



AtliQ Grands - Revenue Dashboard



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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.



REVENUE PERFORMANCE AND OPTIMISATION

2bn

Total Revenue

9720

Maximum Loss (in Rs)

6.23K

Avg Rev per Guest

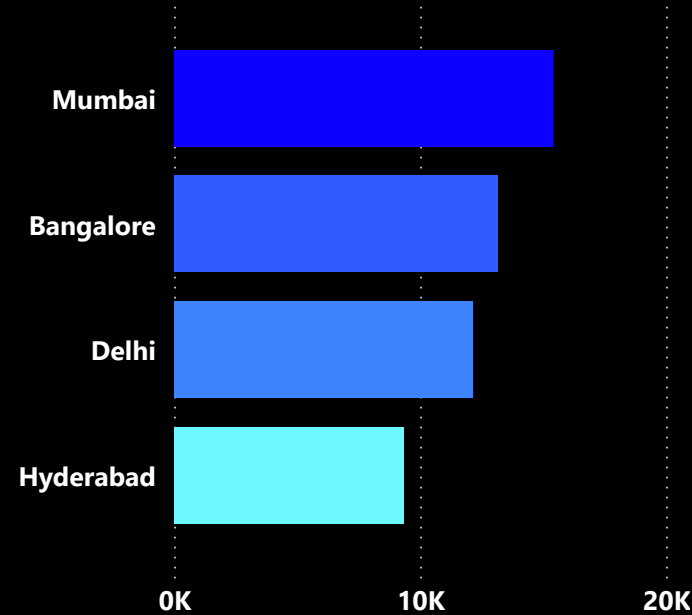
Room Category

All

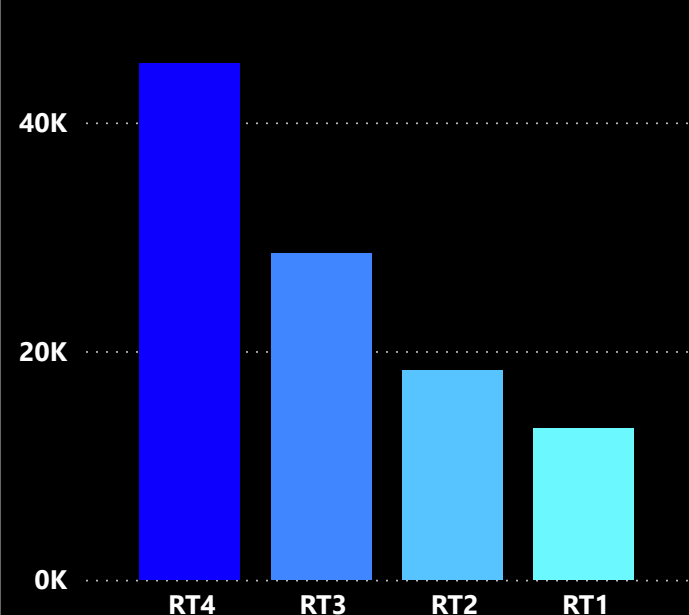
City

All

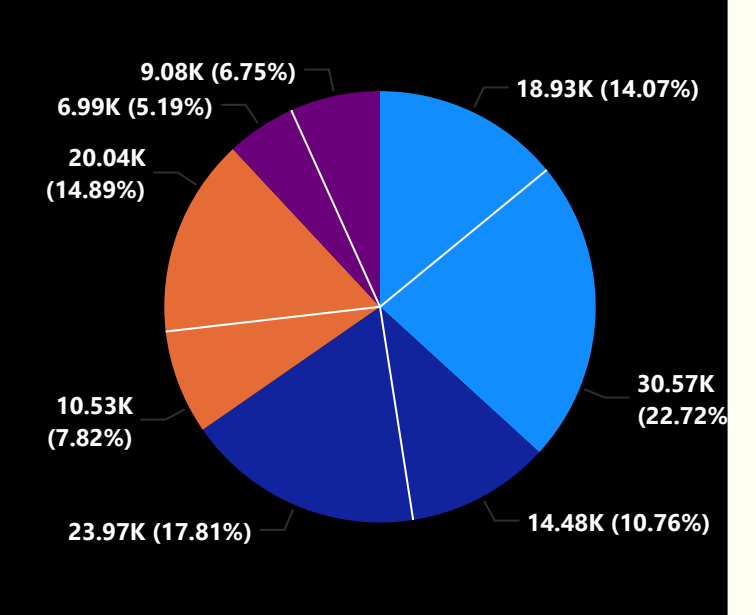
Revenue by City



Revenue by Room Category



Revenue by Room Category





OCCUPANCY AND BOOKING TRENDS

FILTERS

prope... ▼

All ▼

day_t... ▼

All ▼

week ... ▼

All ▼

room... ▼

All ▼

58.31

Total Occupancy (%)

135K

Total_Bookings

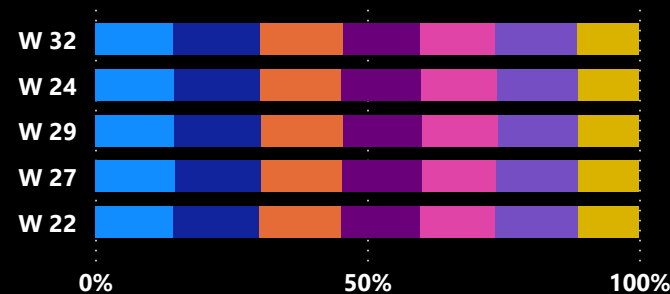
Delhi

City with Most Occu...

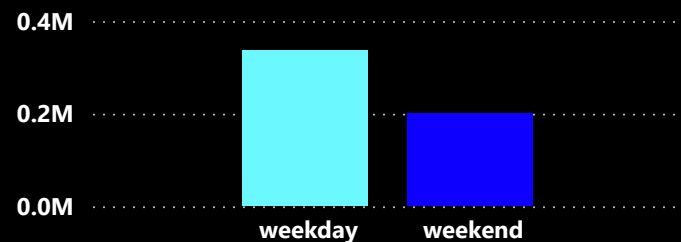
Presidential

Most Utilized Room Type

Weekly Occupancy per Hotel

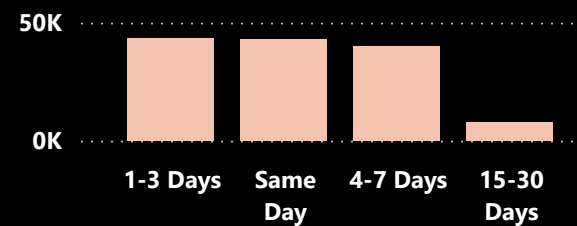


Weekday/Weekend with Highest Occupancy

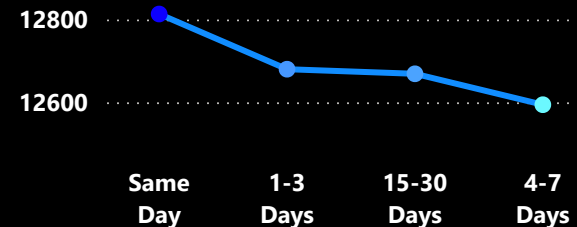


PATTERN ANALYSIS

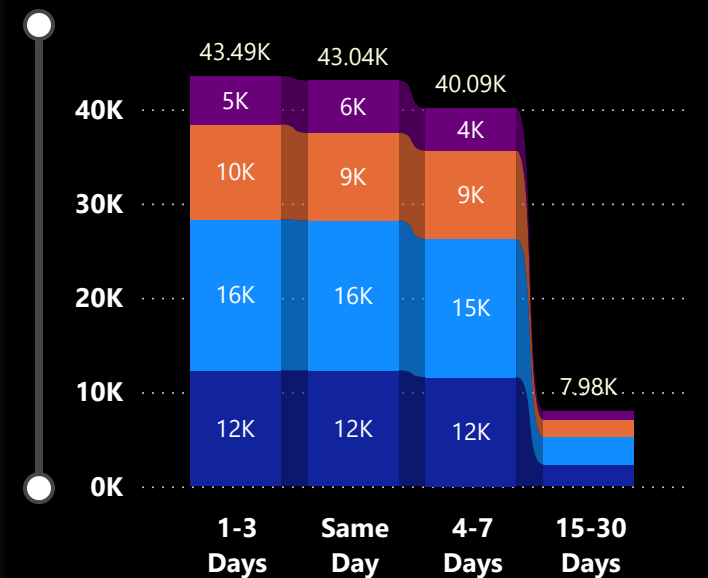
Last Minute Bookings



Booking Lead VS Revenue



Do Premium Rooms Get Booked in Advance?





PLATFORM AND CUSTOMER BEHAVIOUR

FILTERS

booki... ▾

All ▾

city ▾

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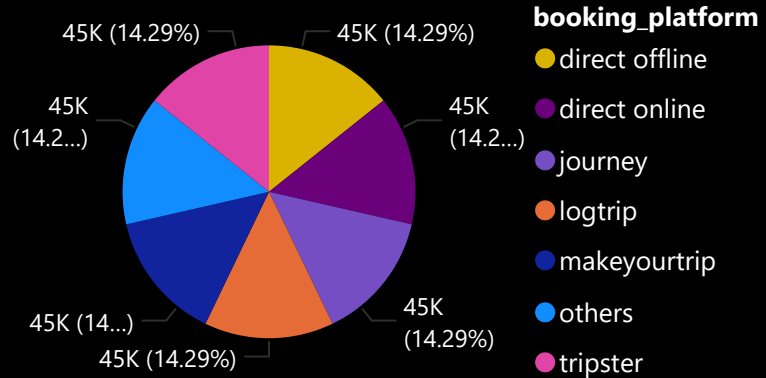
3.62

Avg_Rating

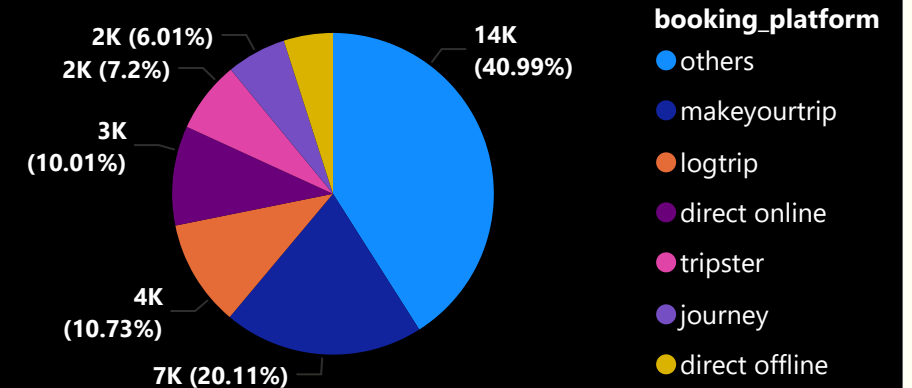
tripster

Top_Platform_By_Rating

Booking Platform VS Our Revenue

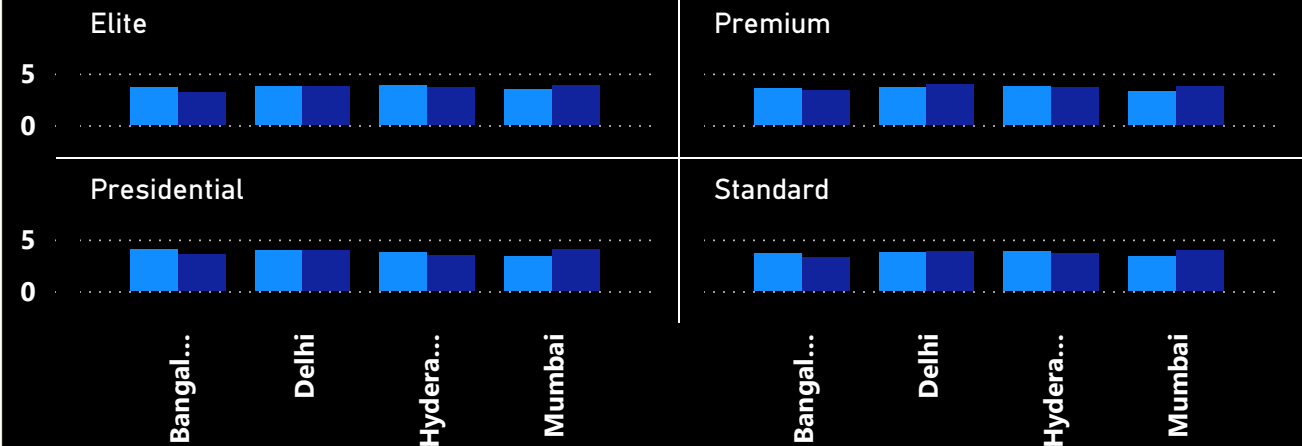


Booking Platform VS No of Cancellations



Rating variation by City, Hotel Category and Room Class

category ● Business ● Luxury





CAPACITY UTILISATION AND FORECASTING

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prope... ▼

All ▼

city ▼

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categ... ▼

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room... ▼

All ▼

Utilization percentage of all the Hotels

check_in_date	Atliq Bay	Atliq Blu	Atliq City	Atliq Exotica
01 May 2022	0.81	0.86	0.81	0.74
02 May 2022	0.55	0.61	0.56	0.54
03 May 2022	0.55	0.58	0.55	0.54
04 May 2022	0.54	0.56	0.58	0.54
05 May 2022	0.55	0.59	0.57	0.54
06 May 2022	0.58	0.58	0.56	0.54
07 May 2022	0.80	0.85	0.82	0.74
08 May 2022	0.81	0.85	0.81	0.80
09 May 2022	0.55	0.60	0.58	0.54
10 May 2022	0.57	0.59	0.56	0.54
11 May 2022	0.56	0.59	0.59	0.54
12 May 2022	0.56	0.59	0.57	0.54
13 May 2022	0.55	0.61	0.55	0.54
14 May 2022	0.80	0.85	0.82	0.74
15 May 2022	0.66	0.70	0.68	0.64

Are hotels constantly under-booked as compared to their available capacity?

Can we forecast the demand for a specific type of room based on past record?

Room Hotel	Elite Rating	Elite Occupancy	Premium Rating	Premium Occupancy
Atliq Bay				
Atliq Blu	3.97	100.00	3.97	100.00
Atliq City				
Atliq Palace				

Occupancy Gap by Hotel Type

