AtliQ Grands

HOSPITALITY ANALYSIS

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Problem Statement

Atliq Grands, a five-star hotel chain in India, has been in the hospitality industry for 20 years. However, due to competitive strategies and ineffective management decisions, they are losing market share and revenue in the luxury/business hotel segment. To regain their position, the managing director aims to implement Business and Data Intelligence, but lacks an in-house analytics team for insights.

Dashboard Overview

Performance overview

This page offers an overview of all the key performance indicators like Revenue, ADR, RevPar, Occupancy%, DSRN, Realisation.

Revenue Overview

This page offers an overview of Revenue by different categories.

Bookings Overview

This page offers an overview of Total Bookings by different parameters.

Revenue	RevPar
1.69bn	7.34K
↑ 0.20%	↑ 0.20%

DSRN	Occupancy %
2.53K	57.79%
0.00%	↑ 0.01%

Realisation %	ADR
70.14%	12.70K
↓ -0.03%	↑ 0.19%

day_type	RevPar	occupancy %	ADR	realisation %
Weekday	7,082.53	55.8%	12,682	69.9%
Weekend	7,971.63	62.6%	12,725	70.6%
Total	**7,336.56**	**57.8%**	**12,696**	**70.1%**

Home | Performance | Revenue | Bookings

May 22 | Jun 22 | Jul 22

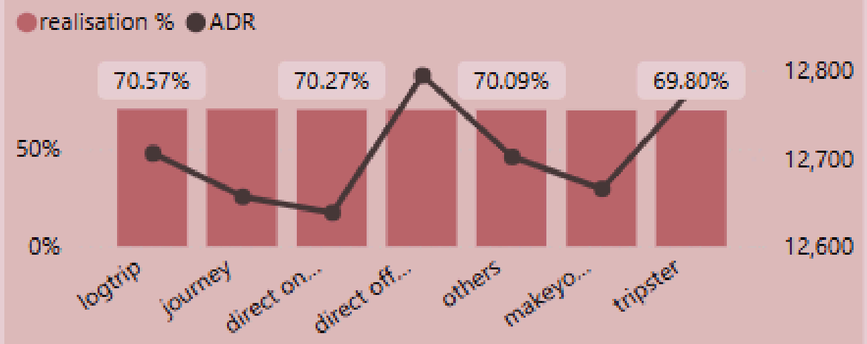
W 19 | W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 | W 30 | W 31

Filter by Rooms: All

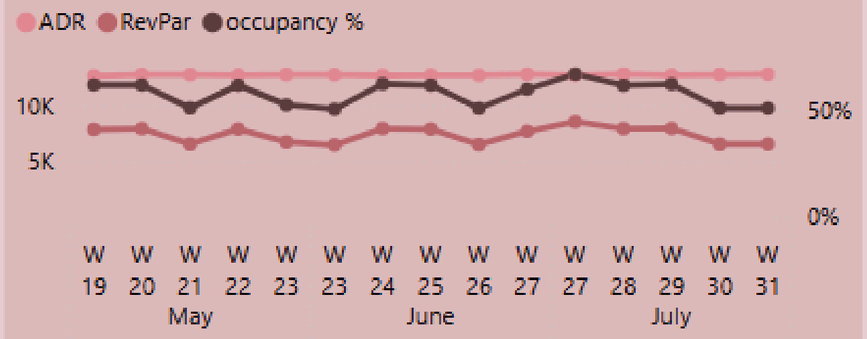
Filter by Platform: All

Filter by City: All

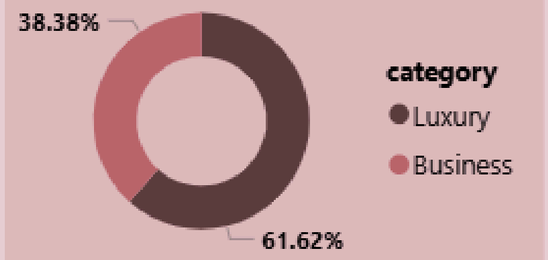
Realisation % and ADR by booking_platform



Trend by Key Metrics



Revenue by category



property_id	property_name	city	Revenue	RevPar	occupancy %	DBRN	DSRN	DURN	ADR	realisation %	cancellation %	avr rating
19558	Atliq Grands	Bangalore	54M	5,527	44.33%	47	107	33	12,468	70.06%	24.49%	2.37
19559	Atliq Exotica	Bangalore	59M	6,851	53.73%	51	95	36	12,751	70.76%	24.54%	3.04
19560	Atliq City	Bangalore	81M	8,965	65.53%	65	99	45	13,680	69.00%	26.46%	4.28
19561	Atliq Blu	Bangalore	72M	6,774	53.25%	62	117	43	12,722	69.80%	24.64%	3.08
19562	Atliq Bay	Bangalore	81M	9,312	65.66%	63	96	44	14,183	70.47%	24.29%	4.28
19563	Atliq Palace	Bangalore	68M	6,768	53.42%	59	110	41	12,670	69.50%	25.36%	3.02
16558	Atliq Grands	Delhi	36M	7,525	65.81%	34	52	24	11,436	70.01%	25.08%	4.25
16560	Atliq City	Delhi	54M	6,281	53.61%	51	95	36	11,714	71.20%	24.03%	3.01
16561	Atliq Blu	Delhi	57M	8,612	65.66%	48	73	33	13,115	69.85%	25.56%	4.28
Total			**1688M**	**7,337**	**57.79%**	**1,461**	**2,528**	**1,025**	**12,696**	**70.14%**	**24.84%**	**3.62**

Revenue
1.71bn
-81.74%

Home | Performance | Revenue | Bookings

May 22 | Jun 22 | Jul 22

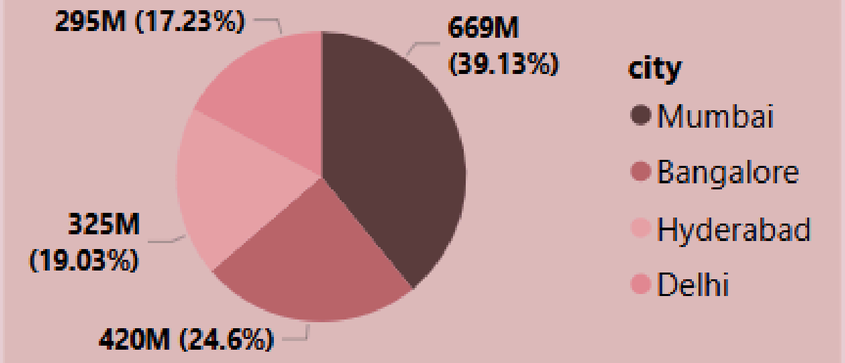
W 19 | W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 | W 30 | W 31 | W 32

Filter by Rooms
All

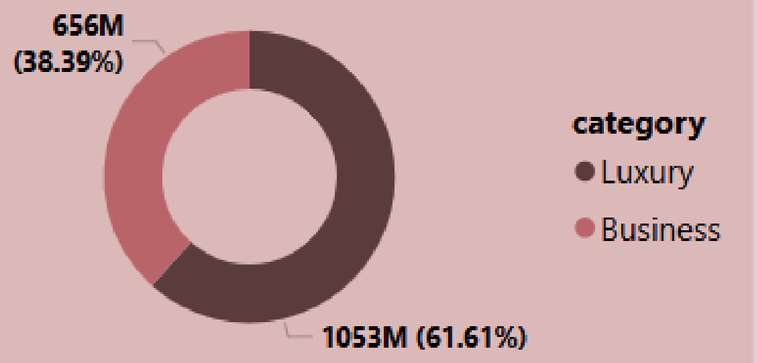
Filter by City
All

Filter by Platform
All

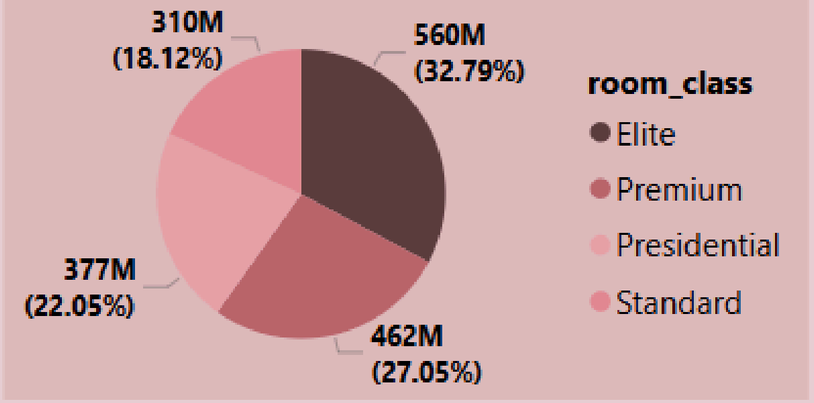
Revenue by city



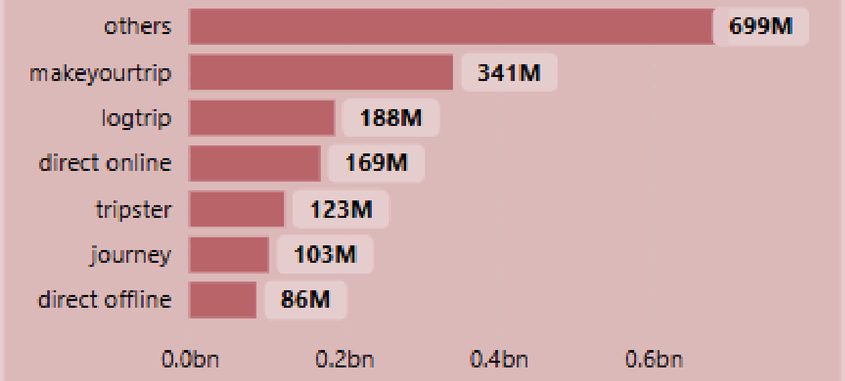
Revenue by category



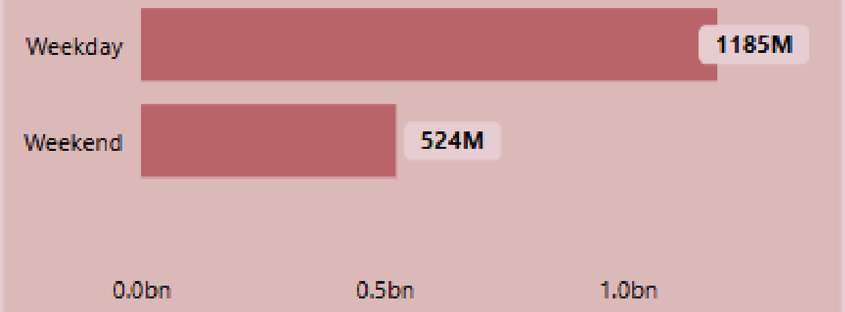
Revenue by room_class



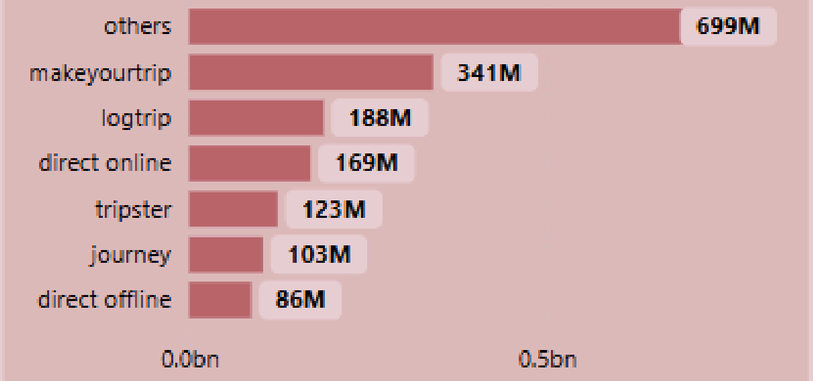
Revenue by booking_platform



Revenue by day_type



Revenue by booking_platform



Home | Performance | Revenue | Bookings

May 22 | Jun 22 | Jul 22

W 19 | W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 | W 30 | W 31 | W 32

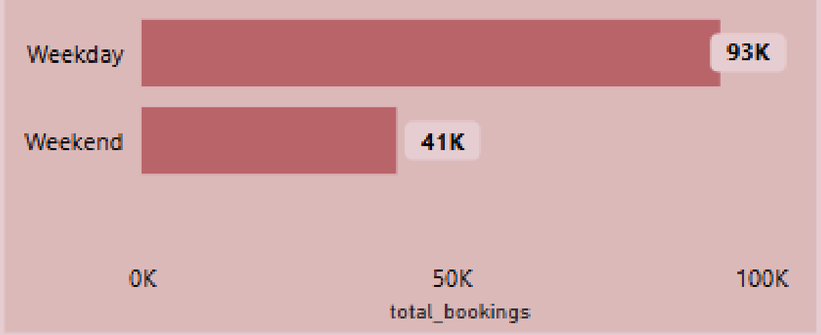
Realisation%	Occupancy%	DSRN	ADR
70.15%	57.87%	2.53K	12.70K
↑ 0.64%	↑ 28.11%	0.00%	↓ -0.21%

Parameters

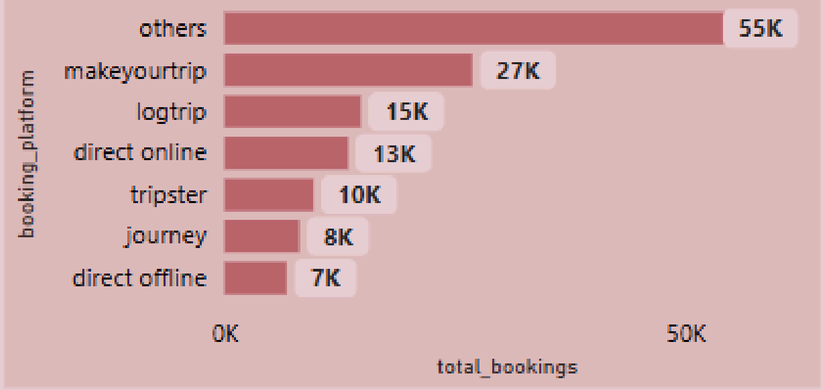
- property_name
- city
- category
- room_class

property_name	total_capacity	total_bookings	total checked out	total cancelled bookings	total no show bookings	occupancy %	cancellation %	realisation %
Atliq Exotica	40.9K	23.4K	16.6K	5.7K	1.2K	57.26%	24.37%	70.63%
Atliq Palace	39.4K	23.6K	16.5K	5.9K	1.1K	60.00%	25.18%	69.98%
Atliq City	39.2K	23.3K	16.4K	5.8K	1.1K	59.51%	24.92%	70.17%
Atliq Bay	36.6K	21.4K	15.0K	5.3K	1.1K	58.41%	24.84%	69.97%
Atliq Blu	35.1K	21.8K	15.3K	5.4K	1.2K	62.02%	24.65%	70.05%
Atliq Grands	32.4K	17.0K	11.9K	4.3K	0.8K	52.60%	25.08%	69.94%
Atliq Seasons	8.9K	4.0K	2.8K	1.0K	0.2K	44.62%	24.79%	70.59%
Total	**232.6K**	**134.6K**	**94.4K**	**33.4K**	**6.8K**	**57.87%**	**24.83%**	**70.15%**

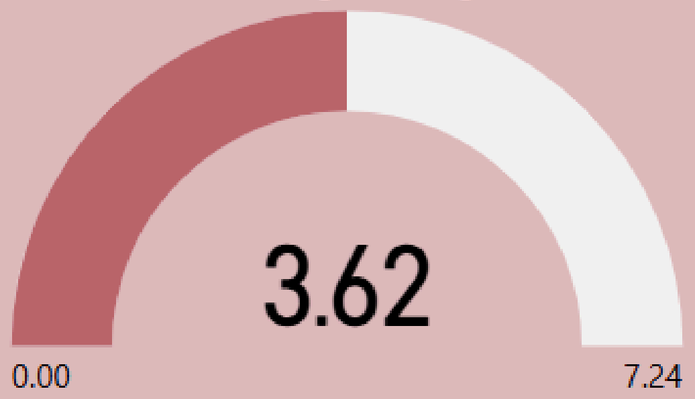
Total Bookings by day type



Total Bookings by Booking platform



Average Rating



Insights

Performance

1. Key Performance Metrics:

- Revenue: **₹1.69bn**, showing a 0.20% increase.
- RevPAR (Revenue Per Available Room): **₹7.34K**, also up by **0.20%.**
- ADR (Average Daily Rate): **₹12.7K**, reflecting a 0.19% growth.
- Occupancy Rate: **57.79%**, with a 0.01% increase.
- Realisation %: **70.14%**, but slightly down by 0.03%.
- DSRN (Direct Sales Revenue Nights): **2.53K,** showing no change.

2. Weekday vs. Weekend Performance:

- Weekday RevPAR: **₹7,082.53** | Occupancy Rate: **55.8%** | ADR: **₹12,682** | Realisation: **69.9%.**
- Weekend RevPAR: **₹7,971.63** | Occupancy Rate: **62.6%** | ADR: **₹12,725** | Realisation: **70.6%**.
- Insight: **Higher occupancy rates** and **revenue** are observed during weekends, indicating increased demand.

Insights

3. Revenue Contribution by Category:

- Business category: **61.62%** of total revenue.
- Luxury category: **38.38%.**
- Insight: Business hotels contribute the majority of revenue, but luxury still holds a significant share.

4. Realisation % and ADR by Booking Platform:

- Highest Realisation %: **Direct Offline Bookings** (~70.28%).
- Lowest Realisation %: **Logtrip** (~70.57%).
- Insight: Direct offline bookings yield the highest revenue efficiency, while online platforms have lower realisation.

5. Top Properties by Revenue & Occupancy:

- Highest Revenue Property: Atliq Bay (₹81M, 65.66% occupancy).
- Lowest Revenue Property: Atliq Blu (₹54M, 55.66% occupancy).
- Insight: Higher occupancy rates contribute to better revenue performance, but ADR also plays a role.

6. Cancellation & Average Rating:

- Overall cancellation rate: **24.84%.**
- Average customer rating: **3.62.**
- Insight: High cancellation rates could indicate flexible booking policies or customer dissatisfaction. Improving ratings can enhance brand perception.

Insights

Revenue

1. Overall Revenue Decline:

- Total Revenue: **₹1.71bn**
- Significant Drop: **-81.74%**
- Insight: This major revenue decline suggests a potential seasonal impact, market shift, or operational challenges.

2. Revenue by Category:

- Business Hotels: **₹1.053bn** (61.61%)
- Luxury Hotels: **₹656M** (38.39%)
- Insight: Business hotels generate more revenue, reinforcing that corporate travel is a key segment.

Insights

3. Revenue by Day Type:

- Weekday Revenue: **₹1.185bn**
- Weekend Revenue: **₹524M**
- Insight: Significantly higher weekday revenue confirms that business travelers are the primary market segment. Weekend revenue is much lower, suggesting potential for promotional offers to attract leisure travelers.

4. Revenue by Booking Platform:

- Top Performer: "Others" category **₹699M**
- MakeMyTrip: **₹341M** | LogTrip: **₹188M** | Direct Online: **₹169M** | Direct Offline (Lowest): **₹86M**
- Insight: Third-party booking platforms dominate revenue, while direct offline bookings contribute the least. This suggests a need for strategies to improve direct sales.

5. Revenue by Room Class:

- Elite (Highest): ₹560M (32.79%) | Presidential: ₹377M (22.05%) | Standard: ₹462M (27.05%) | Premium (Lowest): ₹310M (18.12%)
- Insight: Elite and Standard room categories are the most significant contributors. Premium rooms have the lowest revenue, indicating a possible pricing or demand issue.

Insights

Bookings

1. Overall Performance:

- Realisation %: **70.15%** (↑ 0.64%) – A positive trend indicating improved revenue capture.
- Occupancy %: **57.87%** (↑ 28.11%) – Significant increase, suggesting higher room utilization.
- ADR (Average Daily Rate): **12.70K** (↓ 0.21%) – Slight decline, indicating possible discounting or price adjustments.
- DSRN (Days Since Reservation Number): **2.53K** (No Change) – Indicates stable booking lead time.

2. Booking Distribution:

By Day Type:

- Weekday Bookings: **93K** (Dominant segment)
- Weekend Bookings: **41K** (Less demand on weekends)
- Insight: The business segment remains dominant, with weekday bookings significantly higher than weekends.

Insights

3. Booking Trends:

Bookings by Property:

- Highest Capacity & Bookings:
  - Atliq Exotica (40.9K capacity, 23.4K bookings, 57.26% occupancy) | Atliq Palace (39.4K capacity, 23.6K bookings, 60.00% occupancy) | Atliq City (39.2K capacity, 23.3K bookings, 59.51% occupancy)
  - These properties are key revenue drivers.
- Lowest Capacity & Bookings:
  - Atliq Seasons (8.9K capacity, 4.0K bookings, 44.62% occupancy) | Suggests potential underperformance and an opportunity for better marketing or promotions.

4. Booking Cancellations & No-Shows:

- Total Cancellations: **33.4K** (24.83%) | No-Show Bookings: **6.8K**
- Insight: High cancellation rates (>24%) indicate a need to review refund policies, pricing strategies, or customer booking behavior.

Contact Us

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