

ATLIQ HOSPITALITY ANALYSIS



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ABOUT PROJECT

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue.

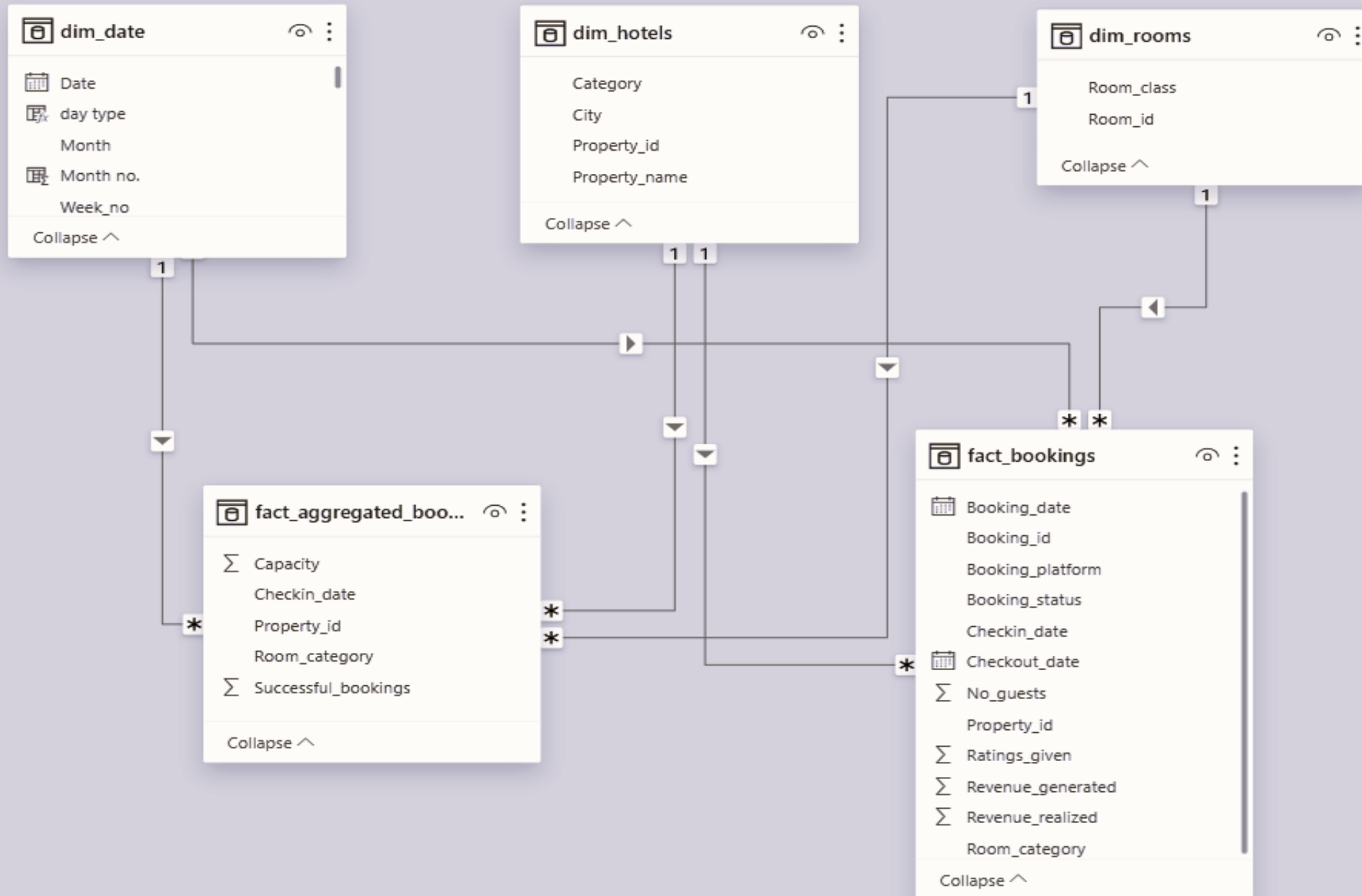
OBJECTIVE

As a Data Analyst, the objective was to create a comprehensive dashboard that would equip the revenue management team with valuable insights and actionable information. Throughout this journey, I collaborated closely with stakeholders, diligently understanding their specific needs and requirements.

DATA INFORMATION

- The dataset used for this analysis was collected from Code Basics' website (Resume Project Challenge #1).
- The dataset comprises five CSV files, 2 dimension tables, and 2 fact tables.
 - **dim_date** : data includes day type (weekend or weekday), month, and week number (W19 — W32)
 - **dim_hotels** : Includes property id, property name, category (luxury/business) and the city.
 - **dim_rooms** : Includes room id and room class.
 - **fact_aggregated_bookings** : Stores information about bookings including booking dates, booking platforms, number of guests, revenue, check-in, and checkout dates.
 - **fact_bookings** : Includes successful bookings, hotel id, and capacity.

DATA MODEL





Atliq Hospitality Analysis

Overview

Property
Details

Revenue

Key Metrics 1

Key Metrics 2

Property_name

All

City

All

Category

All

Booking_status

All

Room_class

All

Week_no

All

Revenue

\$1.71bn

Occupancy %

57.87%

Average Rating

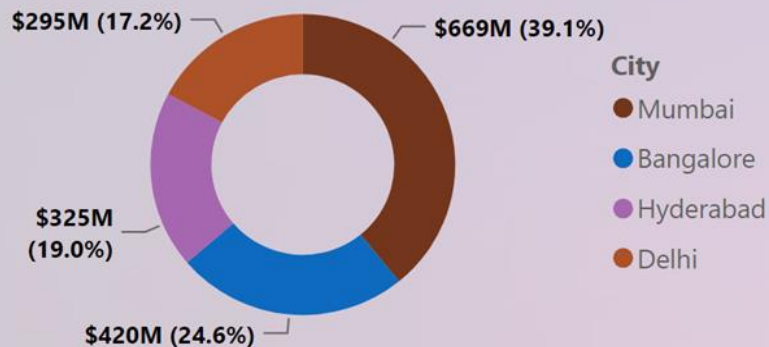
3.62

May

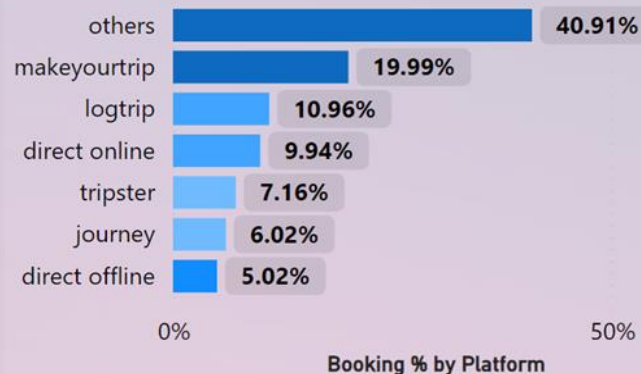
June

July

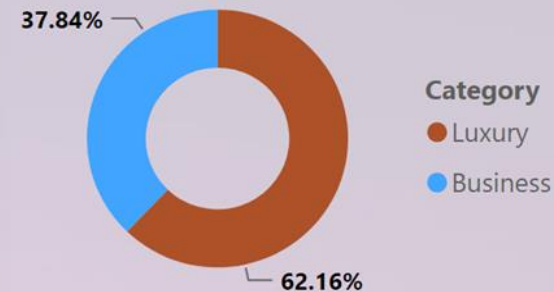
Revenue by City



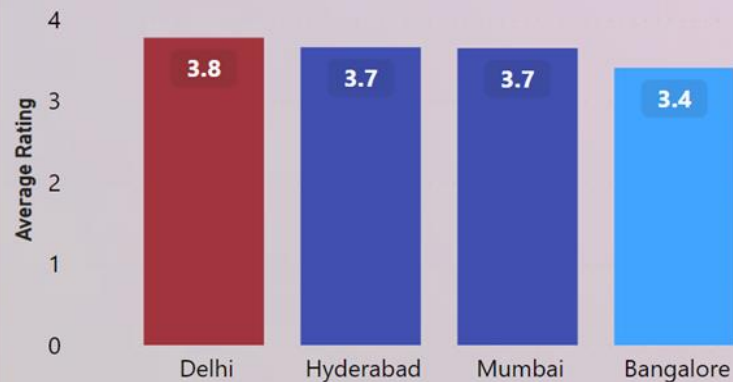
Booking % by Booking Platform



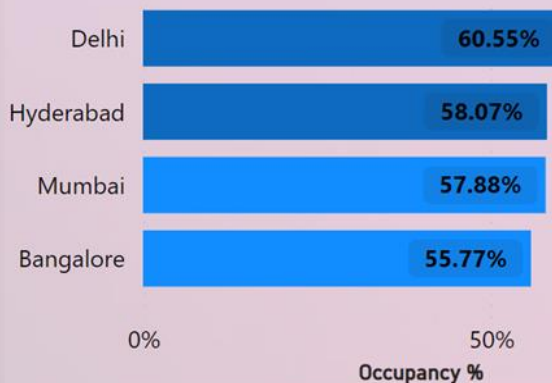
Total Bookings by Category



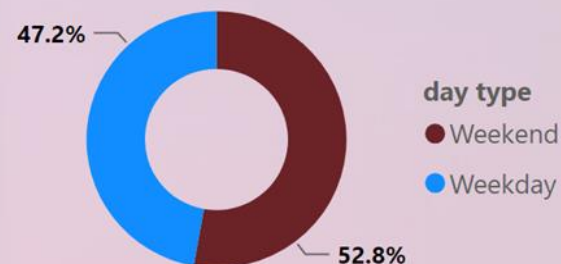
Average Rating by City



Occupancy % by City



Occupancy % by day type





Atliq Hospitality Analysis

Overview

Property
Details

Revenue

Key Metrics 1

Key Metrics 2

Property_name

All

Total Bookings

135K

Total Capacity

233K

Successful Bookings

101K

Total Checked out

94K

May

June

July

City

All

Bookings Cancelled

33K

Cancellation %

24.83%

No Show Bookings

6759

No Show Rate %

5.02%

Revenue

\$1,708.77M

Category

All

Booking_status

All

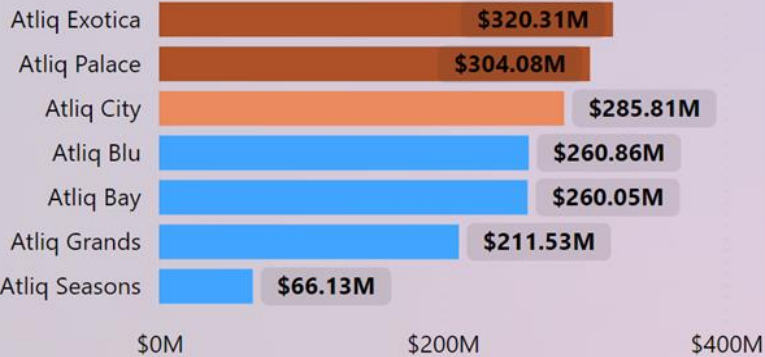
Room_class

All

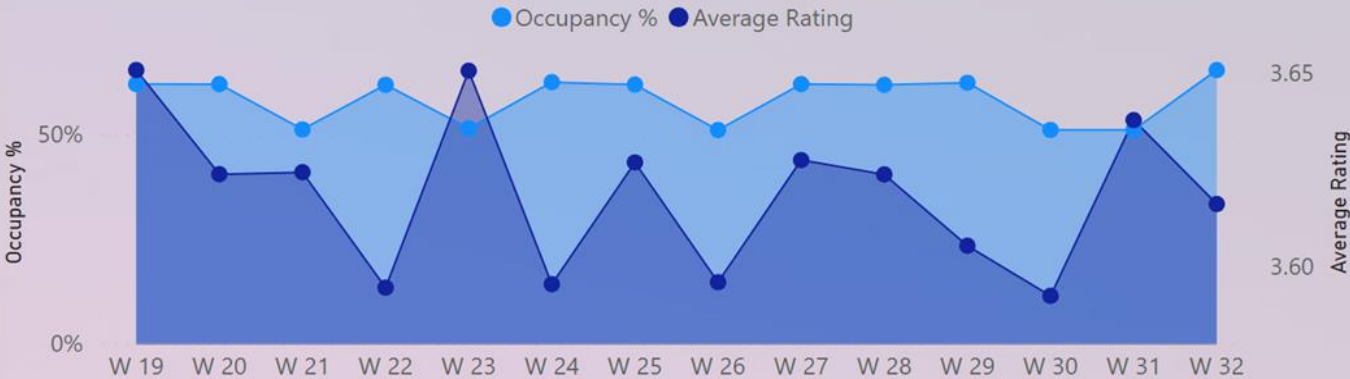
Week_no

All

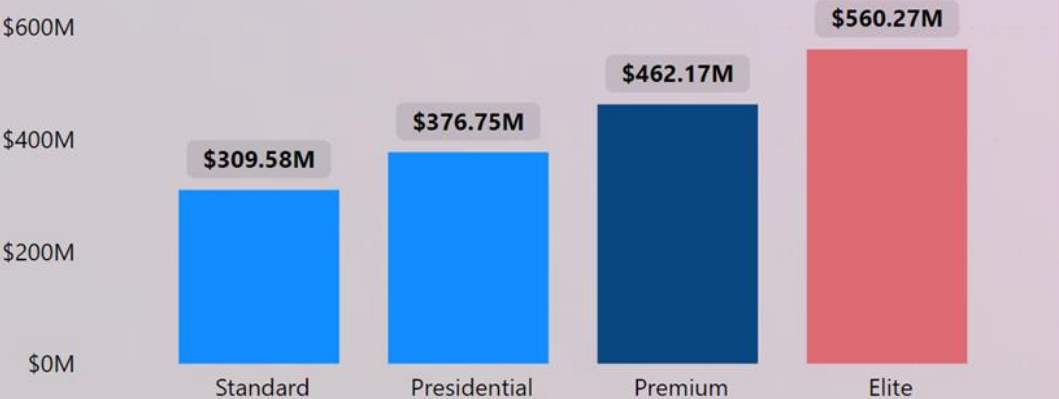
Revenue by Property Name



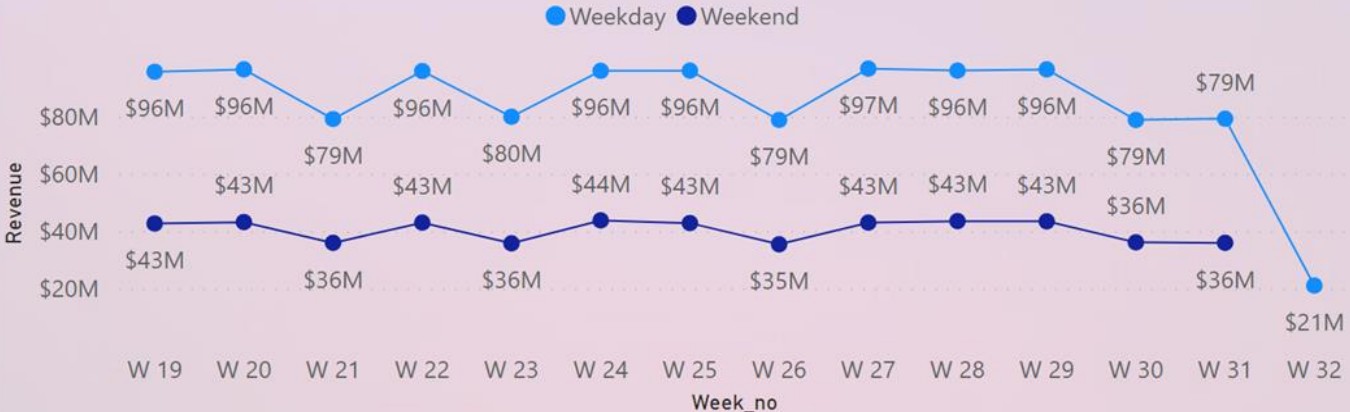
Occupancy % and Average Rating Trend



Revenue by Room Class



Revenue by Day type





Atliq Hospitality Analysis

Overview

Property
Details

Revenue

Key Metrics 1

Key Metrics 2

Property_name

All

City

All

Category

All

Booking_status

All

Room_class

All

Week_no

All

ADR
12.70K

RevPAR
7.35K

Realisation %
70.15%

DBRN
1.46K

DSRN
2.53K

DURN
1.03K

ADR - Average Daily Rate
RevPAR - Revenue Per Available Room
DBRN - Daily Booked Room Nights
DSRN - Daily Sellable Room Nights
DURN - Daily Utilized Room Nights

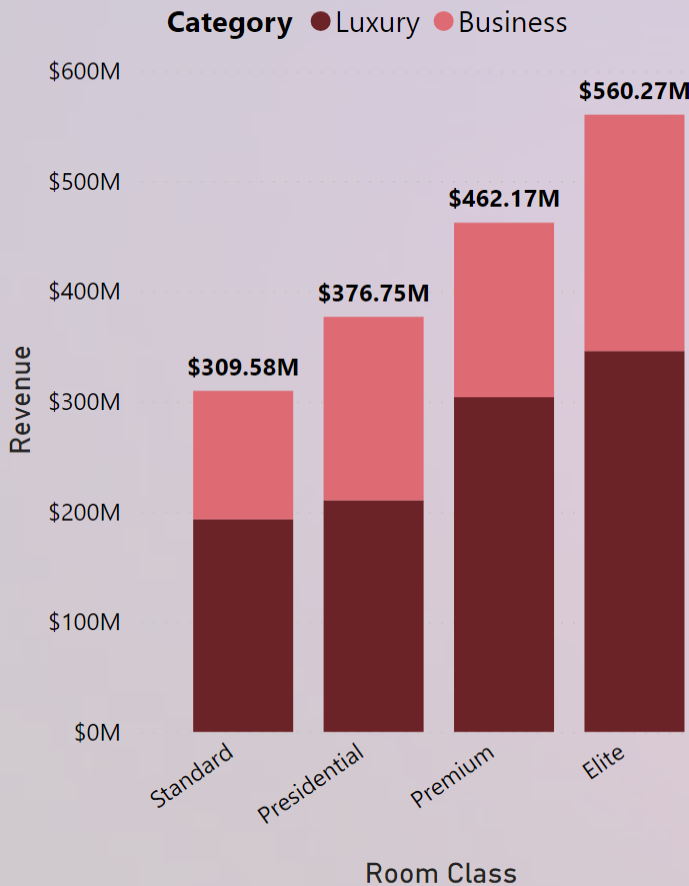
May

June

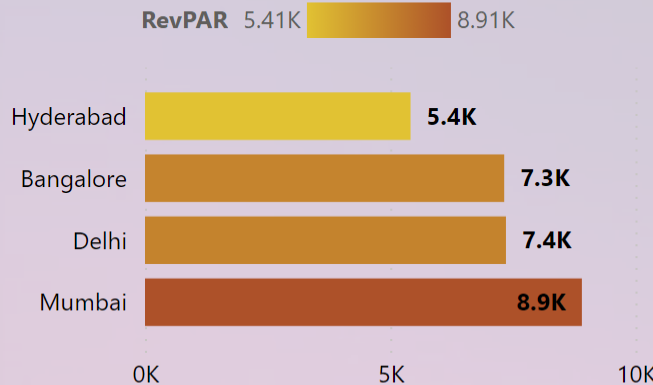
July

Revenue
\$1,708.77M

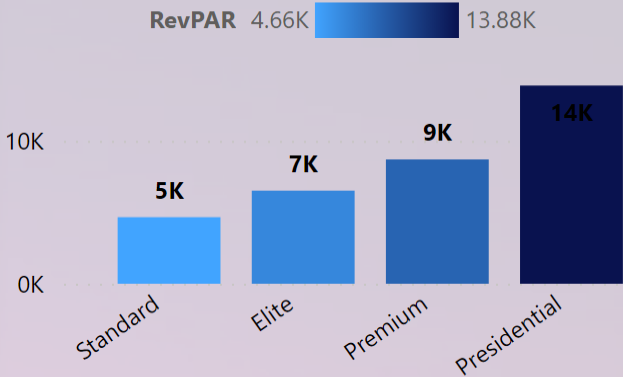
Revenue by Room Class and Category



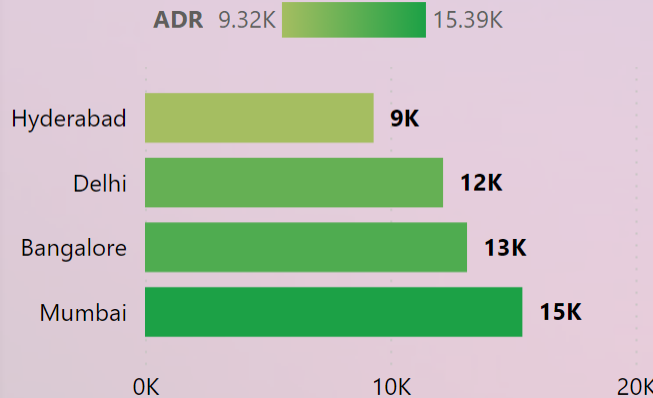
RevPAR by City



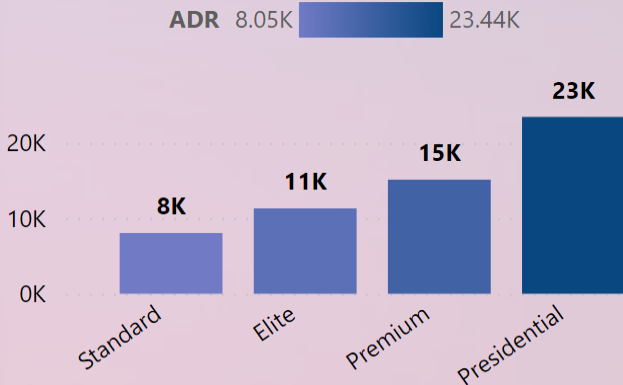
RevPAR by Room_class



Average Daily Rate (ADR) by City



Average Daily Rate (ADR) by Room Class



Property_name

All

City

All

Category

All

Booking_status

All

Room_class

All

Week_no

All

Revenue

\$1,709M

Total Bookings

135K

RevPAR

7.35K

Occupancy %

57.87%

ADR

12.70K

Realisation %

70.15%

May

June

July

Key Metrics By Property														
Property_id	Property_name	City	Revenue	Total Bookings	RevPAR	Occupancy %	ADR	DBRN	DSRN	DURN	Realisation %	No Show rate %	Cancellation %	Average Rating
16562	Atliq Bay	Delhi	\$56M	4,820	6,260	53.5%	11,709	52	98	36	69.3%	5.4%	25.3%	3.07
17562	Atliq Bay	Mumbai	\$52M	3,424	6,799	44.8%	15,162	37	83	26	69.6%	4.9%	25.4%	2.36
18562	Atliq Bay	Hyderabad	\$69M	7,333	6,221	65.9%	9,444	80	121	56	70.2%	5.1%	24.7%	4.30
19562	Atliq Bay	Bangalore	\$82M	5,812	9,335	65.8%	14,185	63	96	45	70.5%	5.2%	24.3%	4.28
16561	Atliq Blu	Delhi	\$58M	4,418	8,626	65.8%	13,113	48	73	34	69.9%	4.6%	25.5%	4.28
17561	Atliq Blu	Mumbai	\$74M	5,183	9,452	66.3%	14,262	56	85	39	70.0%	5.5%	24.5%	4.30
18561	Atliq Blu	Hyderabad	\$56M	6,458	5,693	65.6%	8,678	70	107	49	70.5%	5.4%	24.2%	4.25
19561	Atliq Blu	Bangalore	\$73M	5,736	6,778	53.3%	12,720	62	117	44	69.8%	5.6%	24.7%	3.08
16560	Atliq City	Delhi	\$55M	4,693	6,285	53.7%	11,705	51	95	36	71.1%	4.8%	24.1%	3.01
17560	Atliq City	Mumbai	\$88M	6,013	7,776	53.1%	14,634	65	123	45	69.5%	5.4%	25.1%	3.04
18560	Atliq City	Hyderabad	\$61M	6,638	6,084	66.2%	9,191	72	109	51	71.0%	5.0%	24.0%	4.26
19560	Atliq City	Bangalore	\$82M	5,979	8,989	65.6%	13,694	65	99	45	69.1%	4.5%	26.4%	4.28
16559	Atliq Exotica	Mumbai	\$118M	7,338	10,640	65.9%	16,142	80	121	56	70.4%	5.0%	24.6%	4.32
17559	Atliq Exotica	Mumbai	\$94M	6,142	10,116	66.1%	15,304	67	101	47	70.8%	5.2%	24.0%	4.32
18559	Atliq Exotica	Hyderabad	\$48M	5,256	4,063	44.6%	9,103	57	128	40	70.6%	5.0%	24.4%	2.33
19559	Atliq Exotica	Bangalore	\$60M	4,705	6,868	53.8%	12,757	51	95	36	70.8%	4.7%	24.5%	3.05
16558	Atliq Grands	Delhi	\$36M	3,153	7,538	65.9%	11,437	34	52	24	70.0%	4.9%	25.1%	4.25
17558	Atliq Grands	Mumbai	\$75M	5,036	7,964	53.7%	14,839	55	102	38	69.9%	4.4%	25.7%	3.05
18558	Atliq Grands	Hyderabad	\$46M	4,475	5,524	53.5%	10,334	49	91	34	69.8%	5.2%	25.0%	3.07
19558	Atliq Grands	Bangalore	\$54M	4,274	5,526	44.4%	12,467	48	107	33	70.0%	5.4%	24.5%	2.36
Total			\$1,709M	134,590	7,347	57.9%	12,696	1,463	2,528	1,026	70.1%	5.0%	24.8%	3.62



Atliq Hospitality Analysis

Overview

Property
Details

Revenue

Key Metrics 1

Key Metrics 2

Property_name

All

Revenue

\$1,709M

RevPAR

7.35K

Total Bookings

135K

City

All

Occupancy %

57.87%

ADR

12.70K

Realisation %

70.15%

Category

All

Booking_status

All

Room_class

All

Week_no

All

May

June

July

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

Revenue

\$1,709M



-81.7%

RevPAR

7,347



27.8%

DSRN

2,528



0.0%

Occupancy %

57.87%



28.1%

ADR

12.70K



-0.2%

Realisation %

70.15%



0.6%

Week on Week Data Changes in %

RevPAR - Revenue per available room

DSRN - Daily sellable room nights

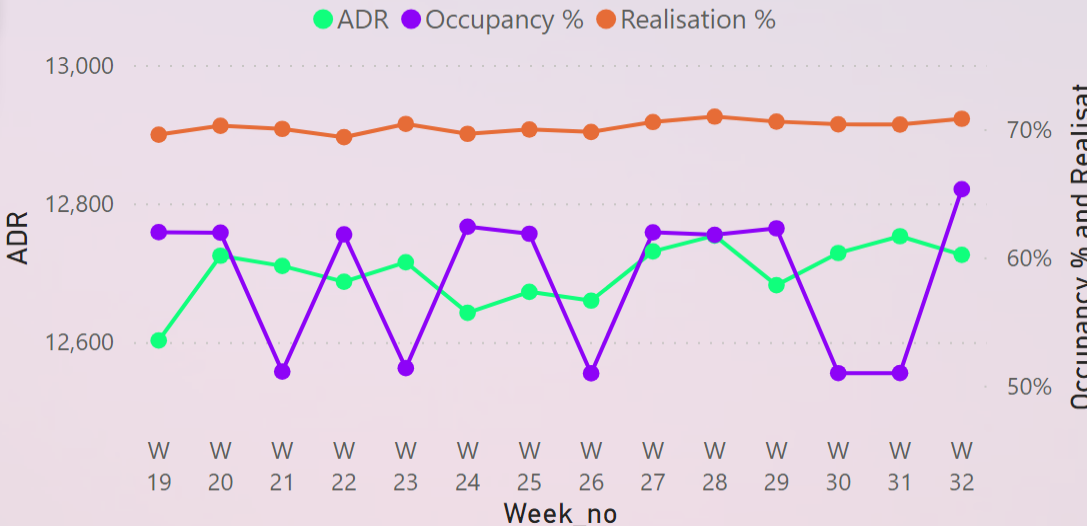
ADR - Average Daily Rate

DBRN - Daily Booked Room Nights

DURN - Daily Utilized Room Nights

Day Type	Revenue	RevPAR	Total Bookings	Occupancy %	ADR	Realisation %
Weekend	\$524M	7,972	41,174	62.6%	12,725	70.6%
Weekday	\$1,185M	7,101	93,416	56.0%	12,683	70.0%
Total	\$1,709M	7,347	134,590	57.9%	12,696	70.1%

ADR, Occupancy % and Realisation % by Week No.



KEY INSIGHTS

- Total Revenue in 3 months from all hotels is ₹1.71 billion and the overall average rating is 3.62.
- Most revenue is generated from Mumbai city by 39.1% (669M).
- Delhi generates the lowest revenue by 17.2% (295M).
- In past three months, total bookings are 134.59K and occupancy is 57.87% .
- Delhi has both the highest occupancy rate by 60.55% and Average ratings by 3.78.
- Hotel AtliQ Blu has got highest rating among others. The Average rating of the hotel is 3.96.
- Hotel AtliQ Seasons has got lowest ratings (2.29) among others hotel.
- Max revenue generated among room categories is by Elite (RT2 class) by 560.27M.
- Weekends consistently exhibit higher occupancy rates than weekdays. There is no significant difference in ADR for weekdays and weekends.

KEY INSIGHTS

- Average Daily Rate of the Standard, Elite, Premium and Presidential Rooms are 8.05K, 11.32K, 15.12K and 23.44K respectively.
- The Average Daily(ADR) Rate is higher on direct offline (hotel premises) compared to other booking platforms.
- Other travel platforms/channels are the primary booking source, generating 40% of total bookings and revenue. Direct offline booking contributes the least to bookings and revenue generation, with 5%.
- The Luxury room category contributes the majority of revenue and bookings. Mumbai city contributes most of the revenue, followed by Hyderabad, Bangalore, and Delhi.
- There is a correlation between revenue and average ratings, in that ratings with high ratings tend to generate more revenue.

RECOMMENDATIONS

- AtliQ Grands can enhance revenue generation by harnessing dynamic pricing strategies, particularly by adjusting prices upwards during peak days and weekends when demand is high.
- To increase bookings and revenue on offline booking platforms, AtliQ Grands should explore differential pricing strategies. This involves launching targeted marketing campaigns and promotions to attract customers, potentially from a different segment.
- To further improve customer satisfaction, AtliQ Grands should give increased attention to customer reviews and ratings. Addressing critical areas identified in these reviews showcases a commitment to enhancing the overall customer experience.
- Reducing reliance on third-party online platforms can be achieved by exploring opportunities to increase direct bookings through the hotel's website. AtliQ Grands may consider offering incentives, exclusive promotions, or benefits to encourage customers to book directly, thereby saving on commission fees.

CONCLUSION

- The application of Power BI for data analysis has yielded valuable insights across various facets of managing AtliQ Grands Hotel. The discoveries and suggestions derived can optimize operational efficiency, elevate customer satisfaction, and foster revenue growth. Consistent monitoring and analysis of key metrics will ensure the sustained success of the hotel.

THANK YOU

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