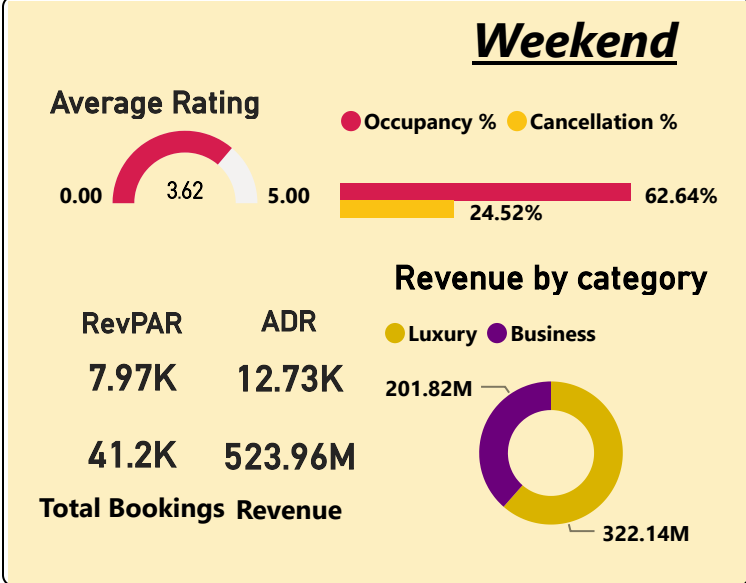
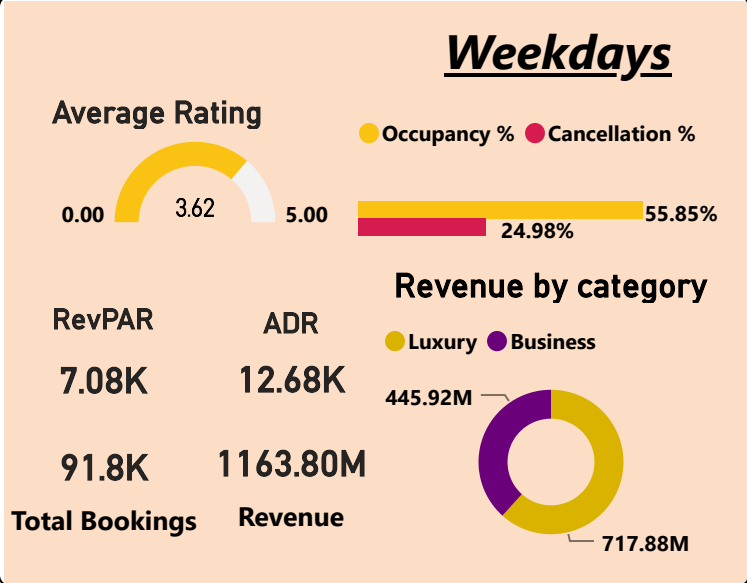


AtliQ Grands Revenue Analysis

Designed by Priyanka Mondal

Room Type				City								Hotel category				Key Insights	
Elite	Premium	Presidential	Standard	Bangalore		Delhi	Hyderabad	Mumbai		Business		Luxury					
Day Type		Month			Week number												
Weekday	Weekend	May	June	July	19	20	21	22	23	24	25	26	27	28	29		30

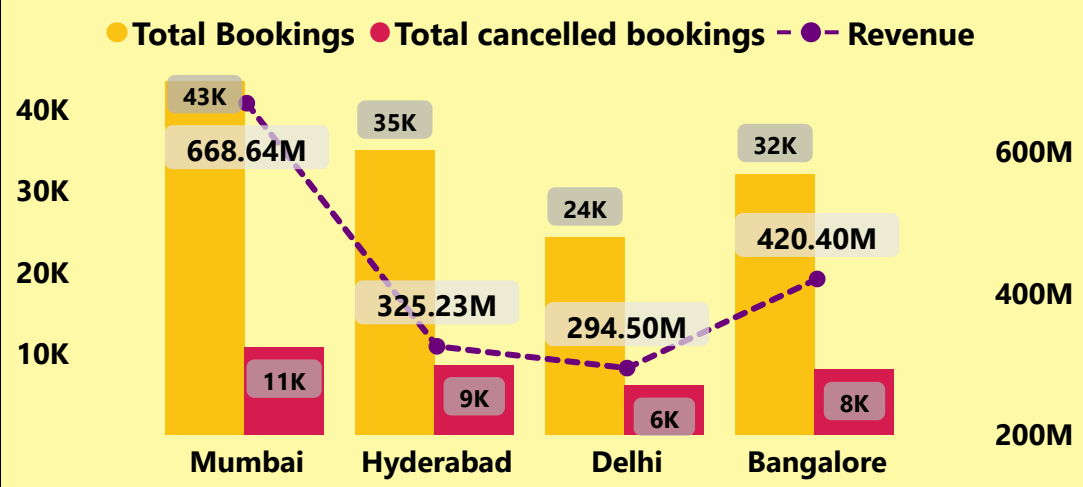
Key Performance Indicators		
Revenue	RevPAR	ADR
1708.77M	7347.15	12,696.12
DSRN	Average Rating	Occupancy rate
2,528.00	3.62	57.87%
Total Bookings	Realisation %	DURN
134.59K	70.15%	1,026.21
Total Capacity	Cancellation Rate	DBRN
233K	24.83%	1,462.93



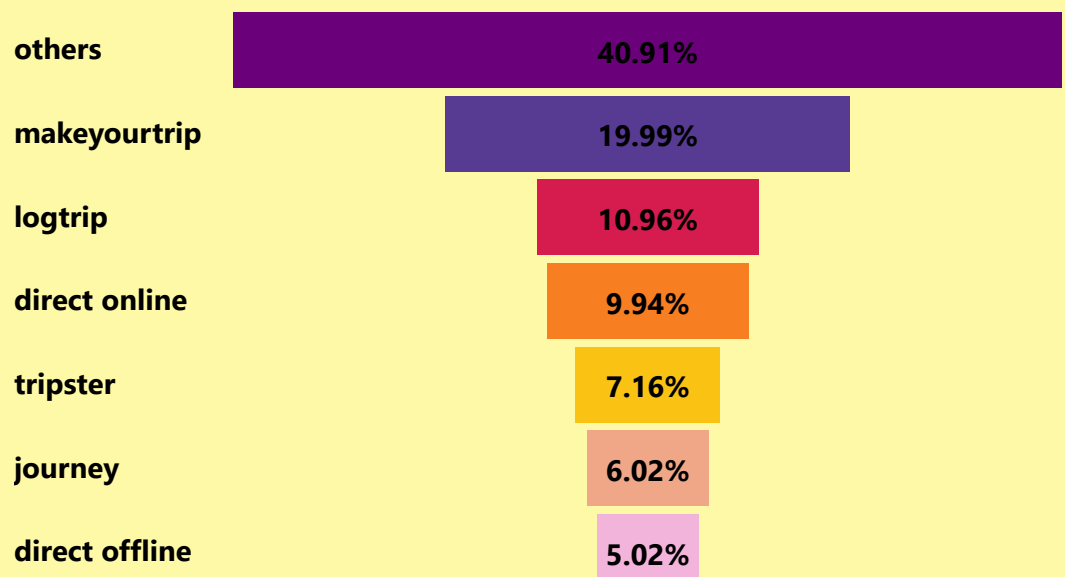
Key Metrics by Properties

property_name	Revenue	Total Bookings	Total Capacity	Occupancy %	Cancellation %	Average Rating
Atliq Exotica	320.31M	23441.00	40940	57.26%	24.37%	3.62
Atliq Palace	304.08M	23625.00	39376	60.00%	25.18%	3.75
Atliq City	285.81M	23323.00	39192	59.51%	24.92%	3.69
Atliq Blu	260.86M	21795.00	35144	62.02%	24.65%	3.96
Atliq Bay	260.05M	21389.00	36616	58.41%	24.84%	3.71
Atliq Grands	211.53M	17035.00	32384	52.60%	25.08%	3.10
Atliq Seasons	66.13M	3982.00	8924	44.62%	24.79%	2.29
Total	1708.77M	134590.00	232576	57.87%	24.83%	3.62

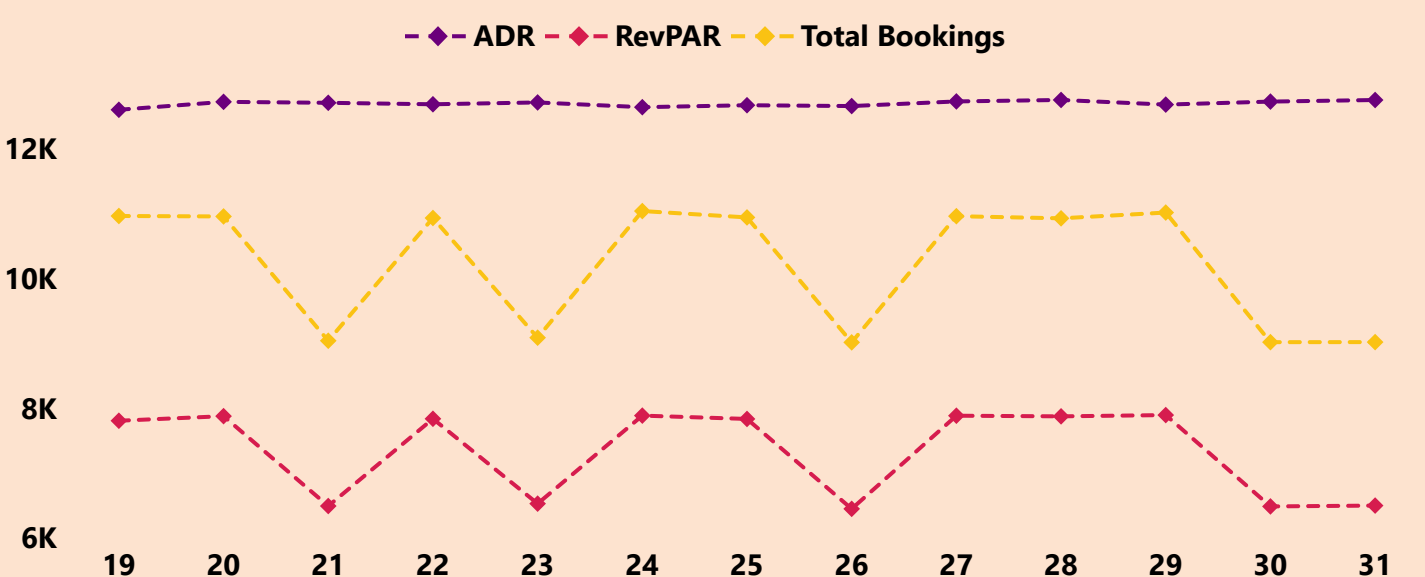
Total Bookings, Total cancelled bookings and Revenue by city



Total booking percentage by Platforms

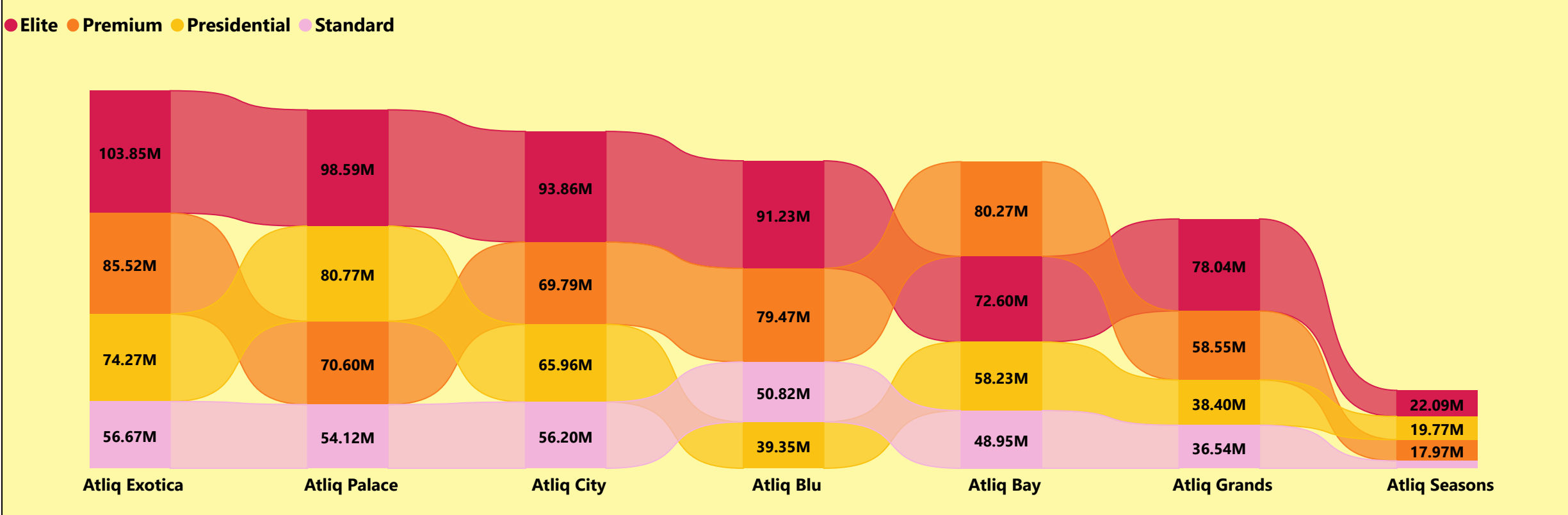


Weekly trend for Key Metrics

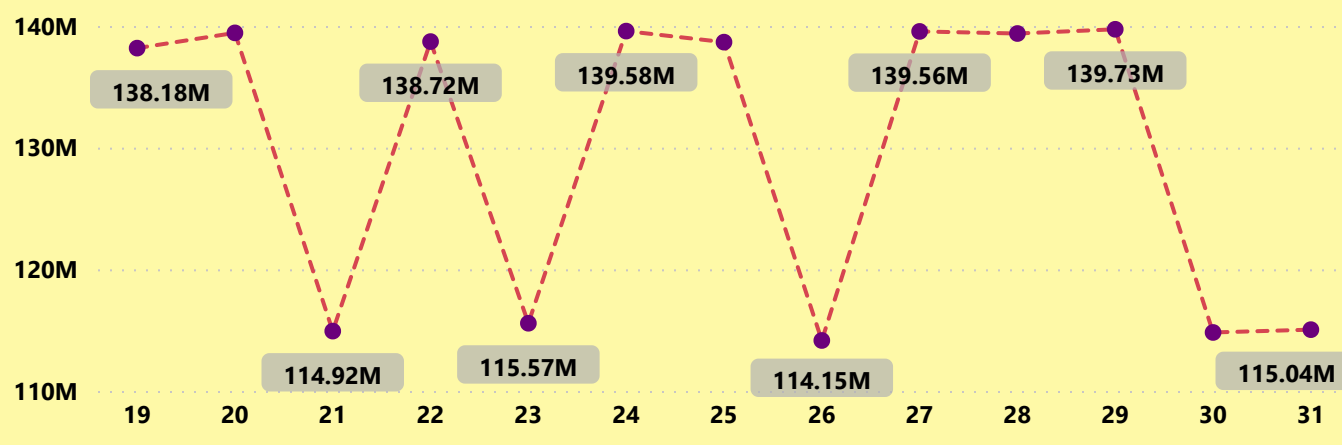


Revenue Analysis

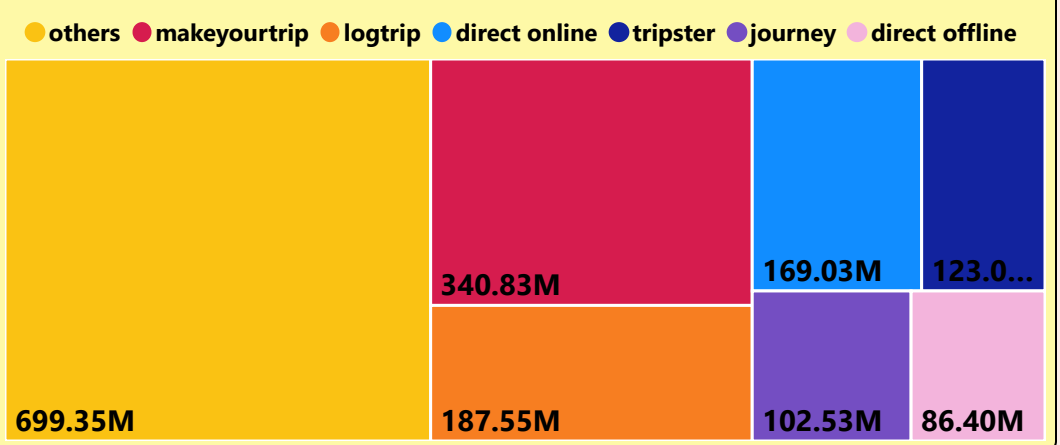
Revenue by Hotel name and Room class



Revenue by Week number

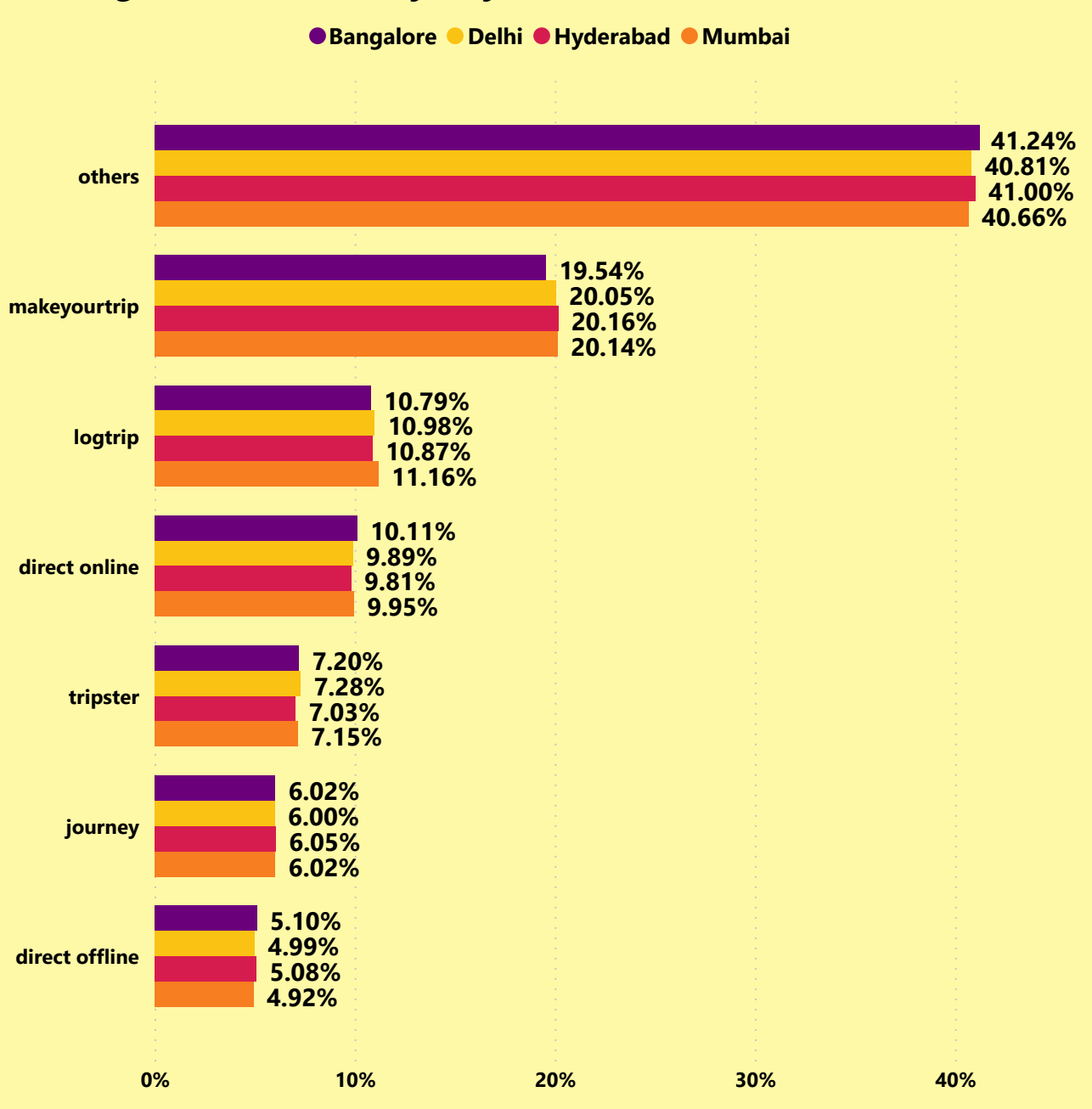


Revenue by Booking platform

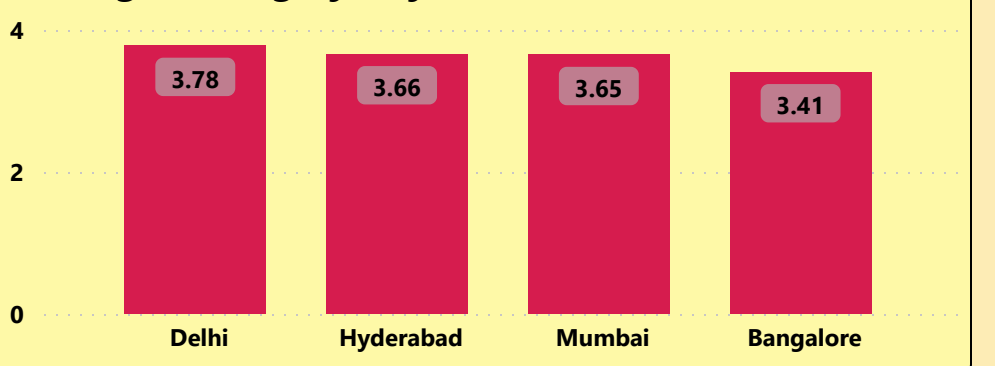


City Analysis

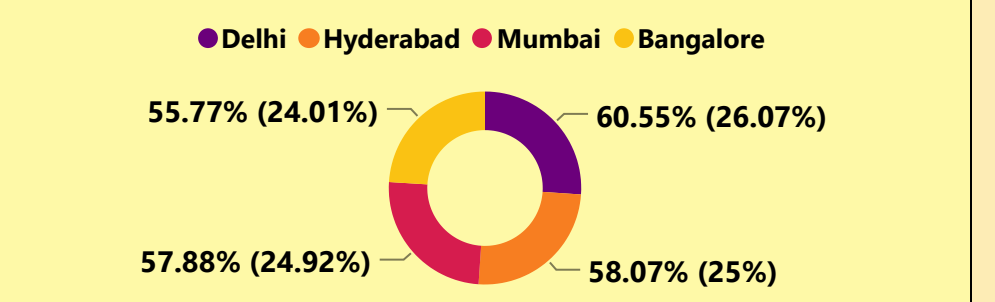
Booking % of Platforms by City



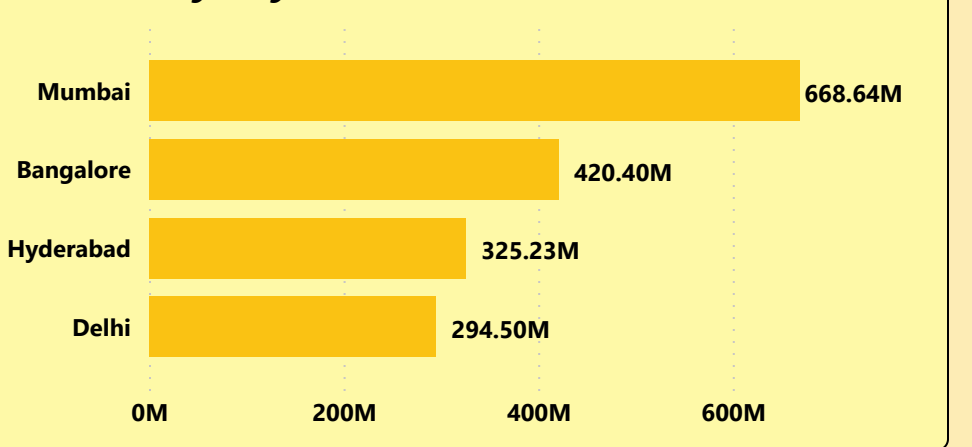
Average Rating by city



Occupancy % by city

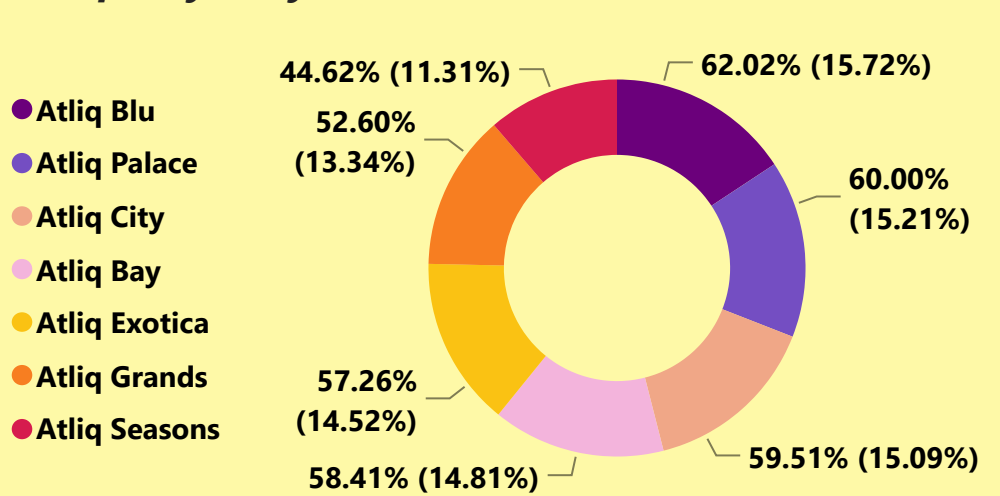


Revenue by city

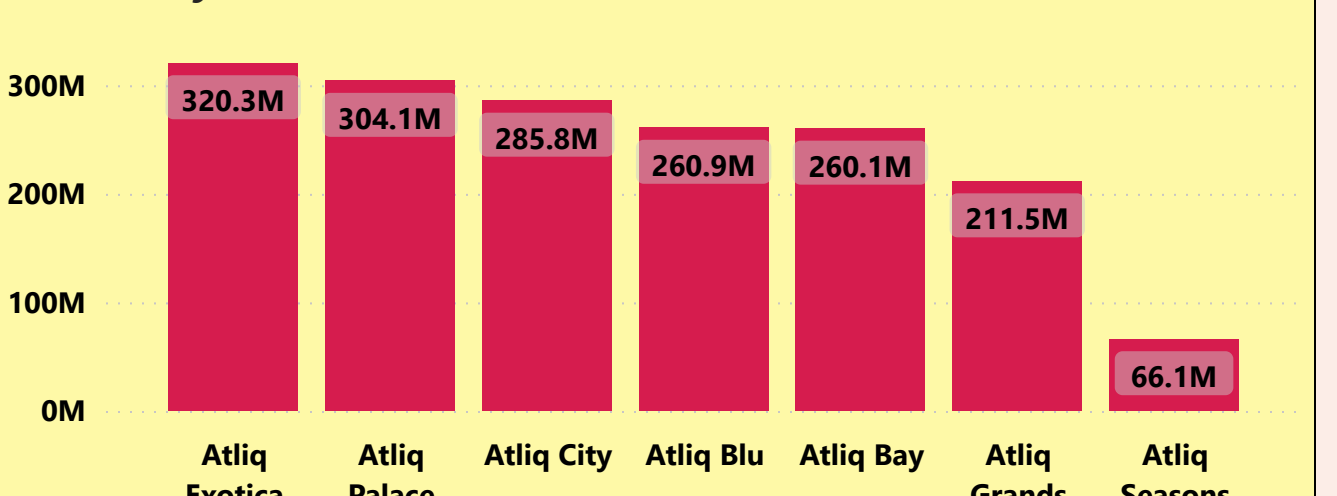


Hotel Analysis

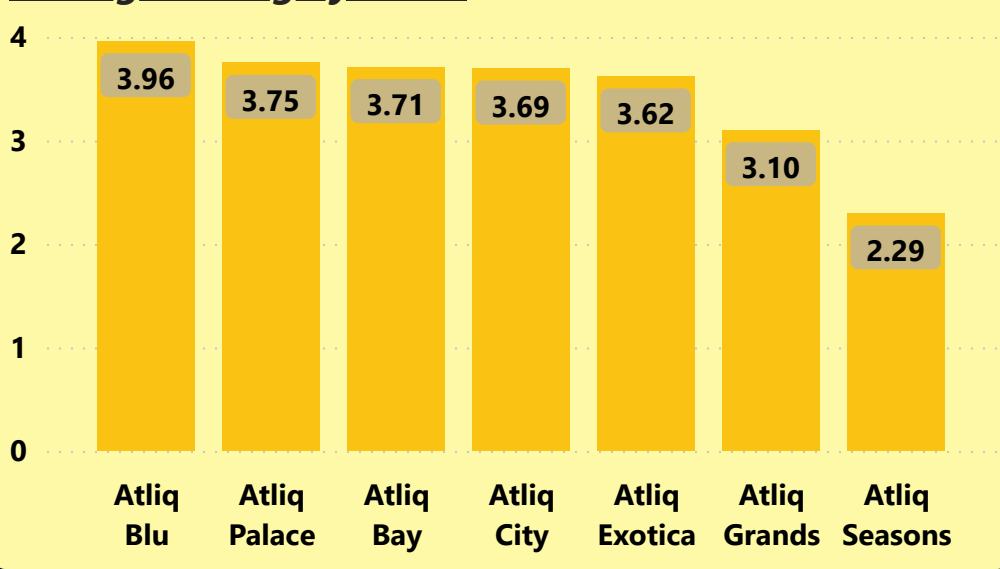
Occupancy % by Hotel



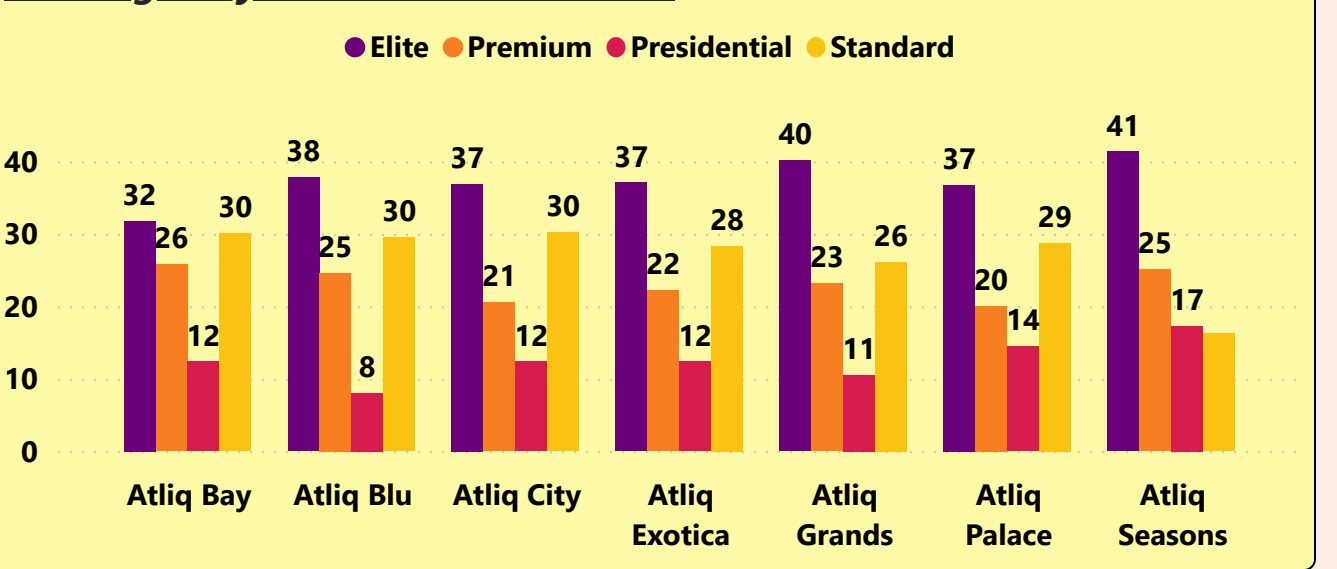
Revenue by Hotel



Average Rating by Hotel

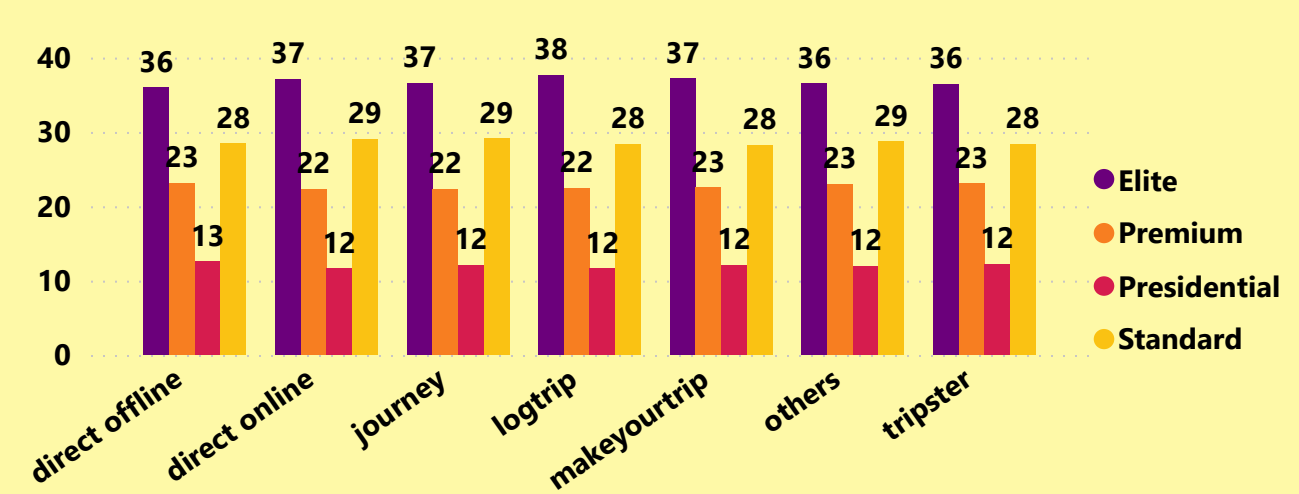


Booking % by Room class and Hotel

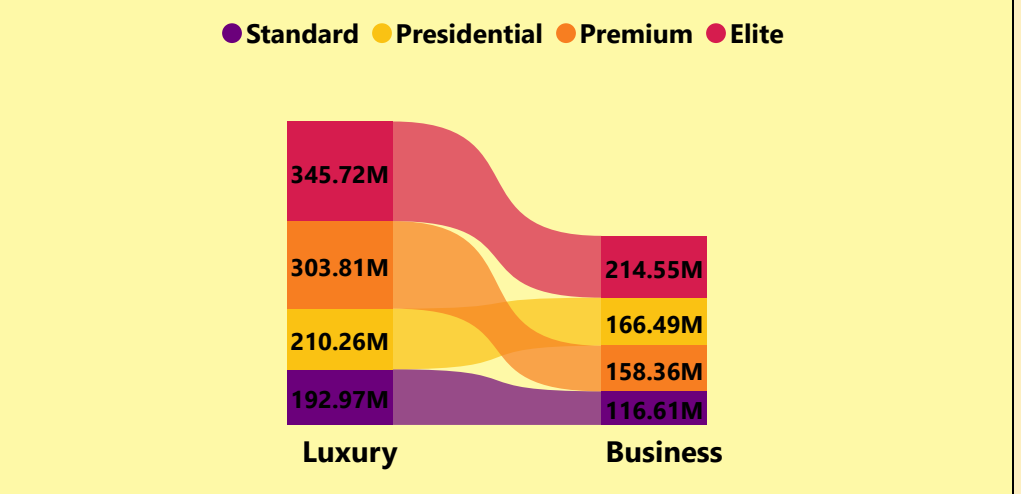


Room Category Analysis

Booking % by Platform and Rooms



Revenue by Hotel category and Rooms



Designed by Priyanka Mondal

Key Insights

Revenue Analysis

- Mumbai city has generated the highest Revenue 668.64 Million followed by Bangalore (415.03 million) and Hyderabad (321.17 million) and lowest revenue is collected from Delhi city 294.50 million.
- Hotel Atliq Exotica has generated the highest revenue 103.85 million and room category is Elite then followed by Premium in city Mumbai followed by Bangalore.
- Worst performance is by Atliq Seasons hotel in Mumbai city with rating of 2.30.
- Month of July and week number 29 saw the highest revenue 139.73 million.
- Makeyourtrip is the second most used booking platform that generated a revenue of 340.83 million.

City Analysis

- Most of the people have used other booking platforms for booking maximum hotels in Bangalore but City Delhi has got the highest average rating of 3.78 out of 5.
- Though the occupancy rate is highest in Delhi (60% of the total) still it generates the lowest revenue among all that is only 294.50 million (99.5 million in the month of May).

Hotel Analysis

- Atliq Blu hotel is the most occupied one among other hotels.
- Atliq Blu has got the highest rating of 3.96 while the lowest rating of 2.29 is by Atliq Seasons.
- Luxury category hotels generates the highest revenue 717.88 million on weekdays, lowest in the month of July.
- ADR is almost same for Weekends and Weekdays which indicates that Atliq Grands have flat pricing policy for all its properties, but the difference in RevPAR is negligible which indicates Atliq Grands is not utilizing dynamic pricing. Implementing dynamic pricing for Weekends (Friday and Saturday) can bring in more revenue.

Room Analysis

- Presidential Rooms are the lowest booked rooms .
- Standard Rooms generates the lowest revenue that is 309.59 million . Occupancy rate is highest on Weekend but Weekdays generate maximum revenue.