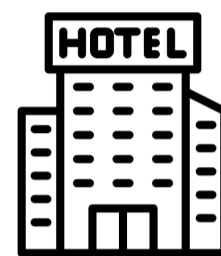




AtliQ Grands

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



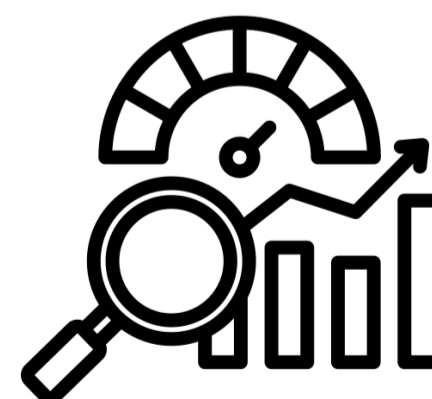
Executive View

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

All

City

All

Room Class

All

Booking Platform

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

1.71bn

↑ 0.20%

RevPAR

7,347

↑ 0.20%

DSRN

2,556

→ 0.00%

Occupancy%

57.87%

↑ 0.01%

ADR

12,696

↑ 0.19%

Realization%

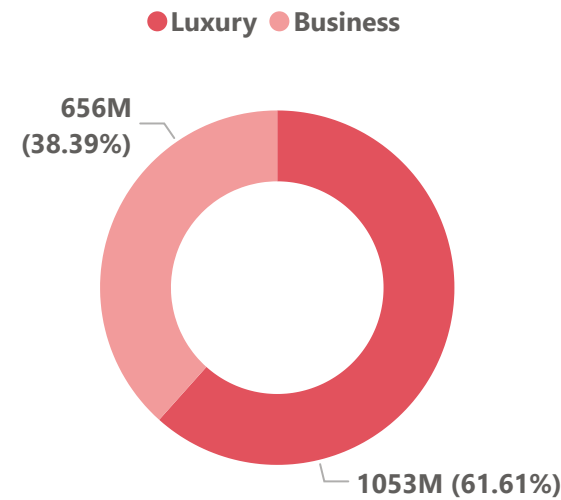
70.15%

↓ -0.03%

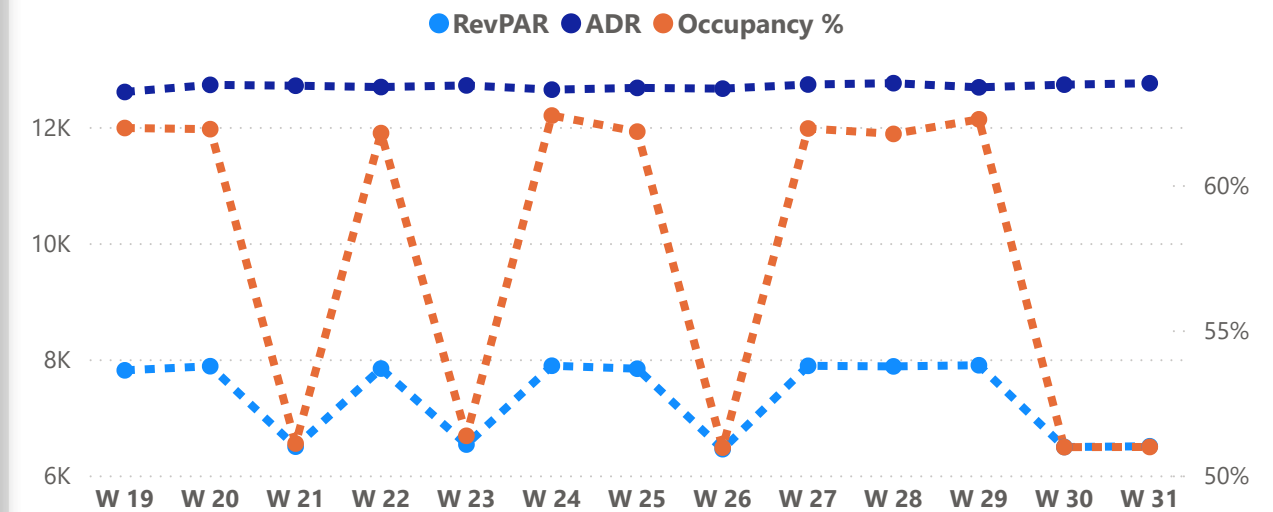
% Value in Bottom are Week on Week Change

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%

Revenue by Room Category



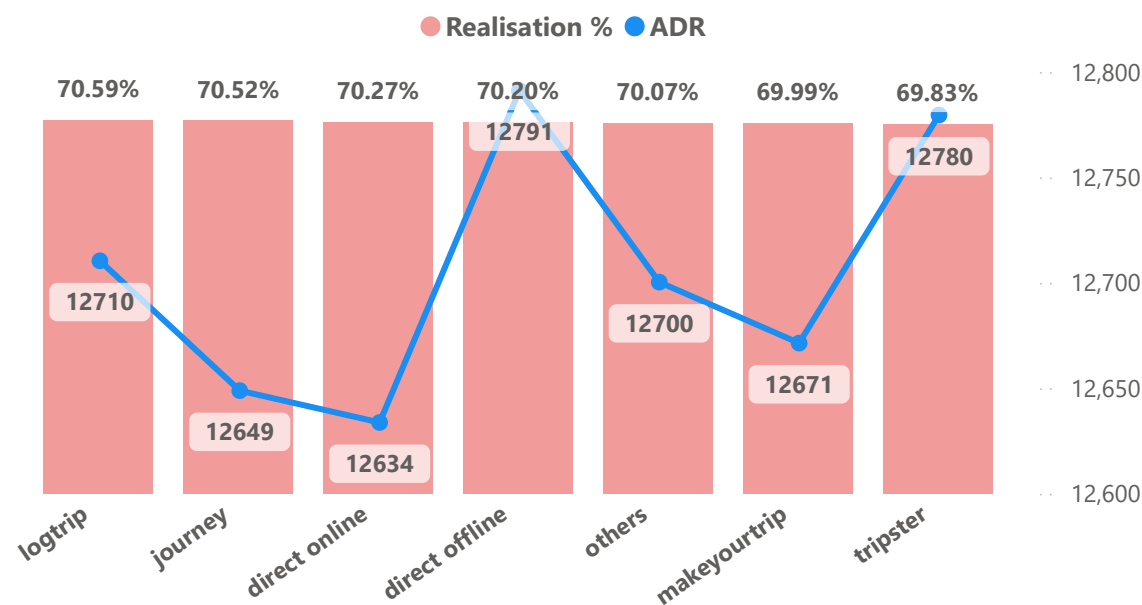
RevPAR, / ADR / Occupancy% by Week Number



Property By Key Metrics

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

ADR / Realisation% Trend By Booking Platform



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

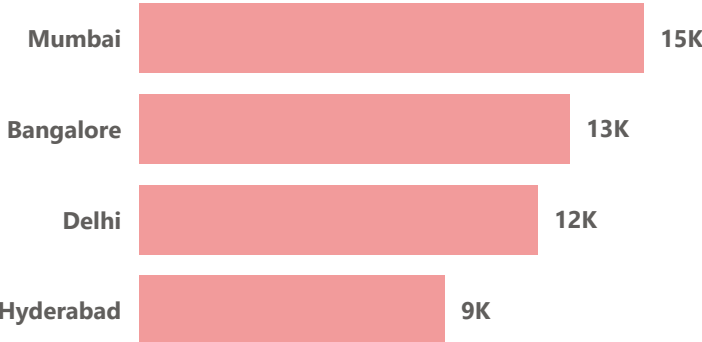
Week

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

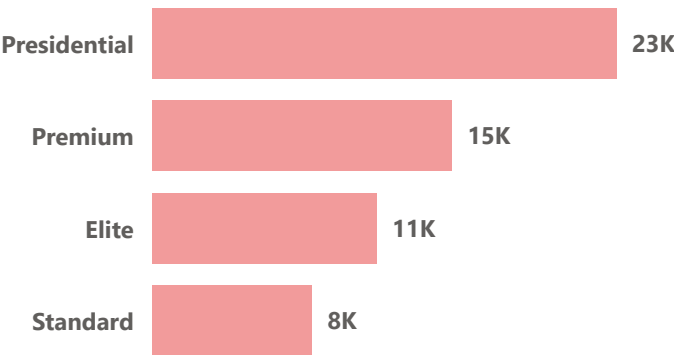
Month

- May-22
- Jun-22
- Jul-22

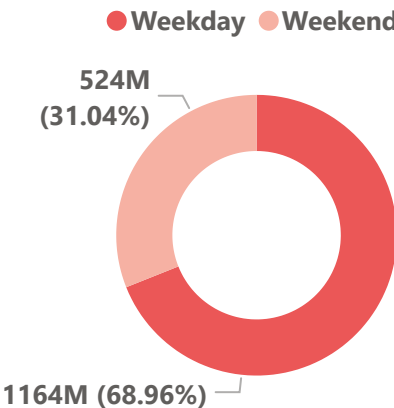
ADR by City



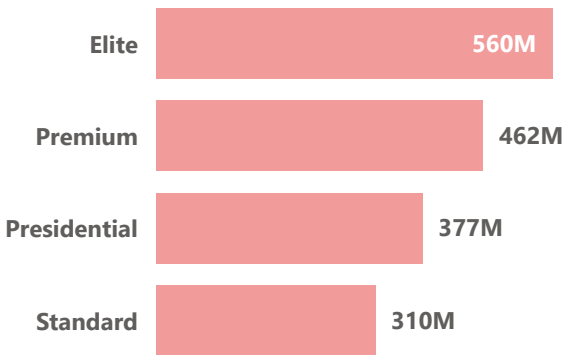
ADR by Room Class



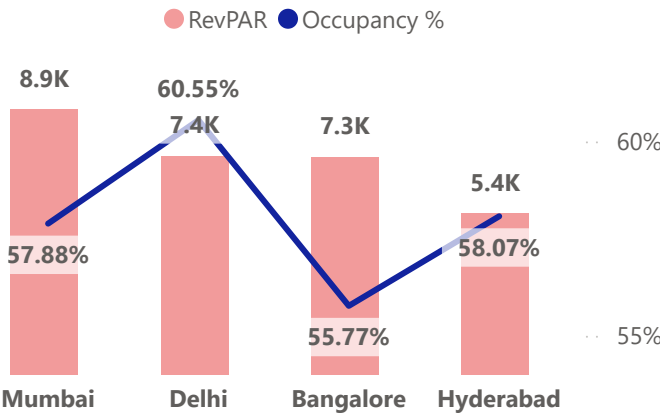
Revenue by Day Type



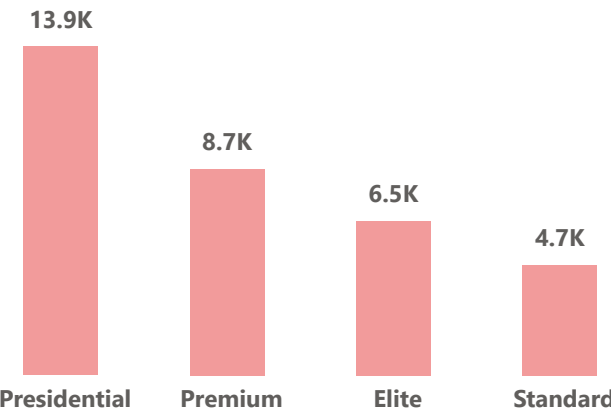
Revenue by Room Class



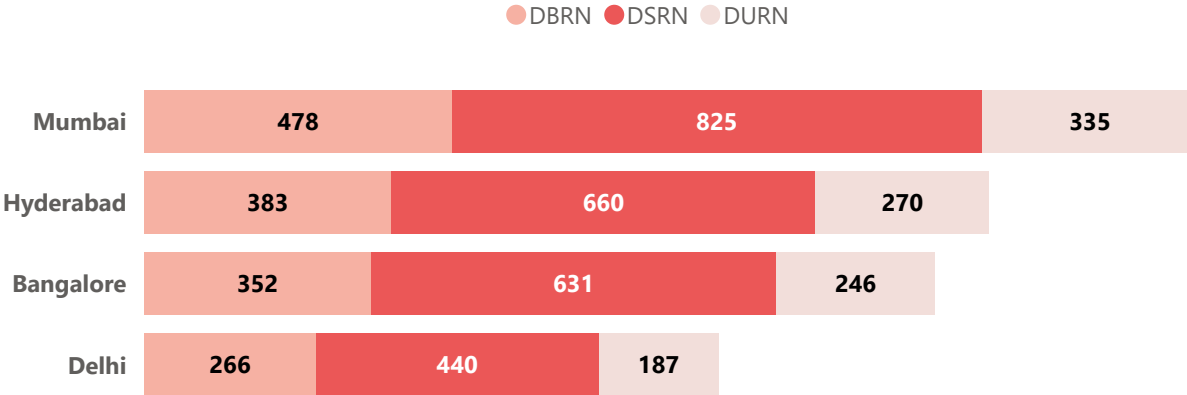
RevPAR and Occupancy % by city



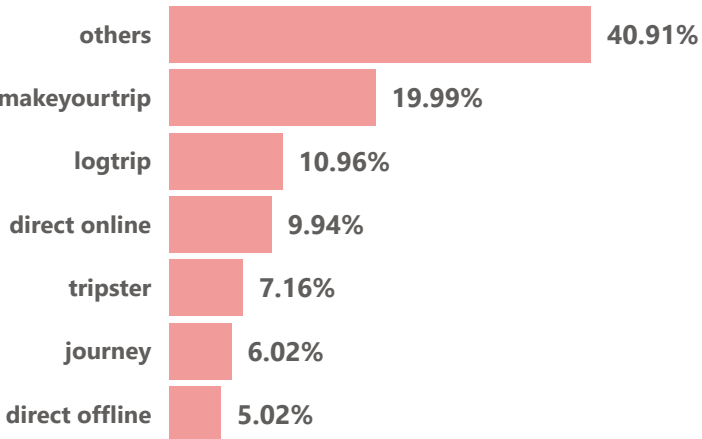
RevPAR by Room Class



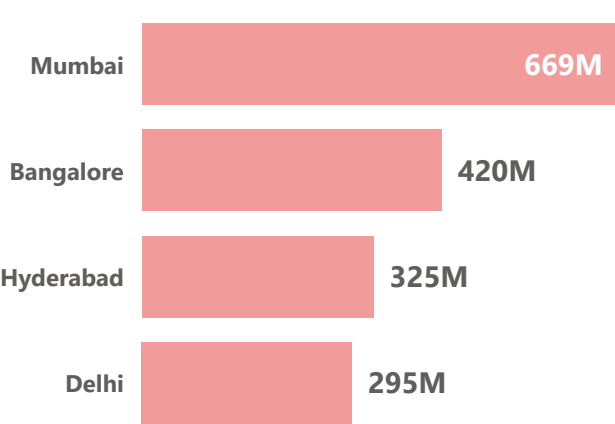
DBRN / DSRN / DURN by City



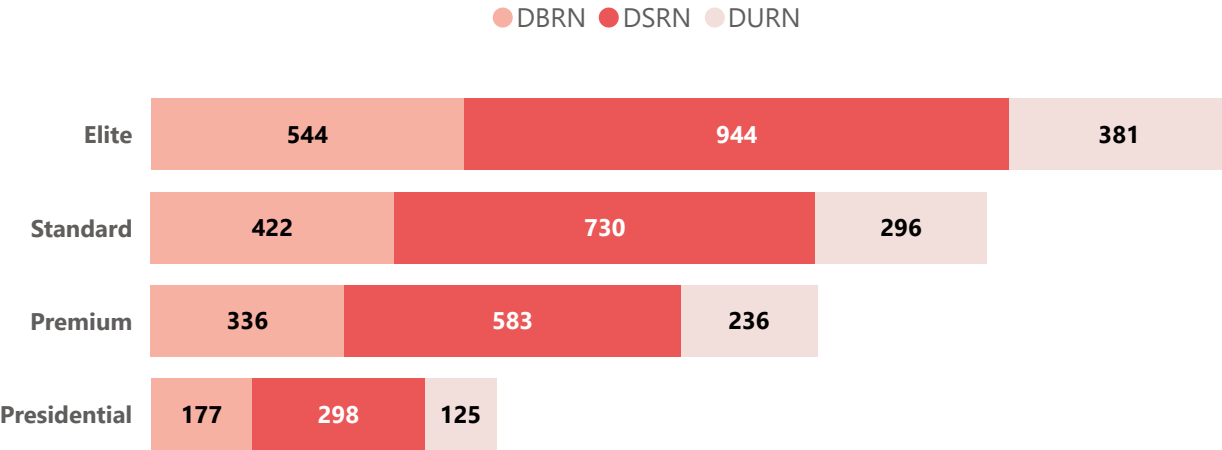
Booking % by Platform



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

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

Total Bookings

135K

No Show Bookings

6759

Cancelled Bookings

33K

Succesfull Bookings

94K

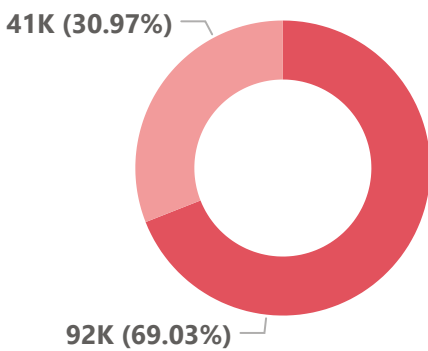
Cancelled Revenue

199.18M

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

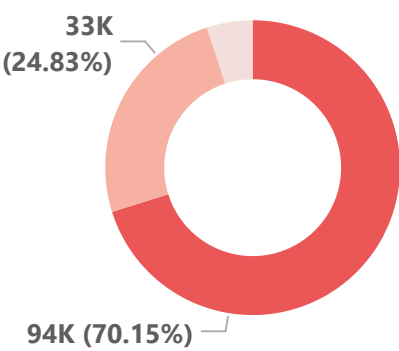
Total Bookings by Day Type

Weekday Weekend

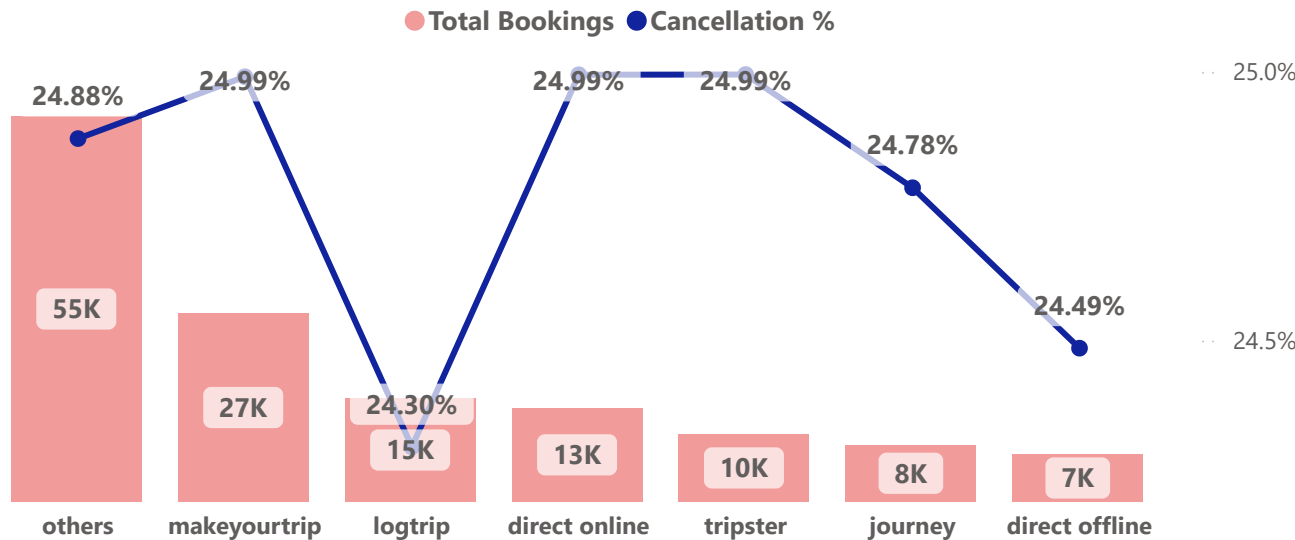


Total Booking by Booking Status

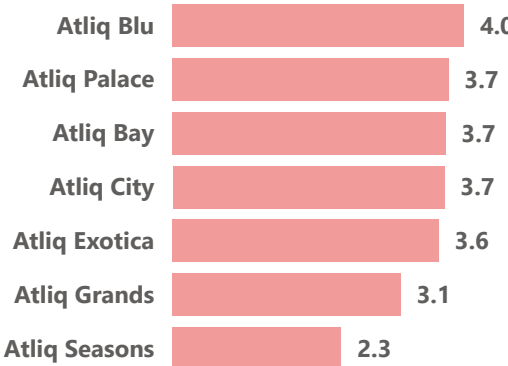
Checked Out Cancelled No Show



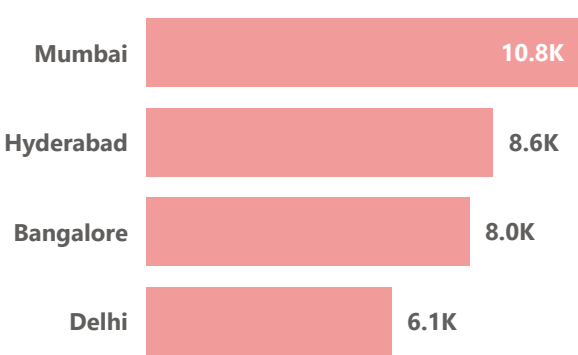
Total Bookings / Cancellation% Trend By Booking Platform



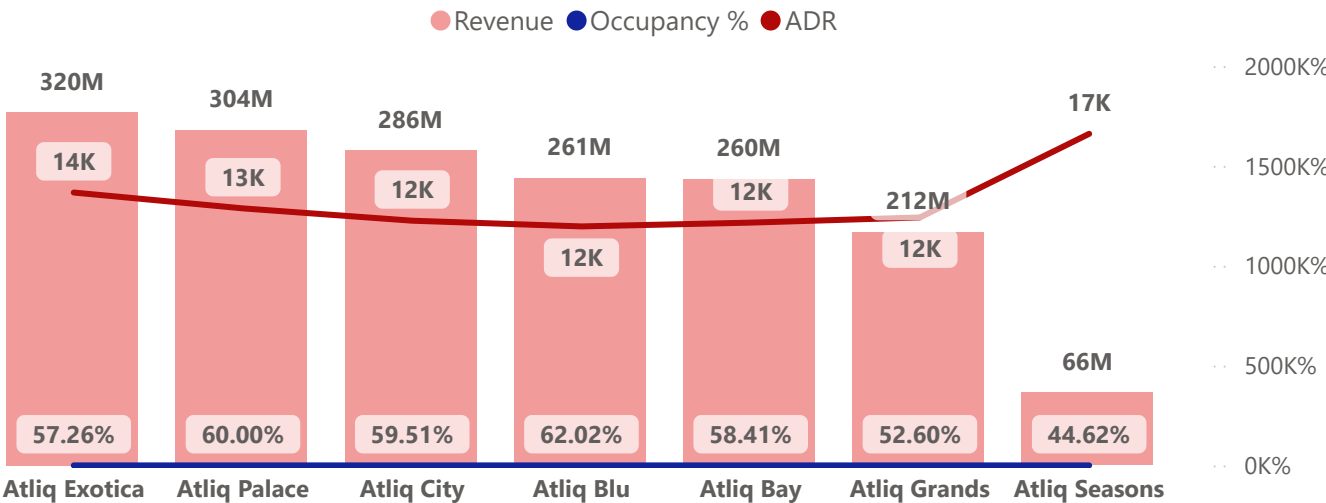
Average Rating by Hotel



Cancelled Bookings by City

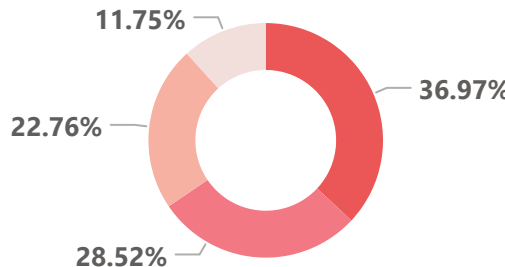


Revenue / Occupancy % / Cancellation % by Hotel



Cancelled Bookings By Room Class

Elite Standard Premium Presidential



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