

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 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:

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

Insights

- Mumbai generates the highest revenue (668M) among all cities, while Delhi has the lowest (294M).
- Despite generating the least revenue, Delhi leads in both occupancy and customer ratings.
- AtliQ Exotica outperforms all other properties with a revenue of 320M, a rating of 3.62, an occupancy rate of 57.3%, and a cancellation rate of 24.4%.
- Booking through other travel platforms accounts for the largest share, contributing 40% to total bookings and revenue. Direct offline bookings contribute the least, making up only 5%.
- Elite rooms generate higher revenue; however, the quality standards in this category require improvement.
- Weekday bookings generate the highest revenue, totalling to 1.18 billion.
- The revenue ratio between the luxury segment and the business segment stands at 62:38.

Recommendations

- Although Delhi has the lowest revenue, it boasts the highest occupancy and ratings, indicating strong customer satisfaction and room for growth. Expanding the number of hotels in Delhi is advisable to meet this untapped demand.
- Hyderabad has the lowest RevPAR and the second lowest revenue. Funds for new hotels in Delhi, as suggested above, could be raised by selling or leasing Hyderabad hotels that have low occupancy.
- There is a high cancellation rate (25%) for bookings made through MakeYourTrip. Implementing a simple feedback form for users cancelling their bookings can help identify and address their concerns.
- Bengaluru generates high revenue but has the lowest customer ratings. Promptly collecting and acting on customer feedback can help resolve dissatisfaction and prevent potential future loss of customers from Bengaluru hotels.