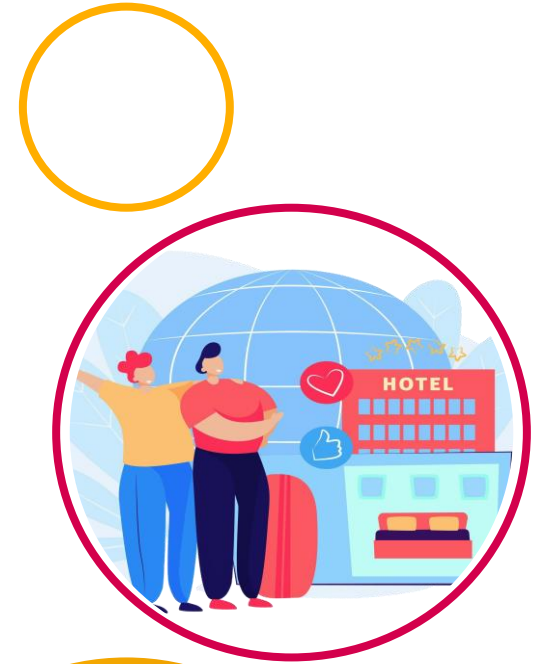


# HOSPITALITY ANALYSIS

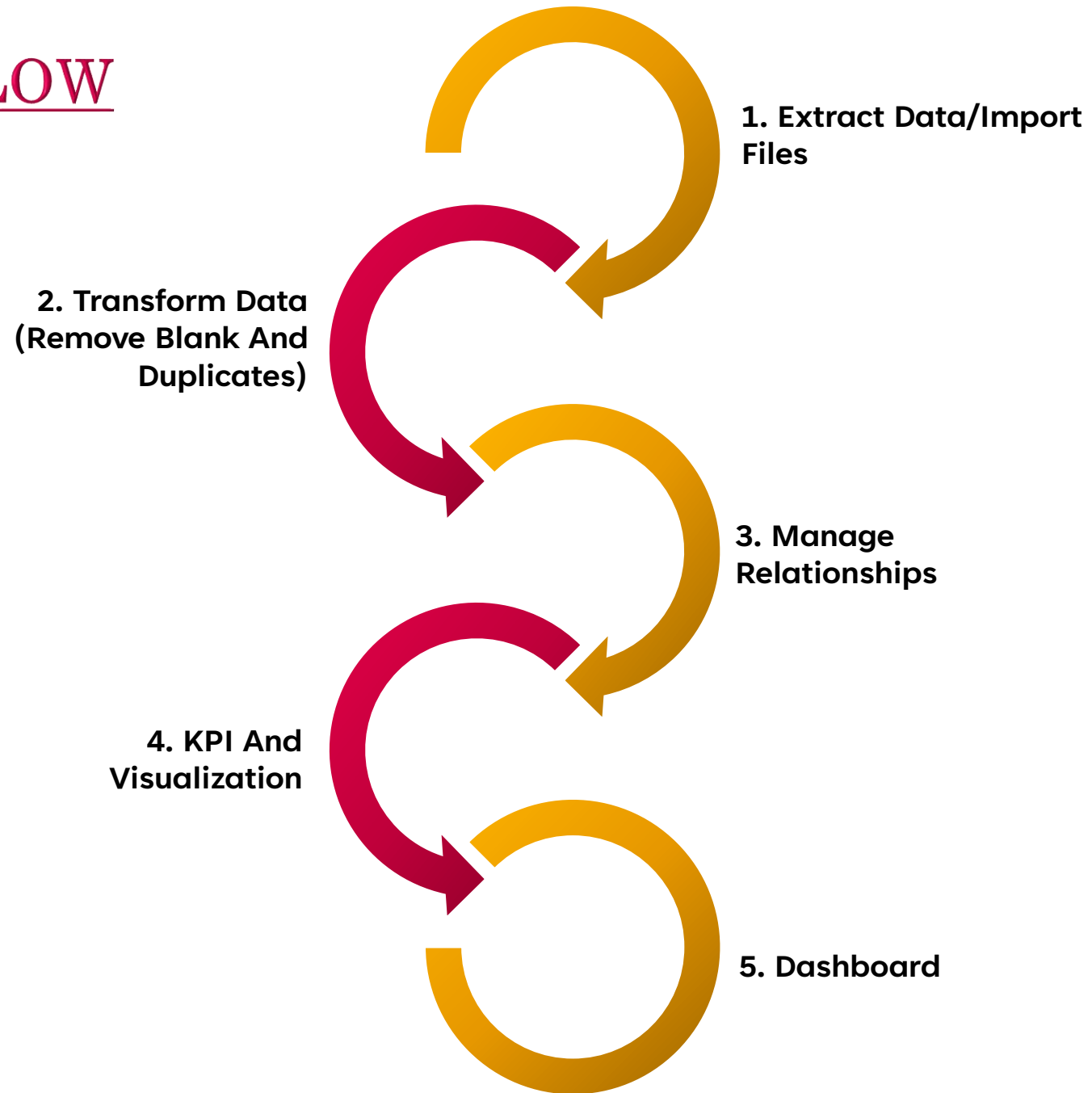


# OVERVIEW

This project aims to provide actionable insights into customer preferences, occupancy trends, and revenue optimization strategies for hospitality businesses. By analyzing key performance indicators and customer behavior patterns, this project aims to facilitate data-driven decision-making and enhance overall business performance.



# PROJECT WORKFLOW



# KPIs

1. Total Revenue
2. Occupancy
3. Cancellation Rate
4. Total Booking
5. Utilize Capacity
6. Monthly Trend Analysis
7. Weekday & Weekend Revenue and Booking
8. Revenue by State & Hotel
9. Class Wise Revenue
10. Checked Out Vs Cancel Vs No Show
11. Weekly Trend Key Trend (Revenue, Total Booking, Occupancy)



### KPI 1: Total Revenue

It refers to the overall income generated by a hotel business from all sources during a specific period.

1709M

### KPI 2: Occupancy

It refers to the percentage of available rooms that are occupied by the guests during a specific period.

57.87%

### KPI 3: Cancellation Rate

It refers to the percentage of reservations that are cancelled by the guests during a specific period.

24.83%

### KPI 4: Total Booking

It refers to the total number of reservations made by the guests for rooms, events, or other services offered by the hotel or accommodations.

135K

### KPI 5: Utilize Capacity

It refers to the proportion of available rooms, services or resources that are actually used by the guests during a given period.

233K

# KPI 6. Monthly Trend Analysis

## 1. Total Revenue Trends:

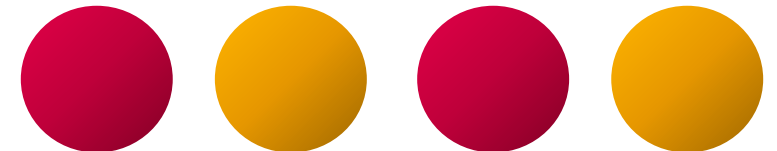
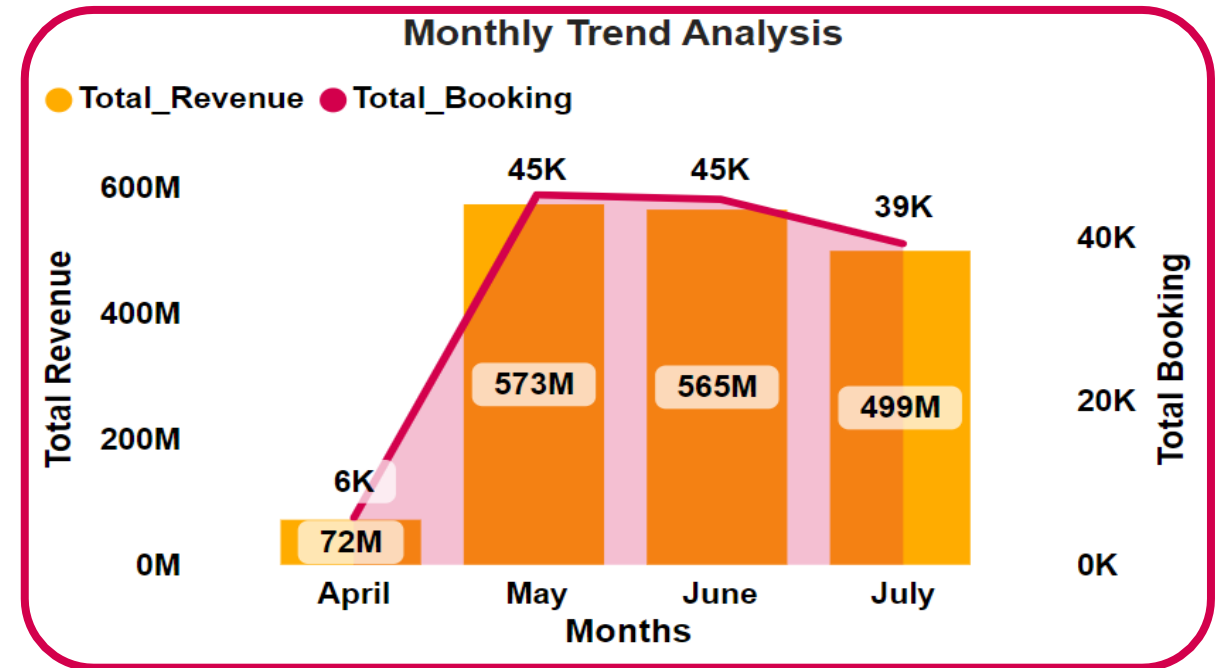
- April recorded the lowest revenue at **72M**, corresponding to only **6K bookings**.
- May and June witnessed a significant rise, with revenues peaking at **573M** in May and slightly decreasing to **565M** in June, despite constant bookings.
- A decline is observed in July, with revenue dropping to **499M**.

## 2. Total Booking Trends:

- Total bookings climbed sharply from **6K in April** to **45K in May** and remained stable at **45K in June**.
- July saw a slight drop in bookings to **39K**, aligning with the decline in revenue.

## 3. Correlations and Insights:

- The sharp revenue and booking increase from April to May suggests successful strategies, possibly related to promotions, events, or seasonal demand.
- Despite steady bookings in June, revenue decreased slightly, indicating possible changes in pricing or guest preferences.
- July's decline in both metrics points to either seasonal factors or competition.



# KPI 7. Weekday & Weekend Revenue and Booking

## 1. Revenue Comparison:

- On weekdays, the total revenue is significantly higher at **1157M**, compared to **480M** on weekends.
- This indicates that revenue generation on weekdays is approximately **2.4 times higher** than on weekends.

## 2. Booking Comparison:

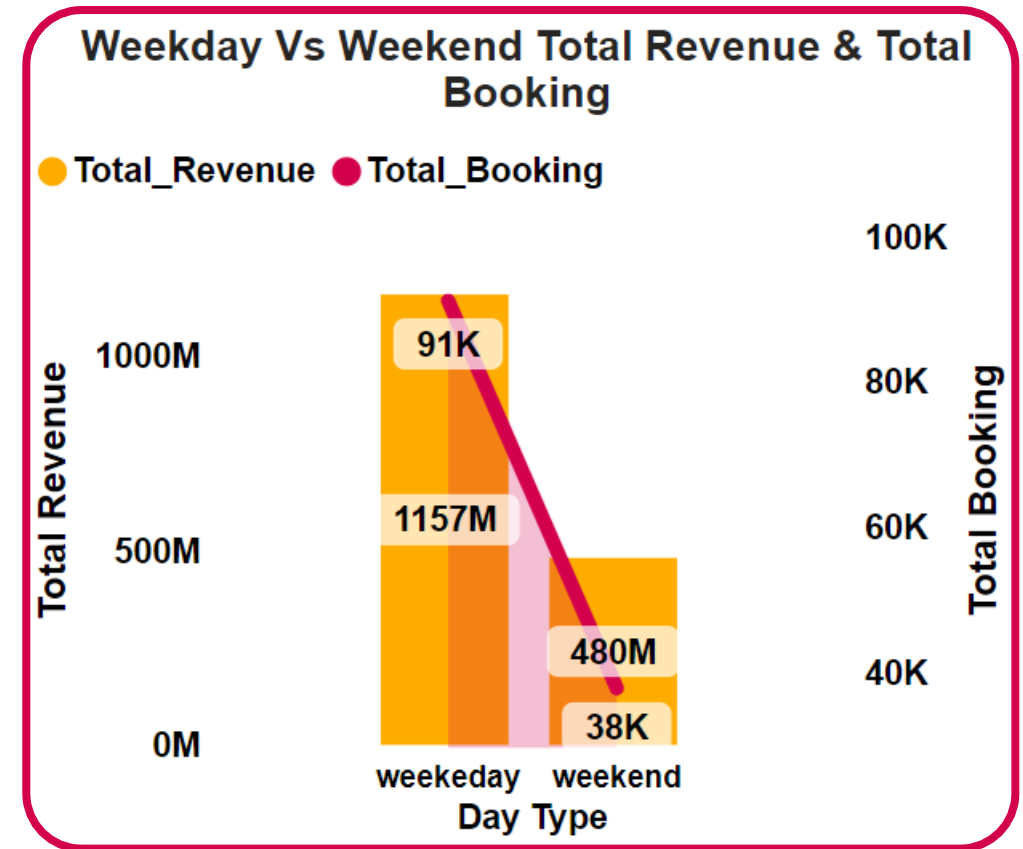
- Total bookings also follow a similar trend, with **91K bookings** on weekdays and **38K bookings** on weekends.
- Weekday bookings are about **2.4 times more** than weekend bookings, aligning closely with the revenue trend.

## 3. Correlation Between Revenue and Bookings:

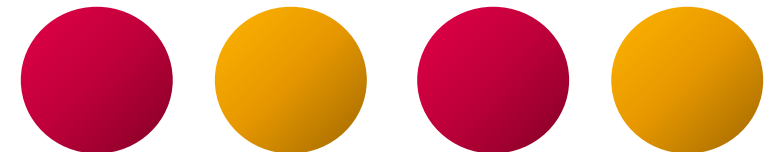
- The parallel decline in both total revenue and total bookings from weekdays to weekends suggests a strong positive correlation between these two metrics.

## 4. Visual Contrast:

- The bar heights and labels clearly emphasize the weekday dominance in both metrics, supported by the downward trend of the magenta line representing bookings.



**Recommendations:** Highlight the impact of day types on business performance and the need for strategies to boost weekend performance, as both revenue and bookings experience a sharp drop during that period.



# KPI 8. Revenue by State & Hotel

## 1. Top Performers:

- **Atliq Exotica** leads with the highest revenue at **212M**, driven by strong performance in **Mumbai**.
- **Atliq Palace** comes next with a revenue of **102M**, showing significant contributions from **Delhi and Hyderabad**.

## 2. City Contributions:

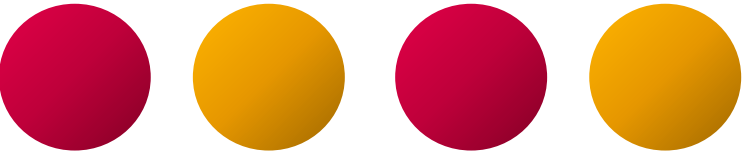
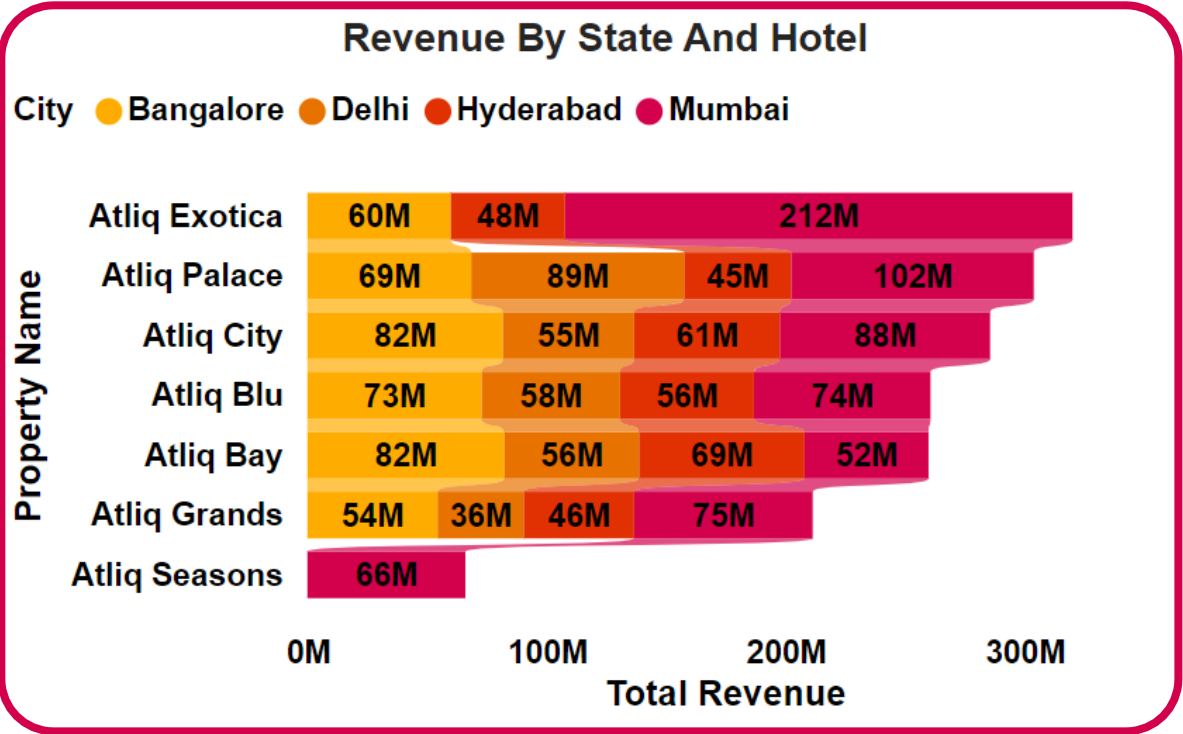
- **Mumbai** dominates the revenue distribution, evident in the standout performance of Atliq Exotica.
- Other cities like **Delhi, Hyderabad,** and **Bangalore** contribute moderately across multiple properties.

## 3. Property Comparisons:

- Properties like **Atliq City** and **Atliq Bay** achieve a balanced revenue of **88M** and **82M**, supported by strong bookings.
- **Atliq Grands** generates lower revenue (**75M**) compared to other properties, indicating room for improvement.

## 4. Booking Trends:

- Properties with high revenue generally align with strong total booking numbers.
- For example, Atliq Exotica's **60K+ bookings** strongly correlate with its top revenue performance.





# KPI 9. Class Wise Revenue

## 1. Top Properties by Total Revenue:

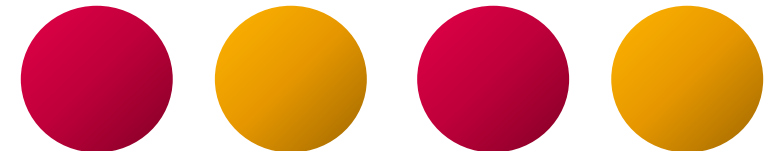
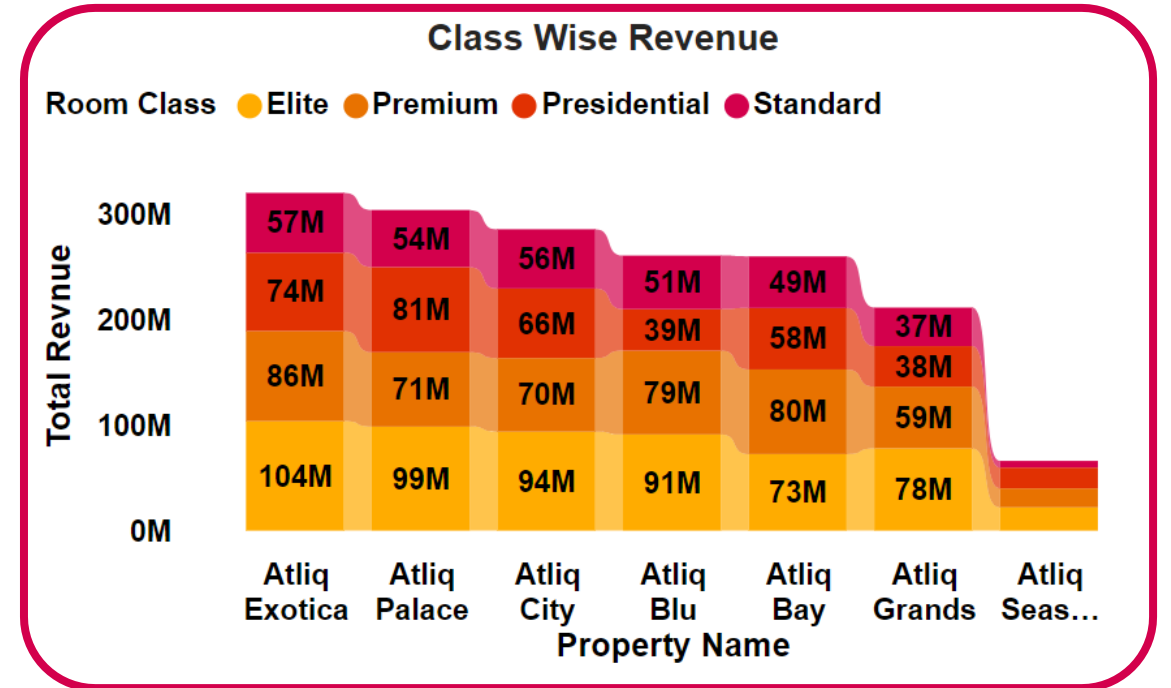
- **Atliq Exotica** leads with the highest total revenue of **321M**, with strong contributions from all room classes, particularly **Elite (104M)** and **Presidential (86M)**.
- **Atliq Palace** follows with **308M**, showing balanced revenue from all classes, notably **Premium (81M)** and **Elite (99M)**.

## 2. Mid-Tier Properties:

- **Atliq City** and **Atliq Blu** generate comparable revenues, primarily from **Elite (94M)** and **Premium (70M)** classes, with smaller contributions from Standard and Presidential rooms.
- **Atliq Bay** performs similarly but has stronger contributions from **Presidential rooms (80M)**, highlighting its unique positioning.

## 3. Underperforming Properties:

- **Atliq Grands** and **Atliq Seasons** generate the lowest total revenue, at **207M** and **212M**, respectively.
- Their revenues rely heavily on **Elite and Premium** classes, with lower revenue from **Presidential and Standard rooms**.



# KPI 10. Checked Out Vs Cancel Vs No Show

## 1.Checked Out:

- Represents the largest proportion of bookings at **70.15%**.
- Indicates the majority of customers successfully complete their stays.

## 2.Cancelled:

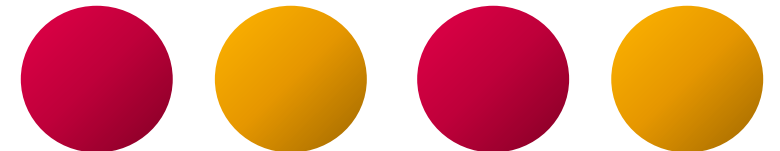
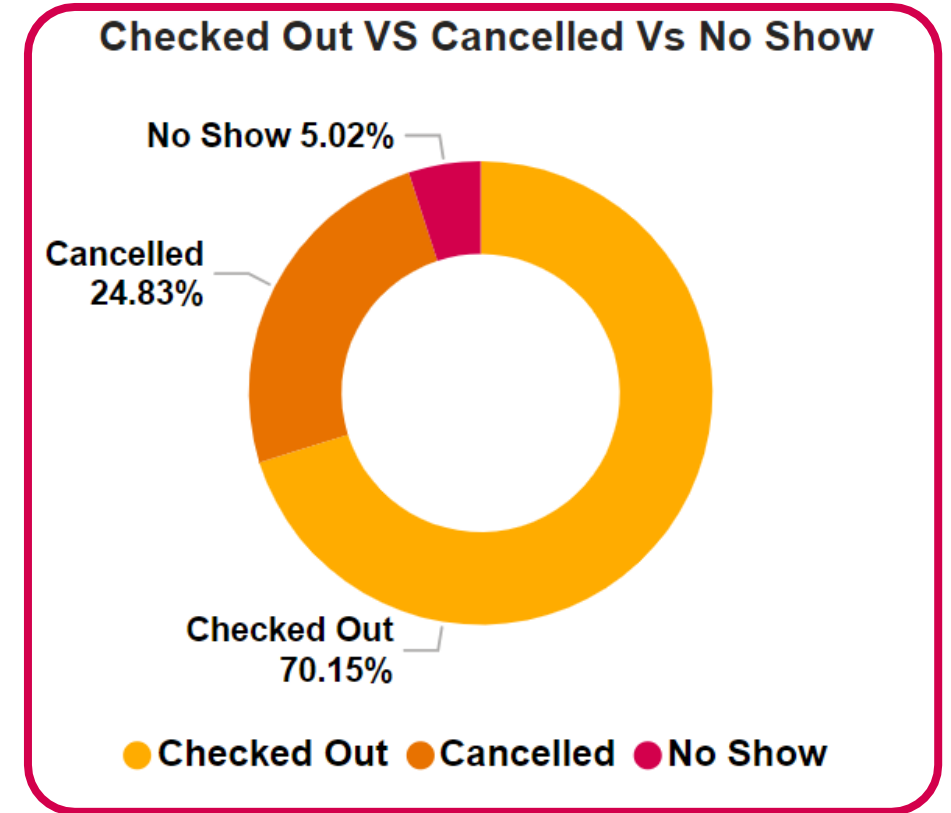
- Accounts for **24.83%** of bookings.
- A significant portion, suggesting a need to investigate the reasons for cancellations (e.g., policy, pricing, or customer concerns).

## 3.No Show:

- Constitutes the smallest category at **5.02%**.
- While comparatively low, this metric can indicate issues such as poor communication, lack of follow-ups, or customer hesitancy.

## Suggested Presentation Insights:

- **Positives:** Highlight the strong percentage of "Checked Out" bookings, which reflects operational efficiency and customer satisfaction.
- **Action Areas:**
  - The **24.83% cancellation rate** is notable. Propose strategies to reduce cancellations, such as flexible policies, improved customer support, or targeted promotions.
  - The **5.02% no-show rate** should be addressed with tactics like reminder notifications or incentives for confirming bookings.
- This analysis positions the data as actionable for improving overall booking success rates.



# KPI 11. Weekly Trend Key Trend (Revenue, Total Booking, Occupancy)

This chart represents a **Weekly Trend Analysis** of two key metrics: **Total Revenue** (yellow bars) and **Total Booking** (pink line), across various week numbers (W19 to W32). Here's a summarized breakdown for your presentation:

## 1.Total Revenue Trends:

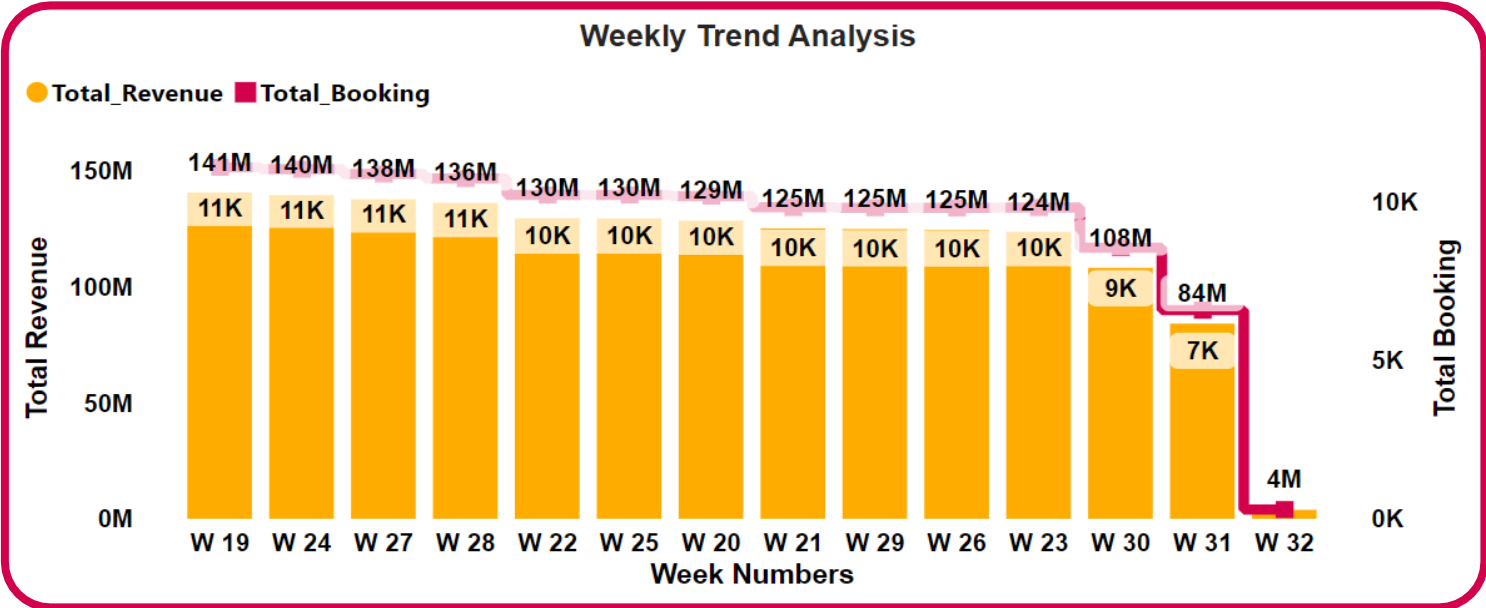
- The revenue starts at **141M** in W19, peaks at **141M** again during W24, and then gradually declines.
- A steady revenue of **125M** is maintained from W23 to W29, after which it sharply drops to **108M** in W30 and further to **84M** in W31.
- The lowest point is observed in W32, with revenue plummeting to just **4M**.

## 2.Total Booking Trends:

- Total bookings remain stable at **11K** from W19 to W28.
- A slight decrease is noticed, dropping to **9K** in W30, **7K** in W31, and a sharp drop to **4K** in W32, mirroring the revenue trend.

## 3. Key Observations:

- The **decline in Total Revenue from W30 onward** is closely aligned with the decline in **Total Bookings**, suggesting a strong correlation between these two metrics.
- While Total Revenue and Bookings are steady for the first 8 weeks, there is a significant decrease in both from W30 to W32, indicating possible operational, seasonal, or external market challenges.



# STRATEGIES AND RECOMMENDATIONS

**Benchmark Best Performers Action:** Analyze successful properties like AtliQ Exotica to identify factors (e.g., pricing strategy, customer base) that could benefit other properties.

**Tailored Marketing Campaigns Action:** Create city-specific marketing plans, particularly for high-revenue areas like Mumbai and Bangalore, to capitalize on market strengths and boost occupancy in low-performing regions.

**Seasonal Promotions Action:** Launch discounts, weekend packages, and holiday offers to increase occupancy during low-demand periods.

**Dynamic Pricing Strategy Action:** Implement dynamic pricing that adjusts rates based on competitor pricing and guest demand, especially during peak seasons.

**Flexible Booking Policies Action:** Introduce non-refundable discounts or stricter policies during high-demand periods to reduce cancellations, while offering last-minute deals to fill canceled rooms quickly.

**Increase Direct Bookings Action:** Develop loyalty programs and exclusive offers to drive direct bookings, reducing dependency on third-party platforms and improving profit margins.

# EXCEL DASHBOARD

## HOSPITALITY ANALYSIS DASHBOARD

Total Revenue

1708.8

Total Booking

134.6K

Occupancy

57.87%

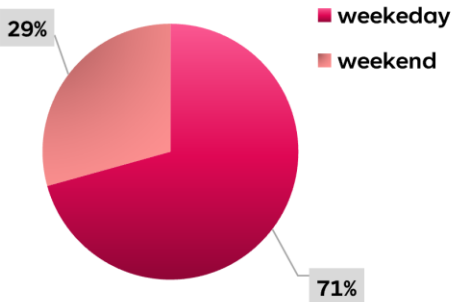
Cancellation Rate

24.83%

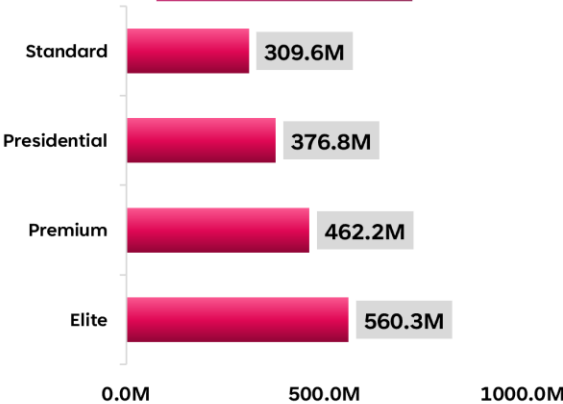
Average Rating

3.62

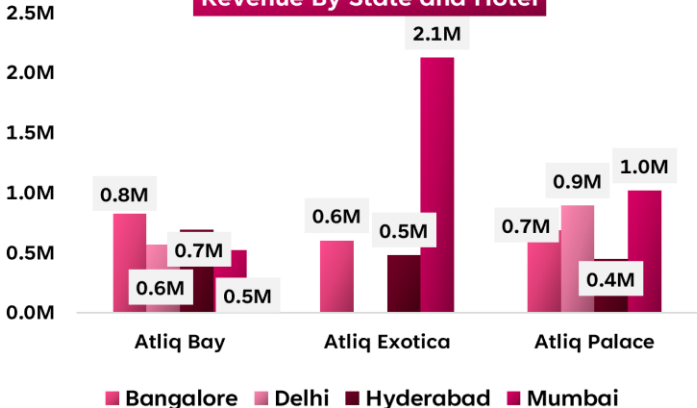
Weekday & Weekend Revenue and Booking



Class Wise Revenue



Revenue By State and Hotel



City



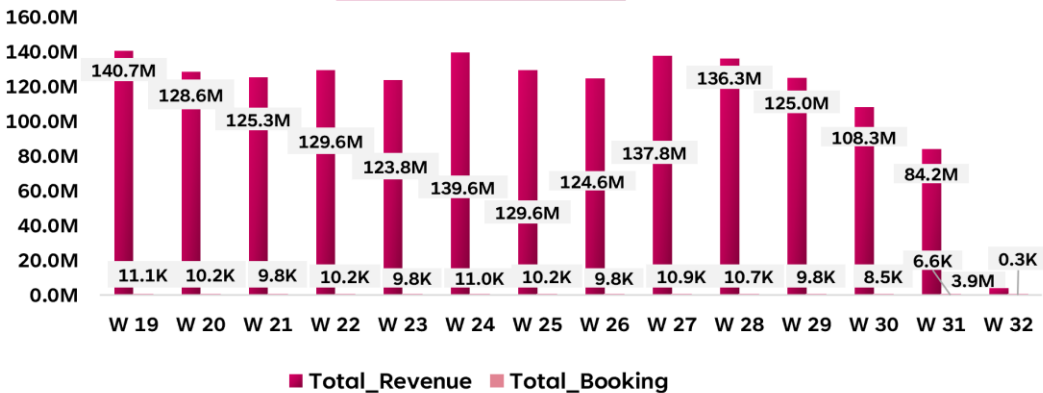
Bangalore

Delhi

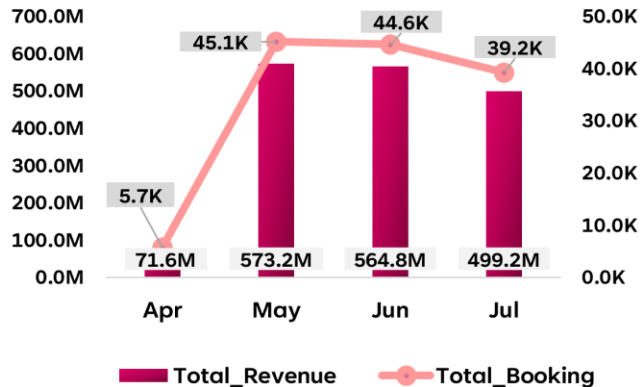
Hyderabad

Mumbai

Weekly Trend Analysis



Monthly Trend Analysis



Month



Apr

May

Jun

Jul

# POWER BI DASHBOARD



## HOSPITALITY ANALYSIS DASBOARD

MONTH

All

CITY

All

Total Revenue

1709M

Average Rating

3.62

Total Booking

135K

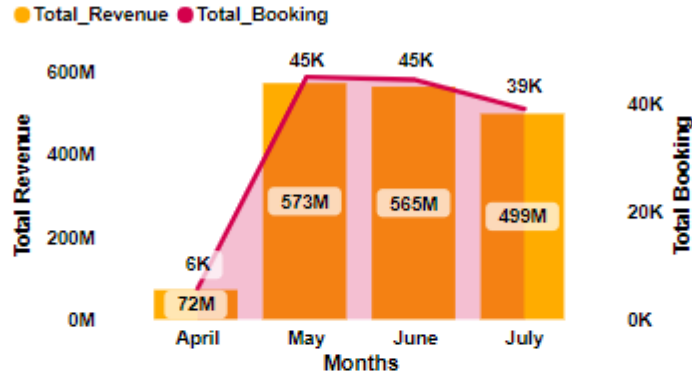
Occupancy

57.87%

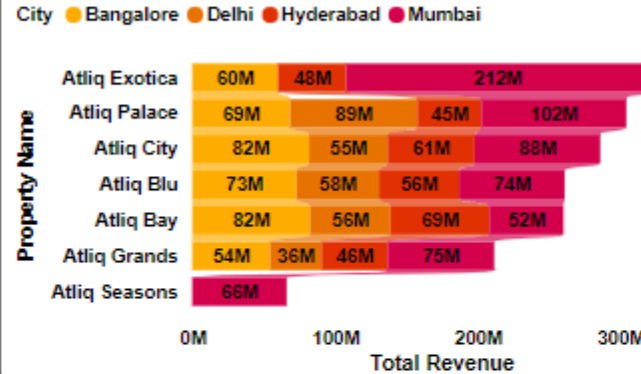
Utilize Capacity

233K

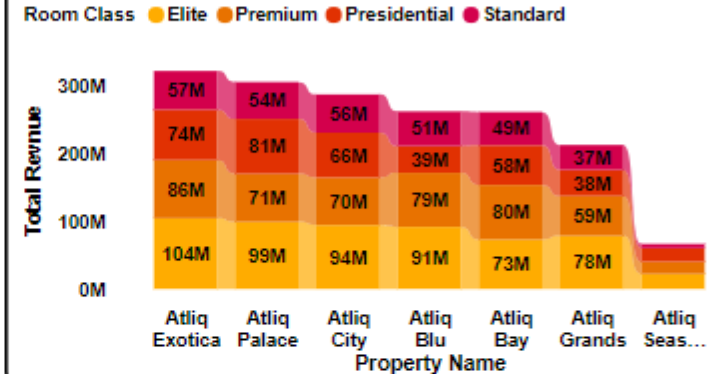
Monthly Trend Analysis



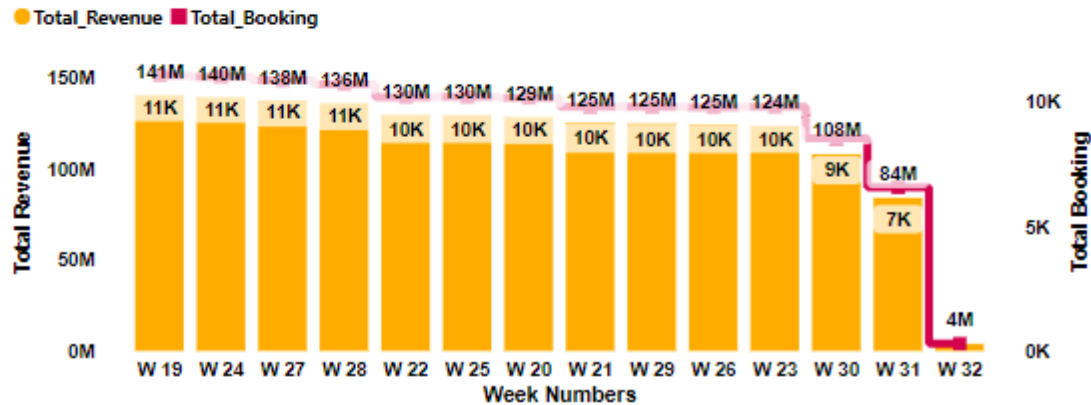
Revenue By State And Hotel



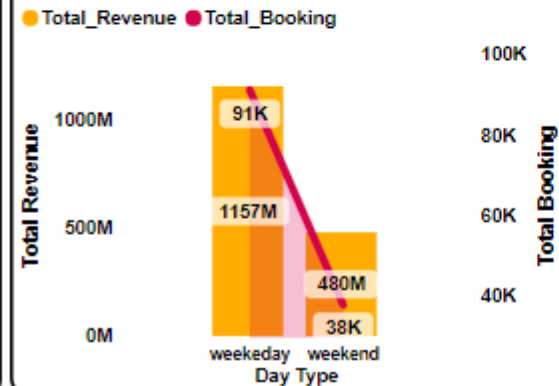
Class Wise Revenue



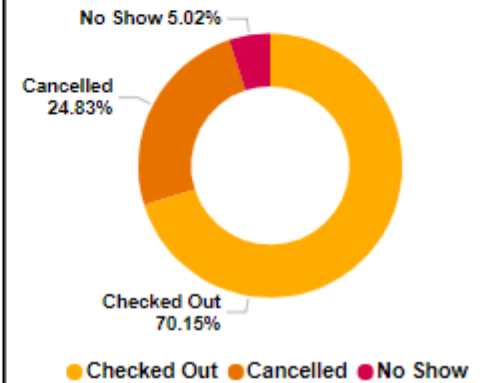
Weekly Trend Analysis



Weekday Vs Weekend Total Revenue & Total Booking



Checked Out VS Cancelled Vs No Show







THANK  
YOU