



Real-time Dashboard Development for AtliQ Grands

KPI Dashboard Presentation
for Hospitality Client

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Introduction

- AtliQ Grands, a luxury/business hotel chain, is facing a decline in market share and revenue
- Increased competition and poor management decisions are the primary causes

Problem Statement

The management aims to adopt "Business and Data Intelligence" to address these issues and reverse the declining trend.

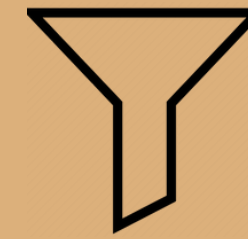


Features of the Dashboard

- Revenue,
- RevPAR (Revenue per Available Room),
- ADR (Average Daily Rate),
- DSRN (Daily Sellable Room Nights),
- Realization Percentage,
- Occupancy Rate,
- Cancellation Rate, and
- Average Rating



Comprehensive KPIs



Filter Options

- **City Filter:** Allows users to filter data by city
- **Room Type Filter:** Enables filtering by different room types
- **Booking Status Filter:** Filters bookings by their status
- **Date Range Filter:** Provides the ability to view data for specific time periods

- **Revenue Trends:** Line charts to track revenue trends over time
- **Occupancy and ADR Trends:** Charts showing trends for occupancy rates and ADR



Trend Analysis



Tooltips and Drill-Downs

- Enhanced interactivity with tooltips providing additional information on hover and drill-down capabilities for deeper insights

Interactive Visuals

Revenue by Platform:

A bar chart showing revenue performance across different booking platforms.

Occupancy Rate by Day Type:

A comparative analysis of weekday vs. weekend occupancy rates.

Revenue by Room Type:

A pie chart displaying revenue distribution between different room categories (Business and Luxury).

Bookings by Status:

Various filters and breakdowns of booking statuses (confirmed, canceled, etc.).

Key Metrics Table:

Detailed metrics for each property, including city, revenue, total bookings, and other relevant KPIs.



Solution Approach (Part 1)

SITUATION:

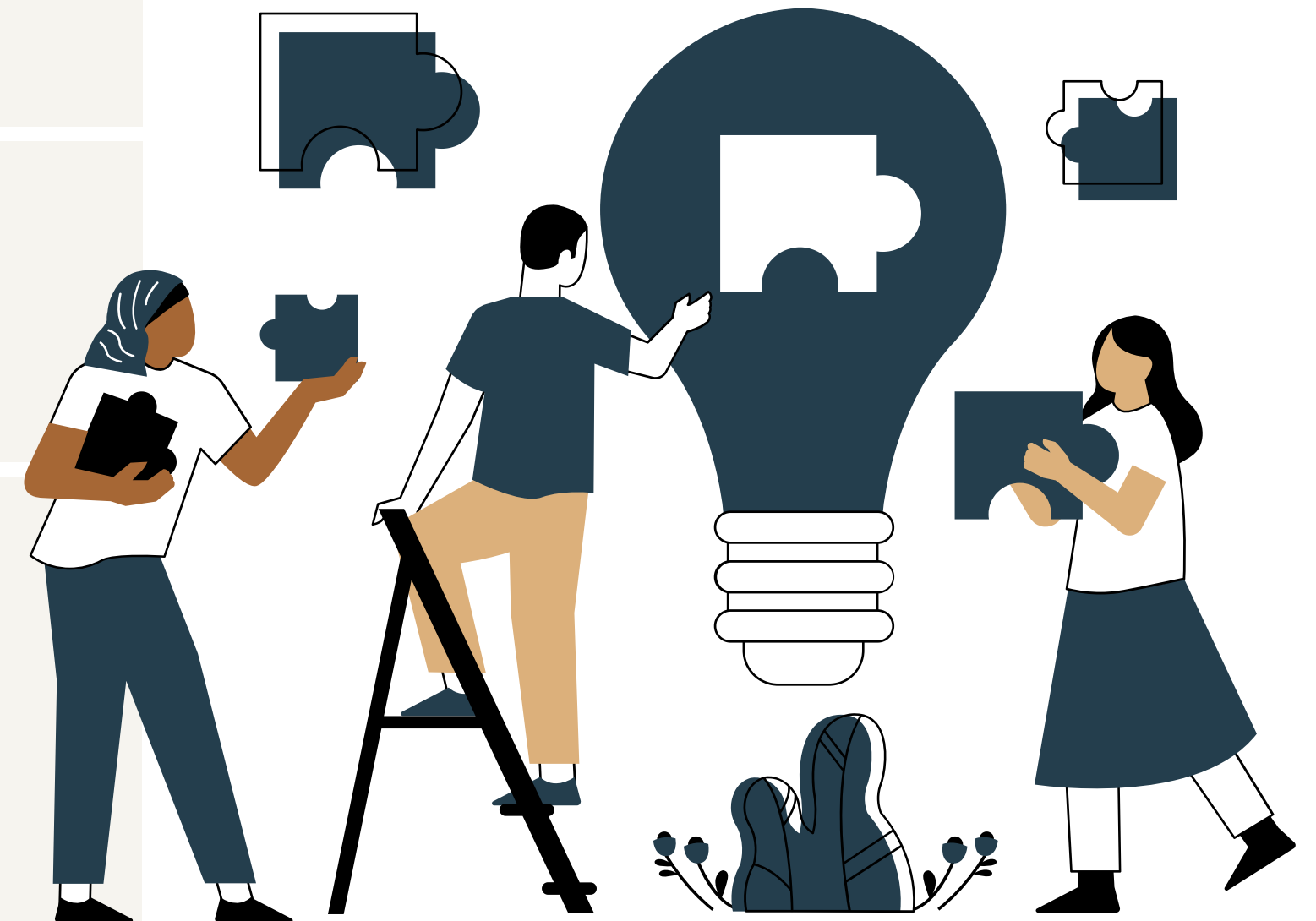
- AtliQ Grand noticed a loss in market share and wanted to address this issue by leveraging data intelligence.

TASK:

- Develop an end-to-end dashboard to facilitate data-informed decision-making.

ACTION (DATA COLLECTION AND PREPARATION):

- **Data Sources:** Collected data from various sources relevant to revenue management.
- **Data Cleaning and Transformation:** Cleaned and transformed the data using Power Query.
- **Data Modeling:** Created relationships between tables within Power Pivot.



Solution Approach (Part 2)

ACTION (DASHBOARD DEVELOPMENT):

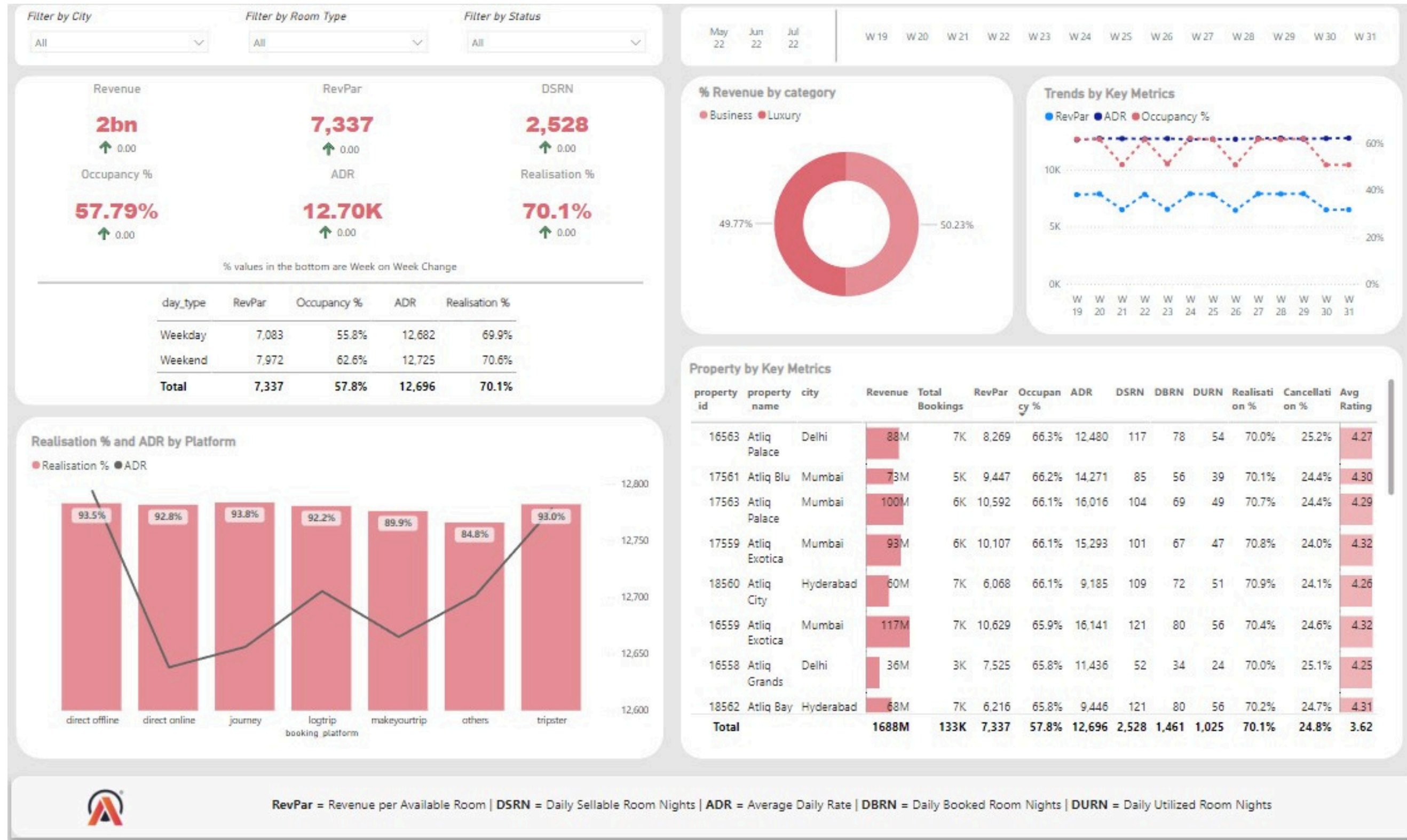
- **Tool:** Power BI
- **KPIs Measured:** Revenue, RevPAR, ADR, DSRN, Realization Percentage, Occupancy Rate, Cancellation Rate, Average Rating.
- **Visuals Created:**
 - Revenue by platform
 - Occupancy rate by day type (weekday vs weekend)
 - Revenue by room type
 - Bookings by status
- Key metrics table for properties

ACTION (INTERACTIVITY AND FILTERS):

- **Filters Provided:** City, Room Type, Booking Status, Date Range.
- **Interactive Visuals:** Ensured visuals were interactive, allowing users to drill down into specific details.
- **Tooltips:** Added tooltips for more information on hover.



Revenue Dashboard



Results and Insights

RESULT:

The dashboard enabled the Revenue team to regain their revenue and market share by 20% within the next month.

INSIGHTS AND RECOMMENDATIONS:

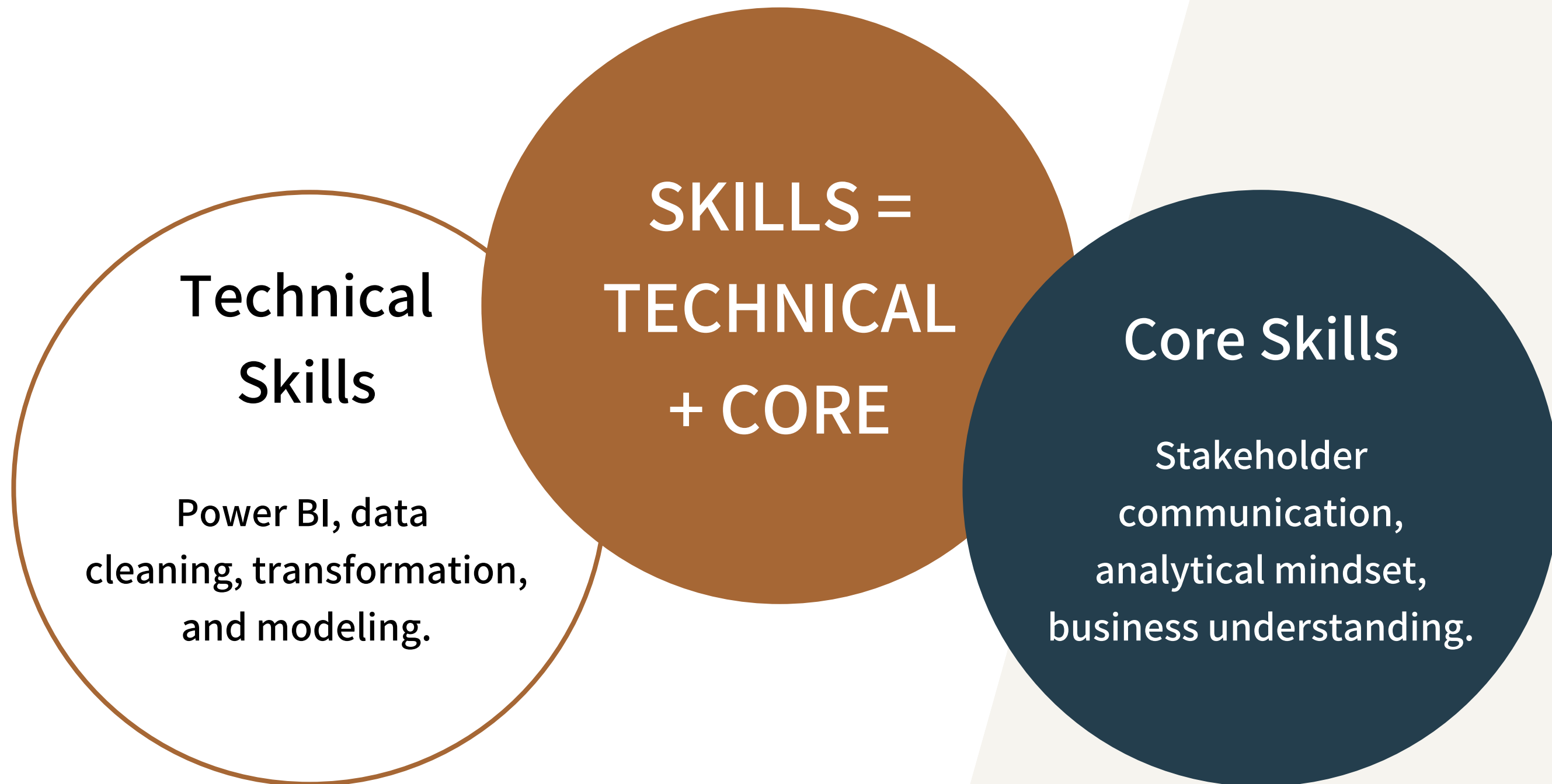
- Analyzed trends and identified areas for improvement
- Provided actionable insights to the management team



Business Outcomes

1. **Revenue Increase:** The real-time insights provided by the dashboard enabled the Revenue team to take immediate actions that resulted in a 20% increase in revenue within a month.
2. **Market Share Recovery:** By identifying and addressing key areas of concern, AtliQ Grands was able to recover its lost market share.
3. **Informed Decision-Making:** The dashboard facilitated data-driven decision-making, allowing management to make informed choices backed by real-time data.
4. **Operational Efficiency:** Improved visibility into key metrics allowed for more efficient management of resources and operations.
5. **Enhanced Stakeholder Communication:** The clear and interactive nature of the dashboard improved communication and collaboration among stakeholders, ensuring everyone was aligned with the strategic objectives.
6. **Identified Improvement Areas:** The trend analysis and detailed metrics helped identify specific areas where performance could be improved, leading to targeted strategies and interventions.

Skills Acquired



Conclusion

- The real-time dashboard project for AtliQ Grands successfully addressed the issue of declining market share and revenue.
- Leveraging data intelligence led to informed decision-making and a significant positive impact on performance.



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