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.

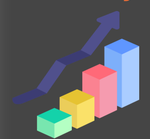
End Goal:

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



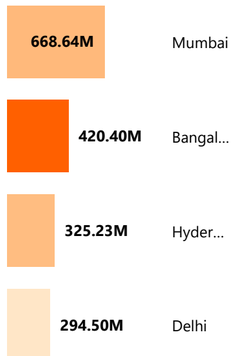
AtliQ Hospitality Analysis

Home | Monthly

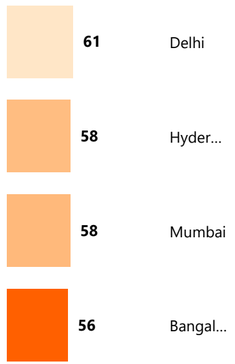
Property Name: All
City: All
Booking Status: All
Booking Platf...: All
Month Name: All
Week No: All

135K	33K	7K	94K	1.71bn	3.62	57.87	24.83
Total Succesful...	Total cancelled...	Total no show...	Total Checked Out	Revenue	Average Rating	Occupancy %	Cancellation %

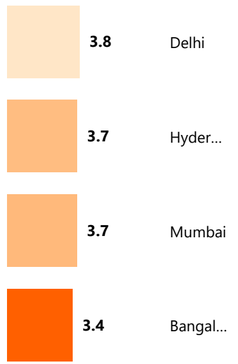
Revenue by City



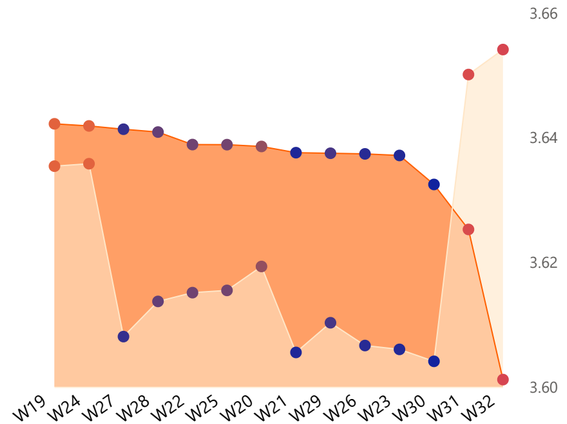
Occupancy % by City



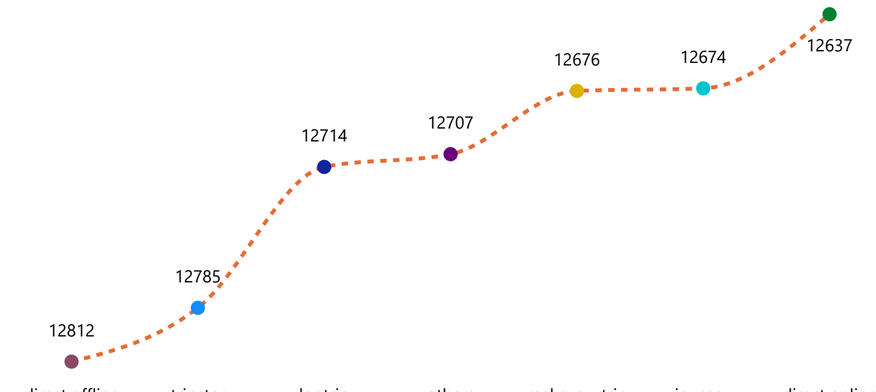
Average Rating by city



Weekly Trend (Revenue and Rating)

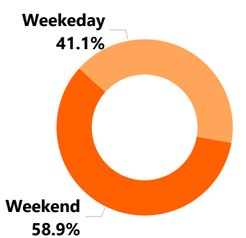


ADR by Booking Platforms



Property Name	Occupancy %	ADR	DSRN	DURN	DBRN	No Show rate %	Cancellation %	Revenue	RevPAR	Total Bookings	Total Capacity
Atliq Palace	60.00	12.87K	428.00	179.70	256.79	0.05	25.18	304.08M	7.72K	23.63K	39.38K
Atliq Exotica	57.26	13.66K	445.00	179.97	254.79	0.05	24.37	320.31M	7.82K	23.44K	40.94K
Atliq City	59.51	12.25K	426.00	177.88	253.51	0.05	24.92	285.81M	7.29K	23.32K	39.19K
Atliq Blu	62.02	11.97K	382.00	165.95	236.90	0.05	24.65	260.86M	7.42K	21.80K	35.14K
Atliq Bay	58.41	12.16K	398.00	162.66	232.49	0.05	24.84	260.05M	7.10K	21.39K	36.62K
Total	**57.87**	**12.70K**	**2,528.00**	**1,026.21**	**1,462.93**	**0.05**	**24.83**	**1708.77M**	**7.35K**	**134.59K**	**232.58K**

Occupancy Ratio



Revenue, Occupancy%, RevPAR, ADR by Day Type

Day Type	Revenue	Occupancy %	RevPAR	ADR
Weekday	1156.92M	51.34	7.04K	12.70K
Weekend	480.23M	73.58	7.04K	12.71K
Total	**1637.16M**	**57.87**	**7.04K**	**12.70K**

Full Forms of Terms:

- RevPAR: Revenue Generated Per Available Room.
- ADR: Average daily rate.

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1.71bn	57.87	3.62	24.83	135K	7.35K	2.53K	1.46K	1.03K
Revenue	Occupancy %	Average...	Cancellation %	Total Bookings	RevPAR	DSRN	DBRN	DURN

Home | Overall

Month Name
- Select all
- July
- June
- May

Property Name: All

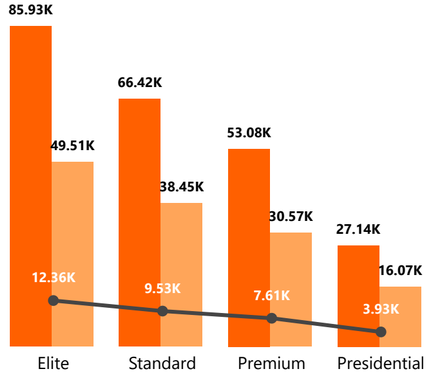
City: All

Booking Status: All

Booking Platf...: All

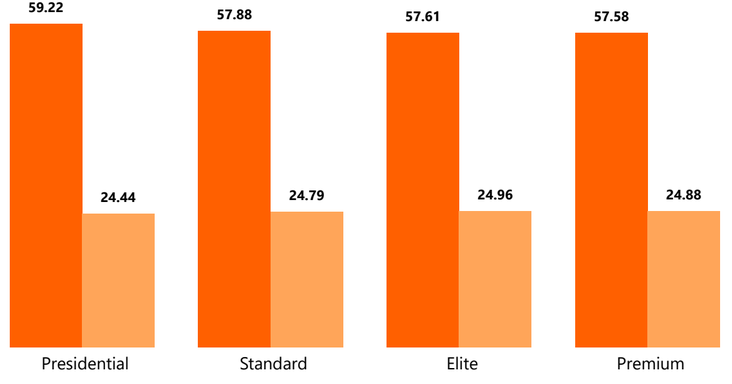
Week No: All

Capacity Vs Booking Vs Cancelled

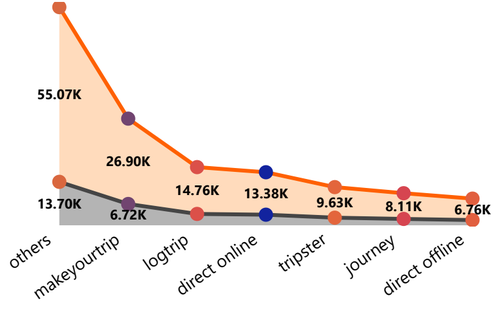


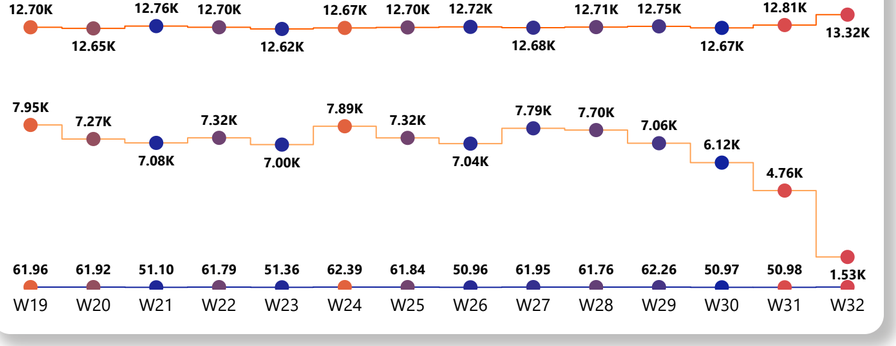
Day Name	Atliq Bay	Atliq Blu	Atliq City	Atliq Exotica	Atliq Grands	Atliq Palace	Atliq Seasons
Wednesday	35.84M	36.01M	37.20M	45.79M	29.11M	40.18M	8.58M
Tuesday	37.68M	37.20M	35.58M	42.64M	28.90M	39.25M	8.40M
Thursday	36.19M	36.76M	38.38M	46.71M	30.17M	39.97M	9.16M
Sunday	36.79M	36.05M	44.70M	43.17M	28.82M	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**

Occupancy and Cancellation % by Room Class



Platform Wise Booking Vs Cancelled



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**

Trend by Key Matrices