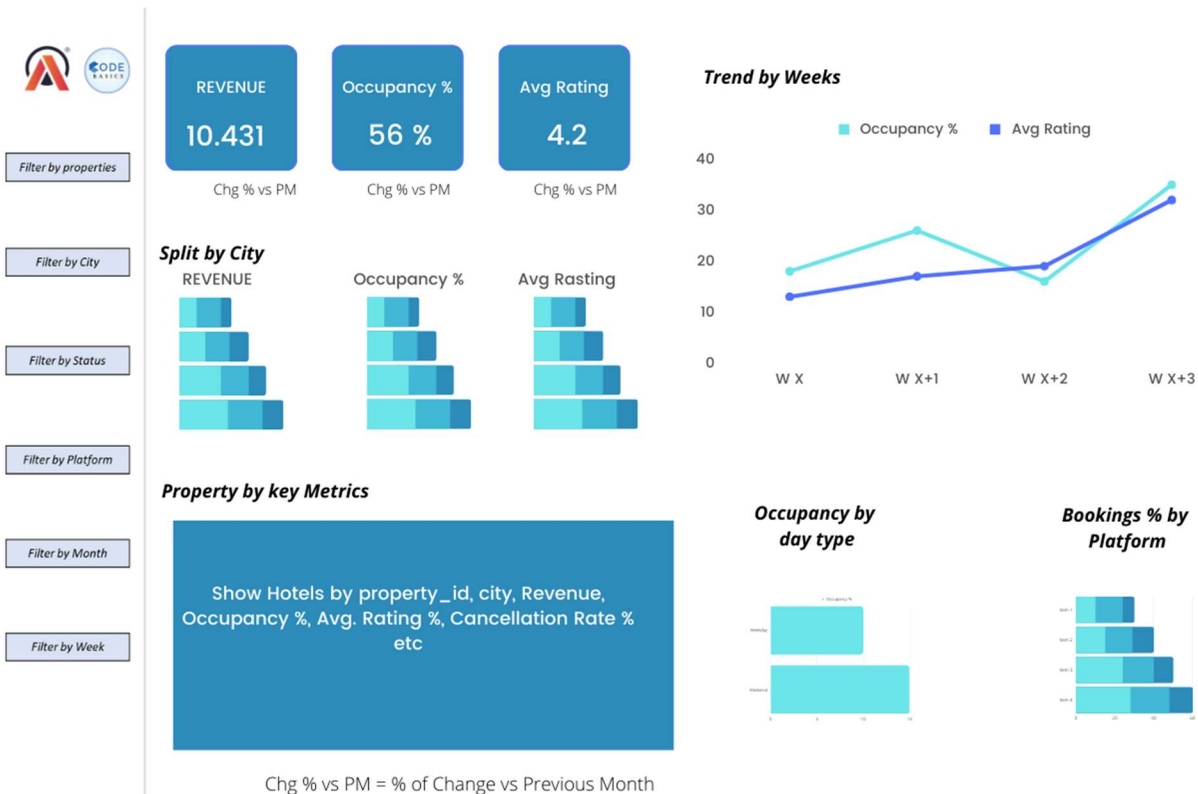# AtliQ Grands Hospitality Analysis

Data Sourcing :
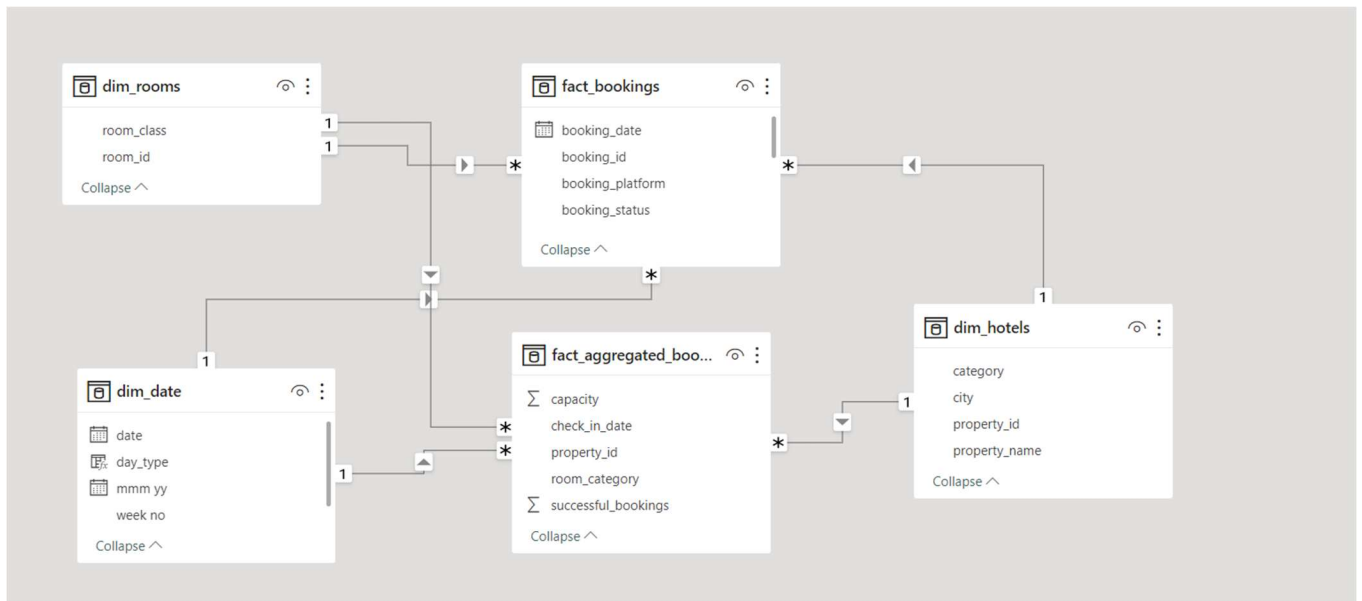
The dataset utilized for this analysis was sourced from the Code Basics website, and I have uploaded the corresponding CSV files.

1.dim_date

2.dim_hotels

3.dim_rooms

4.fact_aggregated_bookings

5.fact_bookings
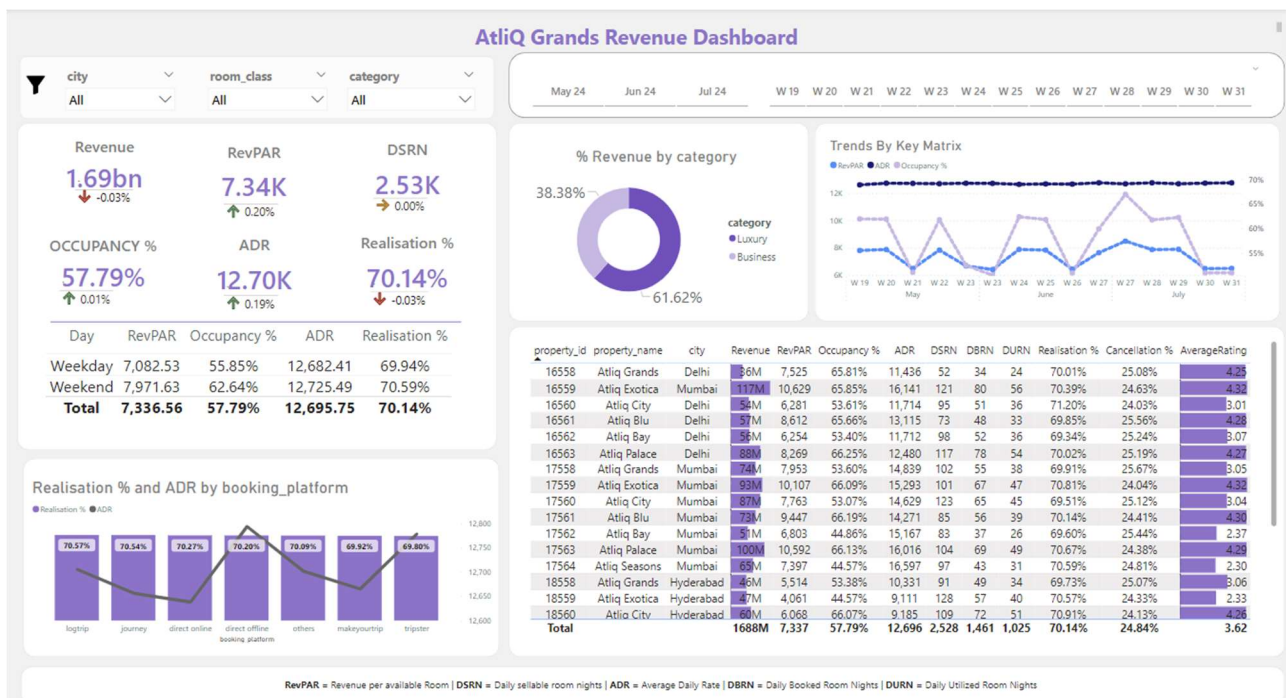
1)MOCKUP Dashboard:

2) Data Modelling:

3) DashBoarding:

AtliQ Grands Revenue Dashboard

booking_platform	room_class	booking_status
All	All	All

May 24   Jun 24   Jul 24   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

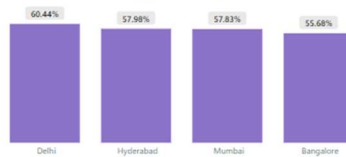| Revenue	OCCUPANCY %	Cancellation %
1.69bn	57.79%	24.84%

Total Successful Bookings	Total Cancelled Bookings	Total No Show Bookings
132.94K	33.02K	6673

Average Rating

3.62

OCCUPANCY % by day_type

62.64% — Weekend
55.85% — Weekday

Occupancy % by city

60.44% Delhi
57.98% Hyderabad
57.83% Mumbai
55.68% Bangalore

Occupancy % by category

57.59% (49.77%)
58.12% (50.23%)

category
● Business
● Luxury
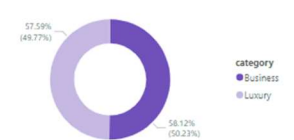
Occupancy % by property_name
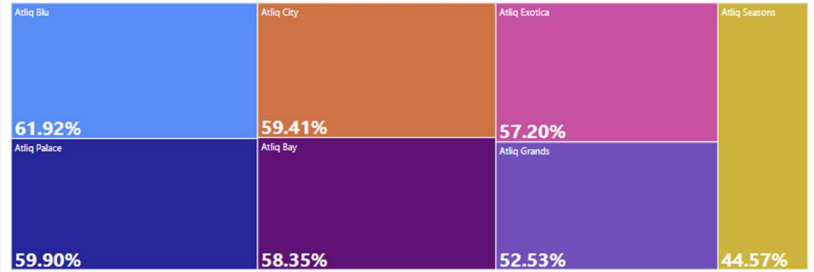
Atliq Blu	Atliq City	Atliq Exotica	Atliq Seasons
61.92%	**59.41%**	**57.20%**	
Atliq Palace	Atliq Bay	Atliq Grands	
59.90%	**58.35%**	**52.53%**	**44.57%**

RevPAR = Revenue per available Room | DSRN = Daily sellable room nights | ADR = Average Daily Rate | DBRN = Daily Booked Room Nights | DURN = Daily Utilized Room Nights

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AtliQ Grands Revenue Dashboard

room_class	booking_platform	booking_status
All	All	All

May 24   Jun 24   Jul 24   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

Revenue by property_name and city

● Bangalore ● Delhi ● Hyderabad ● Mumbai

	Atliq Exotica	Atliq Palace	Atliq City	Atliq Blu	Atliq Bay	Atliq Grands	Atliq Seasons
	210M	100M	87M	73M	51M		
	44M	60M	55M	68M	74M		
	47M	88M	54M	57M	56M	46M	
	59M	68M	81M	72M	81M	36M	
						54M	65M

Revenue by room_class and category

● Business ● Luxury

	Elite	Premium	Presidential	Standard
	342M	300M	208M	191M
	212M	156M	164M	115M

Revenue by property_name

316M Atliq Exotica
300M Atliq Palace
282M Atliq City
258M Atliq Blu
257M Atliq Bay
209M Atliq Grands
65M Atliq Seasons

Average Rating by property_name and city

city
● Bangalore
● Delhi
● Hyderabad
● Mumbai

Atliq Blu	3.1	4.3	4.2	4.3
Atliq Palace	3.0	4.3	3.1	4.3
Atliq Bay	4.3	3.1	4.3	2.4
Atliq City	4.3	3.0	4.3	3.0
Atliq Exotica	3.0	2.3	4.3	
Atliq Grands	2.4	4.2	3.1	3.1
Atliq Seasons	2.3			
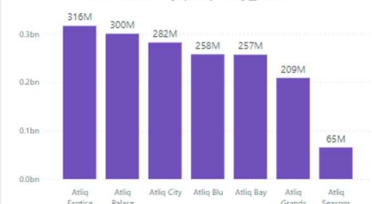
Average Rating by room_class and category
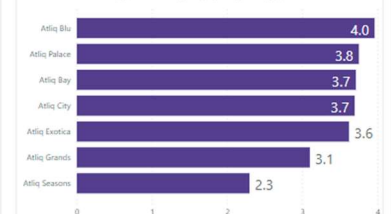
category
● Business
● Luxury

Presidential	3.7	3.7
Standard	3.6	3.6
Elite	3.6	3.6
Premium	3.5	3.6

Average Rating by property_name

Atliq Blu	4.0
Atliq Palace	3.8
Atliq Bay	3.7
Atliq City	3.7
Atliq Exotica	3.6
Atliq Grands	3.1
Atliq Seasons	2.3

RevPAR = Revenue per available Room | DSRN = Daily sellable room nights | ADR = Average Daily Rate | DBRN = Daily Booked Room Nights | DURN = Daily Utilized Room Nights

1) BY Implementing Data-driven dashboards for AtliQ Grands can greatly improve decision-making and help increase revenue.
2) The exact revenue increase will depend on factors like current performance, market conditions, and how well the strategies are implemented.

Dynamic Pricing: By using dashboards to analyze trends in occupancy, booking patterns, AtliQ Grands can adjust room prices dynamically, potentially increasing revenue by 5-10%.

Targeted marketing: By focusing on times when occupancy is low, you can boost bookings, which could raise occupancy rates by 2-5% and lead to significant revenue growth.

Customer Feedback Analysis: Paying attention to guest feedback and making improvements can boost satisfaction and loyalty, leading to more repeat bookings and a 3-7% increase in revenue.

Insights on Guest Preferences: Analyzing what guests like, allowing for personalized offers and promotions. This can increase revenue by 1-2% .

By using advanced dashboards and data insights, AtliQ Grands could boost their revenue by 10-25%. With their current revenue of $1.69 billion, this means an extra $169 million to $422.5 million.