**Atliq Grand Dashboard Observations**

* Observations related to the revenue realized by the company
  1. Total revenue generated = 2008 million dollars
  2. Total revenue realized = 1709 million dollars
  3. Mumbai and Delhi are the cities which are responsible for the maximum and minimum revenue realized.
  4. Atliq Exotica and Atliq Seasons are the properties produces highest and lowest revenue realized.
  5. Atliq seasons provide the least revenue since it is only present in the Mumbai city.
  6. In Mumbai (highest revenue providing city), most of the revenue is from Atliq Exotica. That’s why, there is a need of improvement in other facilities.
  7. makeyourtrip and logtrip account for most of the revenue. Hence, improvement needed in other booking platforms.
* Observations related to the bookings
  1. Cancellation plus no show rate is about 30% (25% for cancellation which is quite high number.
  2. Mumbai and Delhi are the cities which accounts to the highest and lowest number of bookings.
  3. Atliq Palace and Atliq Seasons are the properties responsible for the highest and lowest number of bookings made.
  4. April month has lowest bookings for all cities. May month has highest bookings for most of the cities. The same is true for all the properties.
  5. Weekdays are mostly getting the bookings. So, company can provide some kind of special service or discount to increase the weekend bookings.
  6. RT2 room category accounts for the most bookings in every city and RT4 accounts for the lowest number of bookings in almost every city. So, one can confer that RT4 category of rooms needs some improvement.
* Observations related to the occupancy and ratings
  1. The observations related to the ratings are really hard to make using the provided data since almost 59% of the customers haven’t given the feedback. But if we ignore the missing values and do the calculations then we get the rating of approximately 3 for the all the scenarios.
  2. Occupancy is around 58% which is quite a low number and this means almost 40% of company’s service are being empty for most of the part. Some serious improvements need to be done in service mostly at the locations and properties with the lowest revenue and bookings.