



# AtliQ Grands Hospitality Analysis

Presented by Swagata Chandra



Resume Project Challenge-1






# CONTENT

- **Company Overview**
- **AtliQ Grands Hotel Chain System**
- **Problem Statement**
- **Solution adopted and Process**
- **Entity-relationship diagram (ERD)**
- **Key Performance Indicators (KPIs)**
- **Dashboard Overview**
- **Strategic Insights & Recommendations**
- **Dashboard Resources Utilized**




# Company Overview

 **Established Presence:** AtliQ Grands is a renowned five-star hotel chain in major Indian cities, known for luxury, premium service, and guest satisfaction. With 20+ years of excellence, it mainly serves business and luxury travelers. However, recent market shifts and rising competition have impacted its industry leadership.

 **Hotel Properties:** AtliQ Bay, AtliQ Blu, AtliQ City, AtliQ Exotica, AtliQ Grands, AtliQ Palace, AtliQ Seasons.

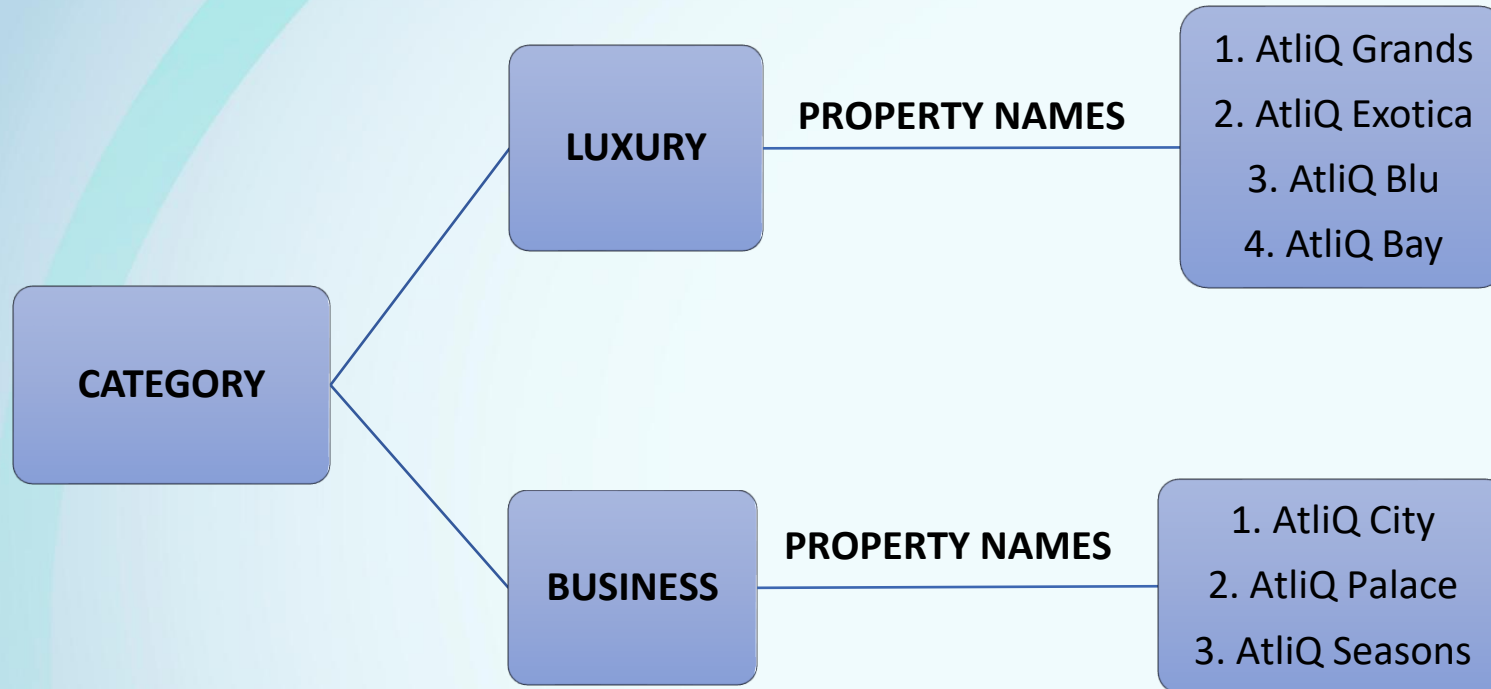
 **City Locations:** Hyderabad, Bangalore, Delhi, Mumbai.

 **Room Categories/Class:** Business, Luxury, Standard, Elite, Premium, Presidential.

 **Booking Platforms:** Direct Offline, Direct Online, Journey, LogTrip, MakeMyTrip, Tripster, Others.



# AtliQ Grands Hotel Chain System



**Each Property has the following 4 Types of Room classes:**

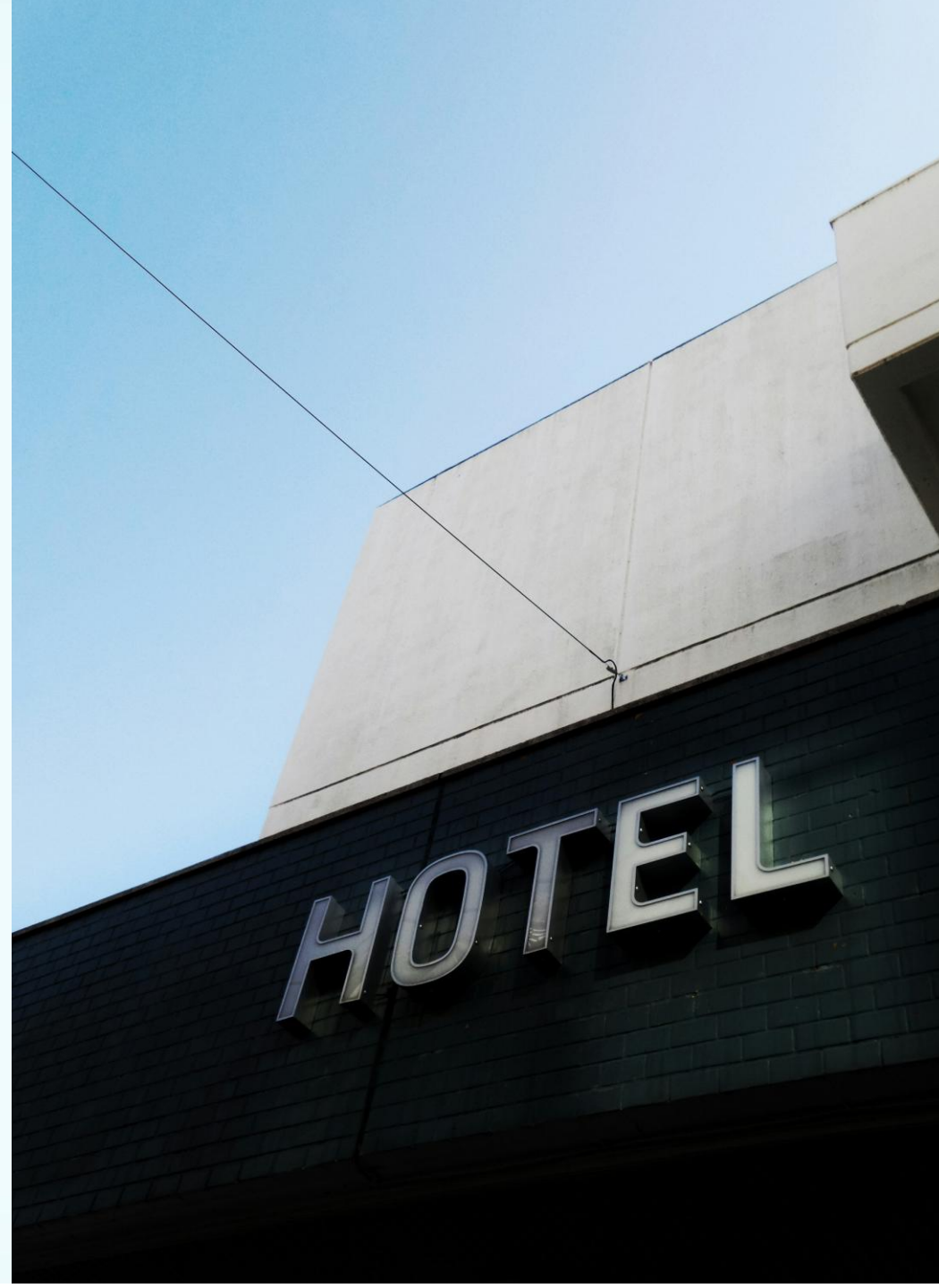
- Standard
- Elite
- Premium
- Presidential





# Problem Statement

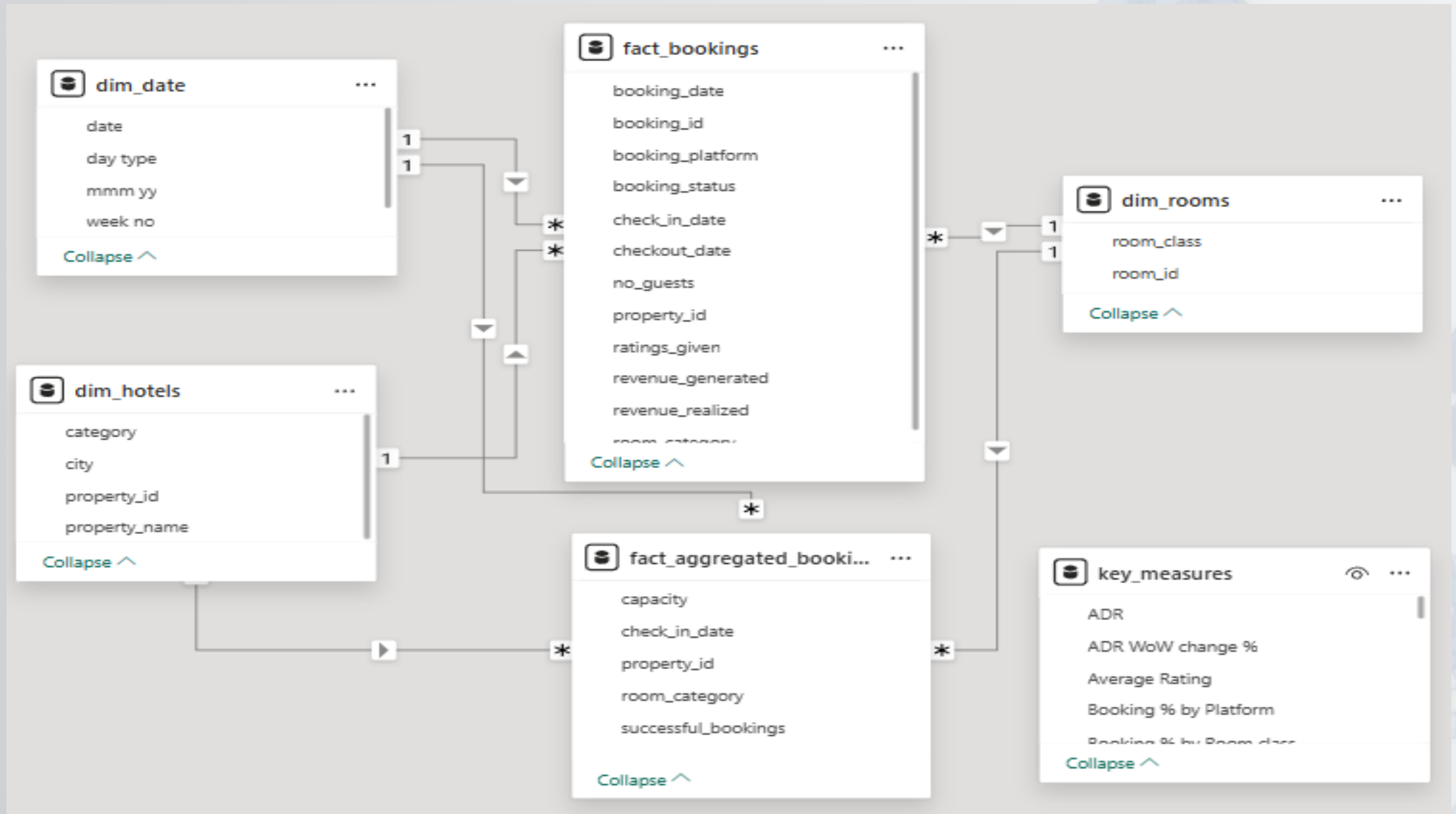
- Despite being a well-known name in the luxury hotel industry, AtliQ Grands is losing market share and revenue. This decline is mainly due to poor decision-making and a lack of timely insights from data, while competitors are using data analytics to improve their pricing, marketing, and customer experience. Since AtliQ Grands lacks a data analytics team, it has struggled to keep up with these changes.
- To overcome this challenge, the revenue management team has hired an external data analytics service provider. They aim to analyze past business data to gain useful insights, make better decisions, discover new revenue opportunities, and help AtliQ Grands regain its leadership in the luxury hotel market.



# Solution Approach & Process

- **Data Collection:** Imported dimensional tables (dim\_date, dim\_hotels, dim\_rooms) and fact tables (fact\_aggregated\_bookings, fact\_bookings) from CSV files into Power BI for analysis.
- **Data Preparation:** Used **Power Query Editor** to clean, transform, and shape the raw data for analysis.
- **Data modeling:** Created **relationships between tables** in Model View, enabling a structured and relational data model.
- **Analytical Layer:** Utilized **DAX formulas** to create calculated measures and KPIs, providing deeper business insights.
- **Visualization:** Designed **interactive and user-friendly dashboards** in Power BI to uncover trends and support informed decision-making.

# Entity-Relationship Diagram (ERD)



# Key Performance Indicators (KPIs)

- $\text{ADR (Average Daily Rate)} = \frac{\text{Total Rooms Revenue}}{\text{No. of Rooms Sold}}$
- $\text{DSRN (Daily Sellable Room Nights)} = \frac{\text{Total Rooms Available to Sell}}{\text{No. of Days}}$
- $\text{DURN (Daily Utilized Room Nights)} = \frac{\text{Total Checked out}}{\text{No. of Days}}$
- $\text{DBRN (Daily Booked Room Nights)} = \frac{\text{Total Bookings}}{\text{No. of Rooms Sold}}$
- $\text{Occupancy\%} = \frac{\text{Total Rooms Occupied}}{\text{Total Rooms Available}}$
- $\text{RevPAR (Revenue Per Available Room)} = \frac{\text{Total Revenue}}{\text{Total Rooms Available to Sell}}$
- $\text{Realization} = \frac{\text{DURN}}{\text{DBRN}}$



The background features two large, flowing teal shapes. One shape starts from the top left and curves downwards towards the center. Another shape starts from the bottom right and curves upwards towards the center, meeting the first shape. The text is centered between these two shapes.

# **Dashboard Overview**

# Home Page



## AtliQ Grands

### Hospitality Analysis



Executive  
View



City View



Revenue  
Analysis



Booking  
Analysis

# Executive View



## AtliQ Grands - Executive View



City **All** Room Class **All** Booking Platform **All**

May 22 Jun 22 Jul 22 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**  
1.71bn  
↑ 0.2%

**RevPar**  
7,347  
↑ 0.2%

**DSRN**  
2528  
→ 0.00

**Occupancy %**  
57.87%  
↑ 0.0%

**ADR**  
12.70K  
↑ 0.2%

**Realisation**  
70.15%  
↓ -0.0%

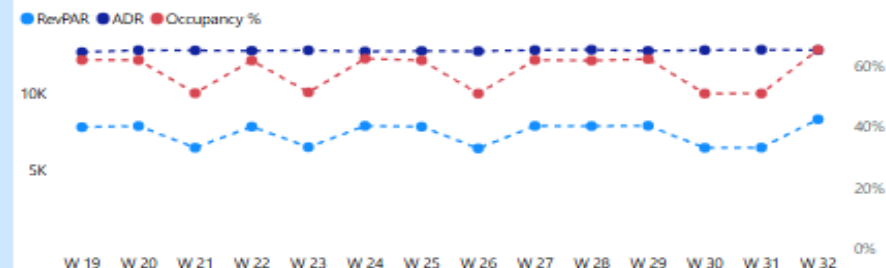
% values in bottom are Week over Week Changes

day type	RevPAR	Occupancy %	ADR	Realisation %
Weekday	7,101	56.0%	12,683	70.0%
Weekend	7,972	62.6%	12,725	70.6%
Total	7,347	57.9%	12,696	70.1%

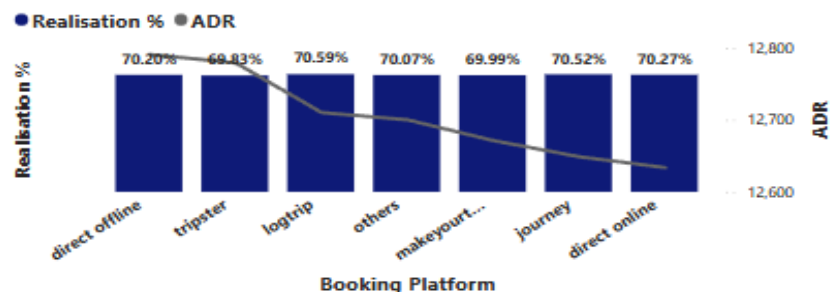
Revenue% by Room Category



Trend by Key Metrics



Realisation % and ADR by Booking Platform



Property by Key Metrics

property_id	property_name	city	Revenue	Total Bookings	RevPAR	Occ%	ADR	DSRN	DBRN	DURN	Realisation %	Cancellation %	Average Rating
16562	Atliq Bay	Delhi	56M	4820	6,260	53.5%	11,709	98	52	36	69.3%	25.3%	3.07
17562	Atliq Bay	Mumbai	52M	3424	6,799	44.8%	15,162	83	37	26	69.6%	25.4%	2.36
18562	Atliq Bay	Hyderabad	69M	7333	6,221	65.9%	9,444	121	80	56	70.2%	24.7%	4.30
19562	Atliq Bay	Bangalore	82M	5812	9,335	65.8%	14,185	96	63	45	70.5%	24.3%	4.28
16561	Atliq Blu	Delhi	58M	4418	8,626	65.8%	13,113	73	48	34	69.9%	25.5%	4.28
17561	Atliq Blu	Mumbai	74M	5183	9,452	66.3%	14,262	85	56	39	70.0%	24.5%	4.30
18561	Atliq Blu	Hyderabad	56M	6458	5,693	65.6%	8,678	107	70	49	70.5%	24.2%	4.25
19561	Atliq Blu	Bangalore	73M	5736	6,778	53.3%	12,720	117	62	44	69.8%	24.7%	3.08
16560	Atliq City	Delhi	55M	4693	6,285	53.7%	11,705	95	51	36	71.1%	24.1%	3.01
17560	Atliq City	Mumbai	88M	6013	7,776	53.1%	14,634	123	65	45	69.5%	25.1%	3.04
Total			1709M	134590	7,347	57.9%	12,696	2528	1463	1026	70.1%	24.8%	3.62

RevPAR - Revenue per available room | DSRN - Daily sellable room nights | ADR - Average Daily Rate | DBRN - Daily Booked Room Nights | DURN - Daily Utilized Room Nights, Occ% - Occupancy%,



# City View

## AtliQ Grands - City View



Room Class

All

Property name

All

City

All

Status

All

Platform

All

Month

All

Week

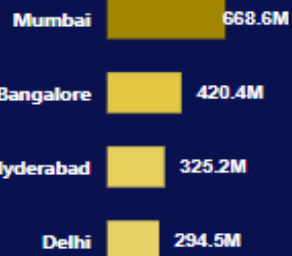
All

Revenue  
1.71bn

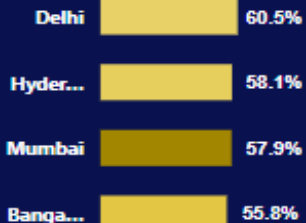
Occupancy %  
57.9%

Avg. Rating  
3.62

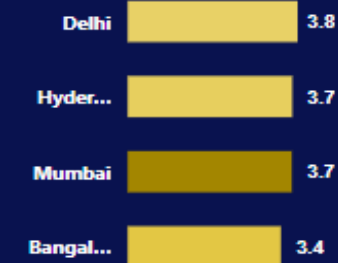
### Revenue by city



### Occupancy % by city



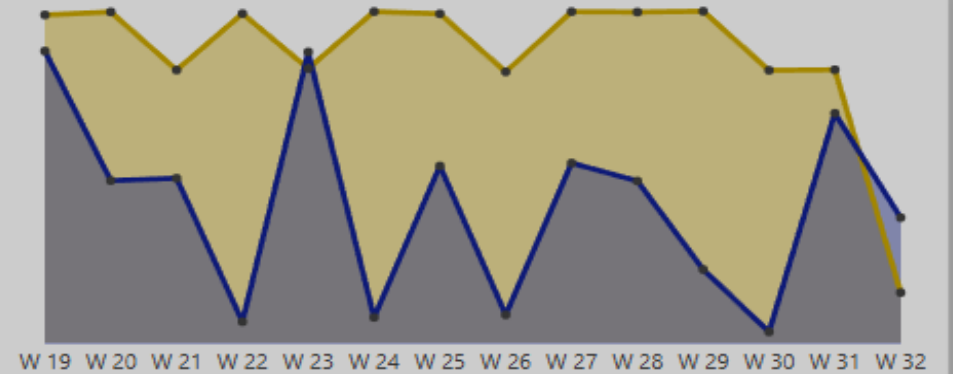
### Avg. Rating by city



Property_name	Revenue	Avg. Rating	Occ %	Total Bookings	CR	CB	Total Capacity
Atliq Seasons	66M	2.29	44.6%	3982	24.79%	987	8924
Atliq Grands	212M	3.10	52.6%	17035	25.08%	4273	32384
Atliq Bay	260M	3.71	58.4%	21389	24.84%	5314	36616
Atliq Blu	261M	3.96	62.0%	21795	24.65%	5373	35144
Atliq Exotica	320M	3.62	57.3%	23441	24.37%	5713	40940
Atliq City	286M	3.69	59.5%	23323	24.92%	5811	39192
Atliq Palace	304M	3.75	60.0%	23625	25.16%	5949	39376
Total	1709M	3.62	57.9%	134590	24.83%	33420	232576



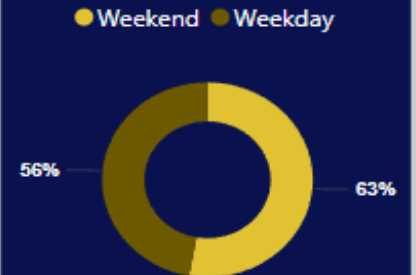
### Weekly Trend (Revenue & Rating)



### Total Bookings by Platform



### Weekly Occupancy %



Occ% - Occupancy%, CR - Cancellation rate, CB - Cancelled Bookings count

# Revenue Analysis

## AtliQ Grands - Revenue Analysis



Room Class

All

Property name

All

City

All

Status

All

Platform

All

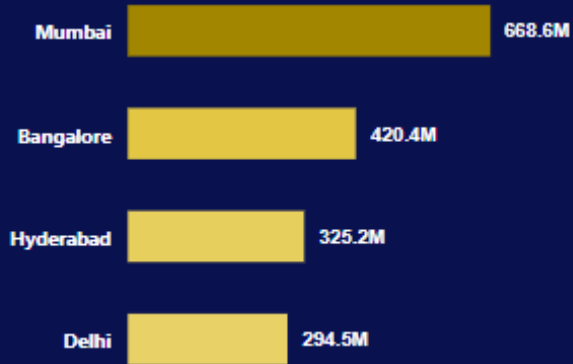
Month

All

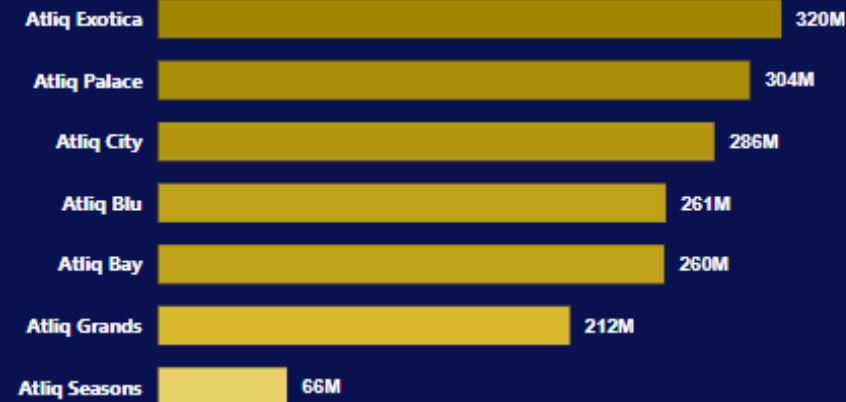
Week

All

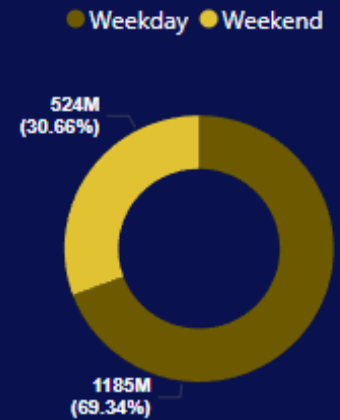
### Revenue by city



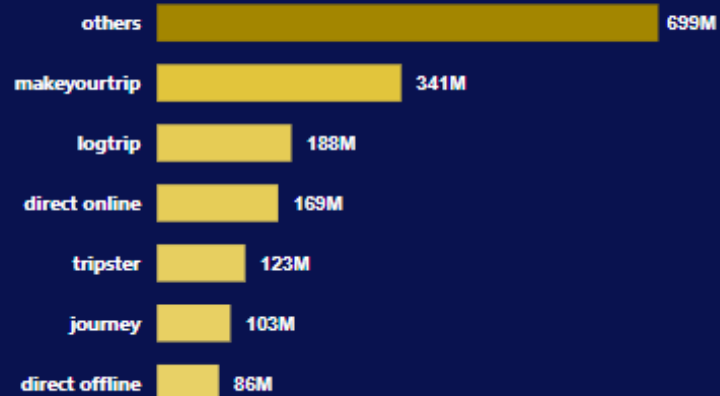
### Revenue by property\_name



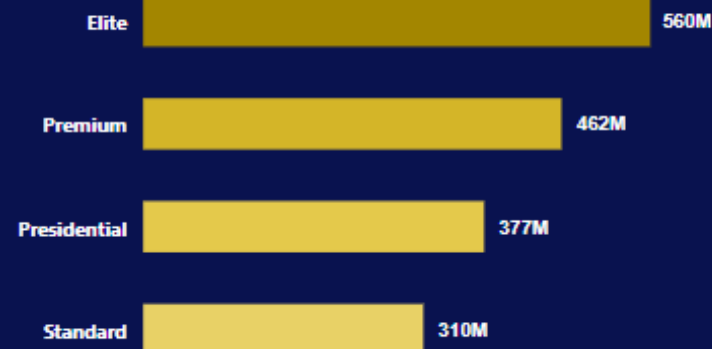
### Weekly Revenue



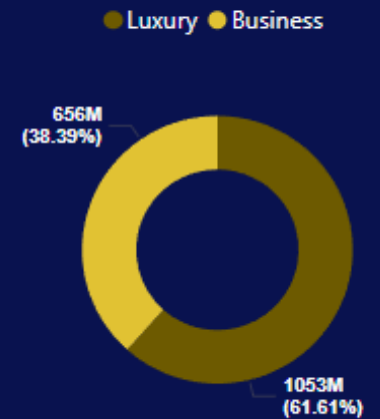
### Revenue by booking\_platform



### Revenue by room\_class



### Revenue by Room Category



# Booking Analysis

## AtliQ Grands - Booking Analysis



Room Class

All

Property name

All

City

All

Status

All

Platform

All

Month

All

Week

All

Revenue  
1.71bn

Occupancy %  
57.9%

Total Capacity  
233K

Total Successful  
Bookings  
135K

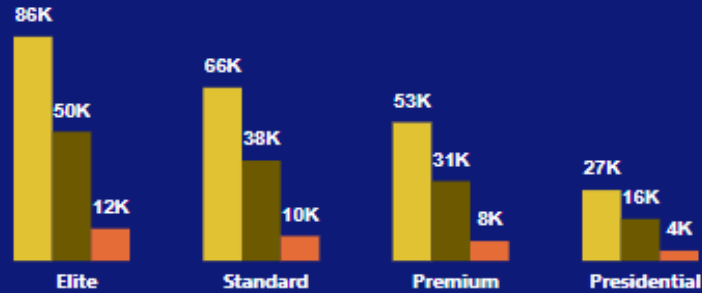
Total Cancelled  
Bookings  
33K

Total No Show  
6759

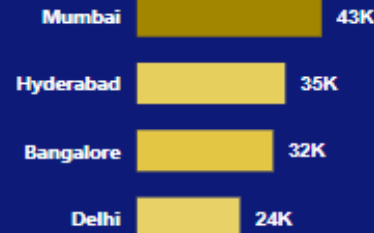
CR  
24.8%

P/LDC  
299M

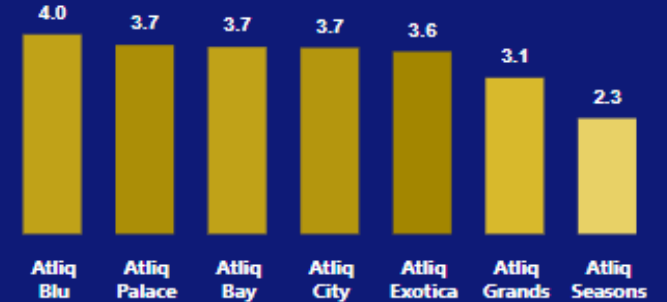
Room Capacity vs Booking vs Cancellations as per Room\_type



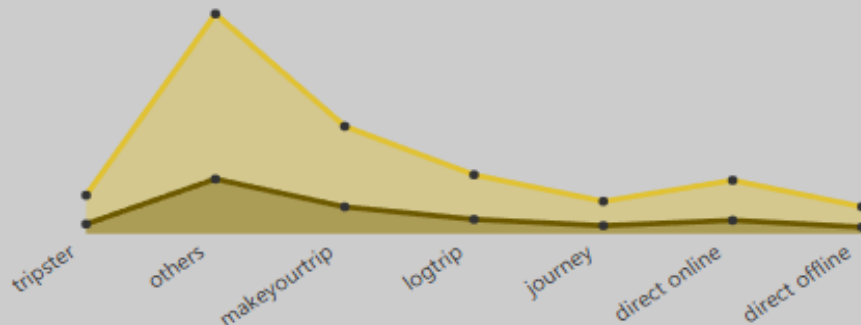
Total Bookings by city



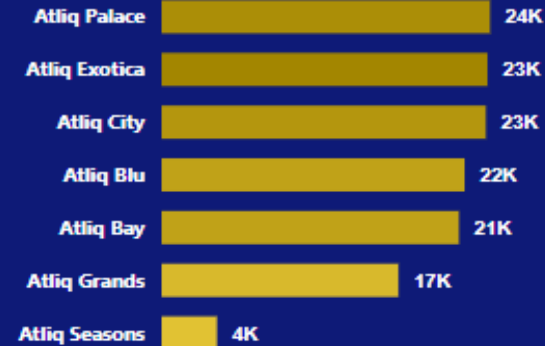
Average Rating by property\_name



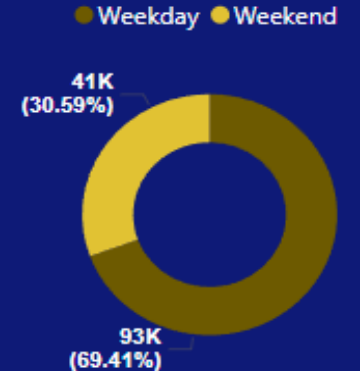
Platform wise Booking vs Canceled Booking



Total Bookings by property\_name



Weekly Booking





The background features a light blue gradient with two large, flowing teal shapes. One shape starts from the top left and curves towards the center, while the other starts from the bottom right and curves towards the center, creating a sense of dynamic movement.

# **Strategic Insights & Recommendations**

# Strategic Insights

- **Mumbai** leads in **revenue generation**, contributing **668.6M**, followed by **Bangalore** (420.4M), **Hyderabad** (325.2M), and **Delhi** (294.5).
- **Luxury** rooms contributed the most to total revenue (61.61%), while the **Business** category contributed 38.39%.
- **Delhi** stands out as the top performer in **Occupancy Percentage (60.5%)** and **Average Rating (3.8)**.
- **Hyderabad, Mumbai, and Bangalore** also show strong overall performance, closely trailing behind Delhi.
- **AtliQ Exotica** led among all properties with **320M** revenue, an average rating of **3.62**, occupancy is **57.3%**, and a **24.37%** cancellation rate.
- Occupancy increases by **7% on weekends (Fri-Sat)**, though RevPAR remains nearly unchanged.
- **Weekday** revenue accounts for **69.34%**, while **weekend** revenue contributes **30.66%**.
- **May** recorded the highest monthly revenue at **581.93M**, outperforming June and July.
- **Elite** rooms generated the highest revenue at **560M**, while **Standard** rooms earned the lowest at **310 M**.
- Most bookings came from **other sources, 55K** (699M), followed by **MakeYourTrip, 27K** (314M). The **lowest number of bookings** came from **direct offline, 7K** (86M).
- **Overall Summary:**
  - Total revenue: **1.71 billion**
  - Occupancy%: **57.9%**
  - Cancellation rate: **24.8%**
  - Average rating: **3.62**
- **RevPAR Analysis :**
  - Highest RevPAR: Mumbai (**8.9K**)
  - Lowest RevPAR: Hyderabad (**5.4K**)

# Recommendations

- **Enhance Customer Ratings:**

Customer ratings can be enhanced by delivering exceptional service, maintaining high standards of cleanliness, and offering quality food, all of which directly impact bookings and overall revenue.

- **Implement Dynamic Pricing:**

As the Average Daily Rate (ADR) is almost the same on weekdays and weekends, using dynamic pricing for all properties and platforms can help increase revenue.

- **Address High Cancellation Rates:**

Others and MakeYourTrip are the top sources of bookings, but they also have a high cancellation rate of 25% across different cities and properties. This needs attention, as high cancellations hurt hotel rankings in search results, which can reduce bookings and revenue. Additionally, Elite rooms show the highest cancellation rate and should be addressed separately.

- **Optimize Room Pricing Based on Occupancy:**

With an overall **occupancy rate of 57.9%**, the management should explore dynamic pricing strategies, particularly for properties with lower occupancy, to boost room utilization and increase revenue.



# Dashboard Resources Utilized

Image courtesy:

- [Photo by Unsplash](#)
- [Isha Ralhan](#)
- [Arno Senoner](#)
- [Possessed Photography](#)
- [Jon Tyson](#)
- Icon by [freepik](#)
- Background by [freepik](#)





A collection of blue pushpins and paper clips is arranged on the left side of a light blue background. There are six pushpins and a cluster of about eight paper clips. The pushpins are scattered in a loose, vertical line, while the paper clips are piled together at the bottom left.

**Thank you for your attention**