Power BI: Revenue Insights for AtliQ Grands(Hospitality domain)

Overview

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. However, they do not have an in-house data analytics team to provide them with these insights.

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

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- To increase the **Market share** and **revenue** of Atliq grands incorporate business and data intelligence to make decisions.

- Connected **Power BI** with Excel to import ~ 1.4 million records. Built data modelling to create calculated columns and dax measures.

- Implemented necessary kpi's and charts to track wow % change , mom % change, revenue, revpar, adr, occupancy %, realization %, rating.

- Designed a dashboard to revenue team consist of booking, property, city view which will helps them to improve revenue, occupancy% and rating