HOSPITALITY

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.

Task:

You are a data analyst who has been provided with sample data and a mock-up dashboard to work on the following task. You can download all relevant documents from the download section.

1.Create the metrics according to the metric list.
2.Create a dashboard according to the mock-up provided by stakeholders.
3.Create relevant insights that are not provided in the metric list/mock-up dashboard.

Metrics

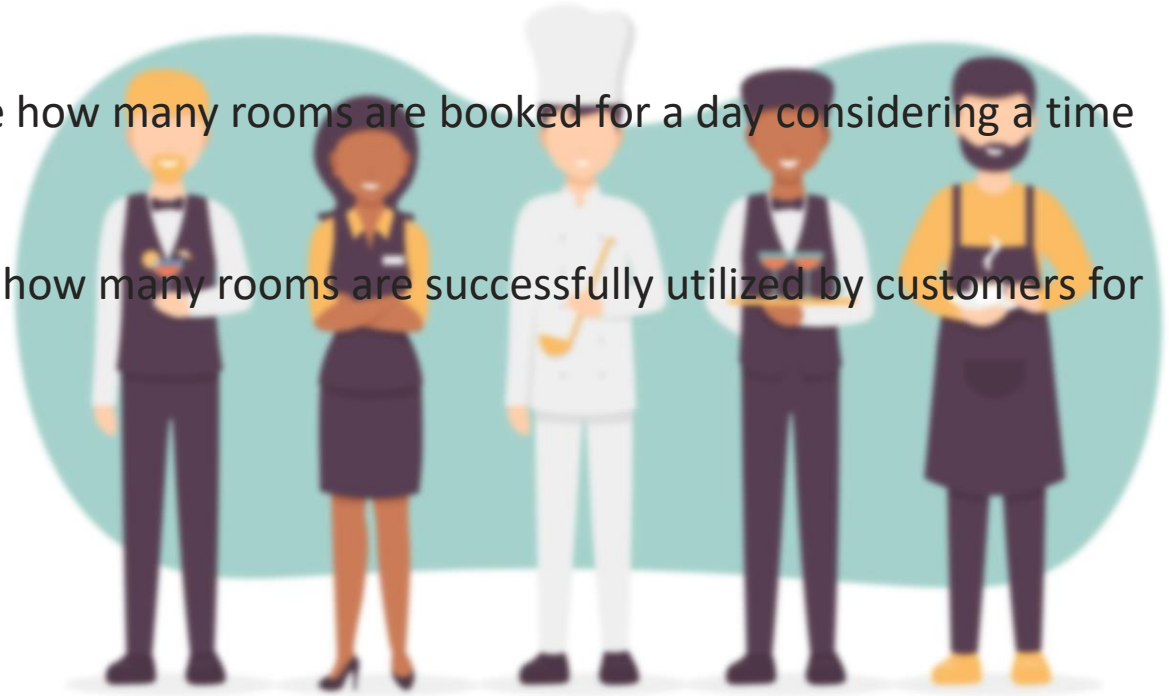
- **RevPAR**= Revenue Per Available Room (RevPAR represents the revenue generated per available room, whether or not they are occupied. RevPAR helps hotels measure their revenue generating performance to accurately price rooms. RevPAR can help hotels measure themselves against other properties or brands.)

- **DSRN**= Daily Sellable Room Nights (This metrics tells on average how many rooms are ready to sell for a day considering a time period)

- **ADR**= Average Daily Rate (It is the ratio of revenue to the total rooms booked/sold. It is the measure of the average paid for rooms sold in a given time period)

- **DBRN**= Daily Booked Room Nights (This metrics tells on average how many rooms are booked for a day considering a time period)

- **DURN**= Daily Utilized Room Nights (This metric tells on average how many rooms are successfully utilized by customers for a day considering a time period)



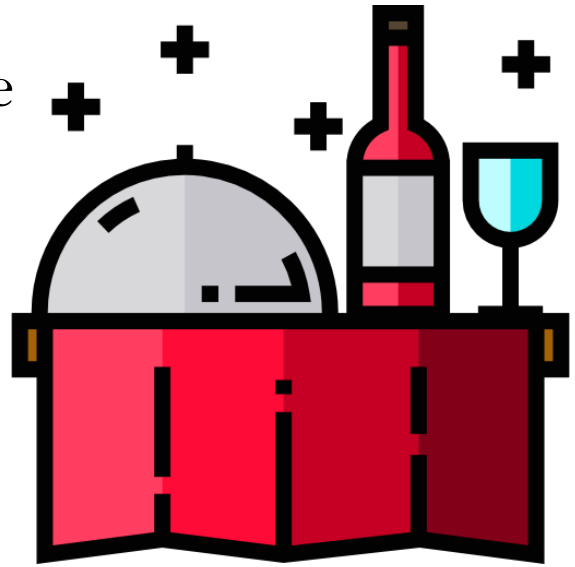
Insights

hospitality

- RevPar is fluctuating and RevPar is a byproduct of the rate and occupancy but in this data it evident that this hotel does not use any pricing strategy. They have fixed pricing strategy.
- Occupancy is fluctuating week on week but the rates have not fluctuated at all.
- The hotel is not using a dynamic pricing, they are probably selling their rooms at a flat rate.
- Most of the hotels are not working on their ratings or they are actually struggling with their service.
- If rating is low then the cancellation is high.
- Offline channels got the highest rates and online channel is the lowest.
- They are not even using differential pricing on their own channel.
- Highest revenue generated in the month of may compared to June and July.
- Elite room class generated highest revenue whereas standard room class generated the lowest revenue.

Strategic Decisions

- They should fluctuate their rates during the summer season in May, June and July.
- They can get huge opportunity if they have a dynamic pricing on weekday or weekend pricing.
- The Pareto Principle, also known as the 80/20 rule, suggests that roughly 80% of effects come from 20% of causes. If we pickup the bottom performing hotels , they are the biggest problem statement , if we solve them then the overall business goes up.
- Most of the bottom selling will goes up if the ratings goes higher.
- They can make strategic promotion by giving discount coupons on different websites , so that if someone lands on their page public price would be same but additional coupons or complimentary things can be provided if book from their website.
- They can actually drop their rates by few hundred rupees more to generate more revenue from their channel.



Thank You