

# AtliQ Hospitality Analysis

## Problem Statement:

AtliQ Grands, a chain of five-star hotels in India, is experiencing a decline in market share and revenue due to competitive pressures and ineffective management decisions. To counteract this, they aim to leverage Business and Data Intelligence but lack an in-house analytics team. Consequently, they have decided to hire a third-party service provider to analyze their booking data from the past three months and deliver insights that will help them regain market share and boost revenue.

## End Goal:

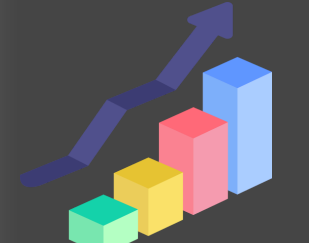
The project's goal is to analyze the three months of booking data from AtliQ Grands hotels and provide actionable insights and strategic recommendations. These insights will be aimed at helping the company reclaim market share and enhance revenue in the luxury and business hotel segment.

Use Below Buttons To  
Navigate

Overall



Monthly





Home Monthly



Property Name

All

City

All

Booking Status

All

Booking Platf...

All

Month Name

All

Week No

All

# AtliQ Hospitality Analysis

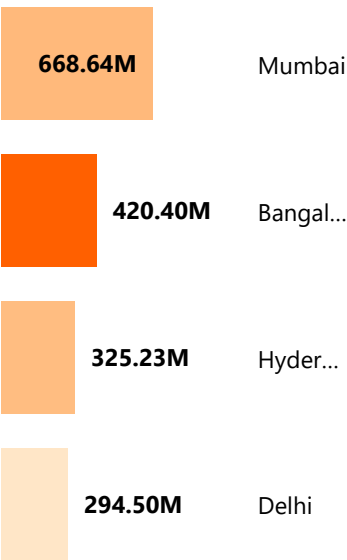
1.71bn  
Revenue

57.87  
Occupancy %

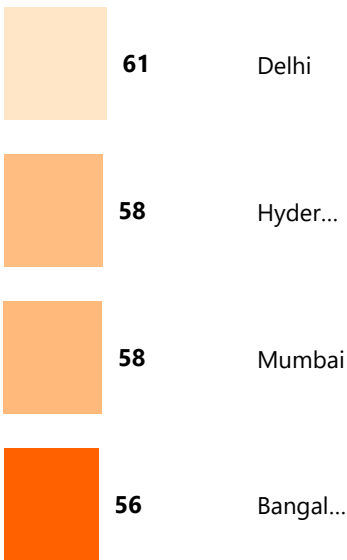
3.62  
Average Rating

24.83  
Cancellation %

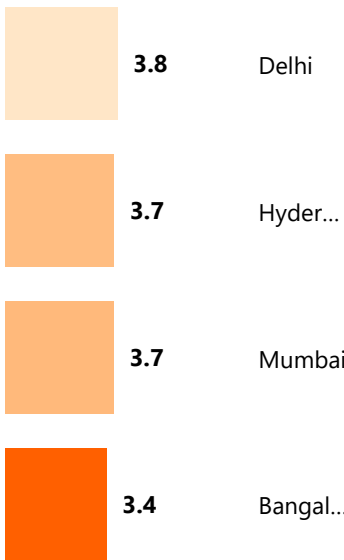
Revenue by City



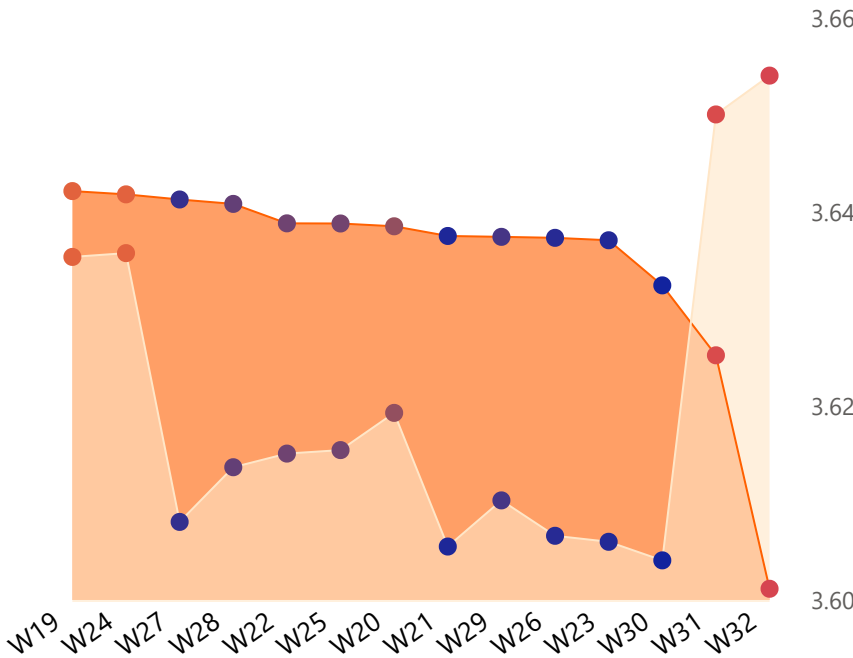
Occupancy % by City



Average Rating by city

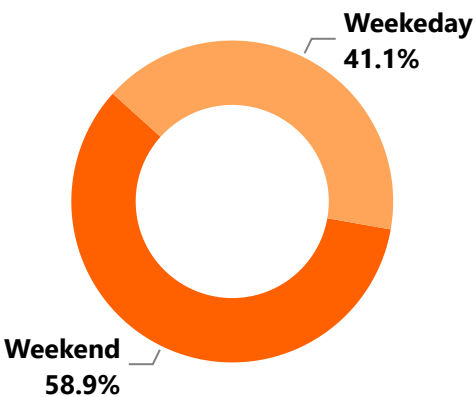


Weekly Trend (Revenue and Rating)



Property Name	Total Bookings	Occupancy %	Cancellation %	Cancelled Booking Count	Revenue	Total Capacity
Atliq Exotica	23.44K	57.26	24.37	5.71K	320.31M	40.94K
Atliq Palace	23.63K	60.00	25.18	5.95K	304.08M	39.38K
Atliq City	23.32K	59.51	24.92	5.81K	285.81M	39.19K
Atliq Blu	21.80K	62.02	24.65	5.37K	260.86M	35.14K
Atliq Bay	21.39K	58.41	24.84	5.31K	260.05M	36.62K
Total	134.59K	57.87	24.83	33.42K	1708.77M	232.58K

Occupancy Ratio





Home

Overall



Month Name

- Select all
- July
- June
- May

Property Name

All

City

All

Booking Status

All

Booking Platf...

All

Week No

All

# AtliQ Hospitality Analysis

1.71bn

Revenue

57.87

Occupancy %

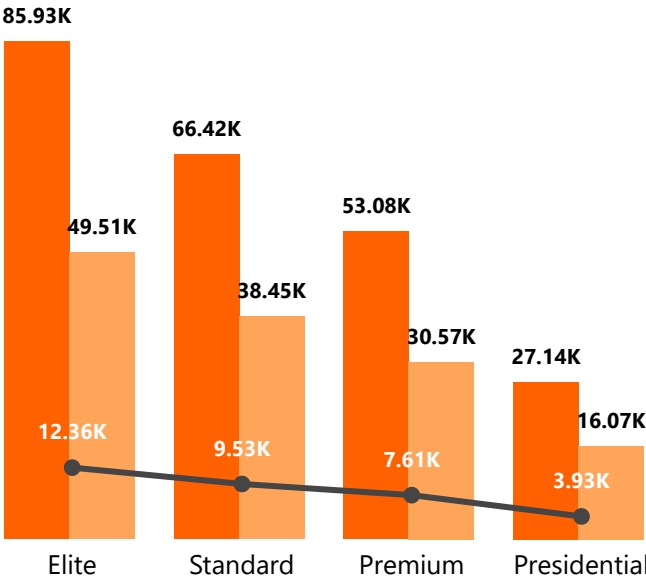
3.62

Average Rating

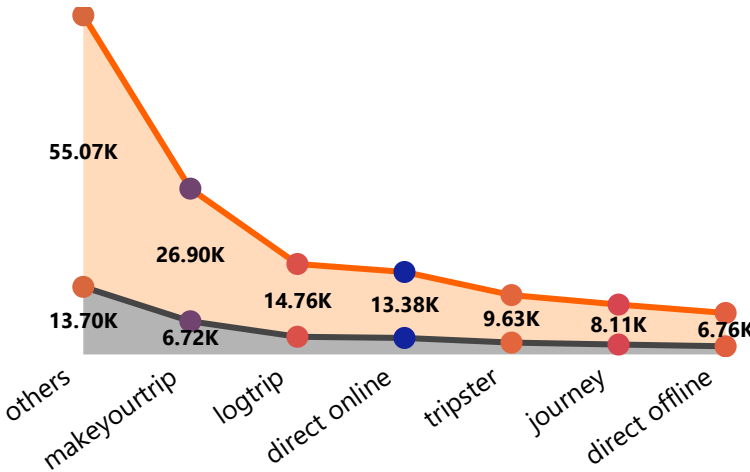
24.83

Cancellation %

Capacity Vs Booking Vs Cancelled



Platform Wise Booking Vs Cancelled



Day Name	Atliq Bay	Atliq Blu	Atliq City	Atliq Exotica	Atliq Grands	Atliq Palace	Atliq Seasons
Wednesday	35.84M	36.01M	37.20M	45.79M	29.11M	40.18M	8.58M
Tuesday	37.68M	37.20M	35.58M	42.64M	28.90M	39.25M	8.40M
Thursday	36.19M	36.76M	38.38M	46.71M	30.17M	39.97M	9.16M
Sunday	36.79M	36.05M	44.70M	43.17M	28.82M	46.84M	9.50M
Saturday	32.16M	32.11M	45.00M	40.62M	26.40M	47.55M	10.53M
Monday	35.01M	35.36M	36.57M	43.11M	29.13M	38.17M	8.45M
Friday	33.12M	33.73M	41.39M	41.56M	27.76M	44.08M	9.79M
Total	246.79M	247.23M	278.82M	303.60M	200.29M	296.03M	64.40M

Property Name	Revenue	Average Rating	Total Capacity	Occupancy %	Cancellation %
Atliq Exotica	320.31M	3.62	40.94K	57.26	24.37
Atliq Palace	304.08M	3.75	39.38K	60.00	25.18
Atliq City	285.81M	3.69	39.19K	59.51	24.92
Atliq Blu	260.86M	3.96	35.14K	62.02	24.65
Atliq Bay	260.05M	3.71	36.62K	58.41	24.84
Atliq Grands	211.53M	3.10	32.38K	52.60	25.08
Total	1708.77M	3.62	232.58K	57.87	24.83