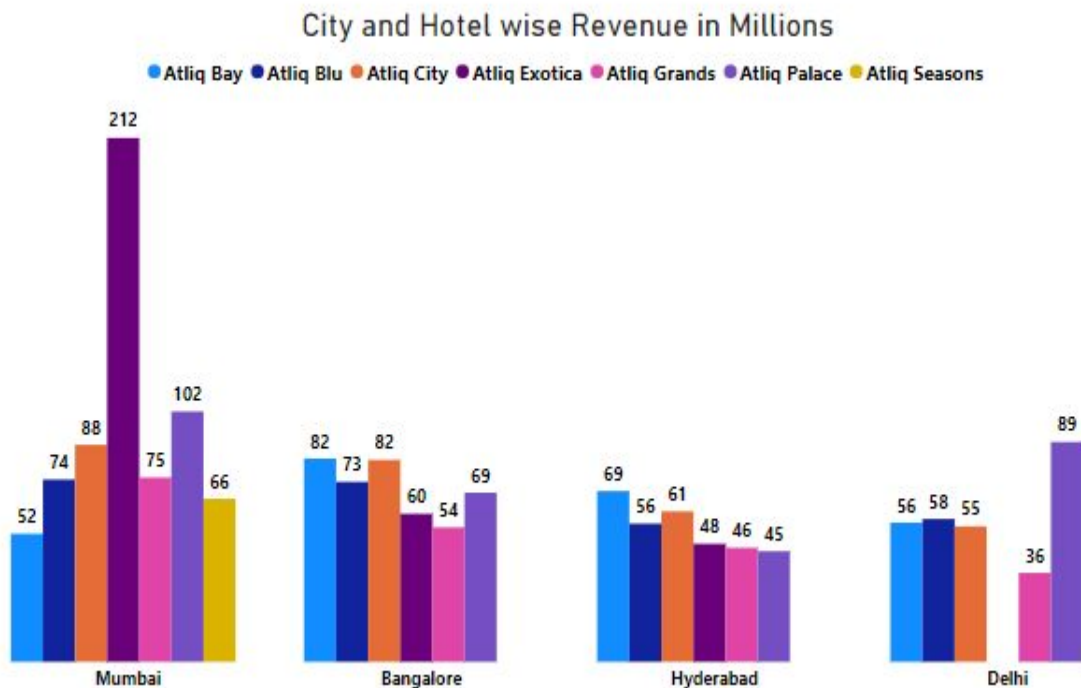
Hotelwise Revenue in Millions



Insights :

Atliq Exotica Hotel and **Atliq Seasons Hotel** contributes highest and lowest proportion in revenue generation of Atliq. We need to take strategic moves to improve **Atliq Seasons** revenue generation.

2. City and Hotel Wise Revenue Generation



Insights :

In **Mumbai Atliq Exotica** generates highest amount of revenue. All other hotels in Bangalore, Hyderabad generating approximately same amount of revenue.

But in **Delhi Atliq Grands** generating less revenue as compared to others.

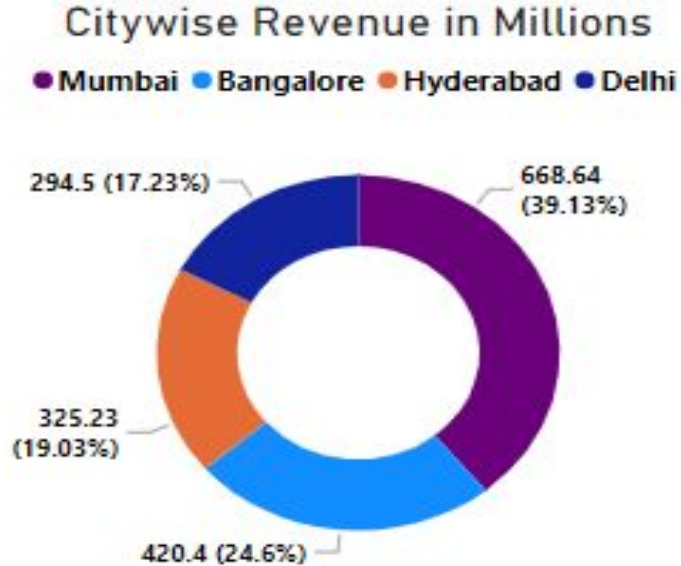
3. Room Class wise Revenue



Insights :

1. Revenue Generation is followed by room class Elite, Premium, Presidential and Standard.
2. From the analysis we can see now days visitors are ready to pay more money for better room quality.

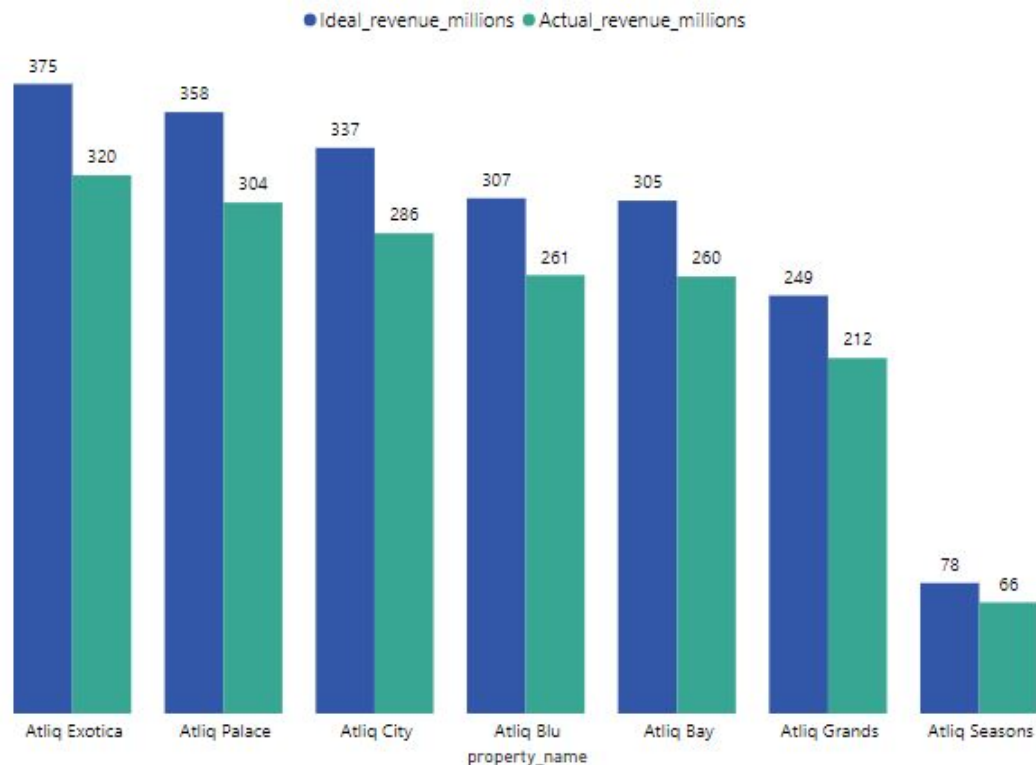
4. City wise Revenue



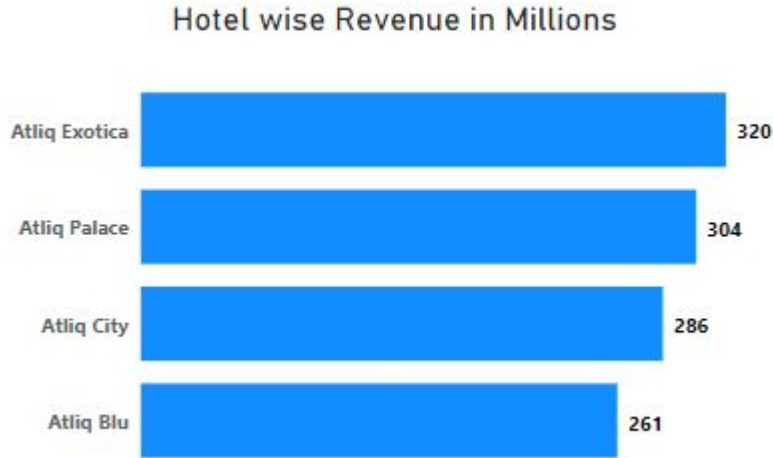
Insights :

1. For Atliq **Mumbai and Bangalore** City generating around **63%** of total Revenue.
2. **Delhi** is contributing only **17.23%** of total Revenue.
3. Atliq should give focus to Hotels located in Delhi City.

5. Revenue Loss due to Cancellation



6. Hotels which Generates 70% of Total Revenue

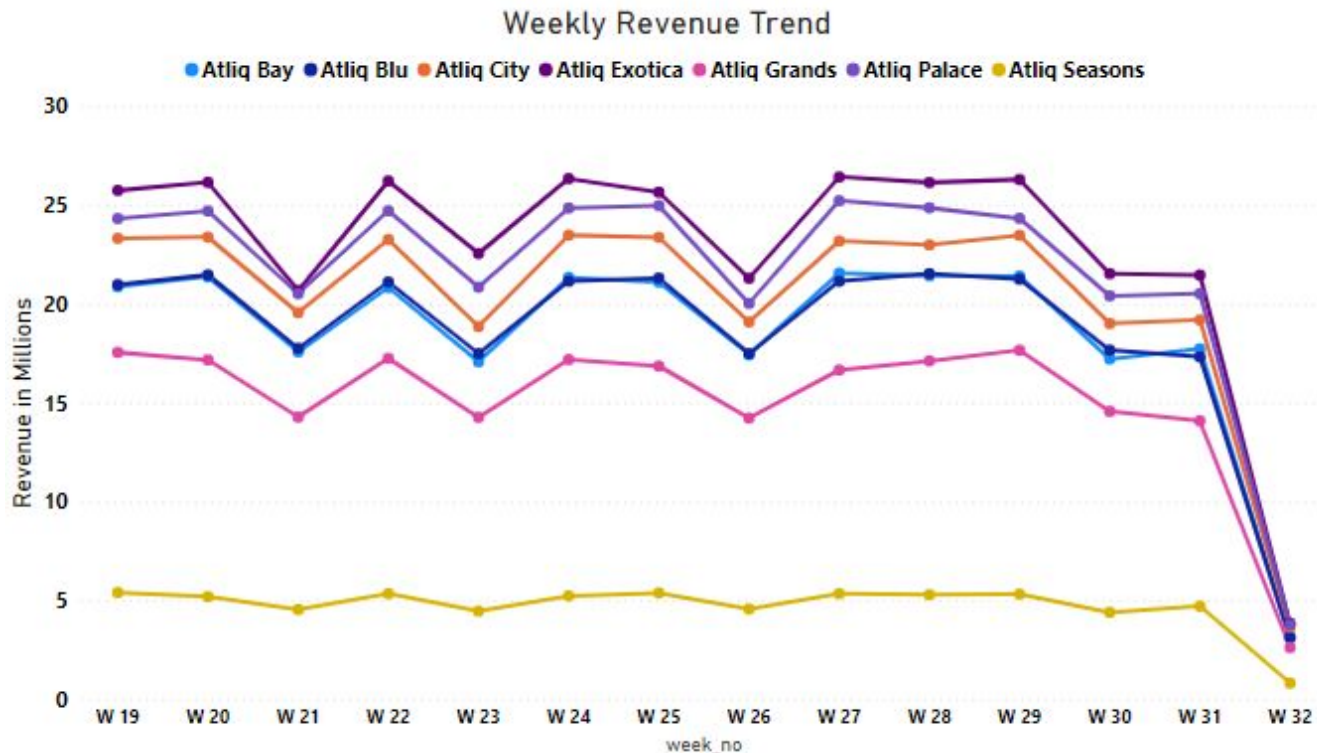


Insights :

Atliq Exotica, Atliq Palace, Atliq City, Atliq Blu

Are the top 4 hotels that generates **70%** of total revenue generated.

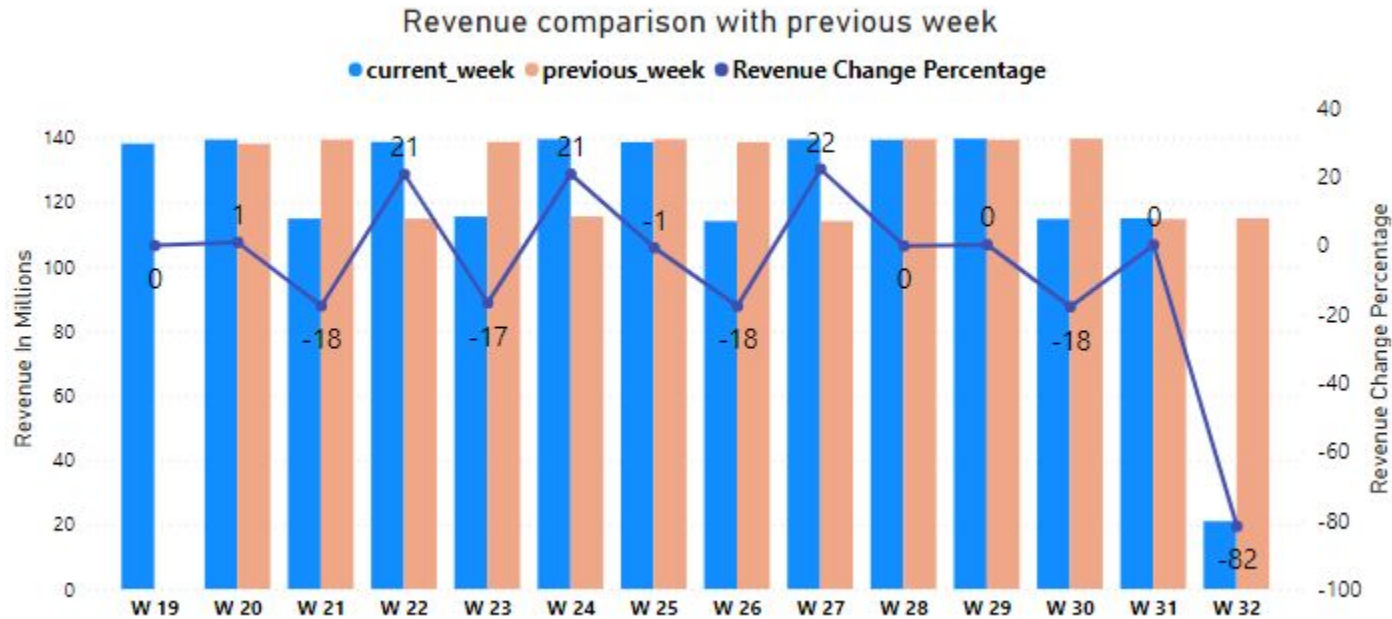
7. Weekly Revenue Trend



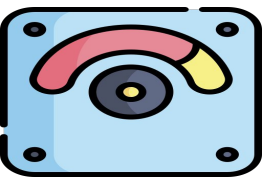
Insights :

1. Week 32 contains only one date in the dataset that's why revenue reduced drastically.
2. But we need to think about **Atliq Seasons** and what happened in week number **21,23,26,30** here revenue is reduced.

8. Weekly Revenue Comparison with Previous week



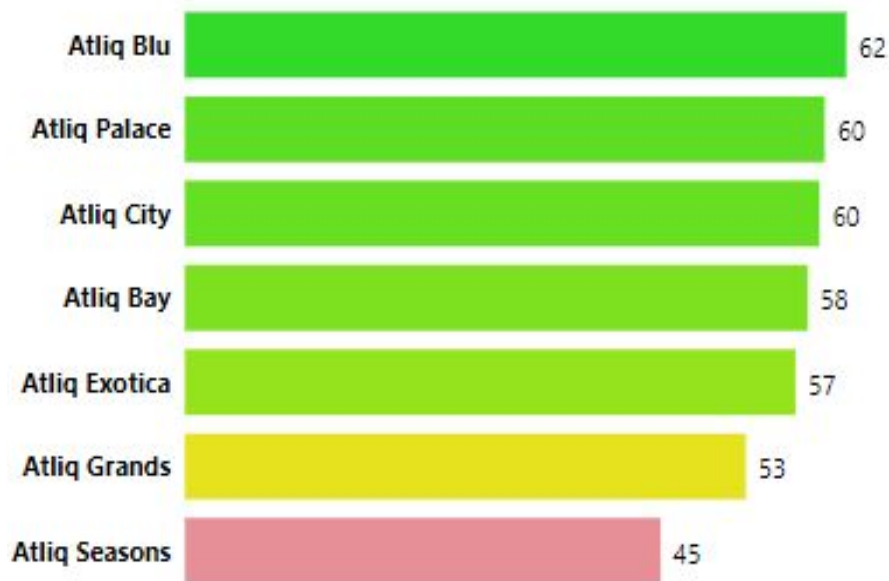
Insights :
In week number **21,23,26,30** revenue is decreased as compared it's previous week.



Occupancy Analysis

9. Hotel wise Occupancy Analysis

Hotel wise Occupancy Percentage

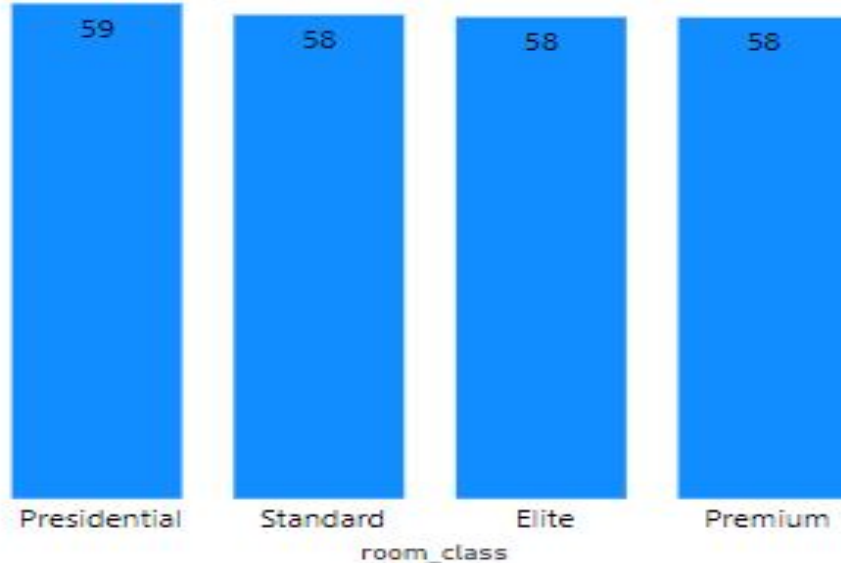


Insights :

Occupancy is one of the important metrics in Hospitality domain. From the analysis we can see **Atliq Blu, Atliq Palace, Atliq City** occupancy percentage is more than **60%**. But for **Atliq Seasons** occupancy is only **45%**. That is one of the reasons it is generating less revenue.

10. Room Class wise Occupancy Percentage

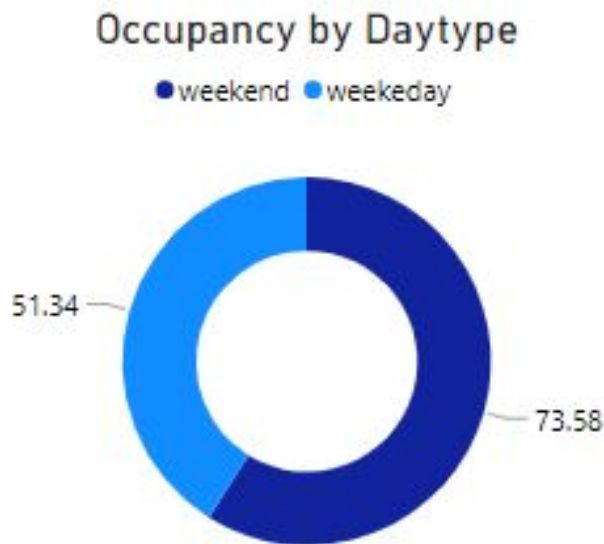
Room class wise Occupancy percentage



Insights :

Room category wise occupancy is approximately same for all kind of room class.

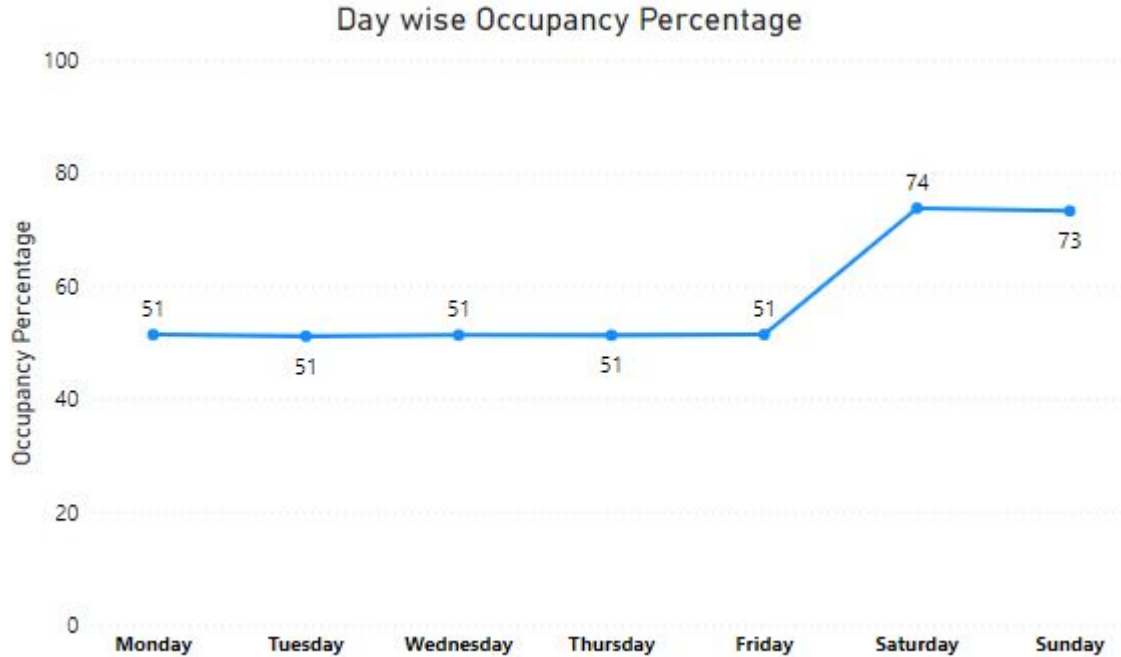
11. Daytype Wise Occupancy



Insights :

In Atliq occupancy during weekends is **73.58%** and during weekdays **51.34%** . People books more during weekends. This analysis can help to improve pricing plans during weekends.

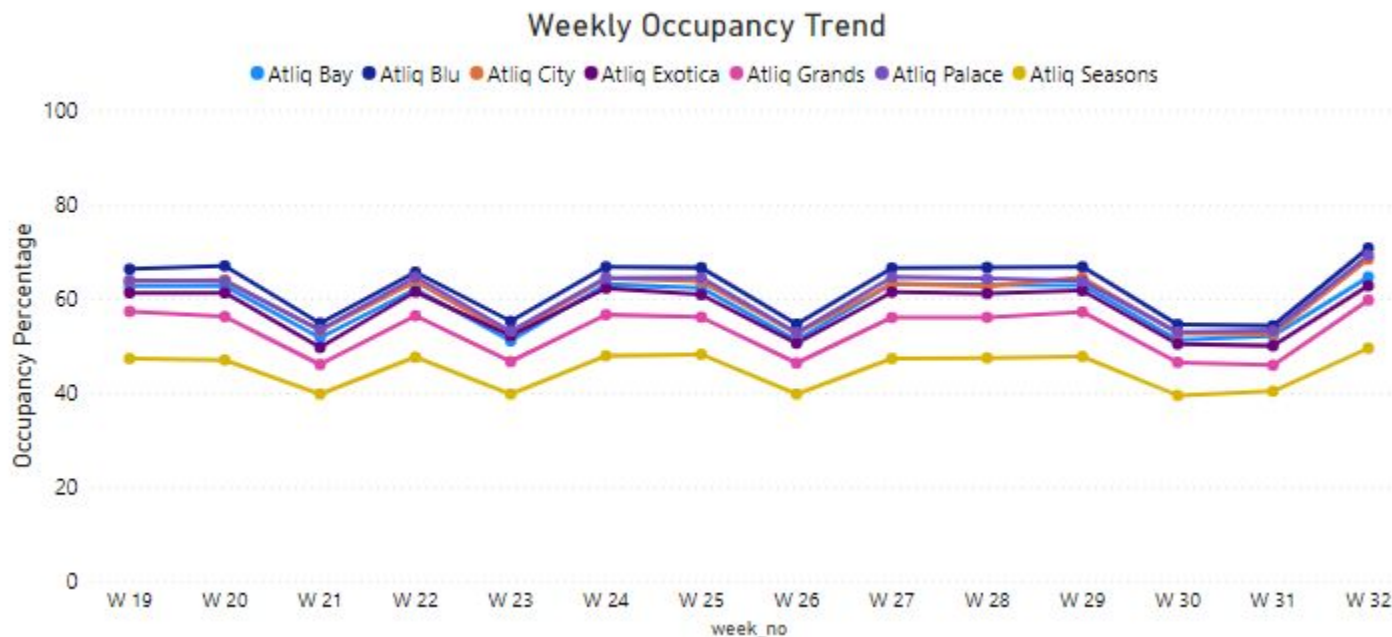
12. Day Wise Occupancy Percentage



Insights :

In Atliq during weekdays Half of rooms is filled and during **weekends 73%** of rooms is filled.

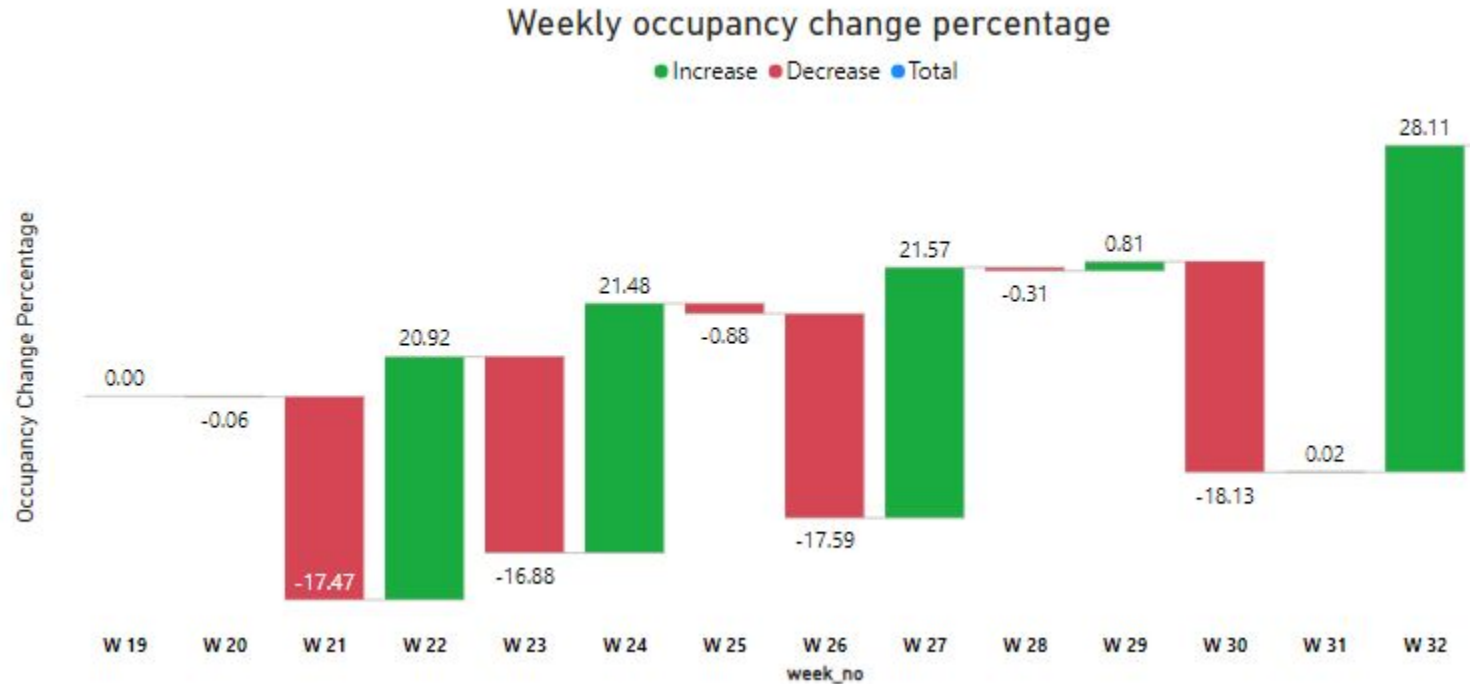
13. Weekly Occupancy Percentage Trend

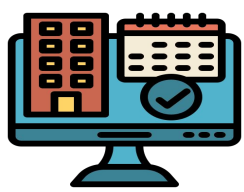


Insights :

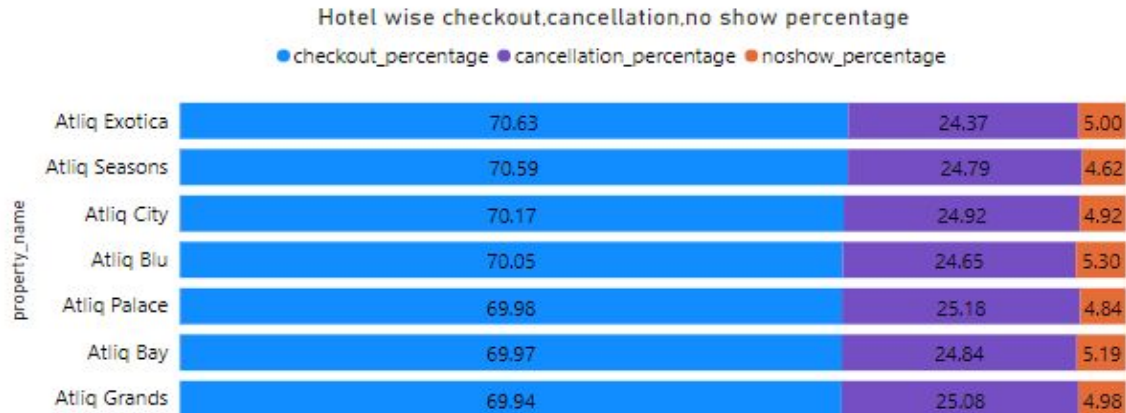
Atliq Seasons has less occupancy percentage. We need to address the reason what happened in week number **21,23,26,30** that occupancy is reduced suddenly.

14. Weekly Occupancy comparison with previous Week





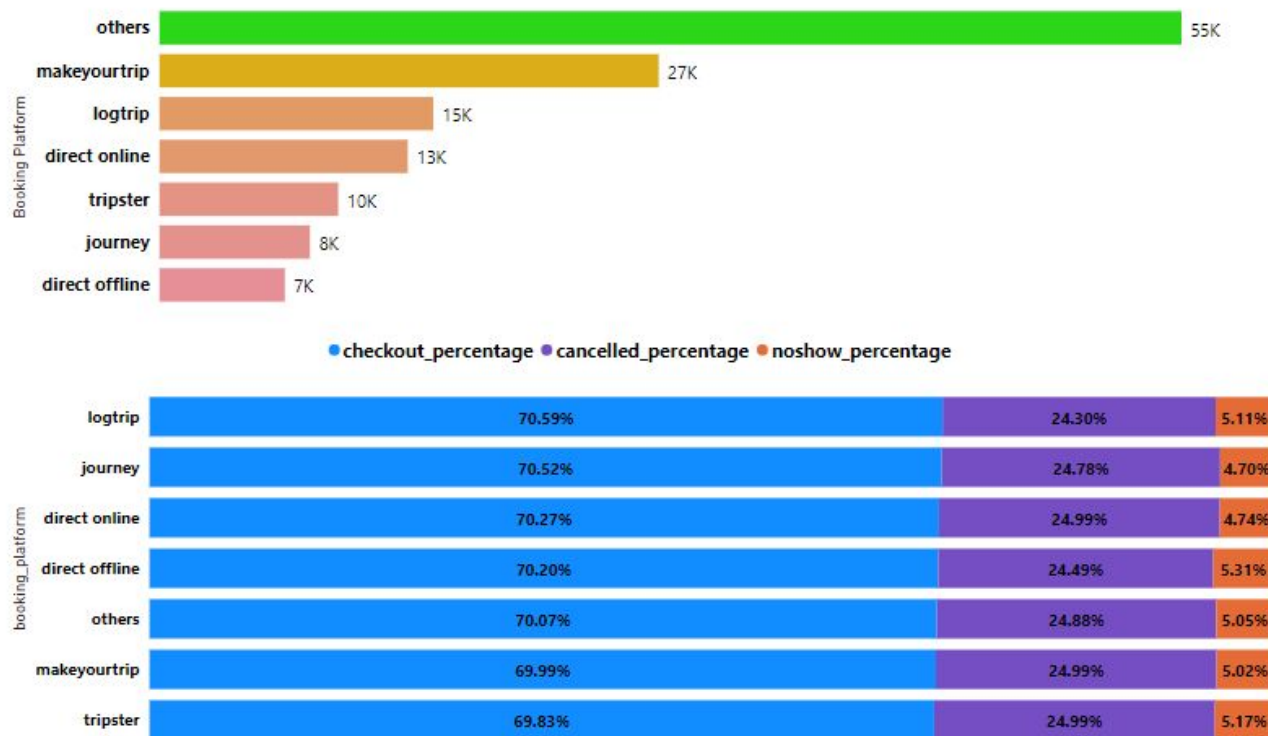
15. Hotel Wise Bookings Analysis



Insights :

Though Checkout percentage and cancellation percentage is approximately same for all hotels. But Bookings in **Atliq Seasons** and **Atliq Grands** is less as compared to other hotels.

16. Booking Platform wise booking Analysis



Insights :

Most of the hotel booking were done by the platform which is not mentioned here. And using offline method very less amount people used to book hotels.

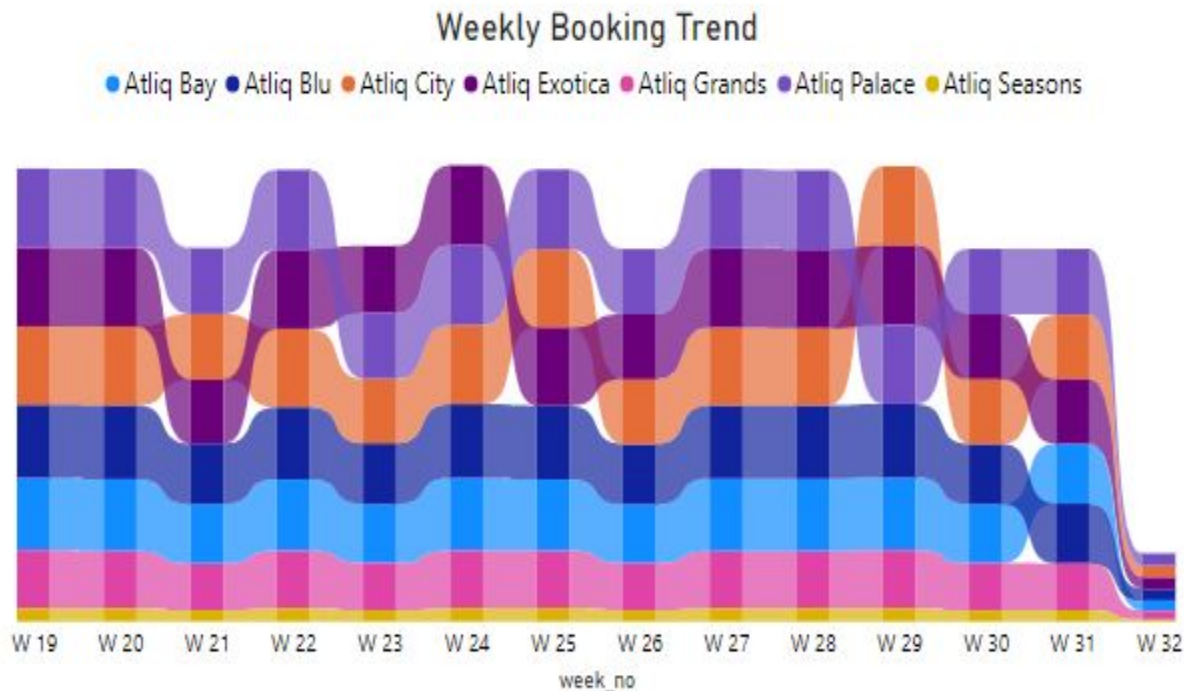
17. Hotel wise Most and Least booking Platform

property_name	most_booking_platform	least_booking_platform
Atliq Bay	others	direct offline
Atliq Blu	others	direct offline
Atliq City	others	direct offline
Atliq Exotica	others	direct offline
Atliq Grands	others	direct offline
Atliq Palace	others	direct offline
Atliq Seasons	others	direct offline

Insights :

Now days in the era of internet people used to book hotels using various online booking platforms like MMT,Oyo.

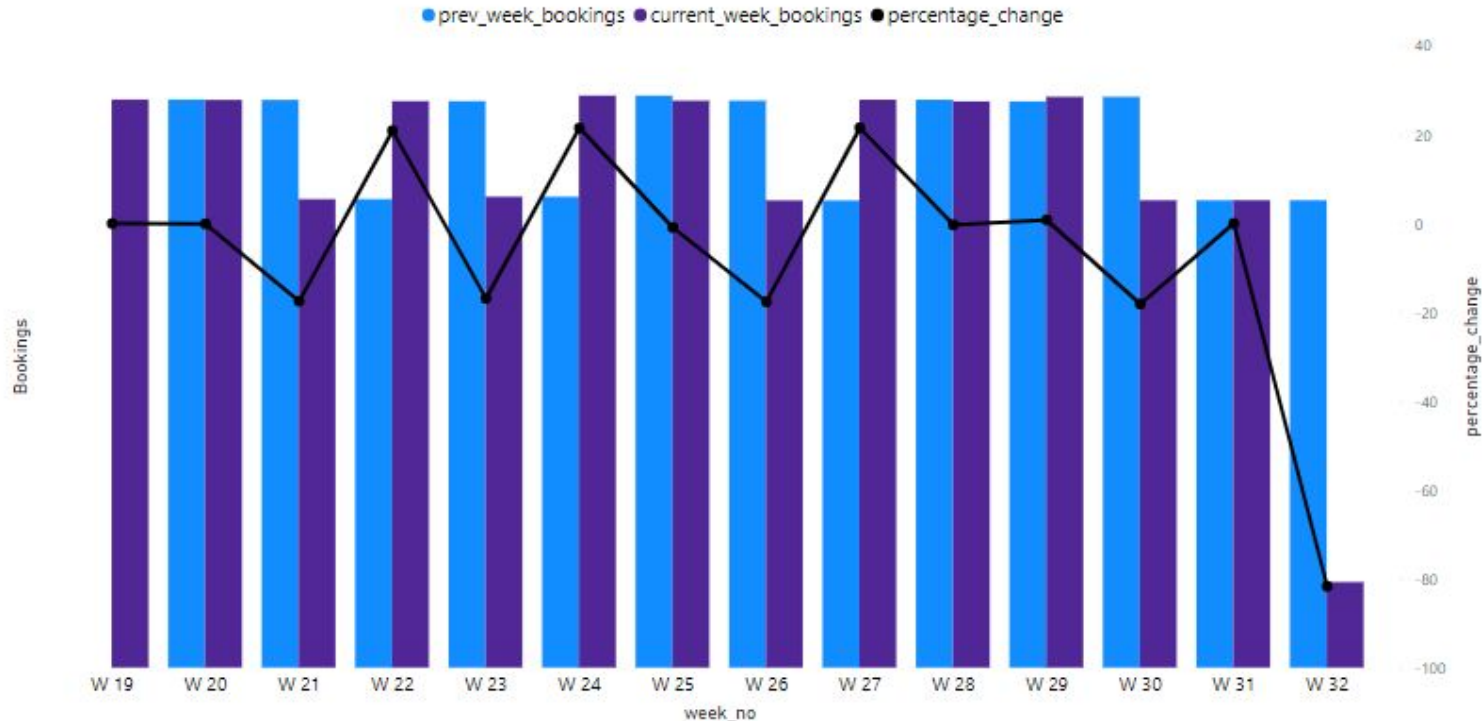
18. Weekly Bookings Trend



Insights :

From the chart we can see Atliq Seasons are getting lowest bookings all over the all weeks which is a serious issue. we need to some fare changes or improve service quality or include some combo plans.

19. Weekly Bookings comparison with Previous week



20. Hotel wise DSRN, DBRN, DURN



DSRN- Daily Sellable
Rooms per Nights

DBRN - Daily Booked
Rooms per Nights

DURN - Daily Utilized
Rooms Per Nights

21. Hotel wise ADR(Average Daily Revenue)



In city Bangalore
Average Daily Revenue
is less as compared to
other city hotels.



Thank You