



**ATLIQ**


**HOSPITALITY**

Power BI Project

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# Introduction

**Company Name : AtliQ Hospitality**

**Industry : Hospitality**

**Company Overview :**

**AtliQ Hospitality is a leading hospitality group with multiple properties across major cities in India. The company offers a variety of room types and categories catering to both business and luxury travelers.**

**Mission and Vision :**

**Provide exceptional hospitality experiences with a focus on customer satisfaction and operational excellence**



# Project Objective



**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” in order to regain their market share and revenue.**



# Data Overview

- **Data Sources**

Provided with 5 tables: 1.Dim\_date

2. Dim\_hotels

3. Dim\_Rooms

4.Fact\_aggregated\_bookings

5. Fact\_bookings

- **Data Transformation**

Connected to Power BI, performed transformations using Power BI, and created multiple measures for revenue, ADR, RevPAR, etc

- **Key Metrics**

- Total Revenue
- Total Bookings
- Cancellation Rate
- Occupancy Rate
- ADR (Average Daily Rate)
- RevPAR (Revenue Per Available Room)

- ADR (Average Daily Rate)
- RevPAR (Revenue Per Available Room)
- DSRN (Daily sellable room nights)
- DBRN (Daily Booked room nights)
- DURN (Daily Untlized room nights)
- Realization Percentag





# DASHBOARDS

**Next Slide**



# Revenue Insights Dashboard



## AtliQ Hospitality

Revenue Insights

Booking patterns&Trends

Property

Occupancy

**FILTER**

City

All

Week No

All

Month

All

Property

All

Room Type

All

Booking platform

All

Clear all filter

Revenue

2bn

↓ -0.82

RevPAR

7.35K

↑ 0.28

ADR

12.70K

↓ 0.00

Occupancy %

57.87%

↑ 0.28

DSRN

2.53K

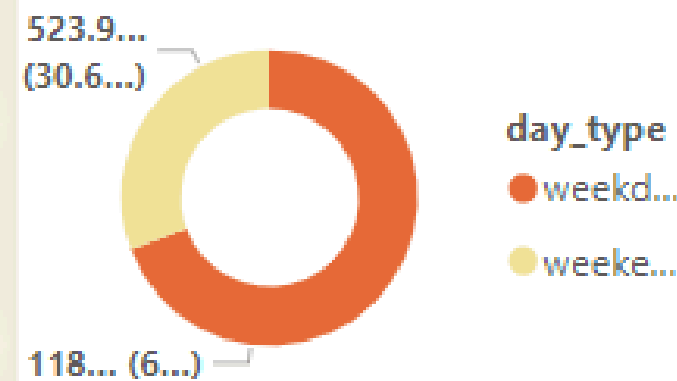
→ 0.00

Realisation%

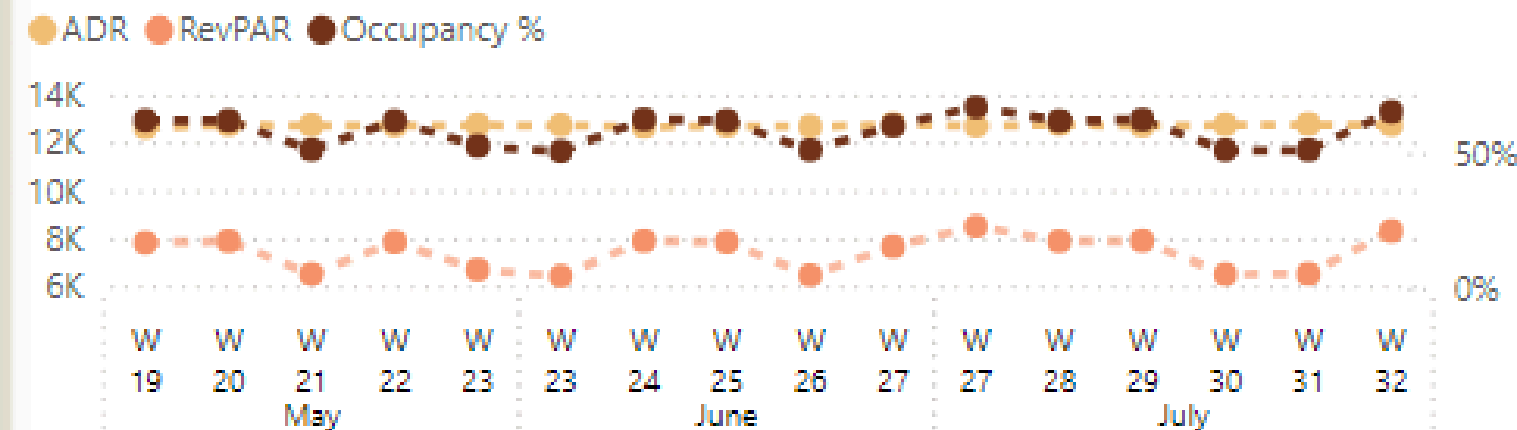
70.15%

↑ 0.01

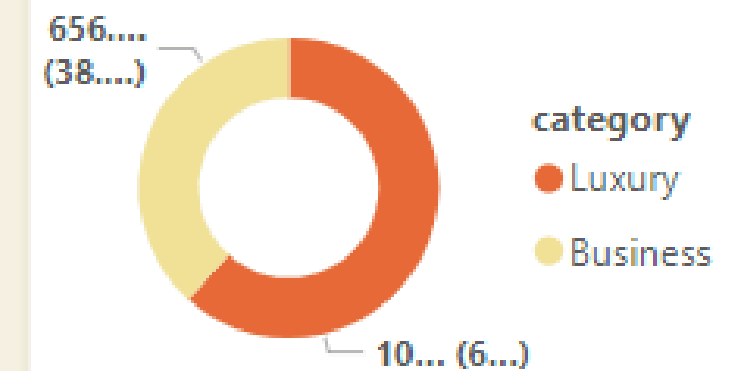
% Revenue by day\_type



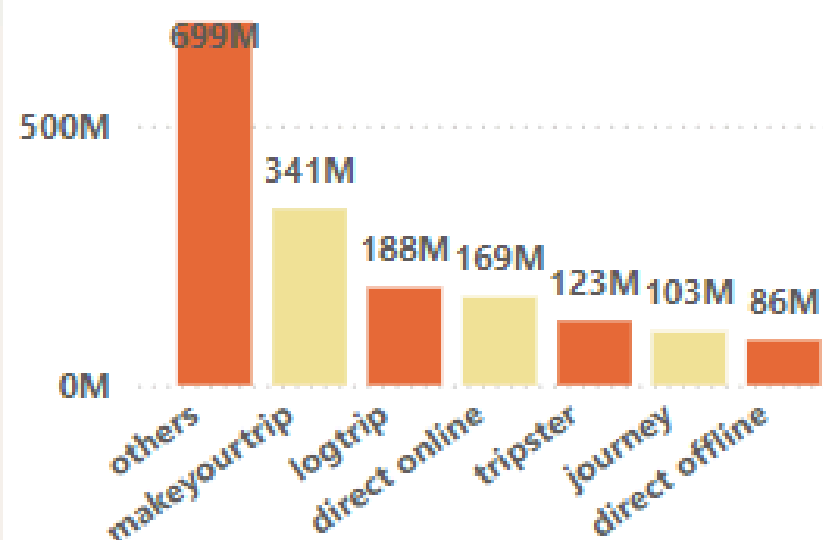
Trend by key matrix



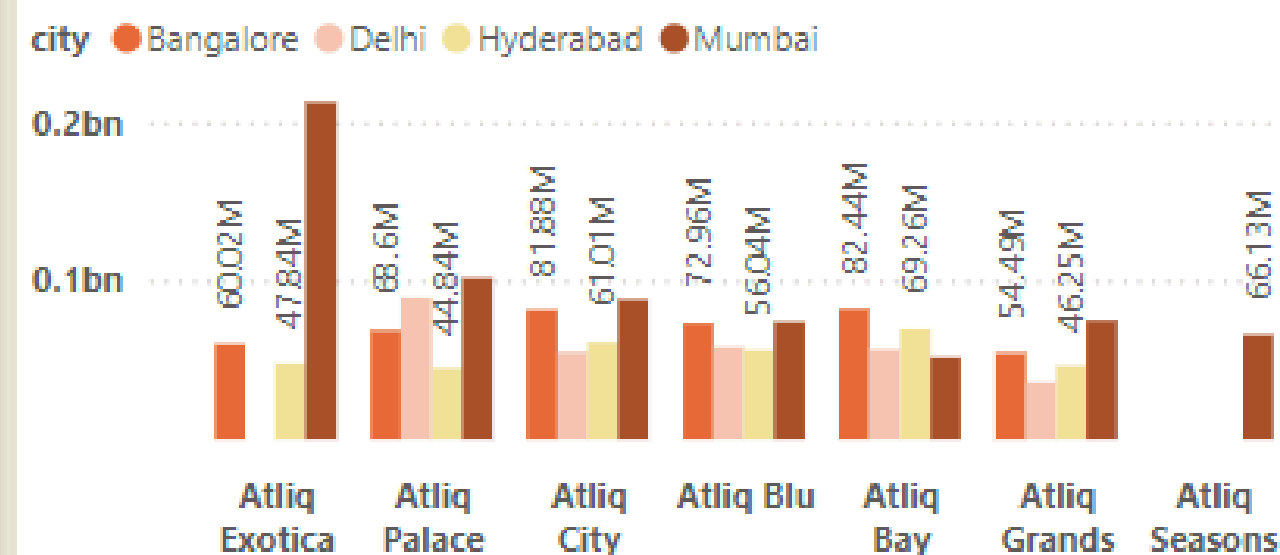
% Revenue by category



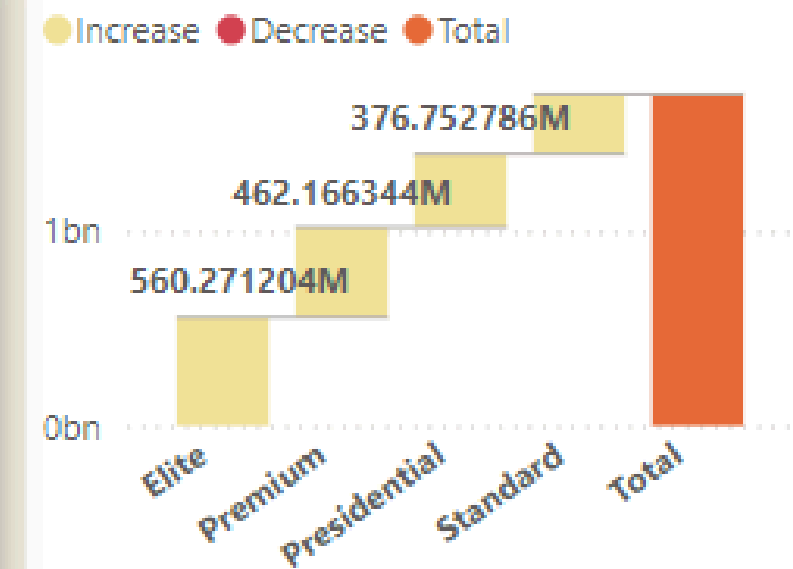
Revenue by booking\_platform



Revenue by property\_name and city



Revenue by room\_class



# INSIGHTS

## Revenue Insights:

- Total revenue is 2 billion.
- The average daily rate (ADR) stands at 8.63K.
- .Revenue per available room (RevPAR) is 14.92K.
- The occupancy rate is 57.87%.
- Realization rate is 70.15%
- Daily sellable room nights (DSRN) is 2.53K.

## The revenue generated by different booking platforms:

- MakeYourTrip : \$402 million
- Logtrip : \$219 million
- Others : \$821 million etc

## The revenue distribution between weekends and weekdays:

- Weekends : \$565 million
- Weekdays : \$1422 million

## Visual Analytics:

- A line graph shows ADR, RevPAR, and Occupancy % by month and week.
- Pie charts represent revenue by category and total revenue by day type (Weekday vs. Weekend).
- Bar graphs display city-wise booking contributions, bookings by different platforms and room type booking ratios



# Booking Patterns & Trends Dashboard



## AtliQ Hospitality

Revenue Insights

Booking patterns&Trends

Property

Occupancy

**FILTER**

**Day Type**

- ☐ weekday
- ☐ weekend

**Booking platform**

- ☐ direct offli...
- ☐ direct onli...
- ☐ journey
- ☐ logtrip
- ☐ makeyour...
- ☐ others
- ☐ tripster

**Clear all filter**

**Revenue**

**2bn**

**Total booking**

**135K**

**Total checkout**

**94K**

**Cancellation%**

**24.83%**

**Occupancy%**

**57.87%**

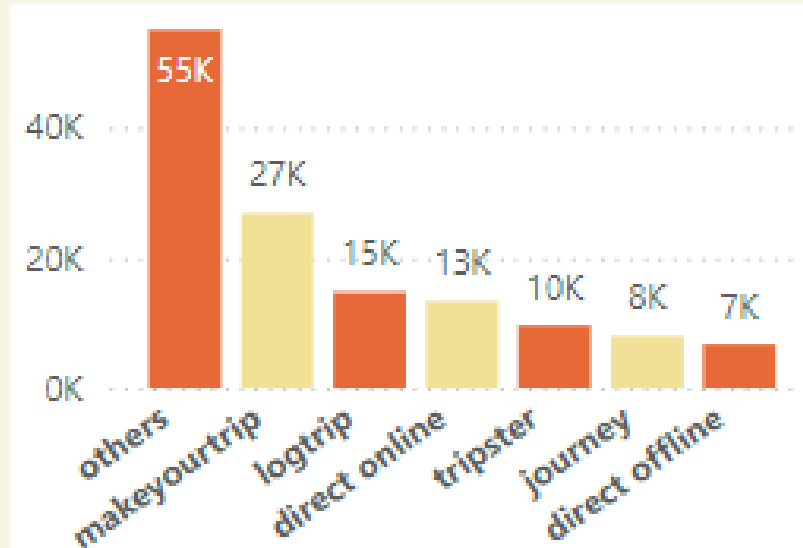
**Realisation%**

**70.15%**

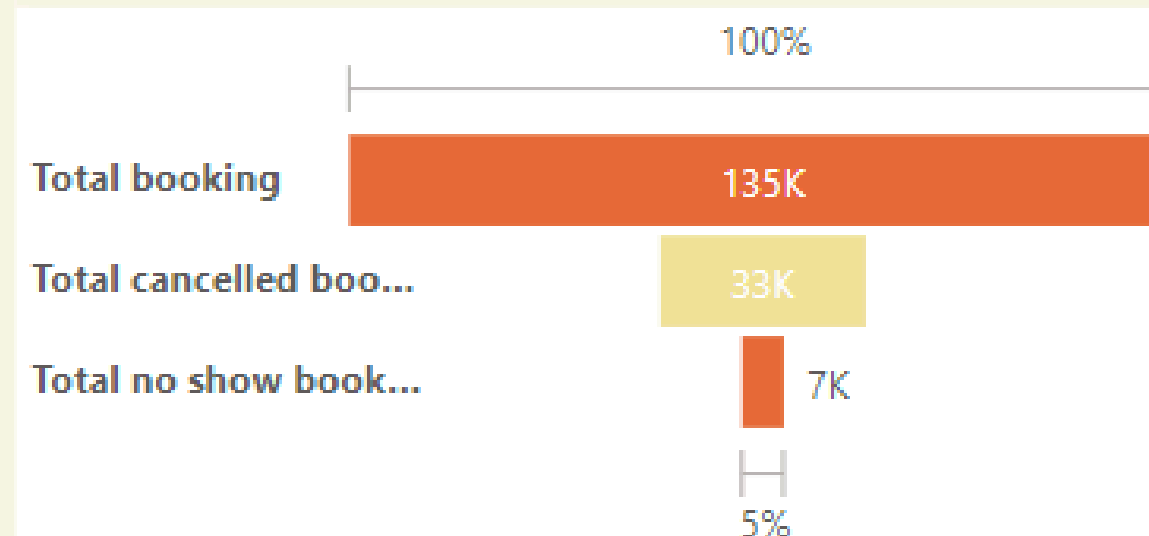
**Noshow Rate**

**5.02%**

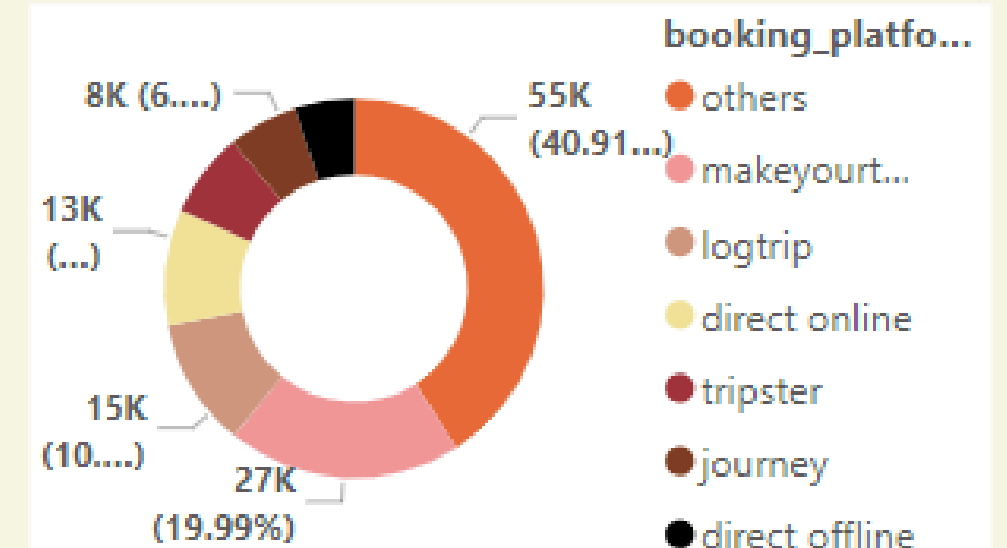
**Total booking by booking\_platform**



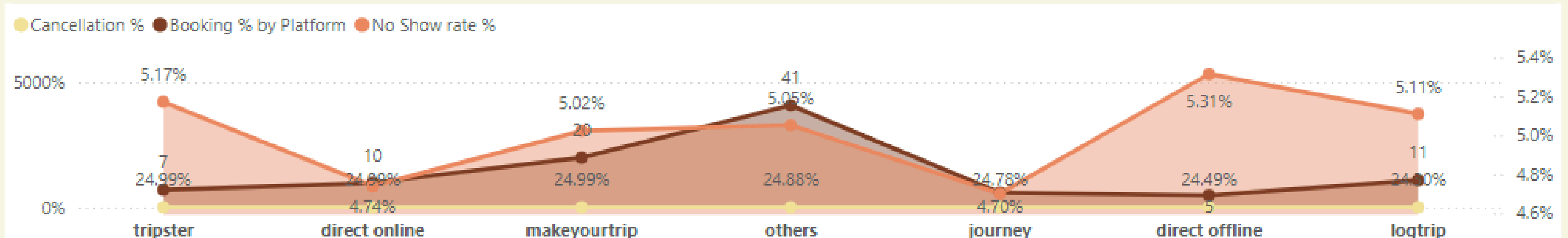
**Total booking, Total cancelled bookings and Total no show bookings**



**Total booking by booking\_platform**



**Cancellation %, Booking % by Platform and No Show rate % by booking\_platform**



# INSIGHTS

Analyzes booking patterns and trends across various platforms.

## Charts and Visuals:

- Trend showing Booking Percentage ,Cancellation Percentage and Noshow Rate by Platform
- Total Bookings by Booking Platform

## Key Insights:

### Platform Performance:

- "Others" platform has the highest booking percentage (40.91%).
- "Makeyourtrip" follows with 19.99%.

## Cancellation and Noshow Trends:

- Cancellation rate is 24.83%.
- Noshow rate is 5.02%.

## Metrics:

- Total Bookings: 135K
- Cancelled Bookings: 33K
- Noshow Booking: 7K
- Total checkout : 94 k

# Property Insights Dashboard



## AtliQ Hospitality

Revenue Insights

Booking patterns&Trends

Property

Occupancy

**FILTER**

Property

All

Category

All

Month

All

City

All

Room Type

All

Booking platform

All

Clear all filter

Revenue

2bn

Total  
booking

133K

Total  
checkout

93K

Cancellation  
%

24.84%

No of  
property

25

No Of City

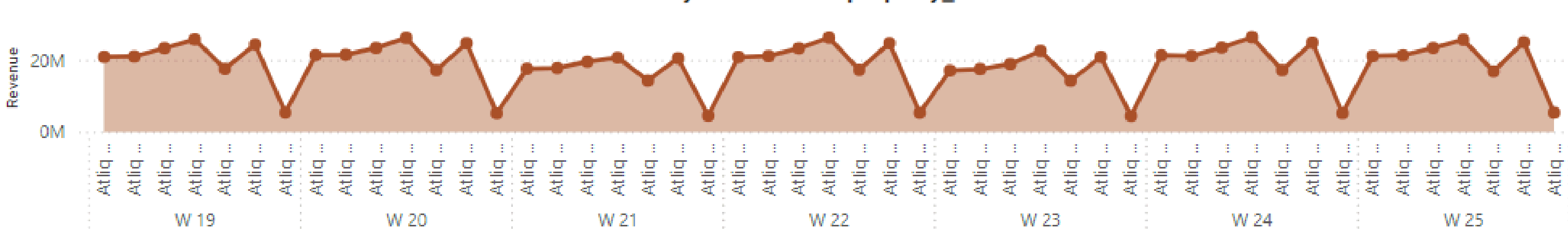
4

Average Rating

3.62

property_id	property_name	city	Revenue	Total booking	Cancellation %	Occupancy %	ADR	RevPAR	DBRN	DSRN	DURN	Realisation %	Average Rating
16559	Atliq Exotica	Mumbai	117.040988M	7251	25%	66%	16K	11K	80	121	56	70%	4.3
18562	Atliq Bay	Hyderabad	68.44524M	7246	25%	66%	9K	6K	80	121	56	70%	4.3
16563	Atliq Palace	Delhi	88.037068M	7054	25%	66%	12K	8K	78	117	54	70%	4.2
18560	Atliq City	Hyderabad	60.19206M	6553	24%	66%	9K	6K	72	109	51	71%	4.2
18561	Atliq Blu	Hyderabad	55.30071M	6374	24%	65%	9K	6K	70	107	49	70%	4.2
17563	Atliq Palace	Mumbai	100.245277M	6259	24%	66%	16K	11K	69	104	49	71%	4.2
Total			1687.760868M	132939	25%	58%	13K	7K	1,461	2,528	1,025	70%	3.6

Revenue by week no and property\_name



# INSIGHTS

**Analyzes performance metrics for individual properties.**

## **Charts and Visuals:**

- 1. Property Performance Table (Revenue, Bookings, Ratings, etc.)**
- 2. Total Revenue by Property**

## **Key Insights:**

- **Performance Comparison: Atliq Exotica, Mumbai has the highest revenue and booking numbers with a high average rating of 4.32 followed by Atliq Palace , Mumbai.**

## **Identify Areas for Improvement:**

**Atliq Seasons Mumbai has a lowest average rating and needs improvement.**

## **Metrics:**

- **Total Property : 25**
- **Properties in no.of cities : 4**



# Occupancy Dashboard



## AtliQ Hospitality

Revenue Insights

Booking patterns&Trends

Property

Occupancy

**FILTER**

**Property**

- ☐ Atliq Bay
- ☐ Atliq Blu
- ☐ Atliq City
- ☐ Atliq Exotica
- ☐ Atliq Grands

**City**

- ☐ Bangalore
- ☐ Delhi

**Room type**

- ☐ Elite
- ☐ Premium

**Clear all filter**

DSRN

3K

DBRN

1K

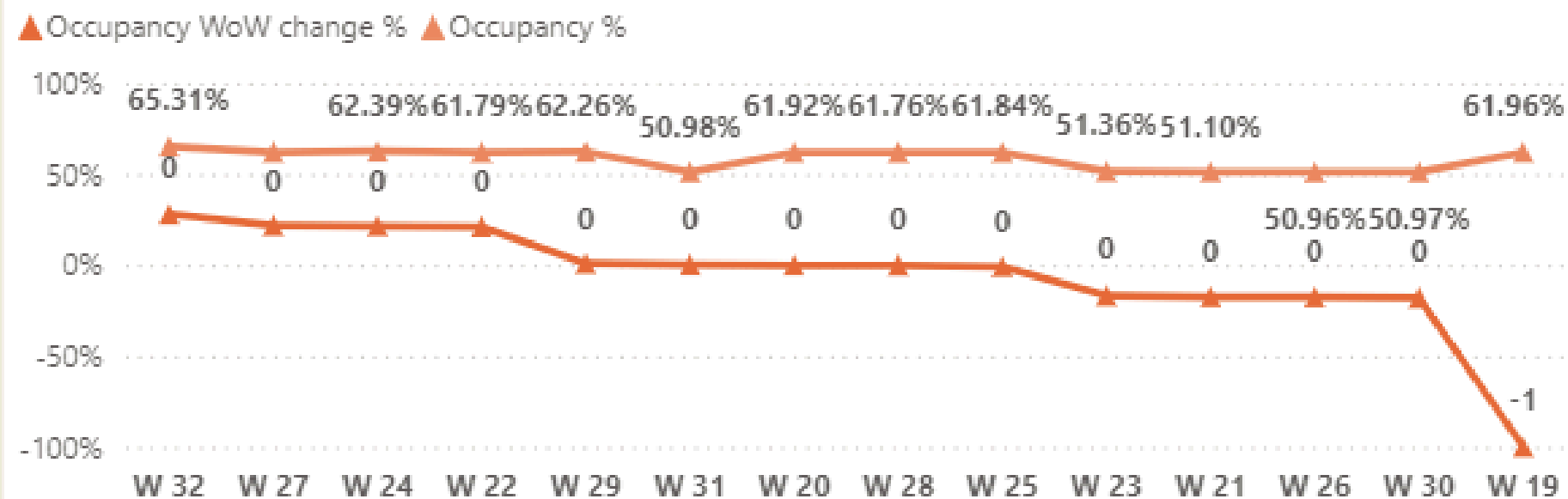
DURN

1K

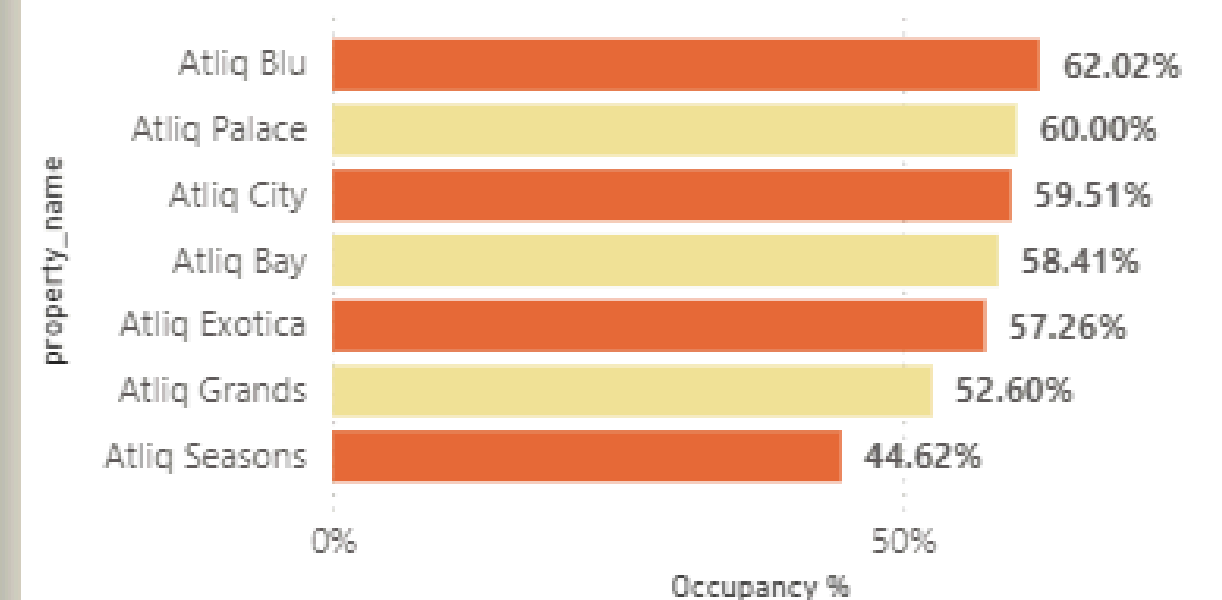
Occupancy%

58%

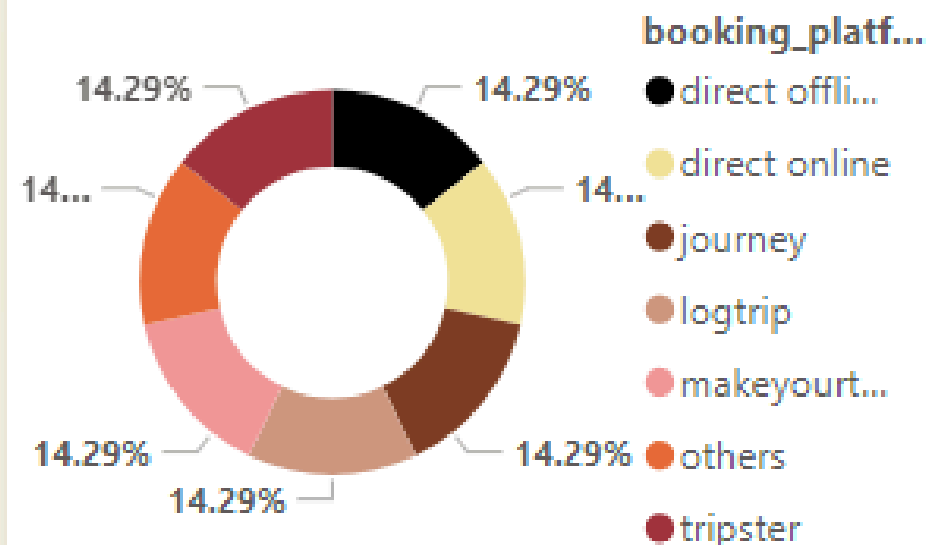
Occupancy WoW change % and Occupancy % by week no



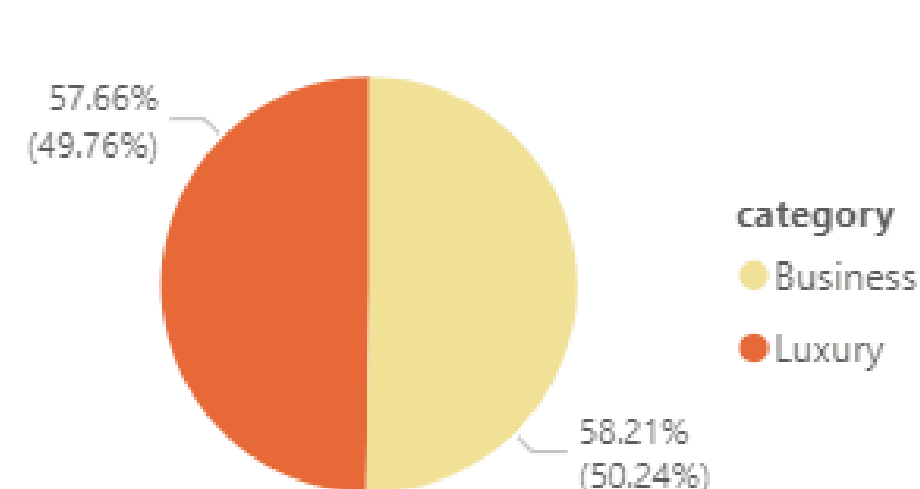
Occupancy % by property\_name



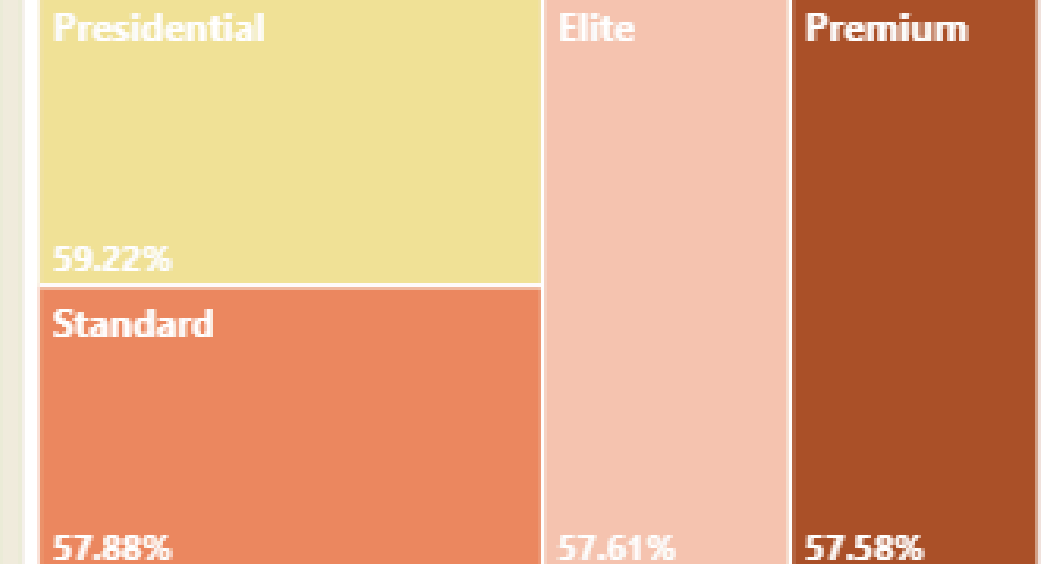
Occupancy % by booking\_platform



Occupancy % by category



Occupancy % by room\_class



# INSIGHTS

**Provides insights into occupancy rates and trends.**

## **Charts and Visuals:**

- 1.Occupancy Percentage by Week Number**
- 2.Occupancy by Room Class and Property Name**
- 3.Occupancy by Booking Platform and Category**

## **Key Insights:**

### **1.Occupancy Trends:**

- 1.Occupancy rates peak at 62.02% for Atliq Blu.**
- 2.Lowest occupancy rate is 44.62% for Atliq Seasons.**

## **Room Class Performance:**

- 1.Presidential rooms have the highest occupancy rate at 59.22%.**
- 2.Premium rooms have the lowest at 57.58%.**

## **Metrics:**

- 1.Occupancy Rate: 57.87%**
- 2.DSRN: 3K**
- 3.DB RN: 1K**
- 4.DURN: 1K**

# Key Insights and Findings



## 1.Revenue Insights:

- Total revenue is ₹2 billion with significant contributions from "Others" platform (₹821 million).
- Revenue peaks on weekdays (₹1.422 billion) compared to weekends (₹585 million).

## 2.Property Performance:

- Atliq Exotica, Mumbai, and Atliq Palace, Mumbai, are top performers.
- Atliq Seasons, Mumbai, needs improvement based on the lowest average rating.

## 3.Booking Trends:

- "Others" platform is the most effective for bookings.
- High cancellation rate (24.83%) and no-show rate (5.02%) observed on various platforms.

## 4.Occupancy Analysis:

- Atliq Blu has the highest occupancy rate (62.02%).
- Presidential rooms have the highest occupancy rate at 59.22%.

# Recommendations



## 1.Revenue Insights:

- Prioritize marketing efforts toward high-performing properties.
- Implement flexible pricing strategies aligned with weekly demand patterns.

## 2.Property Performance:

- Invest in low-performing properties to elevate guest satisfaction.
- Leverage customer feedback and ratings to identify key areas for service upgrades.

## 3.Booking Trends:

- Strengthen alliances with top-performing booking platforms.
- Address factors contributing to high cancellation and no-show rates.

## 4.Occupancy Analysis:

- Track occupancy patterns to better allocate room availability.
- Introduce promotions during periods of lower occupancy.



# Conclusions



## Summary:

- The project delivered crucial insights into the performance of AtliQ Hospitality's properties.
- Key metrics and dashboards highlighted both strengths and opportunities for improvement.
- The recommendations focus on maximizing revenue, boosting property performance, and refining booking strategies.

## Next Steps:

- Implement recommended strategies.
- Continuously monitor performance using the dashboards.
- Adjust strategies based on ongoing insights and trends.



**THANK YOU**