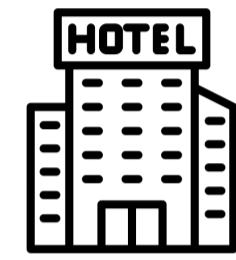




AtliQ Grands

Hospitality Insights and Market Recovery Strategy for AtliQ Grands



- Analysis Conducted on Three Months(**May, June, July**) Data in the Year 2022
- Total 12 Weeks Data(**W-19 to W-31**)
- All the Values are in INR

Quick Key Metrics view before Jumped into Dashboard :-

- ADR** → Money earned per occupied room
- RevPAR** → Money earned per available room
- Occupancy %** → Rooms filled out of total rooms
- Realisation %** → Bookings that actually turn into stays
- DBRN** → Bookings per day
- DSRN** → Rooms actually sold per day
- DURN** → Rooms used per day
- Cancellation %** → Rate of cancelled bookings



Executive View

This dashboard offers a **high-level snapshot** of AtliQ Grands' performance, focusing on **weekly trends** for **ADR, RevPAR, and Occupancy%**. It shows **revenue distribution by room category and booking platform**, and consolidates **all property-level KPIs** for quick management assessment and top-level monitoring..



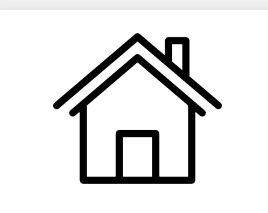
Booking Insights

Focused on **guest booking behavior**, this view tracks **weekly trends** in **ADR, RevPAR, and Occupancy%**. It breaks down **revenue by room category** and emphasizes **platform performance** to determine the most effective booking channels. Key property KPIs are included to optimize **booking strategies, pricing, and channel mix**.



KPI'S View

This view provides a **detailed performance diagnosis**, breaking down **ADR and RevPAR by city and room class**. It contrasts **weekday vs. weekend revenue** and shows **revenue contribution by city/class** to guide pricing. Metrics like **DBRN/DSRN/DURN** by location/class and **booking platform percentages** offer deep operational insights for targeted improvements.



Property Name	City	Room Class	Booking Platform
All	All	All	All

Executive View

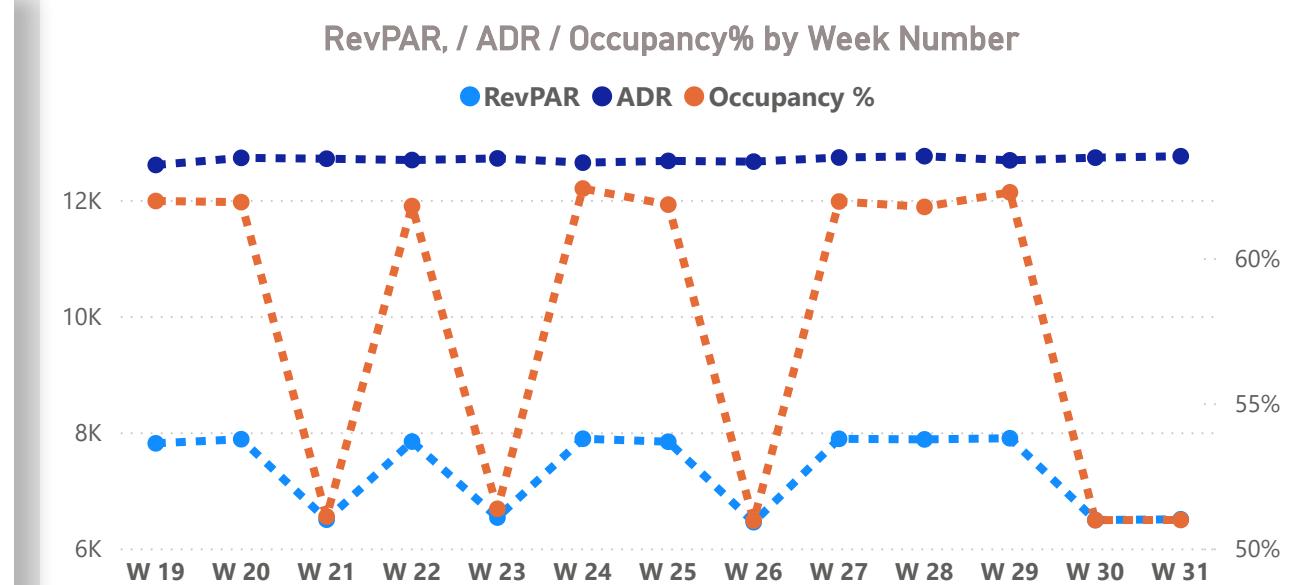
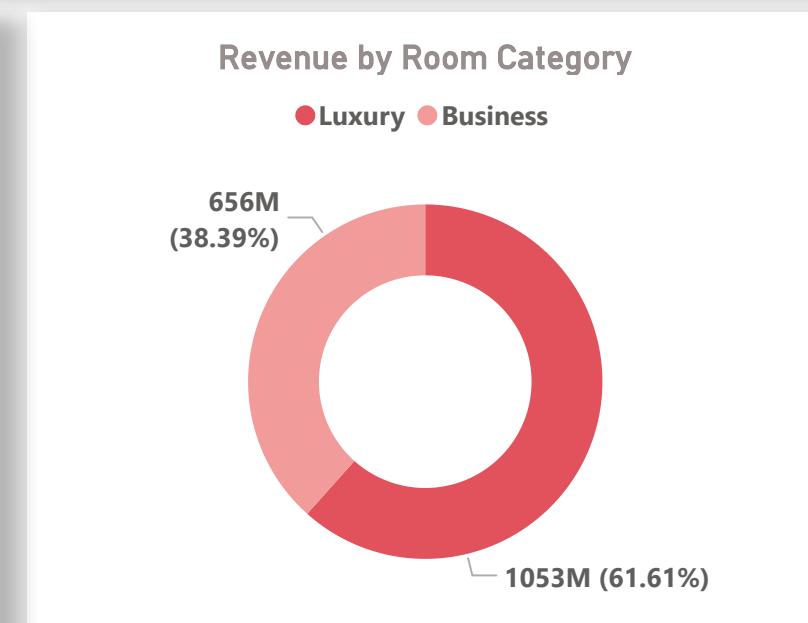
Month :- May-22 Jun-22 Jul-22

Week :- W 19 W 20 W 21 W 22 W 23 W 24 W 25 W 26 W 27 W 28 W 29 W 30 W 31

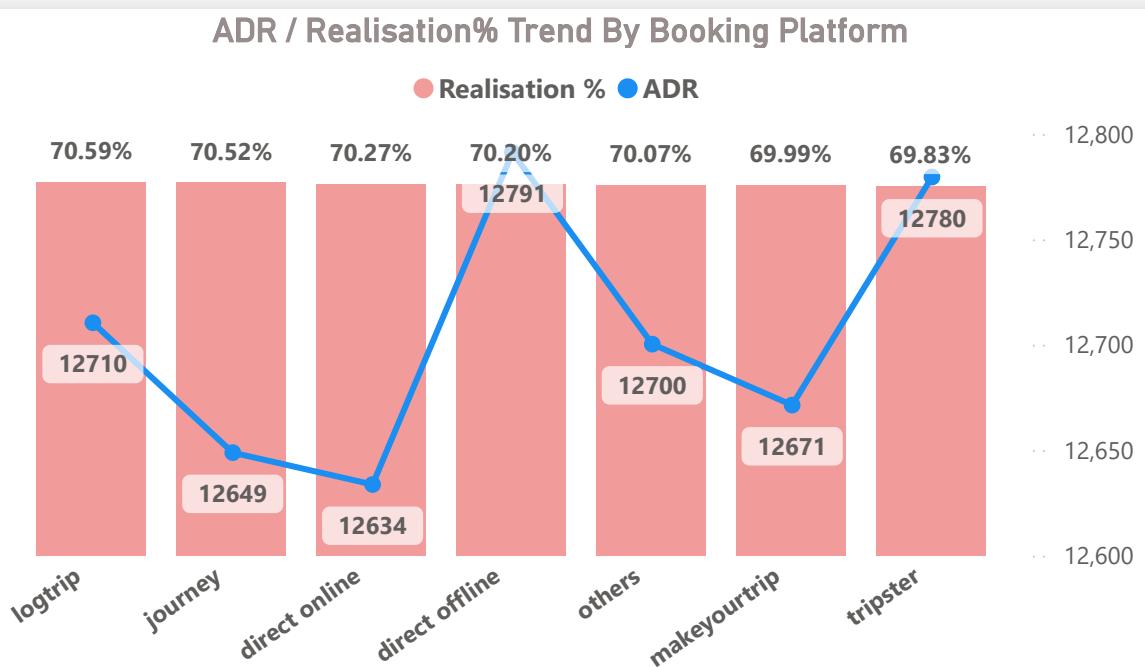
Revenue	RevPAR	DSRN
1.71bn	7,347	2,556
↑ 0.20%	↑ 0.20%	→ 0.00%
Occupancy%	ADR	Realization%
57.87%	12,696	70.15%
↑ 0.01%	↑ 0.19%	↓ -0.03%

% Value in Bottom are Week on Week Change

Day Type	RevPAR	ADR	Occupancy %	Realisation %
Weekday	7,082.53	12,682.41	55.85%	69.94%
Weekend	7,971.63	12,725.49	62.64%	70.59%
Total	7,336.56	12,695.75	57.79%	70.14%



property_id	property_name	city	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
19558	Atliq Grands	Bangalore	54M	5,536	44.40%	12,467	108	48	34	70.03%	24.55%	2.4
19559	Atliq Exotica	Bangalore	60M	6,868	53.83%	12,757	96	52	37	70.84%	24.48%	3.0
19560	Atliq City	Bangalore	82M	8,989	65.65%	13,694	100	66	45	69.13%	26.38%	4.3
19561	Atliq Blu	Bangalore	73M	6,778	53.29%	12,720	118	63	44	69.79%	24.65%	3.1
19562	Atliq Bay	Bangalore	82M	9,335	65.81%	14,185	97	64	45	70.46%	24.33%	4.3
19563	Atliq Palace	Bangalore	69M	6,778	53.49%	12,672	111	59	41	69.46%	25.35%	3.0
16558	Atliq Grands	Delhi	36M	7,538	65.91%	11,437	53	35	24	70.03%	25.06%	4.3
16560	Atliq City	Delhi	55M	6,285	53.70%	11,705	96	52	37	71.13%	24.12%	3.0
16561	Atliq Blu	Delhi	58M	8,626	65.78%	13,113	74	49	34	69.87%	25.51%	4.3
16562	Atliq Bay	Delhi	56M	6,260	53.46%	11,709	99	53	37	69.29%	25.27%	3.1
16563	Atliq Palace	Delhi	89M	8,281	66.40%	12,472	118	79	55	69.99%	25.26%	4.3
18558	Atliq Grands	Hyderabad	46M	5,524	53.45%	10,334	92	49	34	69.81%	24.98%	3.1
18559	Atliq Exotica	Hyderabad	48M	4,063	44.63%	9,103	129	58	41	70.61%	24.35%	2.3
18560	Atliq City	Hyderabad	61M	6,084	66.19%	9,191	110	73	52	70.99%	24.03%	4.3
18561	Atliq Blu	Hyderabad	56M	5,693	65.60%	8,678	108	71	50	70.46%	24.17%	4.2
18562	Atliq Bay	Hyderabad	69M	6,221	65.87%	9,444	122	81	57	70.18%	24.70%	4.3
18563	Atliq Palace	Hyderabad	45M	5,025	52.98%	9,484	98	52	36	69.63%	25.95%	3.1
16559	Atliq Exotica	Mumbai	118M	10,640	65.92%	16,142	122	81	57	70.37%	24.61%	4.3
17558	Atliq Grands	Mumbai	75M	7,964	53.67%	14,839	103	55	39	69.92%	25.66%	3.1



Abbreviations :- ADR - Average Daily Rate / RevPAR - Revenue Per Available Room / DSRN - Daily Sold Room Nights / DBRN - Daily Booked Room Nights / DURN - Daily Utilized Room Nights



Key Performance Metrics



Property Name

All

City

All

Room Class

All

Booking Platform

All

Week

W 19	W 23	W 27
W 20	W 24	W 28
W 21	W 25	W 29
W 22	W 26	W 30

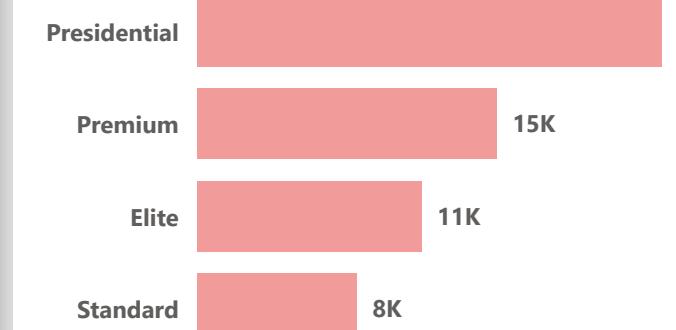
Month

May-22
Jun-22
Jul-22

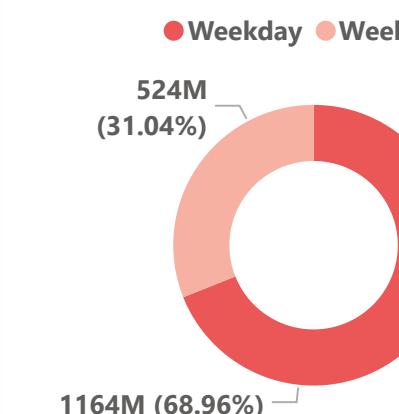
ADR by City



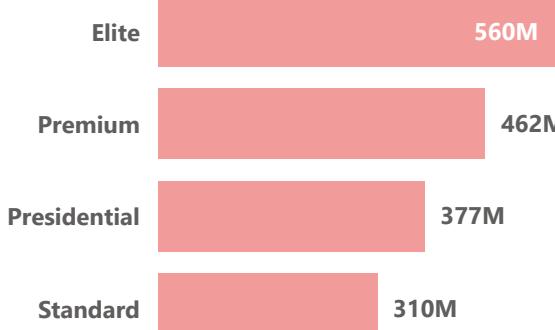
ADR by Room Class



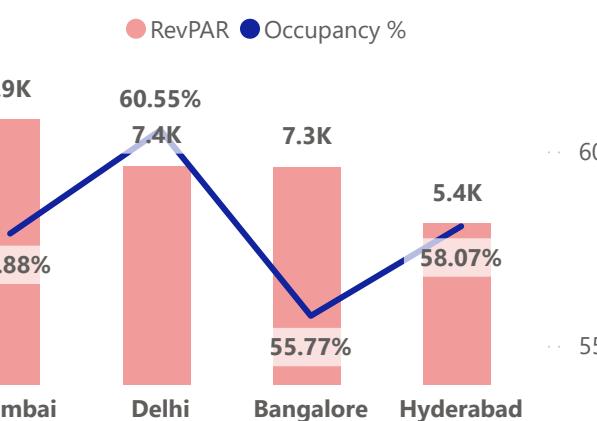
Revenue by Day Type



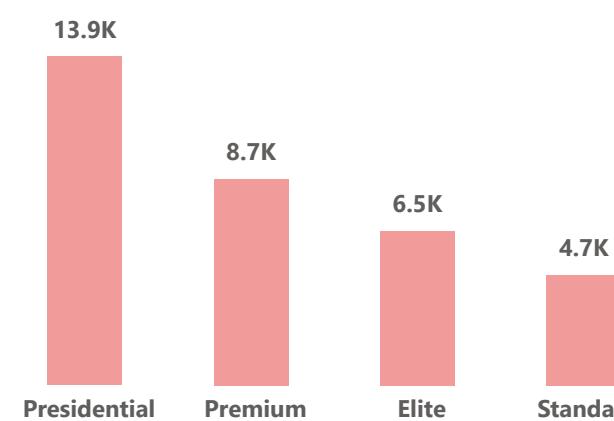
Revenue by Room Class



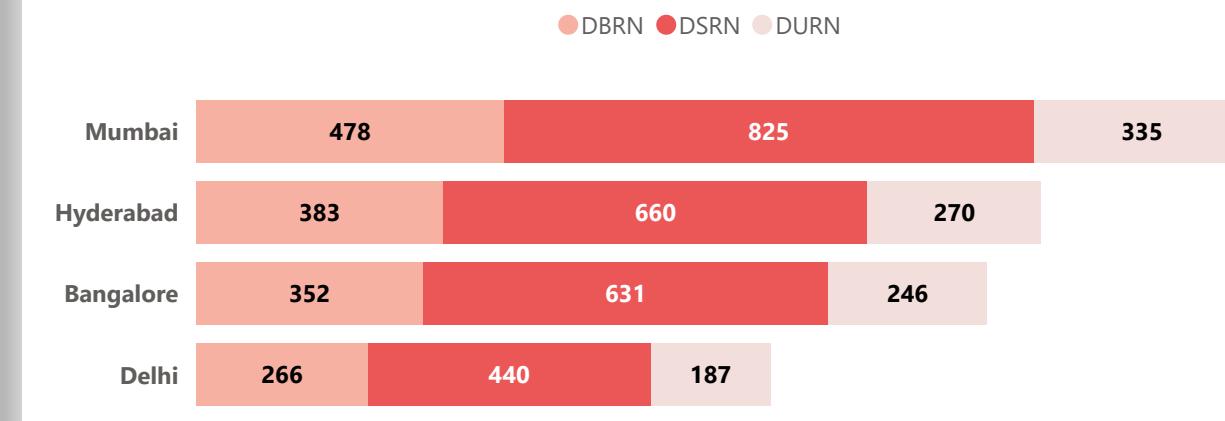
RevPAR and Occupancy % by city



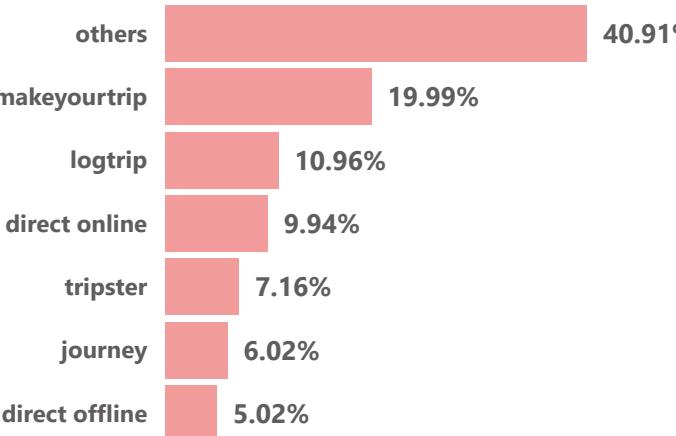
RevPAR by Room Class



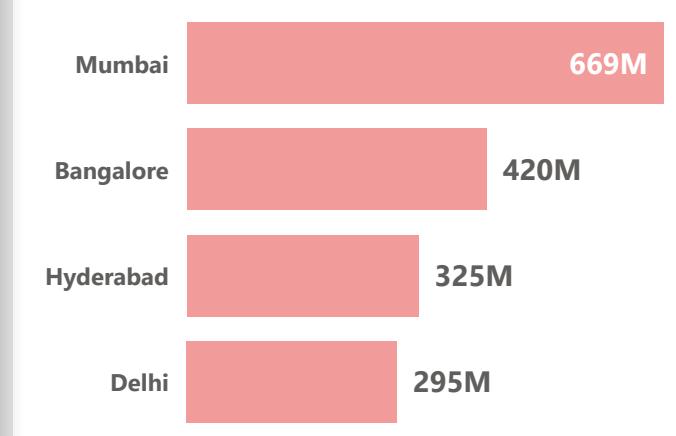
DBRN / DSRN / DURN by City



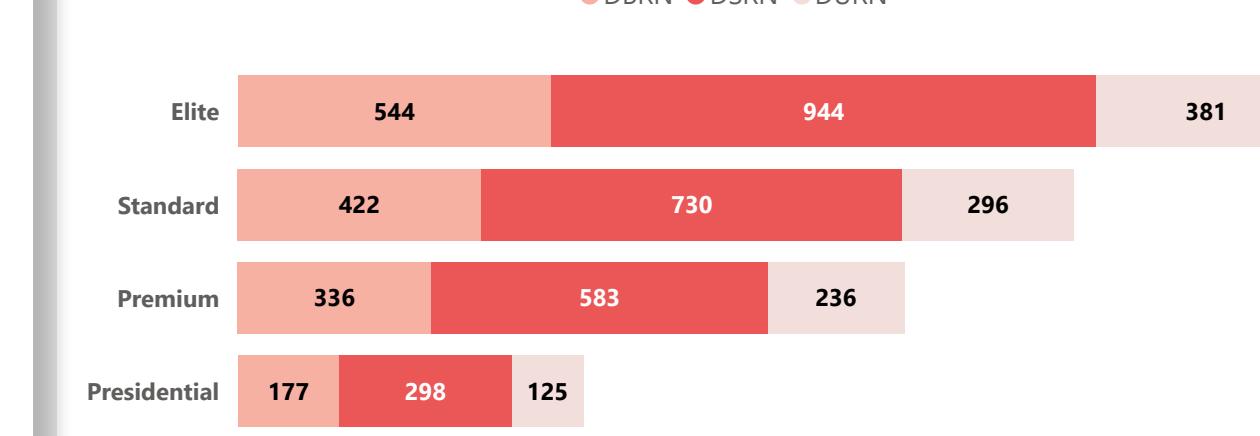
Booking % by Platform



Revenue By City



DBRN / DSRN / DURN by Room Class



Abbreviations :- **ADR** - Average Daily Rate / **RevPAR** - Revenue Per Available Room / **DSRN** - Daily Sold Room Nights / **DBRN** - Daily Booked Room Nights / **DURN** - Daily Utilized Room Nights



Booking View



Property Name

City

Room Class

Booking Platform

Week

W 19	W 23	W 27
W 20	W 24	W 28
W 21	W 25	W 29
W 22	W 26	W 30

Month

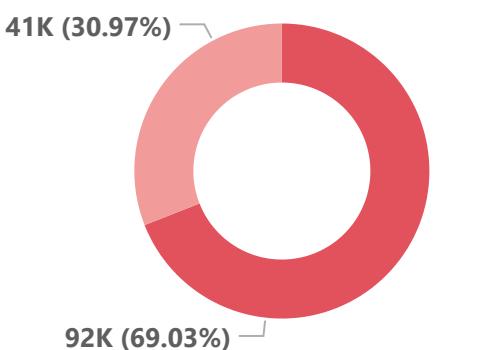
May-22
Jun-22
Jul-22

Total Bookings	135K	No Show Bookings	6759	Cancelled Bookings	33K	Succesfull Bookings	94K	Cancelled Revenue	199.18M
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category	Revenue	RevPAR	ADR	Occupancy %	Total Bookings	successful bookings	cancelled bookings
Luxury	1053M	7,256	12,584	57.66%	83660	58703	20673
Business	656M	7,498	12,881	58.21%	50930	35708	12747
Total	1709M	7,347	12,696	57.87%	134590	94411	33420

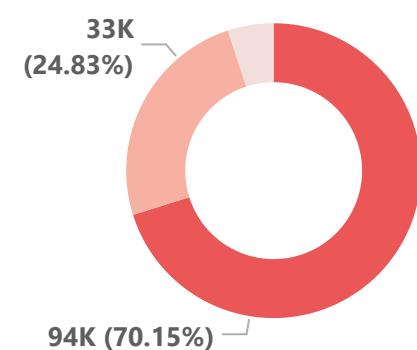
Total Bookings by Day Type

● Weekday ● Weekend



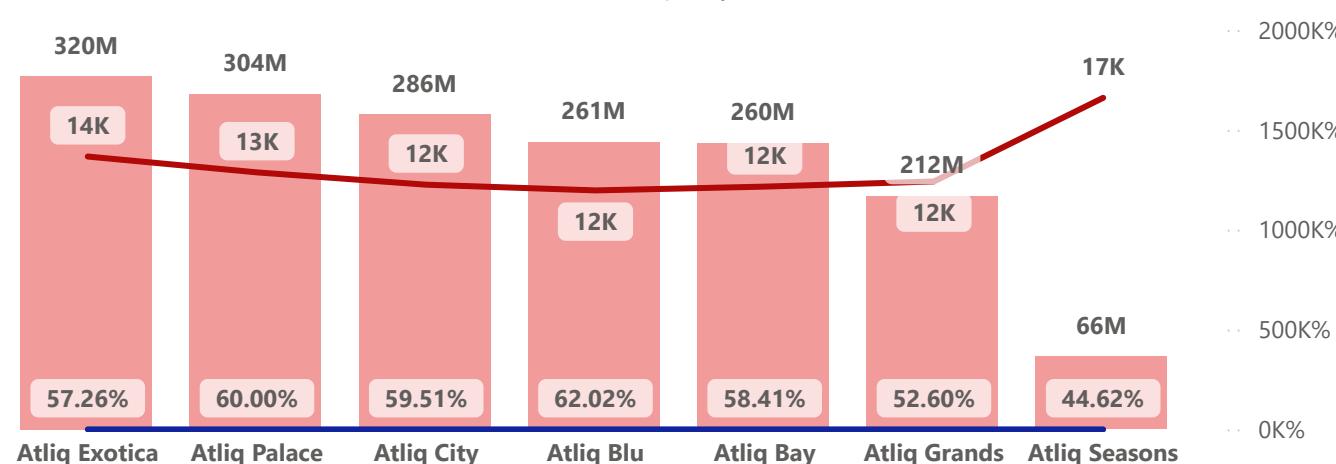
Total Booking by Booking Status

● Checked Out ● Cancelled ● No Show



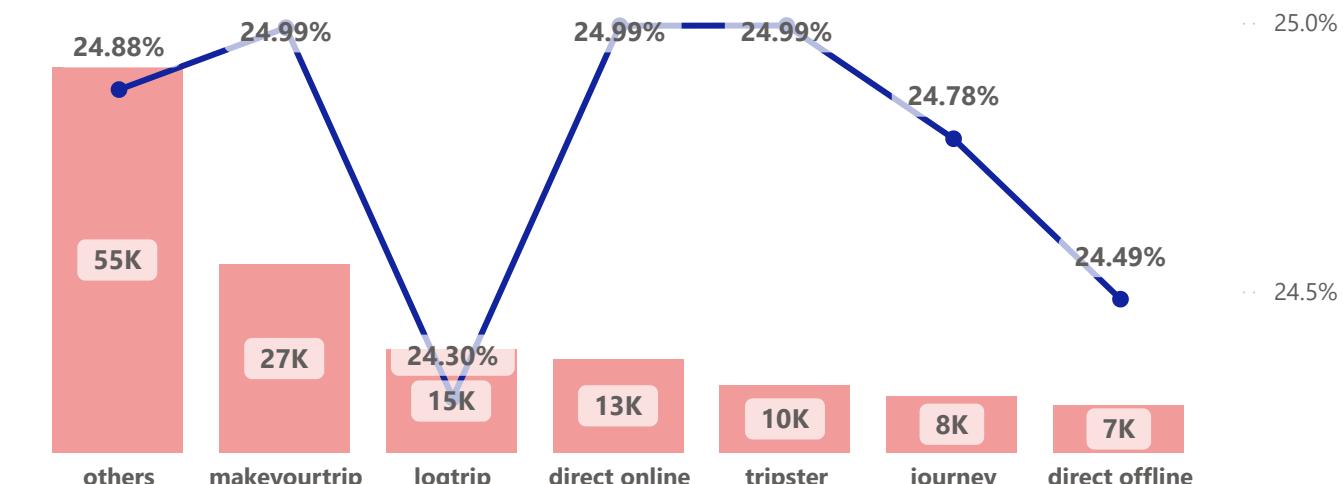
Revenue / Occupancy % / Cancellation % by Hotel

● Revenue ● Occupancy % ● ADR



Total Bookings / Cancellation% Trend By Booking Platform

● Total Bookings ● Cancellation %



Average Rating by Hotel

Atliq Blu	4.0
Atliq Palace	3.7
Atliq Bay	3.7
Atliq City	3.7
Atliq Exotica	3.6
Atliq Grands	3.1
Atliq Seasons	2.3

Cancelled Bookings by City

Mumbai	10.8K
Hyderabad	8.6K
Bangalore	8.0K
Delhi	6.1K

Cancelled Bookings By Room Class

● Elite ● Standard ● Premium ● Presidential

