REVENUE & OCCUPANCY PERFORMANCE DASHBOARD

Revenue Trend | Occupancy Trend | Findings | Strategies | Forecast & Seasonality

May 22 | Jun 22 | Jul 22 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 >

City: All
Hotel Name: All
Hotel Catego...: All
Room Catego...: All

ADR	RevPAR	REVENUE	OCCUPANCY %
12.70K	419.50	1.63bn	61.17%

Revenue and Occupancy % by Booking Platform

● revenue ● occupancy %

(booking_platform: others, mak..., logtrip, direc..., trips..., jour..., direc...)
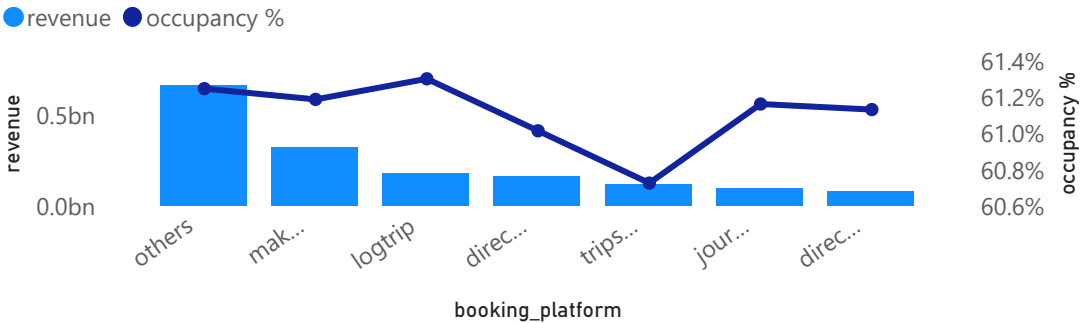
Revenue, ADR, RevPAR and Occupancy % by Month and Week Number

● revenue ● ADR ● RevPAR ● occupancy %

(week_number: 27, 28, 29, 30, 31, 23 — Jul 22; 24, 25, 26, 27 — Jun 22; 19, 20, 21, 22, 23 — May 22)
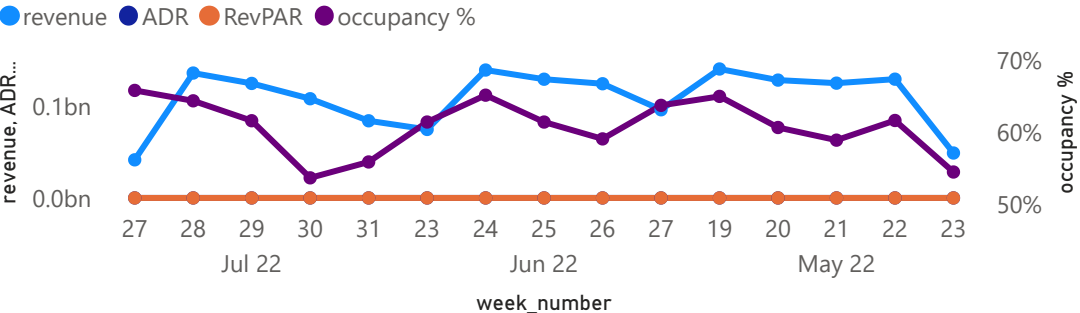
ADR, Cancellation % and Successful Checkout % by Booking Platform

● ADR ● Cancellation % ● successful checkout %

(booking_platform: direc..., trips..., logtrip, others, jour..., mak..., direc...)
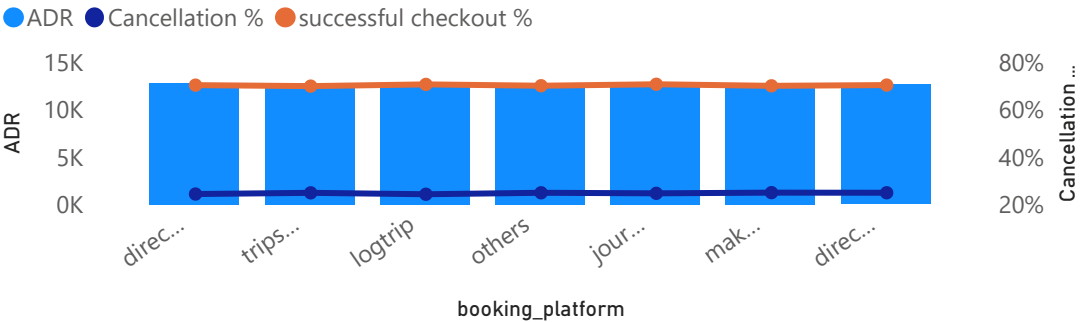
Revenue and Occupancy % by Day Type

● revenue ● occupancy %

Weekday: 1.2bn, 60.48%
Weekend: 0.5bn, 62.93%
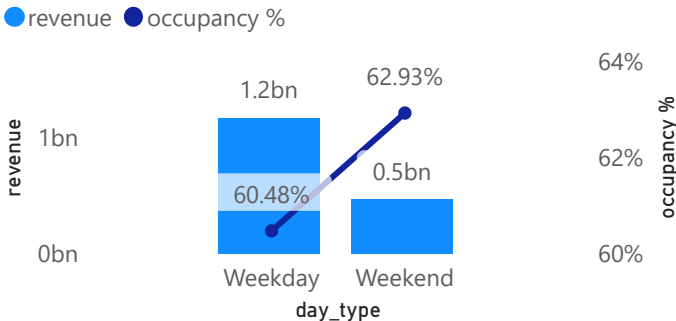
Revenue by Hotel Category

hotel_category
● Luxury
● Business

635.74M (38.92%)
997.56M (61.08%)
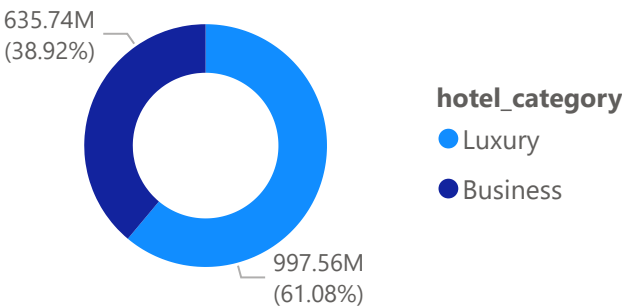
Hotel Name	City	Occupancy %	Revenue	ADR	RevPAR	Avg Rating	Cancellation %	Checkout %
Atliq City	Bangalore	68.58%	79,445,625	13,683.37	495.30	4	26.39%	69.12%
Atliq Palace	Bangalore	55.64%	66,541,965	12,665.01	366.66	3	25.39%	69.41%
Atliq City	Mumbai	55.47%	85,425,085	14,617.57	405.97	3	25.10%	69.51%
Atliq Grands	Hyderabad	55.58%	43,568,670	10,319.44	426.83	3	25.25%	69.66%
Atliq Palace	Hyderabad	55.14%	43,372,350	9,484.44	379.65	3	25.85%	69.74%
Atliq Bay	Delhi	55.52%	53,609,906	11,730.83	363.91	3	24.79%	69.76%
Atliq Blu	Mumbai	68.64%	70,232,406	14,248.81	518.86	4	24.61%	69.85%
Atliq Bay	Mumbai	46.47%	49,420,156	15,215.57	615.50	2	25.25%	69.86%
Atliq Grands	Bangalore	46.16%	51,693,630	12,459.30	370.83	2	24.78%	69.90%
Atliq Palace	Delhi	69.11%	86,178,876	12,455.39	378.34	4	25.31%	69.92%
Atliq Blu	Bangalore	55.67%	68,988,870	12,733.27	353.47	3	24.42%	69.95%
Atliq Blu	Delhi	68.54%	54,957,588	13,132.04	666.15	4	25.28%	70.01%
Atliq Grands	Delhi	68.45%	34,071,996	11,448.92	652.58	4	25.07%	70.09%
Total		**61.17%**	**1,633,295,578**	**12,702.17**	**419.50**	**4**	**24.79%**	**70.20%**

REVENUE
1.63bn

RevPAR
419.50

ADR
12.70K

LET'S GET BACK TO REVENUE AND OCCUPANCY PERFORMANCE DASHBOARD

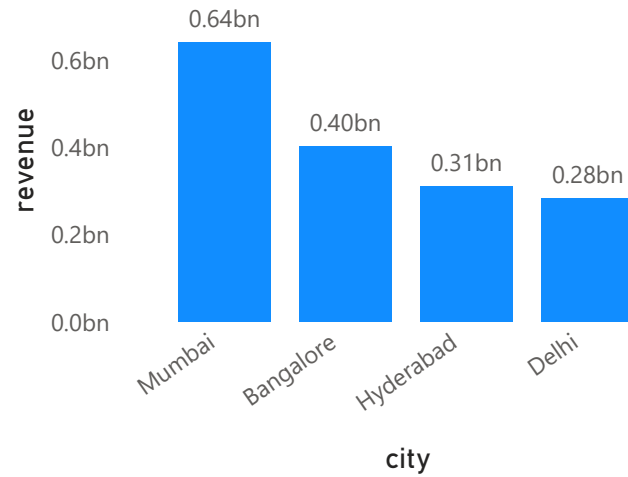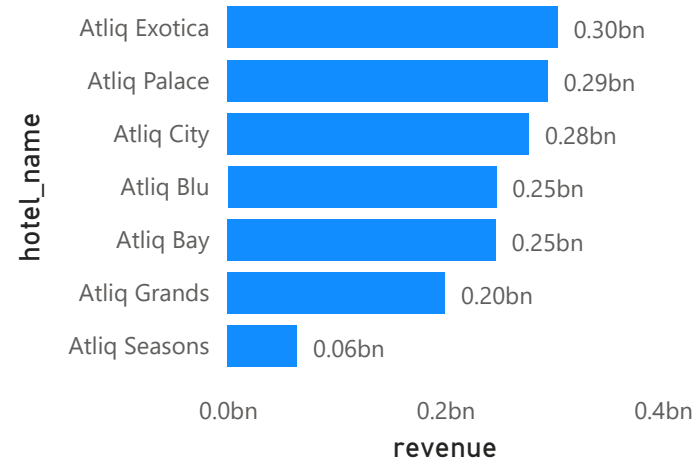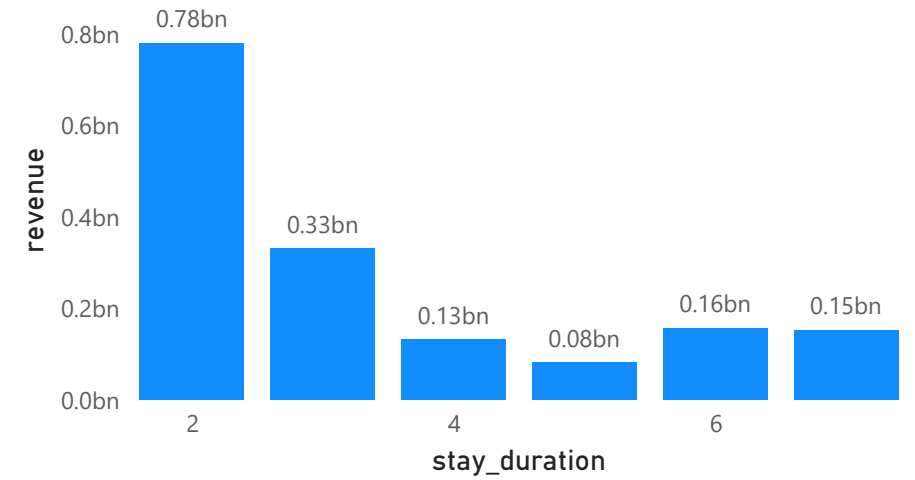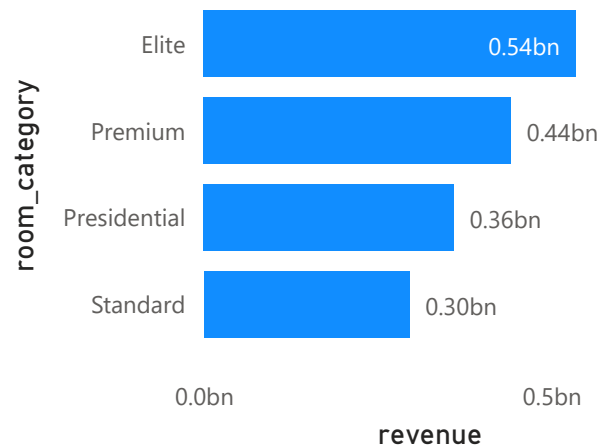May 22   Jun 22   Jul 22   19   20   21   22   23   24   25   26   ›

Revenue by City

City	Revenue
Mumbai	0.64bn
Bangalore	0.40bn
Hyderabad	0.31bn
Delhi	0.28bn

Revenue by Hotel Name

hotel_name	revenue
Atliq Exotica	0.30bn
Atliq Palace	0.29bn
Atliq City	0.28bn
Atliq Blu	0.25bn
Atliq Bay	0.25bn
Atliq Grands	0.20bn
Atliq Seasons	0.06bn

Revenue by Stay Duration

stay_duration	revenue
2	0.78bn
	0.33bn
4	0.13bn
	0.08bn
6	0.16bn
	0.15bn

Revenue by Room Category

room_category	revenue
Elite	0.54bn
Premium	0.44bn
Presidential	0.36bn
Standard	0.30bn

Revenue by Booking Platform

booking_platform	revenue
others	668.5M (40.93%)
makeyourtrip	325.47M (19.93%)
logtrip	179.4... (10.9...)
direct online	1... (...)
tripster	97.7... (5....)
journey	
direct offline	
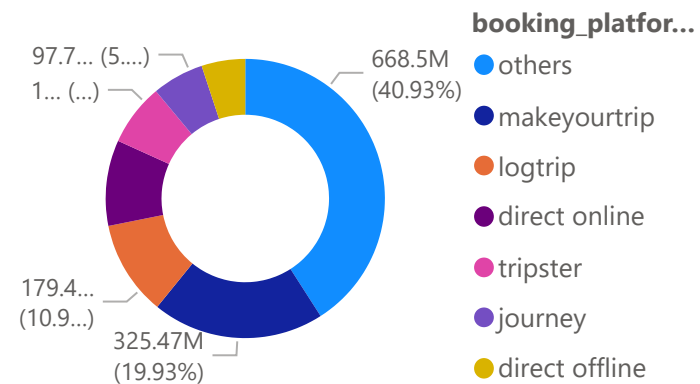
Revenue by Month and Week Number

week_number	revenue
23 (May 22)	49M
22	130M
21	125M
20	129M
19	141M
27	96M
26 (Jun 22)	125M
25	130M
24	140M
23	75M
31	84M
30	108M
29 (Jul 22)	125M
28	136M
27	42M
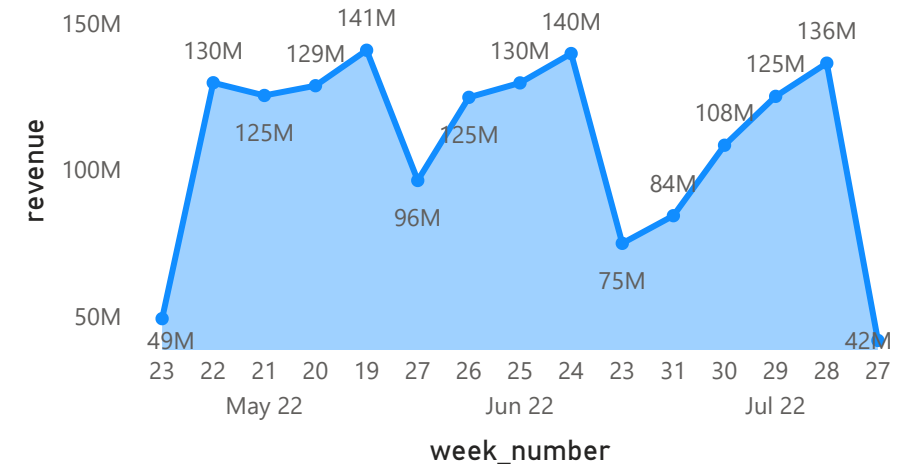
OCCUPANCY %
61.17%

OCCUPANCY % WOW
4.10%

AVG, STAY DURATION
3

Occupancy % by City

Delhi 63.16%, Hyderabad 61.87%, Mumbai 61.73%, Bangalore 58.36%

Occupancy % by Hotel Name

hotel_name	occupancy %
Atliq Blu	64.43%
Atliq Palace	63.41%
Atliq City	62.32%
Atliq Bay	62.32%
Atliq Exotica	60.78%
Atliq Grands	54.29%
Atliq Seasons	46.68%

Occupancy % by Stay Duration

61.28%, 61.18%, 61.18%, 61.02%, 60.84%, 61.03%
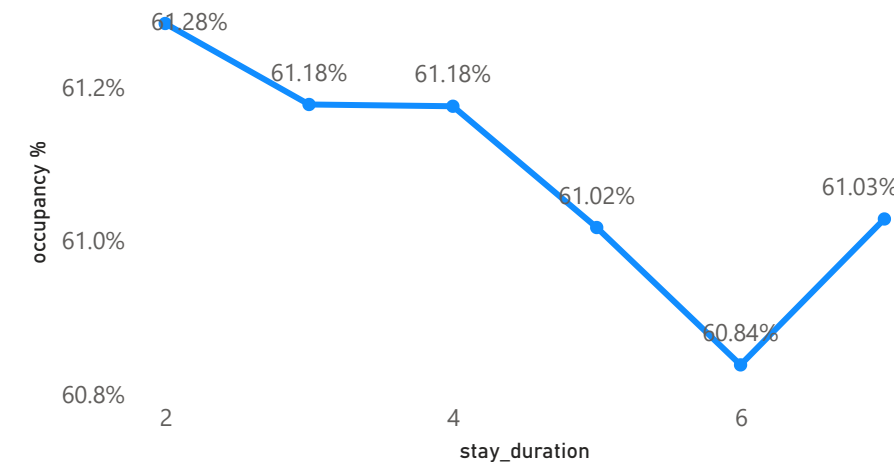
Occupancy % by Room Category

room_category	occupancy %
Presidential	63.23%
Standard	61.36%
Premium	61.08%
Elite	60.84%

Occupancy % by Booking Platform

60.73% (14.2%), 61.31% (14.33%), 61....(1...), 61.19% (14.3%), 61.17% (14.3%), 61... (...)

booking_platfor...
- logtrip
- others
- makeyourtrip
- journey
- direct offline
- direct online
- tripster
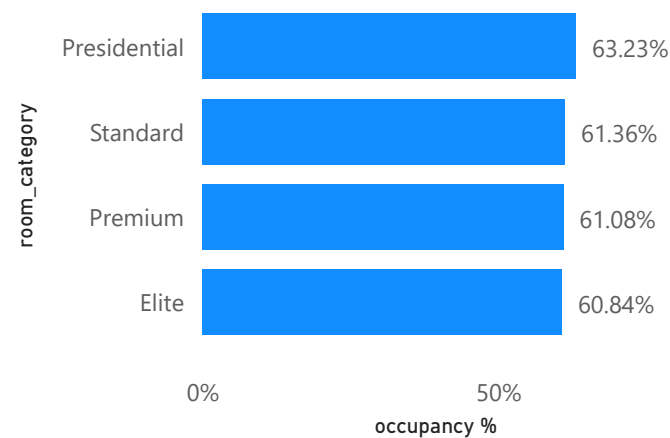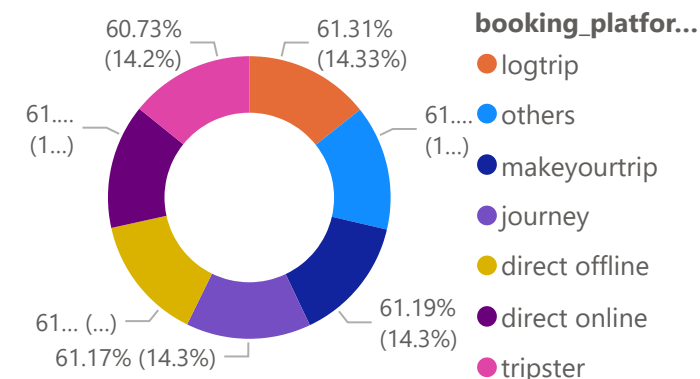
Occupancy % by Month-Year and Week Number

54.52%, 61.67%, 58.94%, 60.70%, 65.02%, 63.77%, 59.12%, 61.46%, 61.46%, 65.19%, 55.92%, 53.71%, 61.64%, 64.40%, 65.85%

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

Findings:

• The total revenue for the 7 hotels in the given period was 1.6 billion, with Atliq Exotica Mumbai generating the highest revenue of 303.49 million, and Atliq Seasons generating the lowest revenue of 64.05 million.

• Mumbai accounted for 39.16% of revenue, followed by Bangalore, Hyderabad, and Delhi. Revenue generated in Mumbai was 126.75% higher than Delhi, which had the lowest revenue.

• Others had the highest revenue at 668.50 million, which was 708.97% higher than direct offline, which had the lowest revenue at 82.63 million. Others accounted for 40.93% of revenue generated by booking platforms.

• The revenue generated was highest in the month of May, followed by June and July. However, there was a significant fall in revenue during the given period.

• The occupancy % ranged from 50.37% to 67.88%, with Delhi having the highest occupancy at 63.16%, and Bangalore having the lowest at 58.36%. Atliq Blu Mumbai had the maximum occupancy with 64.43%.

• The Luxury Hotel Type has a higher occupancy percentage 61.46% compared to the Business Hotel Type 60.74%

• Among the different room types, the Presidential room had the highest occupancy percentage of 63.23% followed by the Premium room with 62.06%, the Standard room with 61.76% and the Elite room with 60.84%.

• The average duration of stay was 3 days, with the Elite room category generating the highest revenue of 535.60 million, followed by the Premium, Presidential, and Standard categories.

• Revenue dropped by 65.66% between May 1, 2022, and July 30, 2022. The steepest decline was between July 24, 2022, and July 30, 2022, with revenue dropping from 15.64 million to 6.94 million.

Strategies:

• Increase revenue: As Mumbai generates the highest revenue, the hotels can focus on improving their marketing efforts in Mumbai and other cities to attract more customers. Additionally, hotels can improve their online presence and increase their ratings on booking platforms to increase their revenue.

• Improve occupancy rates: Hotels can focus on improving their occupancy rates by offering attractive packages, loyalty programs, and personalized services to their guests. Hotels can also work on increasing their direct bookings to reduce their dependency on third-party booking platforms.

• Optimize room rates: Hotels can optimize their room rates by analyzing the demand and supply of rooms in their region. They can adjust their rates based on the season and the occupancy rate to maximize their revenue.

• Increase the duration of stay: As guests staying for 2 days generated the highest revenue, hotels can focus on increasing the duration of stay by offering attractive packages and activities that keep guests engaged.

• Manage seasonality: Hotels can plan for seasonality by forecasting the demand and supply of rooms, and adjusting their rates and offerings accordingly. They can also work on increasing their marketing efforts during off-seasons to attract more customers.

• Improve customer experience: Hotels can focus on improving their customer experience by offering personalized services, amenities, and facilities to their guests. They can also work on improving their online reputation and ratings to attract more customers.
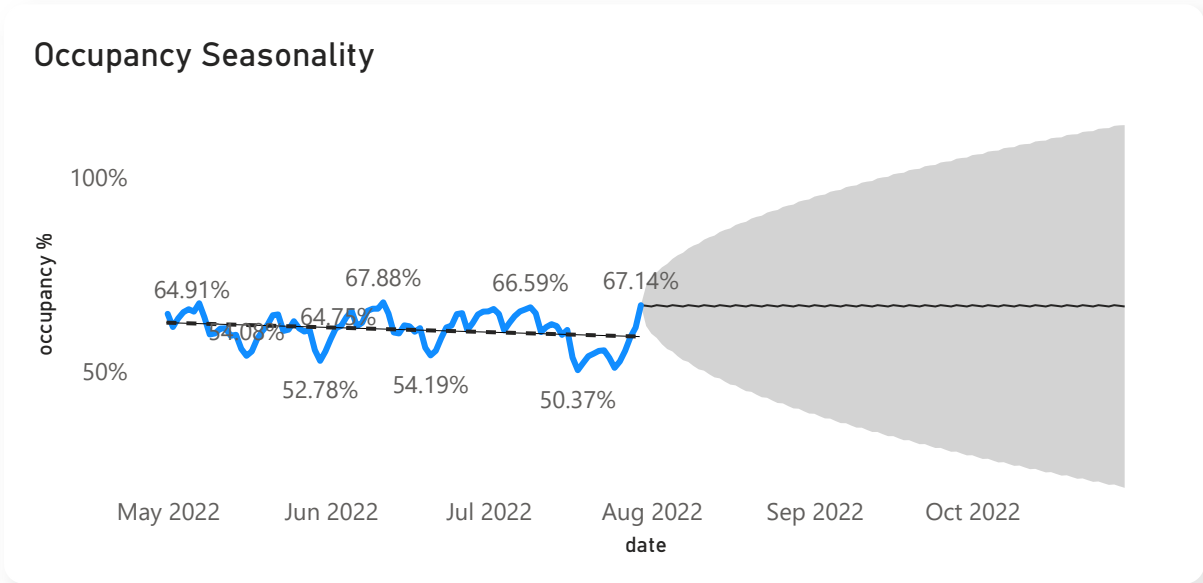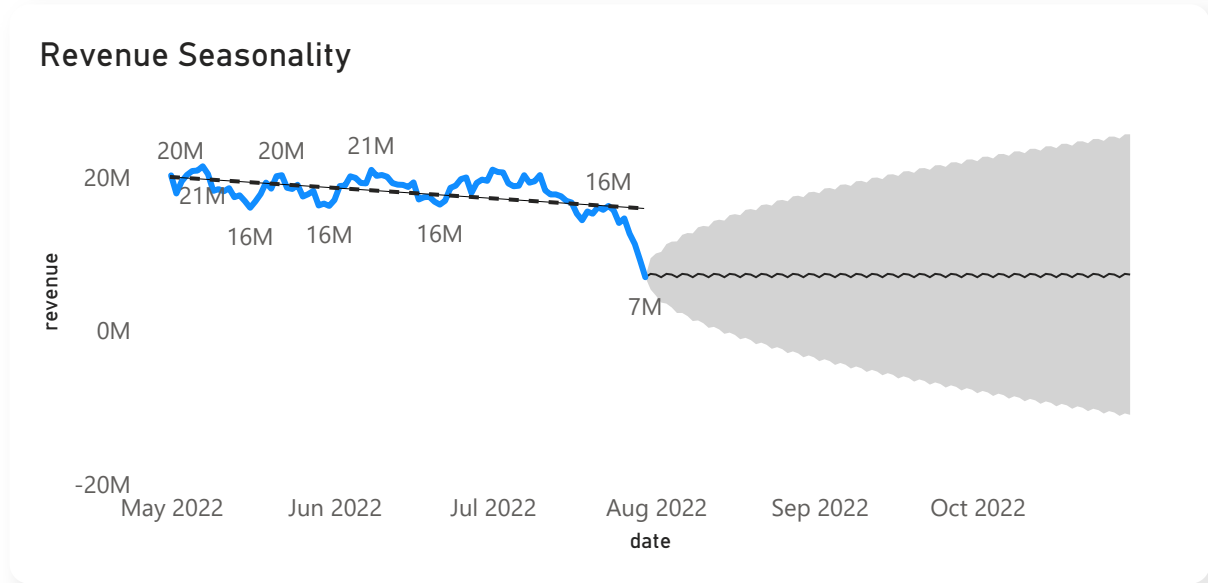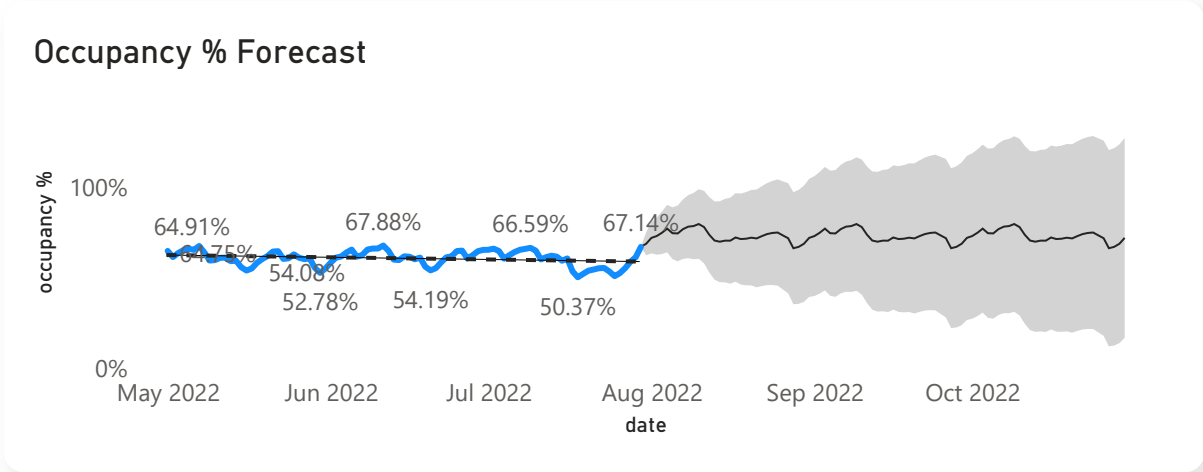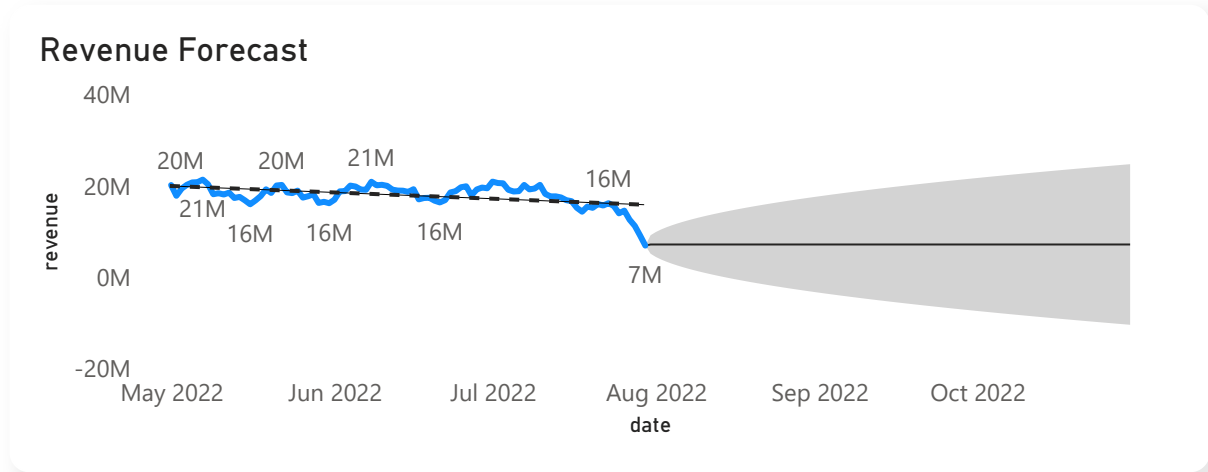
Revenue Forecast

Occupancy % Forecast

Revenue Seasonality

Occupancy Seasonality

Based on the given data, the revenue and occupancy rates are expected to remain low during the off-seasons. However, hotels can plan for seasonality and work on increasing their marketing efforts during off-seasons to attract more customers. Additionally, hotels can focus on improving their occupancy rates by offering attractive packages, loyalty programs, and personalized services to their guests. Finally, hotels can optimize their room rates based on the season and the occupancy rate to maximize their revenue.