Unified Mentor

AtliQ Hospitality Analysis Dashboard

Power BI Report for Strategic Insights

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Course: Data Science

Unified mentor

Introduction

- Atliq Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years.
- 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” in order to regain their market share and revenue.

20/04/2024

Details of Data

- dim_date
- dim_hotels
- dim_rooms
- fact_aggregated_bookings
- fact_bookings

Main KPIS

Filters by properties, city, status, platform, month and week.

Revenue, Occupancy % and Average rating cards.

Split by City, Property by key metrics.

Trends by week, Occupancy by day type, Booking % by platform.

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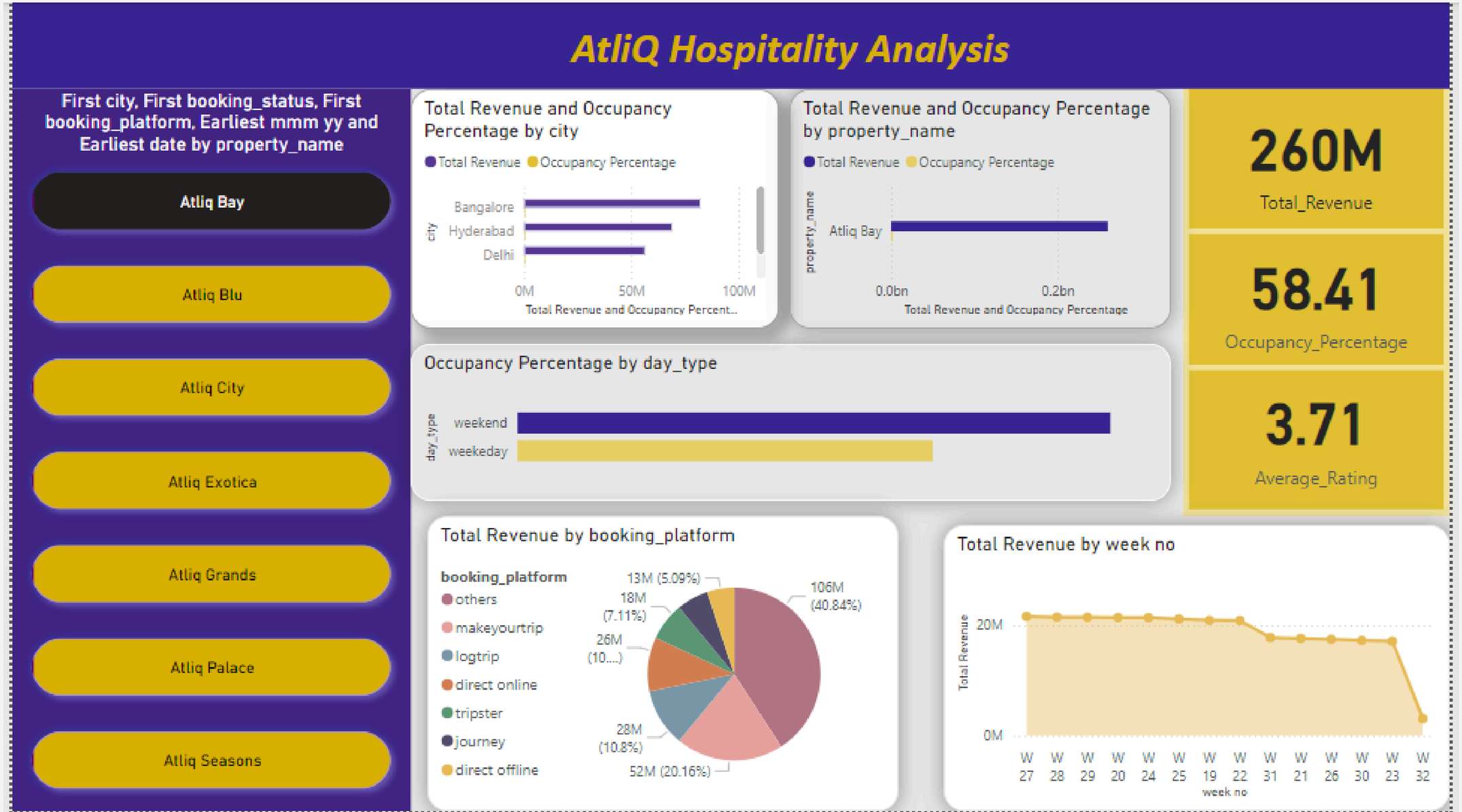
Dashboard


AtliQ Hospitality Analysis
First city, First booking_status, First booking_platform, Earliest mmm yy and Earliest date by property_name
Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace
Atliq Seasons
Total Revenue and Occupancy Percentage by city
Total Revenue
Occupancy Percentage
Bangalore
Hyderabad
Delhi
city
0M
50M
100M
Total Revenue and Occupancy Percent...
Total Revenue and Occupancy Percentage by property_name
Total Revenue
Occupancy Percentage
property_name
Atliq Bay
0.0bn
0.2bn
Total Revenue and Occupancy Percentage
260M
Total_Revenue
58.41
Occupancy_Percentage
3.71
Average_Rating
Occupancy Percentage by day_type
day_type
weekend
weekeday
Total Revenue by booking_platform
booking_platform
others
makeyourtrip
logtrip
direct online
tripster
journey
direct offline
13M (5.09%)
18M (7.11%)
26M (10....)
28M (10.8%)
52M (20.16%)
106M (40.84%)
Total Revenue by week no
Total Revenue
20M
0M
W 27
W 28
W 29
W 20
W 24
W 25
W 19
W 22
W 31
W 21
W 26
W 30
W 23
W 32
week no

Thanking you!!