



HOSPITALITY REVENUE INSIGHTS

By - Ratnesh Kumar





Problem

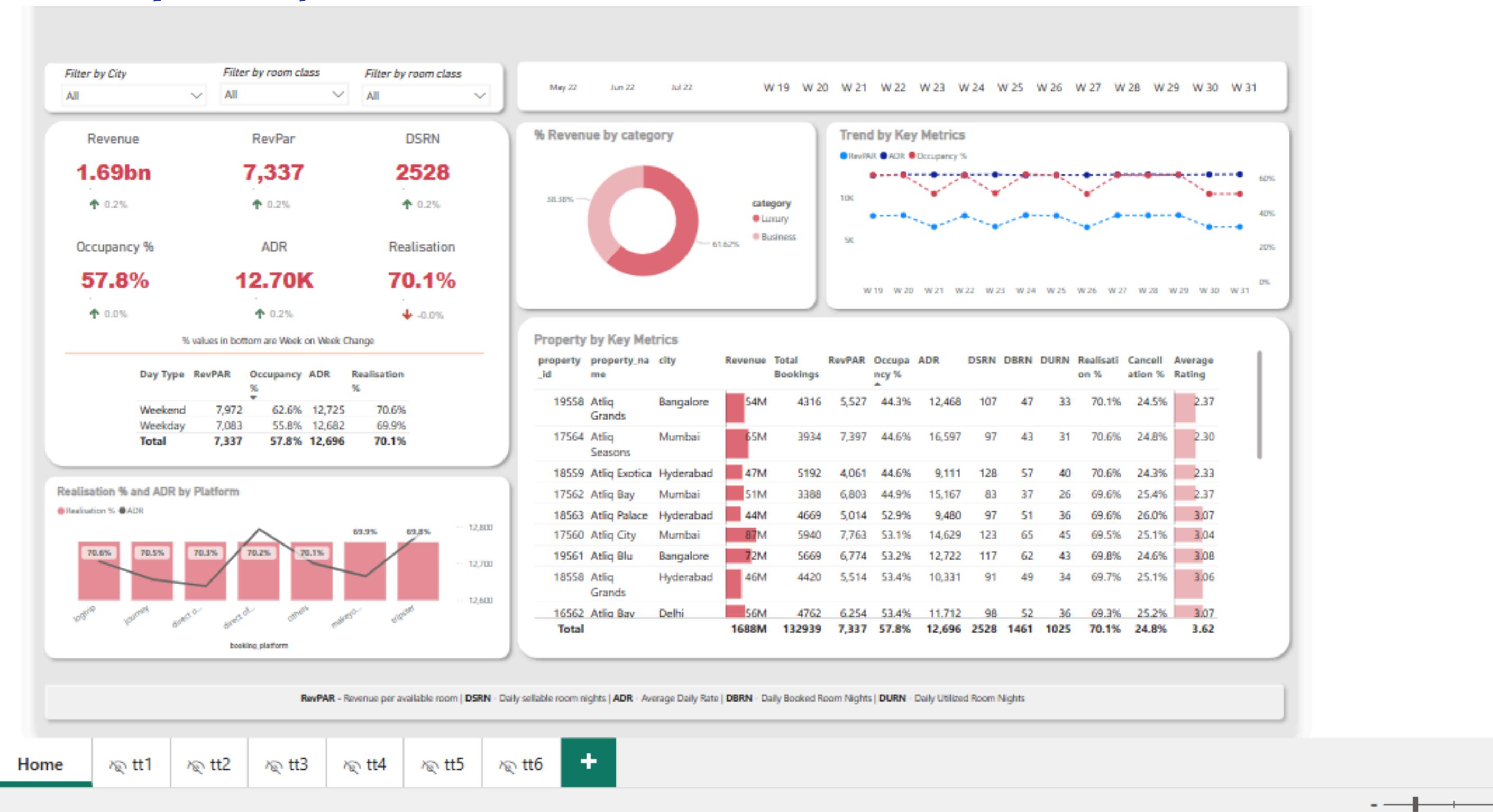
Problem Statement

AtliQ Grands, a 20-year-old luxury hotel chain in India, is losing market share and revenue due to competitive pressures and ineffective management decisions. To regain its position, the company seeks to adopt business and data intelligence but lacks an in-house data analytics team to generate actionable insights.



Define and track metrics as per the provided list.
Design a dashboard based on the stakeholders' mock-up.
Identify and present additional insights beyond the given metrics/dashboard.

Revenue Insights in the Hospitality Domain

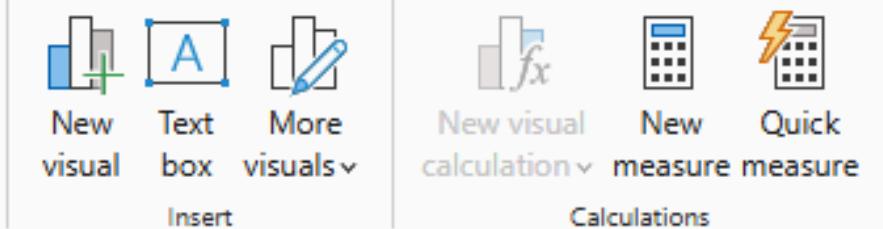
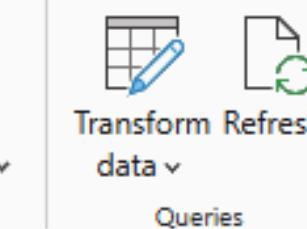
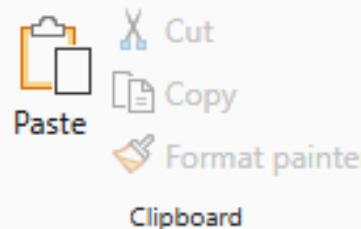




Key Insights

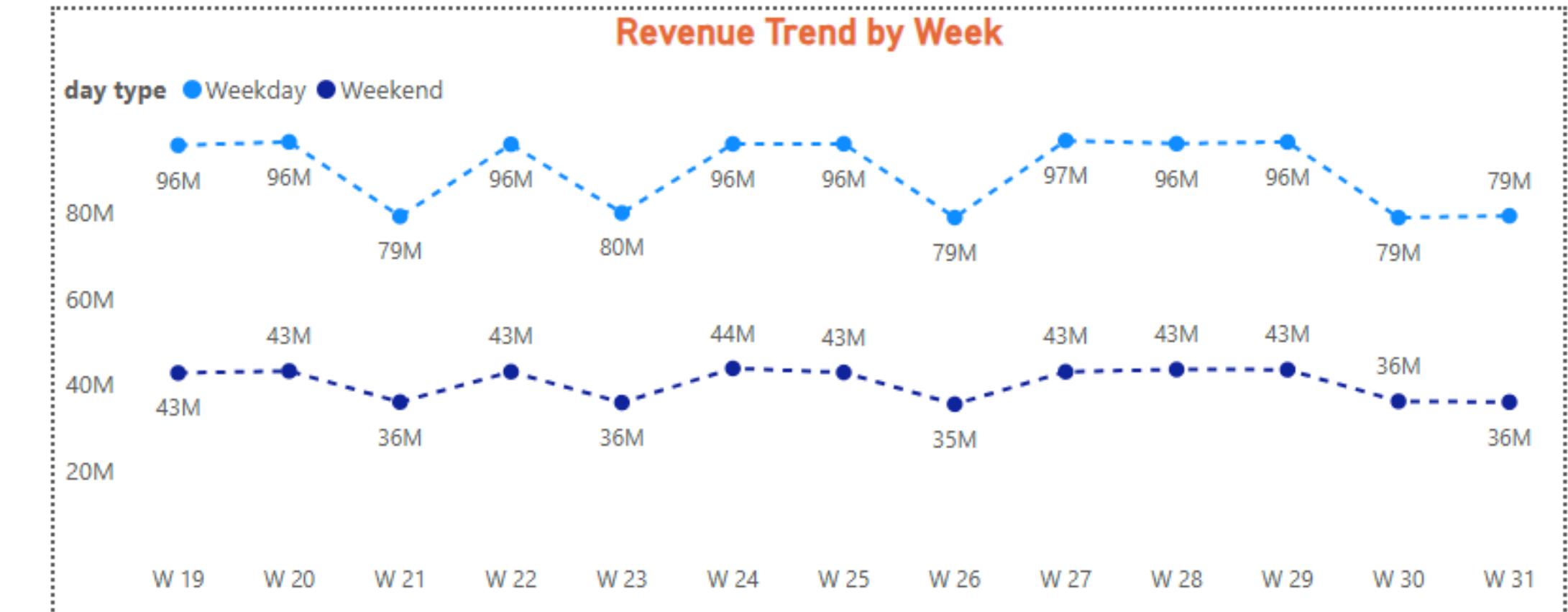
•	Revenue	==>	1.69 Billion
•	RevPAR	==>	7,337
•	DSRN	==>	2528
•	Occupancy	==>	57.8%
•	ADR	==>	12.70K
•	Realization	==>	70.1%

- Revenue by Category: (A donut chart, but the categories aren't clearly visible in this screenshot)
- Trend by Key Metrics: (A line graph showing trends over time, but the specific metrics and time period aren't clear)
- Property by Key Metrics: (A table listing various properties with their associated metrics)
- Realization and ADR by Platform: (A combined chart, possibly a bar and line chart, comparing Realization and ADR across different platforms)



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Revenue Trend by Week



"Revenue Trend by Week" chart.

- Key Observation: Weekday revenue consistently higher than weekend revenue.
- Highlight: The dip in revenue around W22-W23 and subsequent recovery. Suggest possible reasons for this dip (e.g., seasonal factors, events, etc.) if you have any information.
- Layout: Use a title and subtitle above the chart. Add callouts or annotations directly on the chart to emphasize the key points.

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RevPAR by week no and day type

day type ● Weekday ● Weekend

Week	Weekday RevPAR (K)	Weekend RevPAR (K)
W 19	7.5	8.2
W 20	7.8	8.2
W 21	6.2	7.2
W 22	7.5	8.2
W 23	6.2	7.2
W 24	7.5	8.2
W 25	7.5	8.2
W 26	6.2	7.2
W 27	7.5	8.2
W 28	7.5	8.2
W 29	7.5	8.2
W 30	6.2	7.2
W 31	6.2	7.2

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RevPAR Performance

- Key Observation: Similar trend to revenue, with Weekday RevPAR generally higher than Weekend RevPAR.
- Highlight: The same dip in W22-W23 is visible. Correlate this with the revenue dip if appropriate.

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Realisation % by week no and day type

day type ● Weekday ● Weekend

Week No	Weekday (%)	Weekend (%)
W 19	65.0	65.0
W 20	65.5	65.0
W 21	65.0	65.0
W 22	64.5	65.0
W 23	65.0	65.0
W 24	65.0	65.0
W 25	65.0	65.0
W 26	65.0	65.0
W 27	65.0	65.0
W 28	65.5	65.0
W 29	65.0	65.0
W 30	65.0	65.0
W 31	65.5	65.0

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DSRN and ADR Analysis

- Combine both the "DSRN by week no" and "ADR by week no" charts onto this slide (you may need to resize them slightly to fit).
- Key Observation (DSRN): Stable trend with minor fluctuations.
- Key Observation (ADR): Relatively stable trend.
- Layout: Use a two-column layout, one for each chart. Add clear titles and brief descriptions for each.

Occupancy and Realization

- Combine the "Occupancy % by week no and day type" and "Realization % by week no and day type" charts onto this slide.
- Key Observation (Occupancy): Weekday occupancy higher than weekend occupancy. Dip in W22-W23.
- Key Observation (Realization): Slightly higher realization on weekdays

Conclusion

- Weekday performance consistently stronger than weekend performance across all key metrics.
- Identified a dip in revenue and RevPAR around W22-W23, requiring further investigation.
- DSRN and ADR remained relatively stable.





Next Steps

- Analyze the reasons for the W22-W23 dip.
- Develop strategies to improve weekend performance.
- Monitor key metrics to track progress.

Presentation By



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