

Revenue Intelligence & Hospitality Analytics

A strategic performance review of Atliq Grands properties across India

Data Analysis Project | Internal Review

Analyst Note: This report analyses booking patterns, revenue realization, and operational efficiency across **Delhi**, **Mumbai**, **Hyderabad**, and **Bangalore**.

Significant revenue flows from Mumbai, yet weekday efficiency lags behind

The Win



Mumbai is the undisputed revenue leader, generating over **668M** in realized revenue, more than double that of Delhi.

The Gap



Temporal disparity is the primary challenge. Weekend occupancy hits **72.34%**, while weekdays drop significantly to **50.88%**.

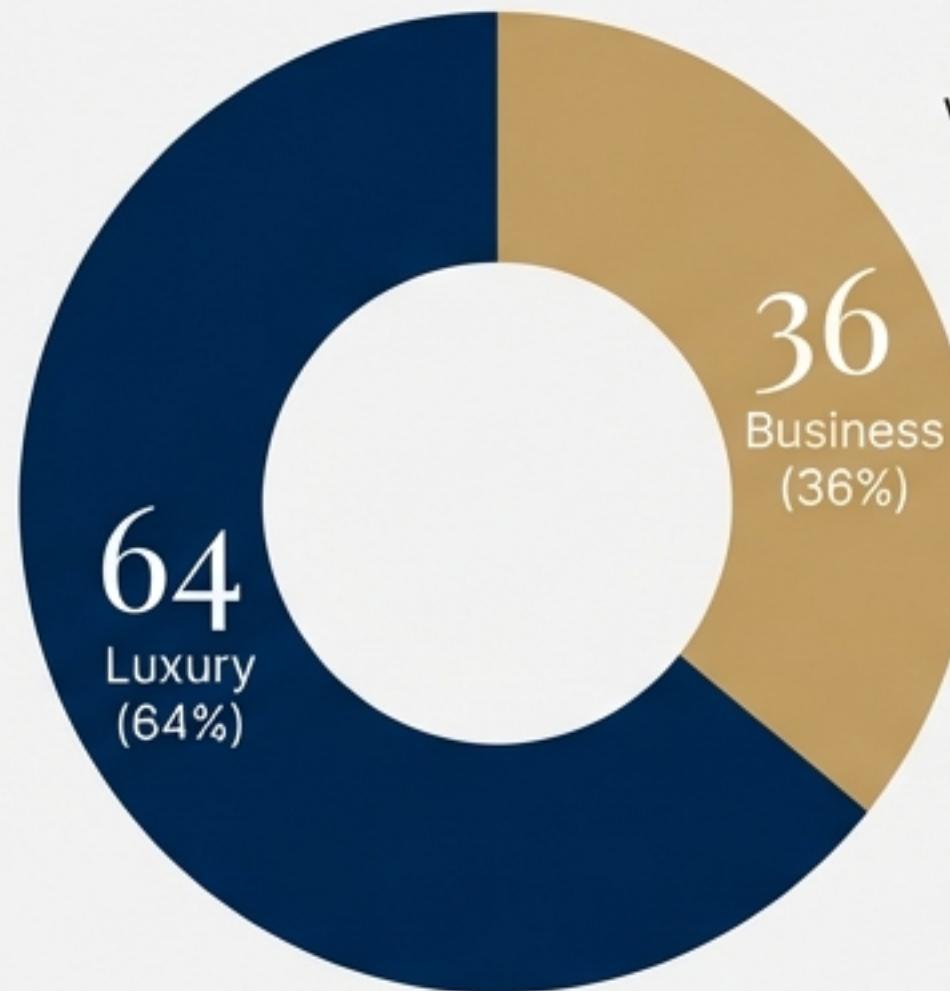
The Opportunity



Contrary to standard expectations, the highest room category (**Presidential - RT4**) boasts the highest occupancy rate (**59.28%**), signalling a strong market for premium inventory.

The current portfolio spans four major cities with a heavy emphasis on Luxury inventory

Portfolio Mix



Geographic Presence



Channel Ecosystem

Active Channels

Direct Online

MakeYourTrip

Direct Offline

Logtrip

Others

Tripster

Journey

A rigorous data audit eliminated statistical outliers and operational errors

Data Health Checklist

Negative Guests



Removed records showing invalid guest counts (e.g., -17 guests).

Revenue Outliers



Filtered erroneous booking values. A single booking logged at **28,560,000** was identified as a system error and removed.

Capacity Logic



Corrected instances where successful bookings exceeded capacity (e.g., **123** bookings for a **26-room** capacity).

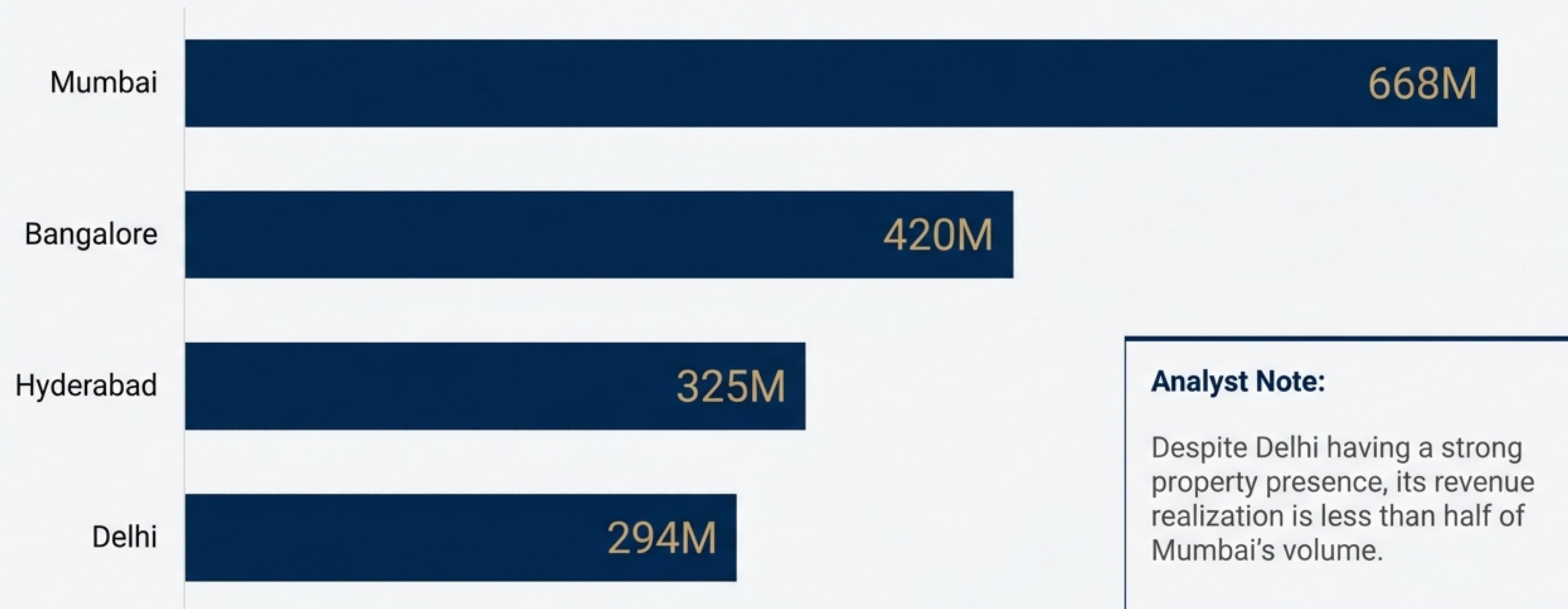
Null Handling



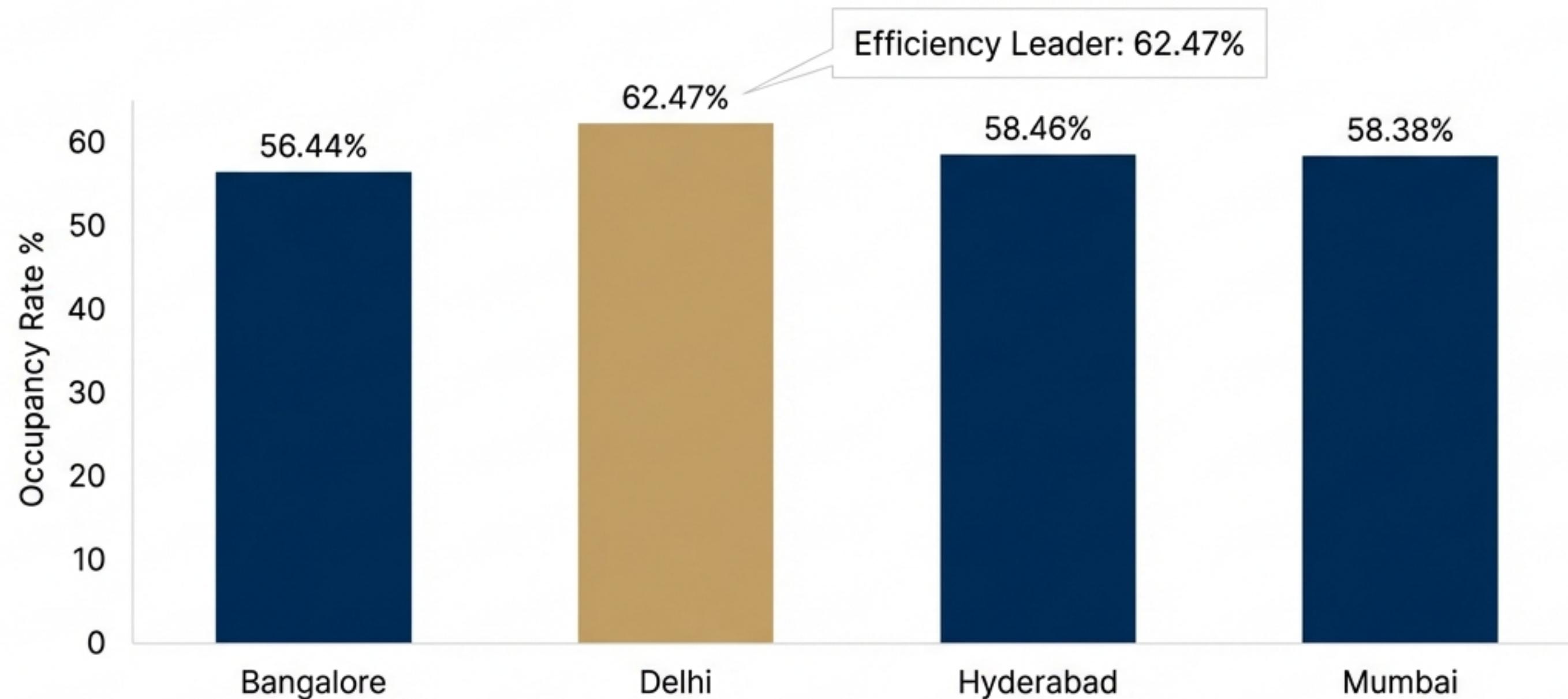
Validated **77,000+** missing ratings were natural user behaviour. Missing capacity values imputed with median (**25**).

Final Validated Dataset: 134,573 clean records ready for analysis.

Mumbai generates the highest realized revenue, significantly outpacing other regions

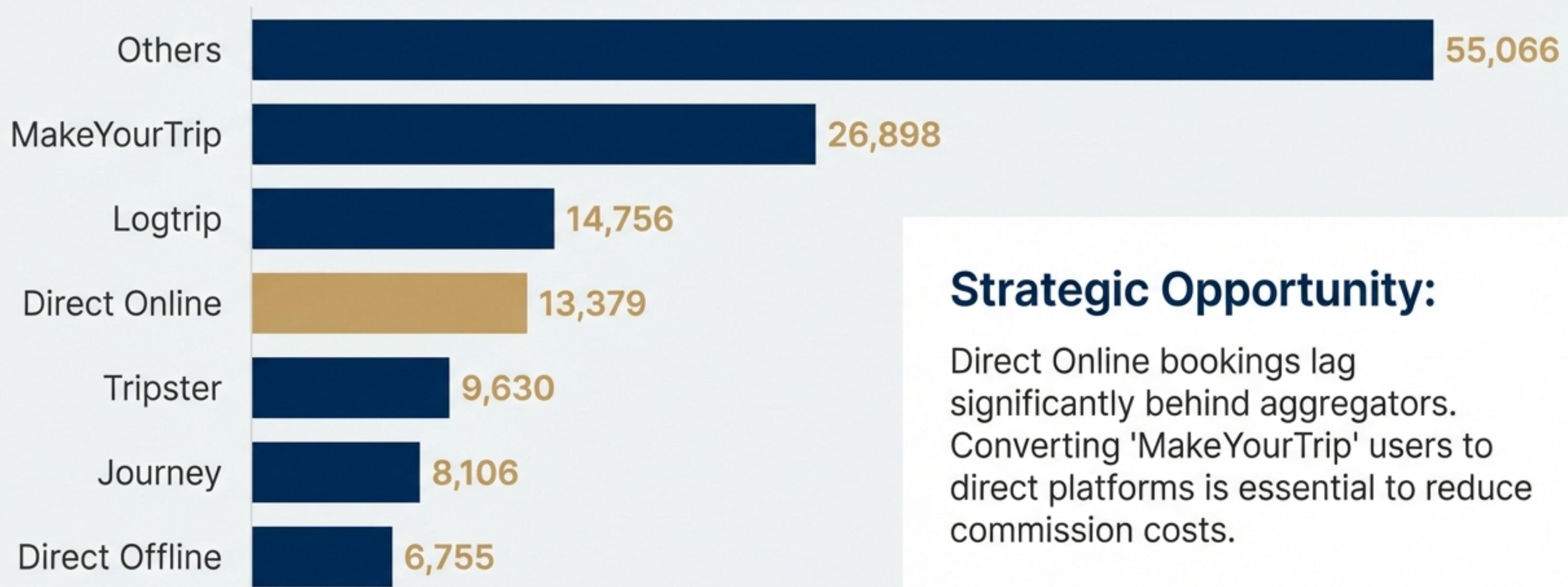


While Mumbai leads in revenue, Delhi demonstrates superior occupancy efficiency



Key Takeaway: Mumbai's revenue dominance is driven by volume or price point, not by maximizing room utilization. Delhi runs a tighter ship operationally.

Third-party platforms dominate booking volume, overshadowing direct channels



The Presidential Suite portfolio outperforms Standard rooms in occupancy rates

Presidential (RT4)
59.28%

Highest Occupancy

Premium (RT3)
58.03%

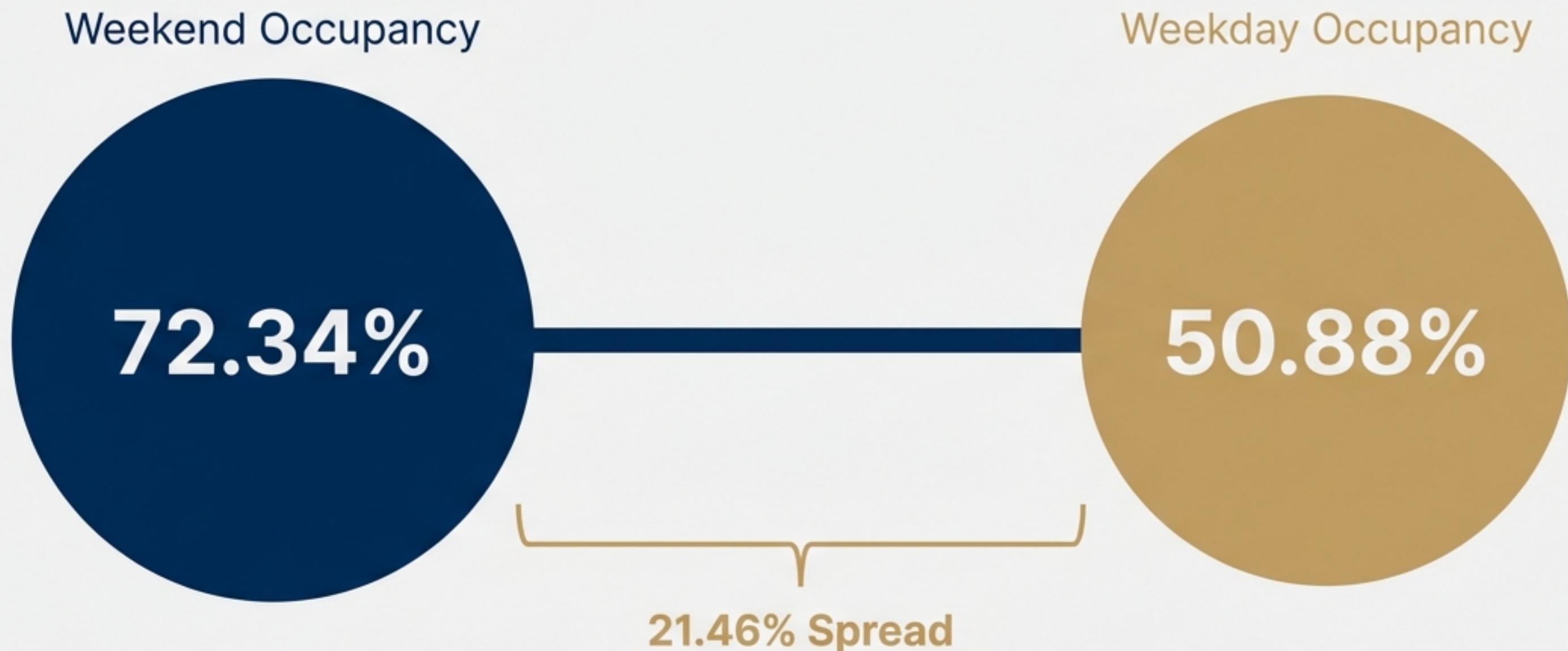
Elite (RT2)
58.01%

Standard (RT1)
57.89%

Analyst Note:

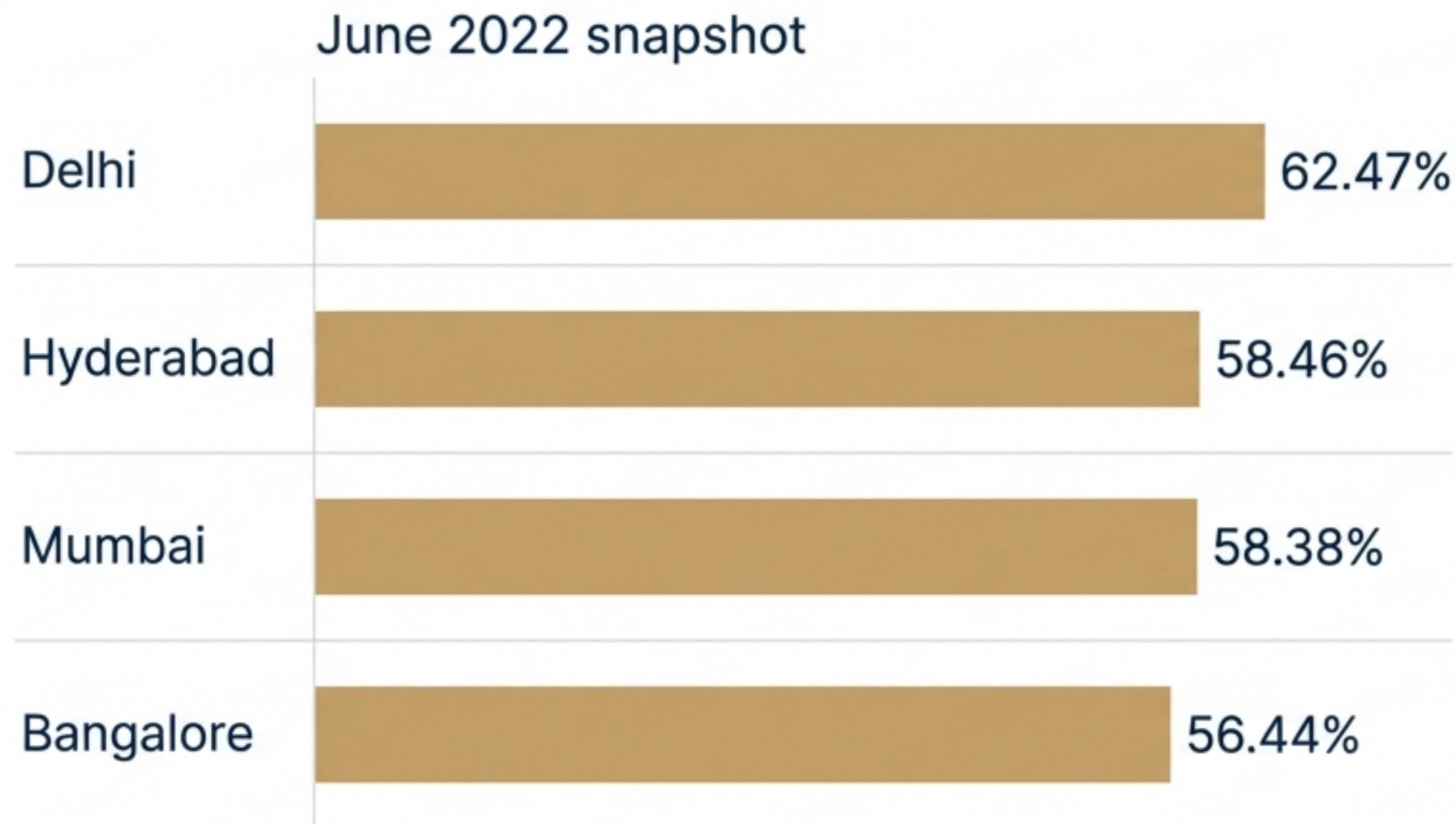
Counter-intuitively, the highest price point (Presidential) leads in volume. This suggests a price-insensitive customer base and confirms 'Luxury' as the brand's primary strength.

A critical usage gap exists between weekend peaks and weekday lulls



Context: The hotel operates at nearly half-capacity during the week. This spread represents the single largest area for potential revenue improvement strategies.

June performance metrics confirm Delhi's consistent lead in occupancy



Trend Validation:

Even when isolating the month of month of June, the efficiency pattern holds. Bangalore consistently lags, indicating a specific need for region-specific demand generation in that market.

Preliminary August data indicates pockets of maximum capacity

Live Data Update

Trend Watch:
Other Properties:
76.67%
(Bangalore Palace)

100% Occupancy

Recorded at Atliq Exotica (Mumbai),
Standard Rooms, 01-Aug-22

Trend Watch:
Other Properties:
75.00%
(Mumbai Grands)

Early indicators for August suggest a potential upward trend entering the late summer season.

Service quality ratings indicate an urgent need for guest experience improvement

Average Guest Rating

3.62 / 5.0

Below luxury threshold of
4.0+

Avg Revenue Realized

12,696

Per Booking

Property Capacity

25 Rooms

Average Inventory

Strategic Alert

With 77k ratings missing and a 3.6 average on the remainder, a reputation management strategy is required alongside revenue management.

Strategic Recommendations for Revenue Growth

01

Weekday Yield Management

Implement dynamic pricing or 'Business Packages' to lift Weekday occupancy from the current **50.88%** low.

02

Leverage Premium Demand

Presidential Suites (RT4) are star performers (**59.28% occ**). Validate pricing elasticity to potentially increase rates without dropping volume.

03

Channel Shift

Direct Online bookings (~13k) lag behind Aggregators (~55k). Invest in loyalty programs to drive traffic to the brand website and reduce commissions.

04

Service Recovery

A **3.6** average rating threatens long-term luxury positioning. Investigate guest feedback loops immediately.