



ATLIQ GRANDS PERFORMANCE ANALYSIS

PRESENTED BY RUTUJA THORVE

COMPANY OVERVIEW:

- AtliQ Grands, a distinguished name in the hospitality industry, has been setting the standard for luxury and excellence in India for over 20 years.
- With a portfolio of multiple five-star hotels across major cities, including Delhi, Mumbai, Hyderabad, and Bangalore.
- AtliQ Grand has earned a reputation for delivering unparalleled comfort and world class service.

PROBLEM STATEMENT:

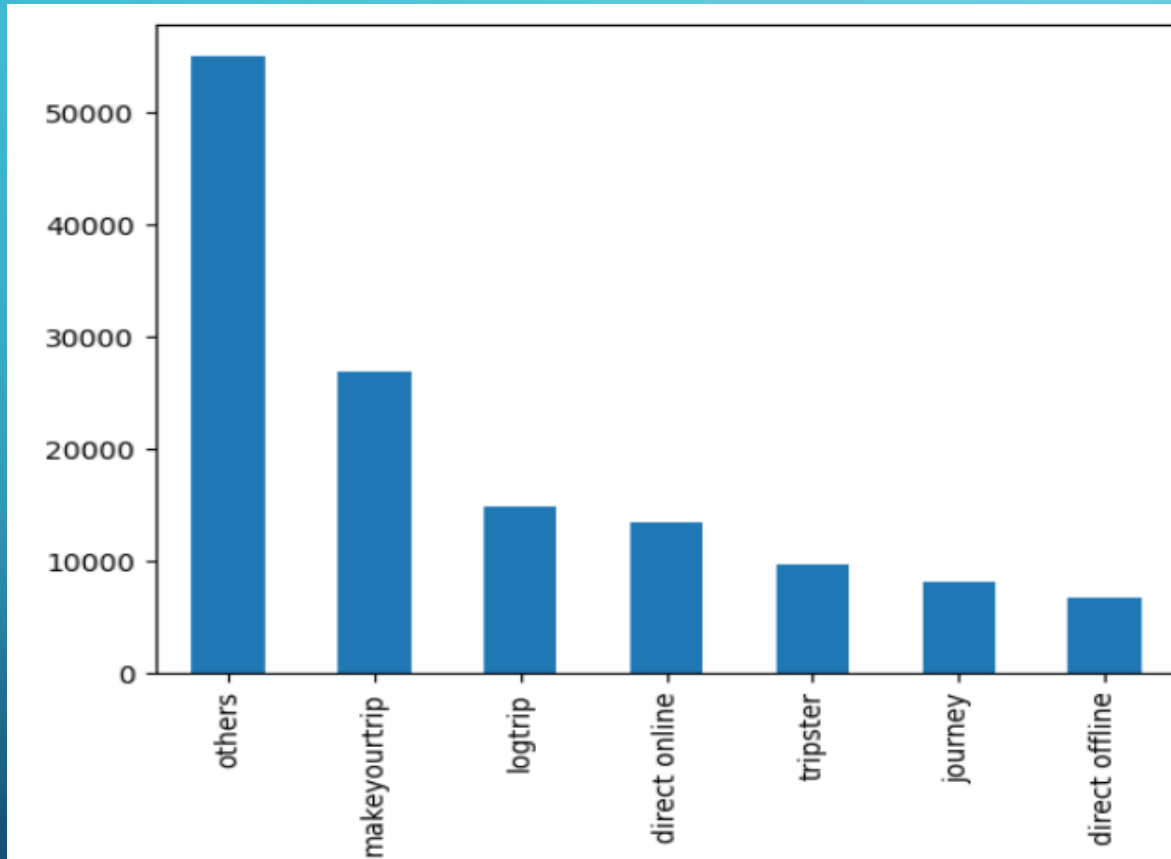
- AtliQ Grands, despite its longstanding reputation for luxury and excellence is currently facing significant challenges in maintaining its market share and revenue.
- In an increasingly landscape, the company is encountering mounting pressure from rival establishments that are aggressively vying for a larger share of the market.
- The rise of new competitors, coupled with innovative service offerings and strategic pricing models, has led to a noticeable erosion of AtliQ Grands market dominance.

DATASET USED:

- Dim_Date
- Dim_Hotels
- Dim_Rooms
- Fact_Bookings
- Fact_Aggregated_Bookings

1. Count number of bookings for different booking platform?

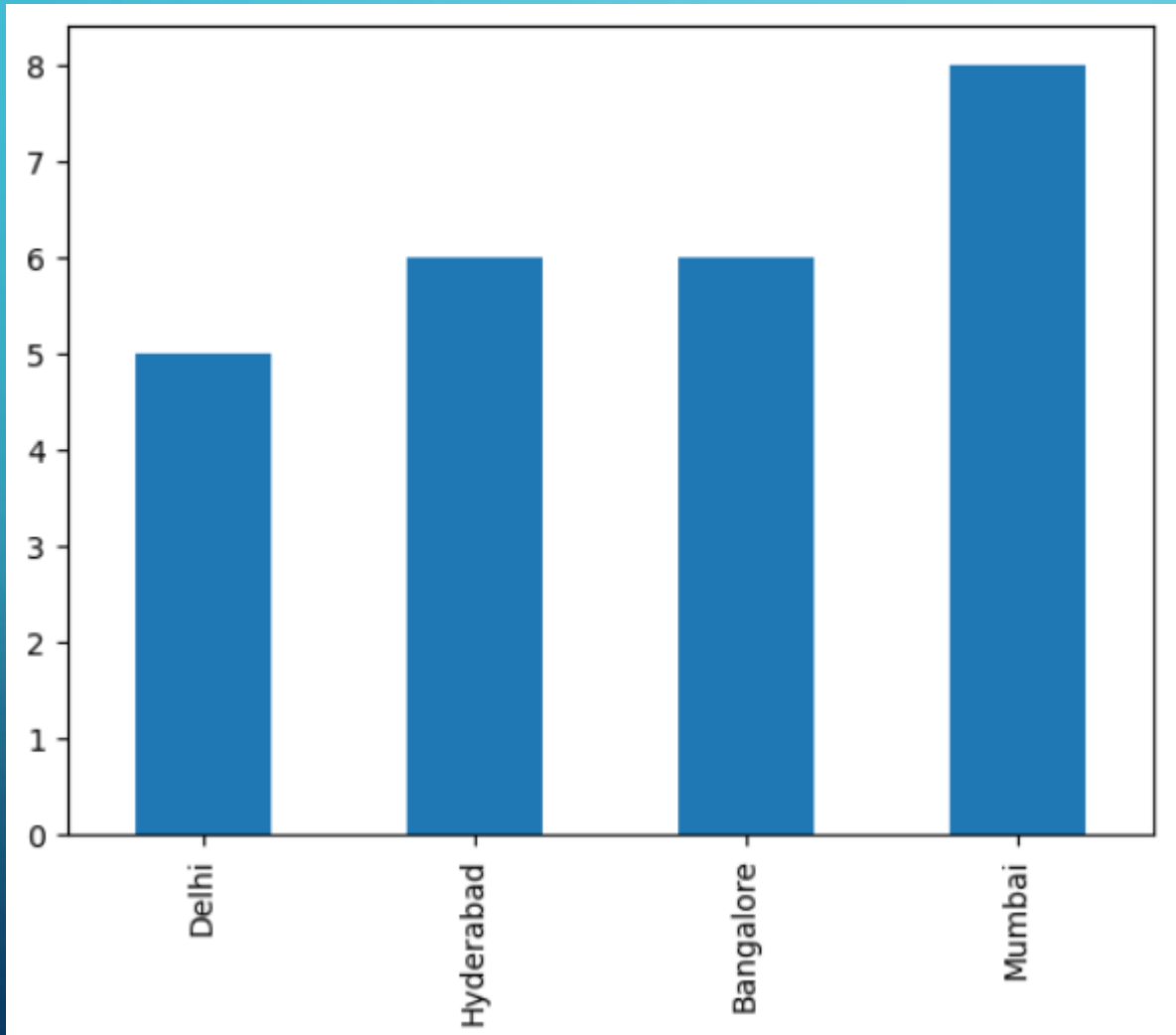
```
df_bookings.booking_platform.value_counts().plot(kind="bar")
```



Direct Offline is at the bottom of the list, suggesting significant room for growth. Addressing this platform challenges could help improve its market standing.

2. Count number of hotels in different cities?

```
df_hotel.city.value_counts().sort_values().plot(kind="bar")
```



- High hotel density in Mumbai.
- Delhi's lower number of hotels presents an opportunity for potential growth and market capture.

3. Distribution of Room Category based on their occupancy percentage?

```
df.groupby('room_class')['occ_pct'].mean().round(2)
```

```
room_class
Elite      56.87
Premium    56.98
Presidential 58.05
Standard   56.71
Name: occ_pct, dtype: float64
```

- Presidential room category has Highest occupancy percentage at 58.05%. This suggest that these rooms are in high demand and could be a strong selling point.

4. In the month of June what is occupancy rate for different cities?

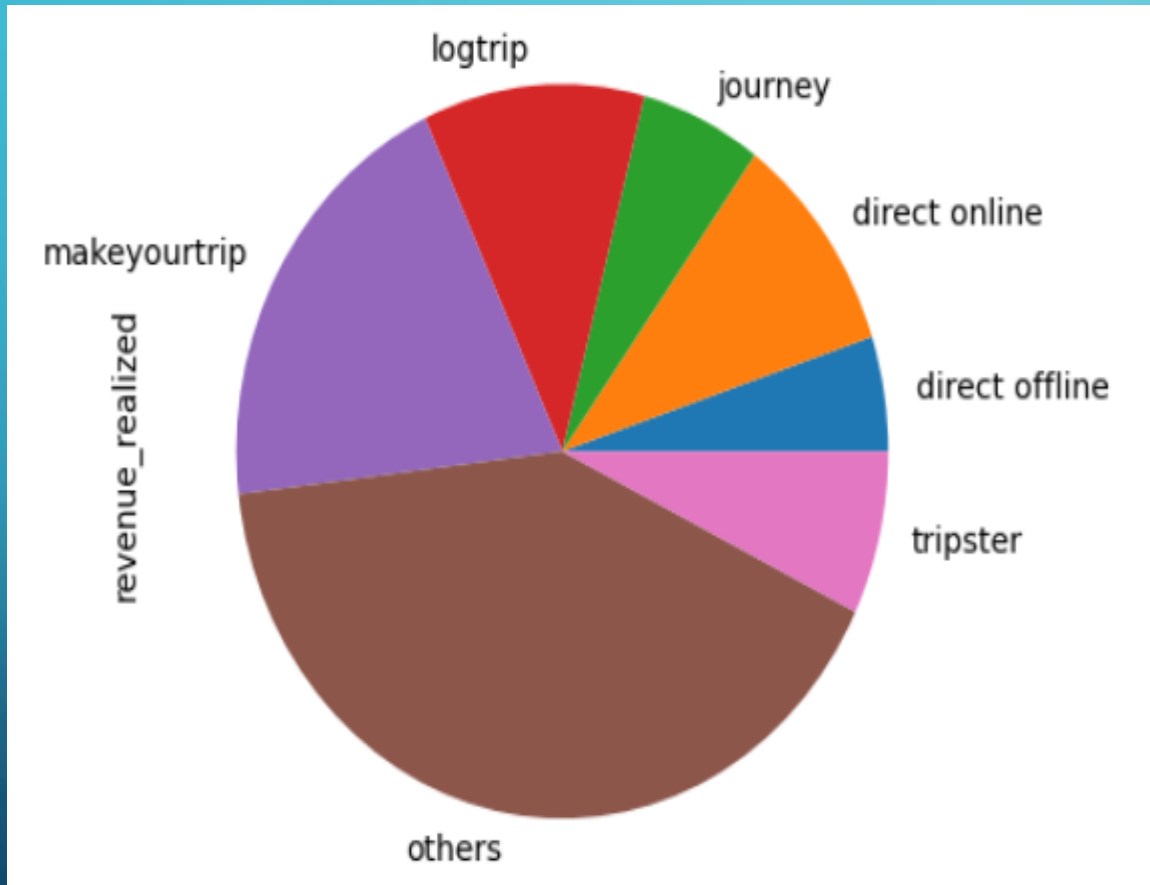
```
df_june.groupby('city')['occ_pct'].mean().round(2).sort_values(ascending=False)
```

```
city
Delhi      62.47
Hyderabad  58.46
Mumbai     58.38
Bangalore  56.44
Name: occ_pct, dtype: float64
```

- Delhi leading an occupancy percentage by 62.47%.
- It could be beneficial to investigate factors affecting Bangalore's performance and explore strategies to boost occupancy.

5. Demonstrate the Revenue realized per booking platform?

```
df_booking_all.groupby('booking_platform')['revenue_realized'].sum().plot(kind="pie")
```



- Various smaller and less recognized booking platforms are collectively making a significant impact.
- Direct Offline and Journey are also contributing to the revenue but are not dominant as Others and MakeMyTrip.

RECOMMENDATIONS:

- Since Mumbai and Delhi are leading in occupancy and bookings, consider expanding properties in these cities.
- In cities like Bangalore, where occupancy is lower, explore strategies to increase demand.
- Strengthen partnerships with MakeMyTrip to explore opportunities for exclusive deals or promotional activities to maximize revenue.
- Offering unique features or personalized services can attract more guests and increase bookings.

The background features a tall, modern building with a glass facade, partially obscured by palm trees and other greenery. The image has a purple and blue color cast. In the corners, there are stylized white line-art graphics resembling circuit boards or neural network connections.

Thank You