

# AtliQ Grands



Hospitality is our Passion

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# Business Model & Problem Statement



- AtliQ Grands owns multiple five-star hotels across India
- They have been in the hospitality industry for the past 20 years
- Have property in 4 cities – Mumbai, Delhi, Bangalore and Hyderabad
- Their main revenue is from luxury/business hotels category

**Decrease in Revenue:** AtliQ Grands are losing its market share and revenue due to strategic moves from other competitors and ineffective decision-making in management

# Understand the data model



## Data Tables

### Dimension Tables



### Fact Tables

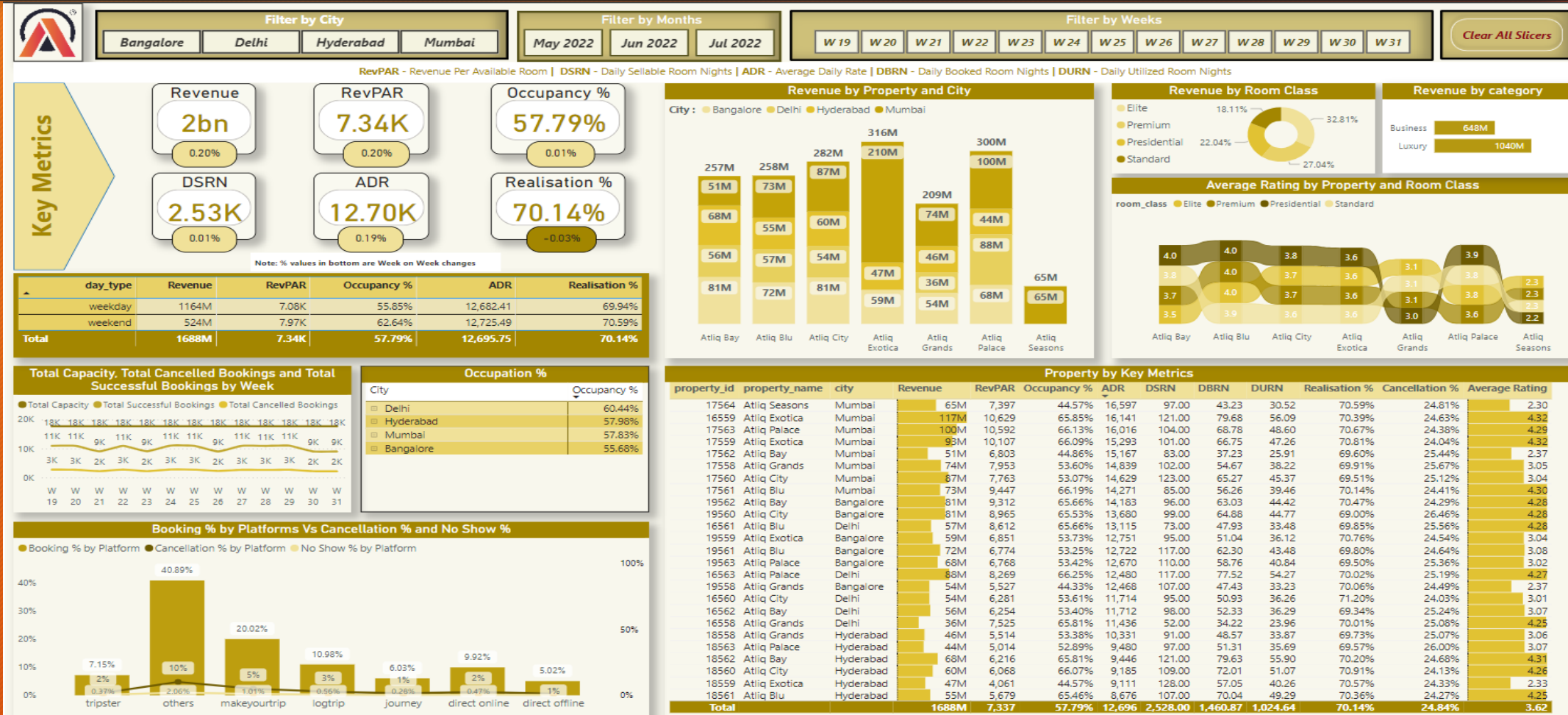


data/field mapping



# Dashboard screenshot

For live dashboard experience, please go through the given [link](#)

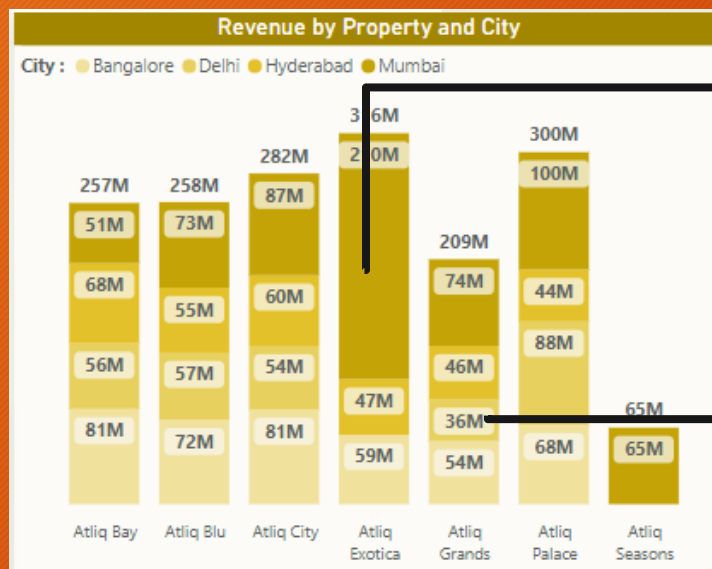


# Key Insights & Findings - 1

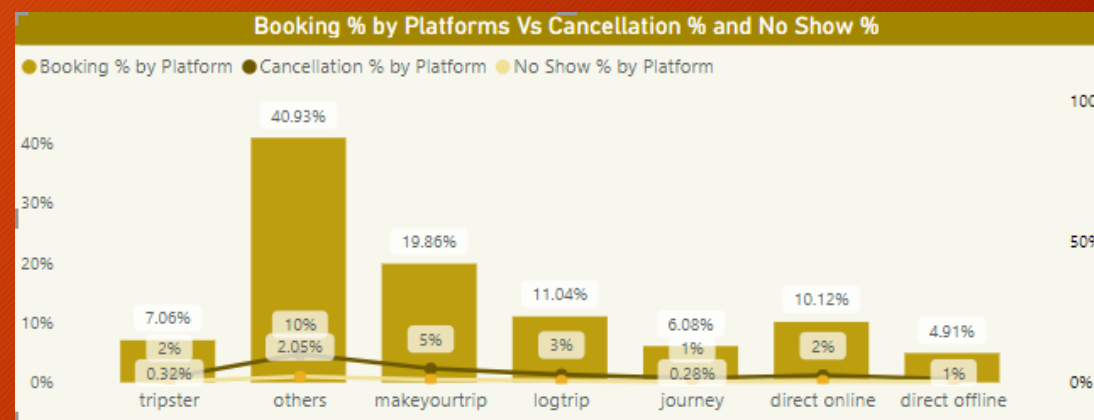


Properties which have Rating below 3 are having less Occupancy %

property_id	property_name	city	Revenue	RevPAR	Occupancy %	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
17564	Atliq Seasons	Mumbai	21M	7,328	44.19%	16,581	97.00	42.87	29.50	68.82%	25.82%	2.30
19558	Atliq Grands	Bangalore	18M	5,499	43.77%	12,564	107.00	46.83	33.63	71.81%	23.49%	2.32
18559	Atliq Exotica	Hyderabad	15M	4,010	43.80%	9,156	128.00	56.07	39.60	70.63%	24.02%	2.32
17562	Atliq Bay	Mumbai	17M	6,782	44.50%	15,242	83.00	36.93	26.13	70.76%	24.28%	2.39
16560	Atliq City	Delhi	18M	6,211	53.44%	11,624	95.00	50.77	35.73	70.39%	24.49%	3.02
18563	Atliq Palace	Hyderabad	14M	4,962	52.30%	9,487	97.00	50.73	35.53	70.04%	25.82%	3.03



- Major revenue is coming from Atliq Exotica from Mumbai
- Least revenue is coming from Atliq Grands from Delhi
- Mumbai - Top in revenue generating
- Bangalore - Bottom in revenue generating



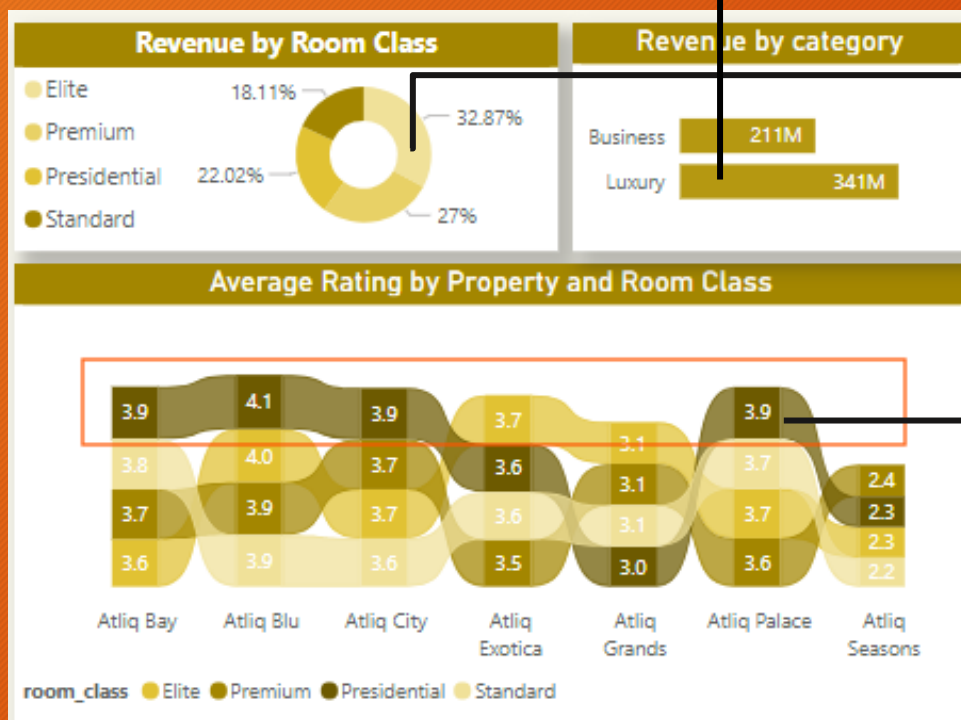
- Top Booking Platform: Makeourtrip
- Bottom Booking Platform: Direct offline
- Cancellation % varies up to 5% across all platforms excluding 'others'
- No Shows % varies below 1% excluding 'others' platform



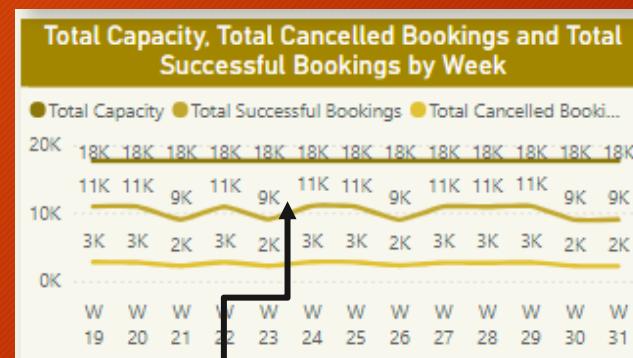
# Insights and Key Findings - 2



Majority of the revenue is coming from Luxury category



Major revenue comes from Elite Class rooms but top rated room class is 'Presidential' across most of the properties



Occupation %	
City	Occupancy %
Delhi	60.44%
Hyderabad	57.98%
Mumbai	57.83%
Bangalore	55.68%

- Most of the weeks, Total Capacity across property is 18000 rooms for any given time, but successful room bookings happened is between 9000 - 11000 rooms.
- Total rooms cancelled are between 2000 - 3000 rooms.

Delhi and Bangalore are the top and bottom cities w.r.t occupancy % respectively

# ...thanks for watching



Please go through the report link provided and share your thoughts